

Dear Jeremy,

As you can see, I've attached a million dollars to this letter. Why have I done this?

For two reasons!

First, what I have to tell you is so important, I needed some way to make sure this letter got your attention.

And second, since I needed a way to demonstrate that I am different from other financial planners, I thought the million dollars would make an appropriate eye-catcher!

Jeremy, here's what it's all about. I specialise in showing Dentists how to:

*! Create, protect and preserve net worth*

*! Invest in a range of direct asset classes instead of dumping money in managed funds and hoping for the best*

*! Take control of where and how their money is invested*

*! Reduce their reliance on "middle men" or "fund managers" and save a fortune on fees*

*! Gain exposure to high yields and capital growth without unnecessary risk*

*! Structure business succession and estate planning without the hassles and industry jargon*

I've developed a unique, no-obligation Personal Financial Engineering Check-Up and Analysis that will show you in 25 minutes how you could profit from a program tailored to your unique circumstances. I absolutely promise there will be no high pressure and you will not be asked to buy anything at this meeting.

Even if you have the services of a good accountant, risk adviser or financial planner, in virtually every instance, my "Second Opinion Review" will reveal at least one potential problem and one profitable opportunity. Don't you owe it to yourself to get another opinion (free and with no obligation) on something as important as your financial well being?

To receive your FREE Analysis, call me at 9321 1811, or fax 9321 1819 or mail the enclosed No-Risk, No-Obligation Analysis Request Form.

Why not do it today while it's fresh on your mind?

I'm looking forward to meeting you soon!

Sincerely,

Mark Davidson

P.S. I'm so confident that you'll find this meeting to be time profitably invested, and that none of your advisers have shown you all of the strategies that I am expert in, that if you feel your time was wasted, I will give you a cheque for \$25 on the spot, payable either to you or your favourite charity! How can I be any fairer than that?

P.P.S. Attached sheet shows feedback from some of our clients

**No-Risk, No-Obligation**  
**Personal Financial Engineering Check Up**  
**Attn: (Mark Davidson)**

Γ Yes! I want to find out how to maximise my wealth creation, minimise my risk exposure and make sure that my family and estate are taken care of. Please call me to arrange a 25-minute meeting, so I can receive my FREE no-obligation Check Up. I understand there will be no high pressure, and I will not be asked to buy anything during this meeting. Plus, you're so confident I will find this meeting to be time profitably invested, that if I feel you have wasted my time, you'll write me or my favourite charity a cheque for 25 dollars!

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Best day and time to reach me \_\_\_\_\_

Please rate the following areas of concern from 1 to 5, with 1 being the most important:

- Increasing my net worth
- Review the structure and costs of my investments
- Sort out estate planning / business succession issues
- Providing for my family if disaster strikes
- Other areas of concern please list) \_\_\_\_\_

Please tell us a little bit more about yourself. This information will be kept in strictest confidence:

What is your approximate household income?

Γ Under \$50,000 Γ \$50-\$100,000 Γ \$101-\$250,000 Γ \$251,000+

Marital Status: \_\_\_\_\_ Number of children: \_\_\_\_\_

How old are you? Γ 20-26 Γ 27-34 Γ 35-42 Γ 43-50 Γ 51-60 Γ 61+

Do you have a Self- Managed Super Fund?  Yes  No

Do you have Superannuation  Yes  No (Details) \_\_\_\_\_

Do you have Managed Funds  Yes  No (Details) \_\_\_\_\_

Do you have Property Investments  Yes  No (Details) \_\_\_\_\_

Four ways to arrange for your **No-Risk, No-Obligation Personal Financial Engineering Check up:**

1. FAX this form to **9321 1819** anytime.
2. CALL **9321 1811** and ask for (mark davidson).
3. Return this form by mail to: ( Reply Paid 960, PO BOX 960, WEST PERTH, 6872)
4. E-mail me at