

Dear ,

As you can see, I've included a pair of dice with this letter.

Why have I done this?

For two reasons!

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

And second, if you haven't been kept up to date with the changes to personal insurance you could be gambling yours and your family's financial future on policies that are totally unsuitable for your present situation and that's why I thought a pair of dice would make an especially appropriate eye-catcher!

Tom, here's what it's all about. I specialise in showing successful real estate agents how to:

- ! Protect their greatest asset, the ability to earn income*
- ! Protect their life savings, their independence and family's dignity from the devastating effect of serious illness, accident or death*
- ! Save money on wasted fees & charges and structure their insurance protection to reduce cost and maximise tax deductions*
- ! Understand the insurance companies fine print, so you don't run the risk of having a future claim denied*

I've developed a unique, no-obligation asset and lifestyle Protection Check-Up that will show you in 25 minutes how you could profit from a program tailored to your unique circumstances.

Even if you have the services of a 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 5447 4411, or fax 5447 4633 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,
Insurance Champions
Suite 1, 36 Sunshine Beach Rd, Noosa Heads 4567
Authorised Representative no 223106
AAA Shares Pty Ltd, AFS Licence 222138.

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 write you a cheque for \$25 on the spot, payable either to you or your favourite charity!

P.P.S. Did you know that the chances of throwing a double six with a pair of dice is 1 in 36!

No-Risk, No-Obligation
Asset & Lifestyle Protection Check Up
Attn: (Mark Davidson)

Γ Yes! I want to find out how to maximise my protection benefits, minimise my cost and make sure that I don't get caught out by the insurance industry fine print. Please call me to arrange a 20-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 give 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:

- Review the structure and cost of my risk protection
- Sort out estate planning 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 **Income Protection** __ Yes __ No **Life Cover** __ Yes __ No **Trauma Cover** __ Yes __ No

Four ways to arrange for your **No-Risk, No-Obligation Asset & Lifestyle Protection Checkup**:

1. FAX this form to 5447 4633 anytime.
2. CALL 5447 4411 or 0411 028 255 and ask for (Mark Davidson).
3. Return this form by mail to: (Insurance Champions, Po Box 1724, Noosaville DC 4566)
4. E-mail me at mark@insurancechampions.com.au