

STAFF MEMO

FROM: Dr. Pershing's Staff
(Luanne)
5285 Vaughn Rd.
Montgomery, AL
Ph: (334)215-8900

Dear Friend,

It's me (Luanne), Dr. Pershing's assistant, writing you this special note...and ...I want you to get a **FREE** office visit for just reading this brief memo.

Doctor Pershing has turned to me to do all of his marketing. I don't have a clue. So I'm going to attach two red tickets like you get at the carnival to this letter. One is going to give you a free office visit just because I don't know what I'm doing here so have a free visit. And the second one is if you know someone they can come in for a special price and give them the other ticket.

He might be better than me but I'm going to do it this time. And he doesn't know I'm doing this and so if I'm right you're going to come in and if I'm wrong you're just going to throw it out like he said you would.

It's as easy as painting stripes on a zebra to get your next office visit at no charge. Trust me, there are no strings attached...and ...there is no future treatment obligation. Please call me now **(334) 215-8900** while this letter is still in your hands!

Thanks!

Luanne

P.S. #1 Remember to bring this red ticket with you...because...I need to see it to give you a **FREE** office visit.

P.S. #2 Hurry! This special "**Red Ticket**" offer expires at noon on [**date**].

P.S. #3 The second "**Red Ticket**" is for your family members (or your close friends) from now until noon [**date**]. They get 1)A private, face-to-face, health consultation with Dr. Pershing, 2)A comprehensive examination, 3)Your first gentle treatment for only \$49. (This is a \$199 value - Save \$150... and...you get all this stuff when you call today).

P.S. #4 Thanks for reading this special letter. I gotta go. Bye!!!