



867 East 9400 South
Sandy, UT 84094
800.678-1480



[LetterDate]

«FName» «LName»
«Company»
«Address2»
«Address1»
«City», «State» «Zip»

Dear «FName»,

My name is Bill Good, Chairman of Bill Good Marketing®, and it's my privilege to invite you to become a member of an elite group within the securities industry. This group, over 4,000 strong already, has embarked on a journey that's **changing the way the industry does business**. Members often **double their production**. We're capturing more and more spots in President's and Chairmen's Councils and this journey often brings renewed vigor and purpose to careers that have stagnated or stalled.

Joining this group will cost you. You may endure some discomfort from hard work. You may become overwhelmed with new prospects for your business. You may struggle with new concepts and technologies.

On the other hand, **you will belong to a group that is leading this great industry into the future**, helping to pioneer how business will be conducted then. And you will go a long way toward **ensuring your own survival in the securities industry**.

«FName», I'm inviting you to become a subscriber to the Bill Good Marketing System®. I'm going to explain to you, in the greatest detail possible, what your journey into prosperity will involve.

Destination: Prosperity in a Volatile World

Business conditions today are volatile at best. New technologies sweep older businesses aside. With only a small part of the world still in Communism's grip, the majority of the world's population must make a go of it under free enterprise. In the undercapitalized parts of the world, **enormous investment opportunities are frequently overlooked**, or underutilized. With world markets now wide open, the information glut is far worse than it has ever been. **Specialization, computer sophistication, and a disciplined marketing team are all musts** for survival.

Opportunities for financial advisors, investment consultants, and other specialists abound. The first wave of the post-war **baby boomers are retiring**, and wave after wave follow them. They're living longer, will be working longer, and are more sophisticated than any generation of investors in history.

But where there is great opportunity, threats to survival can also be found. With the final elimination of the Glass-Steagall Act, **a complete free-for-all has torn down any remaining barriers** to entry into the securities industry. Banks are doing IPOs. Brokerage firms have entered banking. And insurance companies (afraid of being left out) are buying everything in sight.

The securities industry itself has dramatically changed. No one has put advisors on salary yet. Someone will soon.



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The reality is that the high commissions of the late 1990s have all but disappeared **except for those advisors who have developed disciplined marketing systems and effectively managed client relationships**—they are the survivors.

Survival Vehicle: The Bill Good Marketing System

What it is. The Bill Good Marketing System is a **computer-based, client relationship marketing, prospecting, and practice management system.**

It's based upon the **FACT**, and **ECONOMIC NECESSITY**, of specialization—yours and ours. In your job as an investment professional **you do not have the time**, or know-how, **to design an integrated marketing system** any more than you have the time and know-how to design and build a car. If you want a Porsche®, buy a Porsche®. If you want a system to carry you to prosperity, **buy one.** Don't try to build it yourself.

Change is built into “the system,” which is constantly updated and modified to meet the demands of changes in technology, changes in markets, and changing advisor needs.

Who Needs It? Advisors, planners, and niche-marketers **who plan to be around in eight years.**

Who Can't Have It? Commodity brokers (they don't live long enough) and people in “closed areas.” We can help you with this.

The Journey: How We Make it Work for You

«FName», now that we've talked about the Destination and the Survival Vehicle, let's look closer at the Journey.

The Brain Dump

Someone said, “The longest journey starts with a single step,” and your first step with the Bill Good Marketing System is “The Brain Dump.” We've got to get the information from your head into the computer.

The process is simple.

You can export the data you have in your current program to a spreadsheet template that we provide. Or, if the information is available, you print out a set of labels containing each client's and prospect's name, address, and phone number. Then you paste each label to our “data sheet.”

Next, you answer 26 questions about each client and prospect. We will import what we can, depending on what information you have in other programs. An assistant can add some of the information too. **The critical information, however, is in your head.**

When you've finished dumping what's in your head onto “data sheets,” you send these to us, and our team enters the information into a computer.

In 20–30 hours, you've accomplished more than backyard system builders will accomplish in a year. And, when you arrive in Salt Lake for your training, your system is ready to go.



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The Training: Getting Ready to Launch

We've developed **the most robust, effective training program in the industry**. It has a simple goal: give you 100% of the know-how you need to be successful the *first* day you return to your office.

Its five days. It's tough. And, if you don't get it the first time, we'll put together a review program for you to work on at night. You *will* get it.

And even though you never plan to touch the computer to run our system when you return to your office, you'll learn how. You have to, otherwise you'll never know how to communicate with your Computer Operator.

In five days, you become familiar with **the computer interface**. You learn how to **hire, train, and manage a Computer Operator**. You learn how to effectively communicate with the Computer Operator. You learn the **basic principles of direct mail**. You learn how to **improve your service** through proper job descriptions and assignments. You learn how to manage your business better, using a **weekly statistics report**. You learn how to **evaluate direct mail**, and **how to get your manager, or favorite wholesaler, to pay for it**.

You learn three critical client-marketing campaigns and a managed-money campaign. **You learn how to get your clients to call you.**

And you learn six prospecting campaigns, all leveraged.

Before you go home, we get your first letter ready to print—an absolute masterpiece. It's designed to do two things: **find money and get referrals—and does it ever!**

«FName», we know that when you use it, **your production will take off like a booster rocket into outer space.**

Blast Off

You're back in your office. You've got five days to accomplish just a few tasks. Then the rocket really takes off.

On Thursday of your first week back, you mail the "Find the Money" letter—my three-page masterpiece.

Responses will hit you Monday and Tuesday of the next week.

You'll get anywhere from **20% to 50% of your clients** sending in completed questionnaires. Ultimately, when you complete all three legs of the campaign, **not even a 60% response will surprise you.**

And «FName» you'll find **more money, more referrals, and more opportunities** than you ever dreamed possible!

Orbit

The first thrust of our journey is designed to get you higher production from your already established client base.

We focus on **client marketing** for three reasons:

- 1) **It's easier** than prospecting.
- 2) It's **more profitable** than prospecting, at least in the short run.
- 3) Properly done, **it will finance your next blast**—prospecting.



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This journey into effective client marketing takes you several months. During this period, you'll find a **"funds due position" on 60–80% of your clients**. You'll get a Computer Operator functioning. You'll set up the reporting system that enables you to **not have the computer on your desk**. You'll implement "The Advisor Model Day." And you'll be sending at least **one letter each month to every client and prospect**.

Launch for Deep Space

Now «FName», it's time to fire up your prospecting thrusters with one of our "leveraged prospecting campaigns."

Let me raise and then answer a question for you.

Why don't you prospect?

Answer: Because you can make more money, any given day, calling your clients.

What we've done with our "leveraged prospecting campaigns" is **make prospecting revenue-competitive with calling your clients**.

To put it another way, before you speak with a prospect we've made sure that prospect has been disinfected, washed, rinsed, dried, and presented to you with a ribbon.

Cruise

With your client marketing campaigns in place, with prospecting producing a steady flow of new accounts, and with **all tasks except selling delegated**, your business grows at the pace you desire.

Some of our system users have used their extra time to **grow even faster**. Some have slacked off and **hit the golf course**. Some have spent it **with their families**. Still others have begun the move toward **acquiring even more of the specialized know-how** they will need in the new economy.

Support

When you're done with your training, you can operate your system. But we know you're going to have questions and problems along the way. This is why **we maintain the largest support center for any program** in the securities industry. Your package includes twenty-two hours of live software and marketing support and specialized help with unique ideas, new letters, and new campaigns.

«FName», it's true, I think, that **the invitation I'm extending carries some responsibilities**. You'll definitely be expected to **keep certain campaigns confidential**. You're expected to set an example of exemplary conduct, because you will be **watched and measured by your peers**.

These are responsibilities which, I trust, will weigh easily upon you. Once the view from "up there" is in your spirit, there is no cure. Like others who have shared the vision, you'll probably find yourself consuming every word you can find in this new system and the new way of life it offers.

But first of all, you must **decide to take this trip**. If you have a sense of adventure, a certain pioneering spirit, and if the part about **blasting your business off this earth appeals to you**, perhaps you should consider **joining the journey**.

billgood
marketing®

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Departure dates are monthly.

Your monthly subscription includes **software coaching, success coaching, access to 2600 tested marketing messages, 31 campaigns** and much, much more. If you have acceptable hardware, great! If not, we'll help you find the right equipment.

To help you decide, we'll be happy to put you in touch with **advisors who do *your* kind of business in *your* kind of market.**

Don't delay accepting my invitation too long. It would be a shame for you to decide you want to go—and find there are no more seats.

To find out if this is the journey for you, call my personal assistant, Jill Jackson, right now.

Call her at (888) 495-7303 today.

Sincerely,



Bill Good
Chairman

P.S. «FName», an old teacher told me, “Always shoot for the stars. For even if you miss, you will at least have enjoyed the thrill of flight.” **Take me up on my invitation to double your production.** Let's get your journey started and shoot for the stars today.



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For Investment Professionals who want to survive.