

Dear (Prospect):

The million-dollar bill gets your attention, doesn't it? That's because it's different than the money you see every day.

Our services and our concepts are different also, and far more valuable than a million-dollar bill.

I'd like to spend twenty minutes with you to show you what it is we do; and tell how it can be invaluable to you.

I know that when you've seen our concepts and heard our ideas, you'll feel that your time was well spent.

We will call you to arrange a mutually convenient time to get together. I'm looking forward to meeting with you.

Sincerely,

Marvin H. Feldman, CLU, ChFC

MF/b

Enclosure: Million Dollar Bill