

March 27, 2006

Dear Business Owner:

One year ago today, two friends (we'll call them Tom and Mary) each realized their dream of starting a business.

It was fun watching them. They were excited, driven – they both said they'd never worked harder or been happier. Their eyes glowed as they talked about their future plans.

That's why it was such a shock last week to see Tom. He was heartbroken.

"It's over," he told me. "I've just closed my doors for the last time."

It turned out Tom had a cash flow problem. He had a great product that people wanted to buy, but he only let them pay with cash or checks.

Seeing Tom made me think about Mary. She'd started out just like Tom – cash only. She'd thought getting set up to take credit would be too much hassle. But several months ago, I'd spent about a half hour with her going over her options.

I decided to call her and see how things were going.

"It's going great!" she told me. "I can't *believe* how much more money I'm taking in! My average order is up 23%. Cash sales have gone up by 29%. I'm not having to chase down bad checks. All in all, my total revenues have *almost doubled!*"

Mary's story isn't unusual. In fact, some businesses see even more of an increase when they use what I show them – **whether they were already taking credit or not.**

How much more profit could your business make? Finding out is easy. Just call me at **627-1000** and I'll schedule a personalized analysis of your business's payment methods.

No cost. No obligation. Just the potential to *explode your profits*. There's no sane reason *not* to call **627-1000** *right now* and schedule your analysis. You'll be so glad you did.

Yours for higher profits,

Tony Ata, Encore Payment Systems  
**(908) 627-1000**

*PS* – Tom never found the time to meet with me. Today he went back to a job he hates. *Don't let his story be yours* – call me today and schedule your **free analysis**. It could turn out to be the most profitable half hour in your company's history!