



Dave Peterson
Peterson Imaging, Inc.
Gulph Mills Business Park
479 Shoemaker Road Suite 110
King of Prussia, PA 19406

Dear Dave,

As you know, one of the most powerful ways we use to grow our business is through word of mouth and referrals from satisfied clients.

We have developed what we are calling the “Active Referral Generation Program”, and I would like to extend an invitation to you to participate in this program. It is a system carefully designed to be as non-intrusive and respectfully considerate to both our clients as well as the prospects you refer.

As a first step, I would like to schedule a brief telephone conversation with you to describe the program and see if it is something in which you would be interested in participating. I know you’ll find it interesting and you’re welcome to use the system to generate leads for your own business as well.

Please expect a telephone call from me within the week. I look forward to speaking with you then.

Sincerely,

Michael Mills
Business Design Corporation
www.BusinessDesignCorp.com