

November 19, 2007

[Merge Field – First Name; Last Name]

[Merge Field – Company]

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[Merge Field – City, State ZIP]

Dear [Merge Field – First Name],

We are pleased to present you the enclosed copy of **The E-Myth Revisited; *Why Most Small Businesses Don't Work and What to Do About It*** at the request of [Referring Contact's Name]. [Referring Contact's Name] is one of our clients and has found the principles outlined in this book to be invaluable to his business.

**The E-Myth Revisited**, was found by INC Magazine to be the most influential book among business owners. It has been on Business Week Magazine's top 10 list and it was the Number 1 best selling business book on Amazon.com.

The point of the book is simple – that the one and only reason for owning a business is to get more of what you want from life. Business ownership is not supposed to consume you. With documented processes for all of your key business activities, your business can run reliably and consistently just as you dreamed it would when you first started imagining owning it.

If you connect with the message in the book, (you'll know after the first 68 pages), and you would like to know more about how you can apply these concepts to your particular business, you can take the next step we offer: The Business BluePrint™ Meeting.

The Business BluePrint™ Meeting is a **free** telephone consultation where we show you how these basic business system principles can apply to your own unique business issues. It is a content-rich educational process that will help you create a 'business map' for taking your company where you want it to go. Business owners get a lot of value and insight into their business – as well as tools they can begin to use immediately. We welcome the opportunity to share this with you, and again, there is no fee or any obligation for this call. It is a gift from [Referring contact's Name]. If you choose to accept his offer, complete the enclosed checklist, fax it to us and we will call you to schedule your analysis.

The sole purpose of owning your business is to provide you a better life. Transform your life by taking your business to the next level. We look forward to hearing from you.

Sincerely,

Michael Mills  
Business Design Corporation