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# Ouch!

Mr. Kent Knaebel, Ph.D.  
Adsorption Research Inc.  
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Dear Kent,

You know how it is. It's a tough market out there. Businesses everywhere are hurting.

Because there just isn't enough business to keep everyone busy.

That's why these days you can't think about just *matching* the competition.

**If you want real growth in your business you've got to OUTWIT,  
OUTMARKET and OUTGUN your competitors every step of the way.**

Now here's the good news. When you join forces with Bruce Luecke and Action International we'll help you do exactly that. More pointedly, consider the following...

**How much MORE money will you bank and how much MORE competitive  
and successful will you and your business be when you have...**

- ✓ Easy access to proven systems, strategies and innovations currently producing profitable results for thousands of companies across 5 continents and 43 nations?
- ✓ A highly experienced, "been-there, done-that" business executive as your personal sounding board and business coach?
- ✓ Insight and advice – whenever you need it – from 457 of the world's savviest and most experienced business people?

You'll get all of this – and more – when you work with Bruce Luecke and Action International. In fact, I'm so confident your bank deposit bag is going to be getting a more active workout I've sent you a brand new one!

Look **Kent**, as you know, a couple of weeks ago I sent you my message in a bottle. And I offered to meet with you for a FREE, no-obligation, no hassle, 55-minute Business Diagnostic. The same Business Diagnostic that's launched thousands of businesses – worldwide and throughout central Ohio – on their way to new high levels of competitiveness and profitability.

But you never got in touch with me. And frankly, that surprises me. Because in addition to

*(Over, please)*

the 55-minute Business Diagnostic – a \$250.00 value in and of itself – I offered you a copy of a best-selling business book filled with proven, money-making ideas for small businesses. Plus, I even offered to write your favorite charity a check – on the spot – for \$50.00 if you feel our meeting did not benefit you.

**What’s more, my coaching agreement with you can be structured in such a way that unless I deliver profitable results for you – over and above your investment -- my services are FREE. And you can take that to the bank.**

Simply put, you can “test drive” Bruce Luecke and the proven systems, tactics, strategies and services of Action International for a full year at zero financial risk to you and your business.

**What’s your upside with this sort of agreement?** Tens of thousands, even hundreds of thousands of dollars in increased profits. A more comfortable lifestyle for you and your family. More time for you to spend with the people and activities that are important to you. Objective, knowledgeable, third-party insight and advice that will help you take your business to new heights of success. A personal coach and mentor who will hold you accountable and push you to maximize your God-given talents, skills and abilities. And much more.

**What’s your downside?** Here’s the answer: None. Nada. Zilch. Zippo.

**What’s holding you back?** By combining your substantial experience and skills with mine, in tandem with the proven resources, systems, strategies and tactics of Action International you’ll have all the tools you need. And you’ll be able to market and manage your business to an incredible new level of profitability. But you must take the first step. You must take action.

*“Most people say ‘ready, aim, fire’. Not me. I say ‘ready, fire, aim’. I take action, then readjust. Everybody else simply waits too long and misses the boat.”*  
-Sam Walton, Founder of Wal-Mart, on his secret to success.

**Kent**, I don’t want you to miss the boat. Call my office today at **734-8411** to schedule your free, no-obligation, no-hassle 55-minute Business Diagnostic. I guarantee you will gain substantial value from this meeting. Or, I’ll write your favorite charity a check for \$50.00.

Thanks for reading my letter. I’m looking forward to helping you quickly wear out your new bank bag.

Sincerely,

Bruce Luecke  
Licensed Business Coach

**P.S** Does business coaching really work? You bet it does! But don’t take my word alone for it. “Asked for a conservative estimate of the monetary payoff from the coaching they got, these managers described an average return of more than \$100,000, or about six times what the coaching had cost their companies.” *Fortune*, 2/19/01, “Executive Coaching -- With Returns a CFO Could Love.”