



Mr. Jim Brenn
Briggs & Stratton Corporation
Senior Vice President & CFO
12301 West Wirth Street
Wauwatosa, WI 53222

Here's your *That's Great News* plaque. Plus, an unadvertised bonus!

Dear Jim,

Congratulations and thank you!

Congratulations on the recent article in *Small Engines Monthly*. And thank you for giving *That's Great News* an opportunity to present you with this stylish, eye-catching plaque. And by "eye-catching" this is what I mean:

"Bob's plaque from That's Great News is a unique product. With our showroom full of state of the art signs, letters of recommendation, and awards, it is Bob's plaque that generates the most interest and conversation with our customers."

Tim Keogh – Signs By Tomorrow - Wallingford, CT

Not only will your customers be impressed, prospects and other VIPs will take notice as well. And why shouldn't they? It's a great article, and it looks great. Take a couple of minutes now to examine your new plaque. And please note:

1. Your plaque is made from only the finest grade of mahogany, oak or walnut wood.
2. Before shipping it to you your plaque had to pass 8 different quality control inspections.
3. We back up our product with a lifetime customer satisfaction guarantee.

An unadvertised bonus to help you grow your business

You'll notice that there's additional item included with your plaque. It's a Special Report entitled, *25 Ways To Use Your Published Articles To Boost Business Results*. Put even a few of these tactics to work with your articles and you'll be pleasantly surprised at the positive long-term impact these actions have on your business. This *Special Report* was written by John W. Elliott, President of Power PR, and a public relations and marketing expert for nearly 40 years. It's loaded with lots of great tips.

Again, thank you for your business. It is an honor and a privilege to serve you, and if you can think of any way we can better serve you please do not hesitate to bring it to my attention.

Sincerely,

Robert R. Roscoe
Founder/CEO
That's Great News



...And 5 Ways You Can Use That's Great News Plaques To Influence Employees, Customers & Prospects

1. **Display your plaque in your office lobby or in the entryway of your business** – You and/or your business has been positively singled out by a respected and objective publication. You've gained prestige, prominence and, most importantly, added credibility. You are, and well should be, justifiably proud of this recognition as would be anyone walking through your doors if they had received similar attention.

So make sure you display your *That's Great News* plaque in the lobby or entryway of your business. There's an old business adage that goes something like this: "They say advertising has greater impact than 'we say' advertising." Whether you want to call your article public relations or advertising, you want as many people as possible to see it as many times as possible. Especially when you've packaged it for maximum eye-appeal.

2. **Display your plaque in your conference room** – What better time to have an eye-catching reminder of your noteworthy recognition than during the course of a sales meeting? In challenging times like these, when competition for every sale is as fierce as ever...you want to be sure you capitalize on every possible advantage you might have.

Also, if you conduct staff meetings or meet with your sales team in this space why not present them with a constant tangible reminder of the company's accomplishment.

3. **Display your plaque on or in your trade show booth, and at job fairs you exhibit at** – You want to give the prospects passing by your booth as many good reasons as possible to stop. Would you rather it be to pick up another branded gadget or to stop and look at your article and plaque? Which of the two do you think would be a more effective conversation starter? Your plaque also makes a good attention grabber and conversation starter at job fairs where you're looking to attract new talent.
4. **Give That's Great News plaques to top customers** – You see that one of your "20% Customers" – as in the 20% that generates 80% of your sales – was written up in the news. Turn that press into a one-of-a-kind thank you gift. This is for sure: They won't soon forget you. Read this testimonial to see what we mean:

I have purchased over 10 Plaques from That Great News to give to my Insurance Customers.... They all immediately hang the wall plaque in their customer lobby and are amazed at the immediate positive feedback customers have when reading it. Every time I see an article printed about one of my customers I call That's Great News to order them one of your fine quality plaques. Your wall plaques have helped me increase my business over 20% a year for the last few years. Thanks.
– David Drescher, Drescher Insurance

5. **Display your plaque in the lunch room or coffee break area** – The better your employees feel about the company, the more productive they will be. A stylish *That's Great News* plaque of your article in the lunch room will reinforce positive feelings about who they work for and what they do.