"Announcing the New, Pre-Written, Turnkey, Direct Response Catering Client Newsletter That Gets Responses, Referrals, and Leads… All DONE FOR YOU!"

Here it is! The turnkey, pre-written, "monthly" newsletter to send to your catering clients and prospects. I've included a sample copy for you to look over on yellow card stock plus an audio cd, ***How To Create A Low Cost Restaurant Newsletter That'll Attract New Customers & Keep The One's You Have Coming Back More Often***.

Catering Buyers & Decision Makers From Corporations, Churches & Non-Profits Rarely Change… You Need A Turnkey Marketing System To Capture More Than Your Fair Share Of The Catering Sales Pie!

You need to understand that this newsletter is designed **to get you noticed**, get responses, get passed around and to get referrals… both from your existing catering clients and from other referral sources. This is where you'll tell your existing clients about your latest offers, catering specials, new products and services that you can provide for them and encourage them to give you referrals. Bottom line…when they get your catering newsletter each and every month, they'll automatically call YOU when they're ready to book an event.

For The Cost Of A 1st Class Stamp, This Newsletter Does The Job Of Two Newsletters…

1. **Stay In Front Of Your Current Catering Clients Each Month With Content They'll Look Forward To Reading & Keeping:** By incorporating humor and cartoons in each issue, your catering clients will look forward to reading, sharing and keeping a copy on their bulletin board. The "Month-At-A-Glance" calendar makes it a must have for quick reference. Use the copy space on the front to hold referral contests, recognize and award clients that refer, showcase successful events with photo-testimonials, announce new menu items, specials, etc.
2. **Stay In Front Of Your Catering Prospects Each Month Until They "Buy or Die":** Catering is the perfect target market. Catering decision makers are limited in size, and the dollar value of a catering client is very high. You can afford to spend the 43¢ a month on printing and postage per prospect (less if your list is large enough to mail Bulk). By showcasing happy clients and special offers, your prospects will turn into hot buyers when the timing is right. And yes, some catering clients only order once a year (like a $10,547 order we booked last week) and you must be in front of them to be first on their must call catering list!

This Turnkey Catering Newsletter Was Designed To Give You The Highest Return For The Lowest Cost Possible

I designed this newsletter with your budget and maximum results in mind. It will come to you each month on cd-rom in a Microsoft Publisher file. Notice, it's not too fancy, & polished. That was done on purpose to give it a homey feel.

Add your logo, unique selling proposition and take a few minutes to customize the offer on the bottom and the copy block on the mailing side. In less than 15 minutes you'll have a powerful marketing piece to get to your printer to make high quality prints or copies. You can even run the cards yourself on a laser printer.

Notice that the size is half of a sheet of paper. One cut and you get two cards! No wasted paper stock or extra cutting charges. You can stick with a single color for consistency, change colors of stock monthly or get your catering client newsletter printed on a fancier stock if you're a higher end caterer.

Special Charter Subscription Bonus…*(Next Page Please)*

As a bonus to help you get started on the right track with your catering client and prospect newsletter, you'll be mailed a copy of a teleseminar I conducted to teach you how to:

- Customize this newsletter to maximize sales
- Put together lists of prospects to target each month
- Answer any questions you have about using a catering newsletter
- Create offers that are fresh, get noticed and acted upon
- & Much, Much, More!

This teleseminar was valued at $197 and I'm going to send you an audio CD of the call for free when you subscribe. Perfect for referring back to, letting your marketing person learn from or listening to the first time should you not be able to make the call.

Sounds Great Michael…But What's It Going To Set Me Back?

Kinko's would charge you a minimum of $50 just to layout this design each month. More to create the concept…and you still need to provide content. Time consuming considering you need to get copyright approval on most content (All of our content has been licensed with no worries of expensive copyright infringement lawsuits to defend).

This newsletter will be marketed to my prospect list at $39.97 plus $6 shipping and handling a month. Since you are a Catering Magic System Member, you'll be able enroll for a special license at just $24.97 a month with no charge for shipping and handling (TN residents must add 9.25% sales tax).

To get this special Charter Subscription Member Price, all I ask is for a testimonial within the first year. You may cancel at any time with no penalty, no explanation and no note from your mother. However, since this concept and content has been licensed and copyrighted, you may not use our newsletter name, or layout if you choose to cancel.

You'll get your cd-rom with your newsletter template in Microsoft Publisher File at least 30 days before your issue is to go out. Plenty of time to get to print.

Now's The Time To Make Your Life Easier & Your Catering Bank Account Bigger

This introductory price is good from 30 days of receiving this letter. There'll be no exceptions. You must register by then to get your free teleseminar audio cd($197 value).

There's not a more powerful, turnkey marketing solution you can put on auto-pilot. Catering sales are larger and put much more on your bottom line than any other food dollar!

Right now, before you file this away on the stack of papers on your desk and forget, take out the enclosed, "Lighthearted Lunches" Newsletter License Application, complete the information and fax it back to 615-831-1389 and we'll get your subscription activated.

Looking Forward To Helping You Get Even More Catering Business!

Michael Attias

THE RESULTS GROUP

Low Cost, High Return Marketing Systems For Restaurants

705 Postal Court · Brentwood, TN 37027 · 615-831-1676 Phone · 615-831-1389 Fax
www.ezrestaurantmarketing.com · sales@ezrestaurantmarketing.com

Lighthearted Lunches

From Your Favorite Corporate Catering Specialists At:

May 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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Seen In Church Bulletins

* Remember in prayer the many who are sick of our church and community.

* This afternoon services will be held at the north and south ends of the church. Children will be baptized at both ends.

* The Little Mothers Club will meet at 5 p.m. Thursday. All wishing to become Little Mothers, please see the minister in his private study.

* This being Easter Sunday, we will ask Mrs. Lewis to come forward and lay an egg on the altar.

* Next week we will take a collection to defray the cost of the new carpet. All those wishing to do something on the new carpet should come forward and get a piece of paper.

* The ladies of the church have cast off clothing of every kind and they may be seen in the church basement today.

* A bean supper will be held on Thursday evening. Music will follow.

* The Senior Choir invites any member of the congregation who enjoys sinning to join the choir.

"What do I use to clean the bathroom? My husband."

Answers To 6th Grade Quiz

Solomon had three hundred wives and seven hundred porcupines.

Socrates was a famous Greek teacher. They killed him. He died from an overdose of wedlock, which is poisonous.

In the first Olympic games, Greeks ran races, hurled biscuits, and threw the java.

Sir Francis Drake circumcised the world with a 100 foot clipper.

May Catering Special

FREE Fudge-Nut Iced Brownies

Order any of our Self-Service Party Packs starting at just $4.99 per guest and we'll throw in FREE Fudge-Nut Iced Brownies ($1.25 Value). Not Valid With Any Other Offers ~ Expires May 31, 2005

Call 373-1020 or go to www.CorkysBrentwood.com to order!

Last Minute Or Anytime…
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Your Complimentary May Issue Of:

Lighthearted Lunches

Dear Corky's Catering Client & Friend:

Just a reminder that besides the self-service catering you know us for, we also offer full service catering, All You Can Eat complete with a BBQ Chef starting at just $7.99 per guest.

We also do Catfish Cookouts and Hamburger & Hot Dog Grill Outs.

Book your company picnic by May 31, 2005 and you'll get...

FREE Fudge-Nut Iced Brownies (A $1.25 per guest value)

This will allow us to better plan our company picnic season. But hurry, this offer only lasts until May 31, 2005.

Happy Picnicking! - Michael Attias, The Barbecue Evangelist

"Lighthearted Lunches"™

Catering Direct-Response Newsletter *License Application*

❑**Yes Michael!** I'm ready to generate a steady stream of more new restaurant and catering clients, referrals, word of mouth and repeat business than ever before. I am applying for a *License* to use your ready-to-use, proprietary **"Lighthearted Lunches"™** *Catering Direct-Response Newsletter System*. I will also get the following bonuses:

1. A CD recording of "How To Customize Your **"Lighthearted Lunches"™** Newsletter.

I understand I must have Microsoft Publisher to customize my newsletter each month. I also understand my license is not exclusive for this Charter Subscription Rate of just ~~$29.97~~ $24.97 per month (TN resd. Add 9.25% Tax) billed as noted below. I also understand that ~~each add~~ditional restaurant location I own and market for can be added for just $5 per month.

Special For Catering Magic System Members

I am applying for a license for _____ restaurant locations.

Please Send My "Lighthearted Lunches"™ Newsletter Each Month To: (Please print clearly)

NAME:_____ PHONE: ( ) ____ - _____

COMPANY:_____ FAX: ( ) ____ - _____

ADDRESS:_____

CITY:_____ STATE: _____ ZIP: _____

EMAIL:_____ @ _____

Credit Card Installment: By signing below, cardholder authorizes The Results Group or ezRestaurant Promotions to process each monthly installment pertaining to the Newsletter System above in accordance with Cardholder Agreement. You may cancel at any time with 30 days written guarantee. If your credit card does not clear before the current month's issue ships, you may lose your license and/or protected territory. **Using an Alternate Credit Card is recommended to hold license.**

NAME OF CARDHOLDER:_____ SIGNATURE:_____

BILLING ADDRESS Of Your Credit Card Statement: _____

Credit Card Type: ( ) VISA ( ) Mastercard ( ) AMEX

Card #:_____ Expiration Date: _____ /_____

Alternate Card Type: ( ) VISA ( ) Mastercard ( ) AMEX

Card #:_____ Expiration Date: _____ /_____

3 Easy Ways To Apply: 1) 🖷 **Fax To:** 615-831-1389 **2) Mail To:** The Results Group, 1015 Edwin Warner Dr., Nashville, TN 37027 **3)** ☎ **Call:** 615-831-1676

Discount Expires In 30 Days