

[Audience:Mid-Size Business, Energy Sales Letter]

Get a Guaranteed 8% commercial electricity bill savings – it's like positive cash flow!

## **Do you run motors, a/c, pumps, refrigeration, etc. as part of your day to day operations?**

Well, there is a good chance that those machines are not getting all of the electricity that you're currently paying for, the traditional electrical system just isn't optimized to be that efficient.

There are naturally occurring spikes between your electric box and your equipment that essentially leaks...kind of like a water hose.

But, there is a way to capture, store, and soften those spikes---that's where your savings comes from.

You've seen similar claims before, but this is **GUARANTEED to provide 8% savings on electricity billing.**

Oh, and there is no interruption of service or anything like that to impact your business...just energy savings.

*Cool fact— this product is getting traction from some unlikely clients-- it's the same system that has gone into the 'Jerry Dome' in Texas and that Doc Rivers has introduced into some Boston medical centers.*

I'm not promising you'll see greater than 8% savings, but it does happen...frequently.

CALL me now, ask for James 800-555-1234.

---Oh yeah, and if you or your engineering-minded colleagues want the nitty-gritty ("make my eyes glaze over from the level of detail") we can set up a chat with the guys that talk that language too.

---Last thing, this system reduces wear and tear on machinery as a result of spike elimination...for some industries this increase to equipment life is a godsend.

[Audience: B2B, Marketing Services– Direct Mail]

Good News Joe!

**Your business could be expanding...even if NO ONE is on the clock.** In fact, one email or letter to your customers can get the ball rolling.

First, most business owners have to trade a lot of time for money—if that's not the case, you can toss this aside...

But if you are tied to your business to keep it profitable then this will be a welcome and simple relief.

You've earned a lot of goodwill from your current and past customers for a job well done. That's to be expected. Isn't it time you saw better returns on that job well done?

But sometimes customers don't even know how to further their relationship with you. For example:

- Are your referrals a finely oiled machine?
- Do your customers represent a great deal of repeat business?
- And does the average amount per sale go up?

Here's the magic – you don't have to overhaul your day-to-day processes, or hire additional staff, or take on more overhead.

I've seen this work for business owners and salespersons in any number of industries. Call me, we'll make it work for you too! Ask for James at xxx-xxx-xxxx.

Also, you can make it a natural conversation with your customers (and without having to be too sales-y, if that's your concern). **And your customers will feel good about it!**

Just think - tomorrow will be even better than today!

[Audience: Mortgage Broker, Sales Letter]

*The April deadline has been extended until July, but HUD's **Mortgagee Letter 12-3** is changing the playing field for borrowers with previously ignored medical collections.*

"If the borrower has individual or multiple disputed credit accounts or collections with singular or cumulative balances equal to or greater than \$1,000, the accounts must be resolved..."

The new guidance protects FHA exposure, but it pushes out the timeline for some borrower's qualification. The question is, how are YOU going to overcome it?

### **And...Now what happens to YOUR non-qualifying buyers?**

Don't allow them to just fade away—**convert them into closings and commissions**. The implications are becoming more and more apparent that this affects a large percentage of loans—loans that were closing until recently...

Louis Derrick, a senior vice president at Patriot Bank Mortgage, estimated that at least 40 percent of all mortgage loans in San Antonio are done through FHA. His office this week pulled 10 files randomly and figured that seven of those recent homebuyers **no longer would qualify under the changes**. "I guess time is going to tell how big the impact will be," he said. "**We're all looking for workarounds**." -San Antonio Express News 4/3/12

But first, we know that traditional credit repair isn't going to move the needle on underwriting. In fact, that rarely does anything, but produce a scatter-shot of letters to the credit agencies. That's definitely not the "workaround" that you and Mr. Derrick should implement. Your applicants need a way to methodically, and completely attain compliance with the newest underwriting standards—based on the latest guidance for FHA loans.

MortgagePrep gives you the ability to convert turndowns into full loan compliance. Participants are provided a step-by-step action plan to obtain a mortgage, with personalized attention to ensure compliance.

You see it all of the time, you can make recommendations to applicants, but you cannot hold their hand through every individual step along the way. With the MortgagePrep system, YOU DON'T HAVE TO...we've established ourselves as experts in client compliance and follow-through.

### **How would you like your initial turndowns to come back and close a loan?**

So you don't need a "workaround", not when you get our solution.

While unfortunate, this shuffling of FHA requirements is not unexpected for us. You see, our specialized program has been designed for the homebuyer that needs extra support and guidance in the application process. In fact, we've been so successful that we provide clients with a simple guarantee; if they can follow the program, and stay in the program, they will qualify for a mortgage.

As the referring officer, YOU receive (1.) An initial progress report with weekly follow-up and (2.) Increased revenue from previously unqualified applicants.

**Your client** enjoys a straight, fee-based service without any recurring fees. They will receive a step-by-step blueprint and coaching sessions until they are qualified. In fact, most clients are **90 days from qualifying!**

**Our Promise to you:** If we accept your client into our program and they follow the roadmap, we'll get them back to you qualified for a mortgage.

Get 'em closed—CALL Now! Charles Larkin 210-201-0066 EXT 701

[Audience: Consumer, Nutrition Coaching Sales Letter]

## **Does your weight loss feel like a never-ending journey? Or possibly a dead-end?**

Weight loss is difficult enough without a clear plan of action.

"Just cutting back" probably hasn't worked so well, or at least not permanently. And let's face it, any plan of action is hard to follow all alone, with no support.

For most men and women – *even the best intentioned people*—meaningful weight loss often feels like an unattainable goal. But it doesn't have to be...

Part of that feeling stems from our way of keeping score without having all of the success factors in place. We step on the scale and equate that one measurement -- whether we have gained or lost, with our willpower, our self-esteem, and our success. We become discouraged by even the slightest unexplained fluctuations and our tenacity wanes or ebbs and flows. And that's why you are reading this.

**The problem is, you are likely missing your underlying problem.** You have entirely overlooked the behavior triggers and success factors that are going to get you to your ideal weight goal in a timely manner.

There is some good news though... it turns out that **many of your obstacles to weight loss are merely self-imposed rules or false assumptions that have never been tested.** And quite frankly, sometimes they are obstacles that **only someone else** can help you see.

You probably don't even know how what you are doing, or not doing, is sabotaging your best efforts to finally lose the weight. Yes, these obstacles are things that if you are lucky, you may figure out in time, through trial and error, and **in the meantime, you are still suffering and carrying around that extra weight. How much longer are you willing to do that?**

**How much longer are you willing to put up with the yo-yo dieting,  
the waistband of your favorite pants feeling -- and looking too tight,  
feeling like an overstuffed pillow?**

**How much longer? 30 days? 90 days? 6 months?**

If you're serious about achieving and sustaining permanent weight loss, an observant coach can help you to set up a plan that will work for you and with far quicker and greater success. You don't have to do this alone.

***Sometimes, we need an attentive coach to help us get out of our own way...***

Mike Johnson, [mike@vexxt.com](mailto:mike@vexxt.com)

When you're living with dieting and lifestyle challenges on a daily basis, you don't always know where you're getting stuck. You don't know which choices are really right for you and which ones could actually be detrimental -- sometimes even doing more harm than good! And what works for your friend, is not necessarily going to work for you.

A coach will help you overcome setbacks and conquer plateaus by providing motivation and accountability. Most of our coaching program students have already used the [Chocolate Diet Solution](#) on their own, but this is not a requirement. We can help you design a custom plan that will work for you (whether you prefer to eat meat as a protein source, are vegetarian or vegan) or you can try The Chocolate Diet Solution and we will monitor your progress and make suggestions along the way.

### **What is the Chocolate Diet Solution?**

It's a Godsend for chocoholics that want to lose weight fast and steady because it outlines the keys to keeping healthy chocolate in your eating plan and still losing weight.

You can hear it now, "How can I lose weight with chocolate?" The answer is in The Chocolate Diet Solution.

That's right, the Chocolate Diet Solution reveals secrets of real, permanent weight loss. In it, Thom Quinn reveals the evidence-driven diet program that is easy, fast, and effective for the greatest number of people based on the real science of weight loss.

The Chocolate Diet Solution is your best way to lose weight quickly if your goal is to become healthier without having to give up your favorite food. Chocoholics rejoice!

According to Yale University's Dr. David Katz, "**Weight loss can be more effective than medicines for weight related health problems.**"

Plus, the Chocolate Diet produces rapid results so the pounds just melt away because:

- You get to enjoy foods you love—so you do not feel the need to cheat.
- You are eating the foods that enhance the speed of weight loss.

**A coach will help clarify and create a customized eating plan that explains what to do, as well as what NOT to do for sustainable lifelong weight loss.**

It's not that your motivation is lacking or your determination isn't strong enough. You hear different things to try every time you access the media. Standing in the supermarket checkout line can be confusing enough to make you want to put everything you just selected back and walk out with nothing but rabbit food. I know, because I've been there. Many times! **In fact, the media have made weight loss downright confusing and complicated.** It boils down to the fact that you haven't established the complete individualized toolset required to conquer all of your challenges -- **yet.**

At this point you might not know what you don't know...but, there is a core process that a Nutrition Coach can help you develop through a tailor-made action plan.

## **DiETING through trial-and-error is just a fast-track to frustration.**

The good news is: weight loss through coaching can be distilled to a few major success components:

1. **A coach is your non-judgmental confidant.** If you're going to commit to sharing your deepest, most honest thoughts and feelings and answer powerful questions; then you need someone that can skillfully listen, evaluate and enable you to respond without reproach.
2. **A coach positions you to move quicker toward your goals.** If left to your own trial-and-error path of self-mastery, how quickly would you be as successful? Your coach becomes a mentor with a gift for you—they have the experience to distill the best ideas, methods, and practices that you can use to get where you want to be faster. Your coach creates small, manageable steps to follow after each session.
3. **A coach provides objective feedback.** Unlike a best friend, family member, or employer, a coach has no invested interest or personal attachment to the outcomes in your life. As a result, your coach has your best interests in mind during every session and can openly and honestly share their insights.
4. **A coach can point out your blind spots.** You have a unique set of life experiences shaping your personal philosophy and point of view. But, your unique worldview inherently has several blind spots -- it's true for all of us. A coach can help increase your awareness of these blind spots so you are working with the full set of unbiased information.
5. **A coach acts as a thinking partner.** Are you considering the right problem and a truly viable solution? A coach will often bring to light new ideas, options, or possibilities that you haven't considered. In fact, great coaches excel at helping their clients find creative answers to tricky problems.
6. **A coach will motivate you to proper action.** There are times when you need a cheerleader to encourage you or re-energize you when you encounter obstacles. Your coach can be a supportive and nurturing source of energy.
7. **A coach is your accountability partner.** Quite simply, no one else will make sure you accomplish the goals the two of you have set for yourself. Not even a well-meaning spouse or your best friend. That's your coach's only interest. That's what he does -- and he is passionate about making a difference in your life.

Look, it's clear that you want to make a change, or you wouldn't be reading this. But frequently, the problem is not that you lack the desire to change. The problem is --you simply don't know what changes

to make—and perhaps in what order to make changes. In weight loss, if you aren't sure what foods to eat or exercise to do, you generally do nothing that gets you closer to your goal. You delay, stall and come up with every excuse under the sun. **A coach can help you make the optimal changes to get the maximum outcome in the shortest amount of time and with the least investment.**

*“Thom Quinn is one of the most creative thinkers I know. Never one to shy away from a tough problem, Thom facilitated many brainstorming sessions that led to breakthroughs. Thom is also one of the most helpful people I have worked with.” – Phil Gerbyshak*

### **Being armed with information alone is not enough...**

Did you know the vast majority of people who purchase diet book fail to achieve their ideal weight? Why is that? Because for 90% of the population, a book is not enough, even when it contains fantastic information. Most people need more than a weight loss plan; they require support, real time advice, custom answers, and an accountability partner. This is why weekly coaching calls are a vital part of the success of The Chocolate Diet Solution.

### **Yes! I'm ready to lose the weight and I want the support along the way!**

**Using a Nutrition Coach is one of the fastest ways to accelerate your weight loss** – you get a mini-education as well as practical guidelines on nutrition and habits you can easily incorporate into your busy life. But above all, you get a **one-of-a-kind eating plan that accounts for your particular tastes and behaviors.**

*“What I liked best about Thom’s coaching style was how he tailored it to fit exactly what I needed to work on. He asks great questions, really listens to the answers, and uses great intuition in discerning what the client needs. Thom provided a comfortable space for brainstorming while still gently nudging me to focus. I felt totally supported and encouraged during our sessions. Not only did I gain great clarity about my true goals by working with Thom, but his intelligence and sense of humor made working with Thom a pleasure. Thanks, Thom!” - Lynn Hess*

Best of all, you don't have “to go it alone.” I'm Thom Quinn, Nutrition expert and coach and I've already done the heavy lifting for you...

*I worked primarily as an executive coach and peak performance strategist, helping clients achieve their professional targets and personal dreams. But **more and more, these high-performing professionals, executives, and entrepreneurs sought help with their weight loss, health, and fitness goals.***

*Because they initially lacked an evidence-based, results-orientated weight loss coaching system, I spent a year talking to hundreds of researchers, doctors, nurses, dieticians, and reading and digesting over 500 scientific papers on human nutrition, psychology, and related fields to increase my understanding of the problem.*

***I synthesized this information and put myself on a plant-based diet and lost over 30 pounds in 5 months.***

*This plan later became the core of the Chocolate Diet Solution, which many clients have since tried and lost weight while enjoying real food and dark chocolate. Additionally, they learned to incorporate healthy personal practices into their life so they can keep their new slim, trim, and fit figure for the rest of their life.*

I know first-hand how important weight loss is to you. I know how it can literally change your life. And that's what I want for you. Anyone who is truly committed to losing weight and getting healthy and understands this is a journey that takes time, effort, and daily action. So I've put together a coaching program that will work for you, to **guide you every step of the way.**

“Thom Quinn is an excellent life coach. I'm a person who thinks they're pretty smart and have things covered, but Thom gave me insights into diet and yes, my life, and suggested strategies that were valuable and that worked. Thom heard every word I said: spoken and unspoken, is tactful, brilliant and humble, and gave me the tools I needed to make my life goals become a reality. His experience, intelligence, kindness and care helped to empower me to have control over my life. Thanks for everything, Thom. I would not hesitate to recommend you to anyone at any price.” - Jeanne Tarpley Fox

I coach individuals who want to achieve tangible weight loss and fitness goals and want the support from a coach who acts as a thinking partner and accountability partner. I do require a minimum of a three-month commitment, as any lasting change or worthwhile target will take more than a casual session or two with a coach.

**But, my spots fill up fast and there are only so many hours in the day—the “fast action” discount won't last...**

Here's what you get when you sign up for personalized coaching with me:

**Silver:** ~~\$497~~ \$297 for two 45-minute personal 1:1 telecoaching sessions with me each month.

**Gold:** ~~\$597~~ \$397 for three 45-minute personal 1:1 telecoaching sessions with me each month and unlimited email access.

**Platinum:** ~~\$697~~ \$497 for four 45-minute personal 1:1 telecoaching sessions with me each month and unlimited email access.

If you're like most people that feel stuck, like you can't move forward or lose weight...and you don't know what to do, then **it's time to find a coach that can help you determine what is holding you back** and help you to overcome your obstacles.

**Yes! I want the support along the way and I'm ready to lose the weight!**

**Time and again, we see that coaching is a shortcut that will save you weeks, months, or years of frustration.**

**It may even prolong your life.**

If you've been miserable for years, don't you owe it to yourself to finally have what you really, really want in life? To have the healthy, lithe body, the relationship, the money? All you have to do is decide to accept my help.

Sincerely,

Thom Quinn  
Nutrition Coach

**P.S.** All you have to do is decide that now is your time and accept the help I'm offering with a **customized** plan just for you. Or you can keep doing what your friend did or what you've been doing and hope for a better result. The choice is yours.

The contents of the Chocolate Diet Solution are provided for general informational purposes only and are not intended as, nor should it be considered a substitute for, professional medical advice. The nutritional, dietary, and exercise information given within this online course is designed to help you make informed decisions about your health. Do not use this content for diagnosing or treating any medical condition. If you have or suspect you have a medical problem, promptly contact your professional healthcare provider.

## About Jenny

**Fate, intention, and healing took me on a roundabout route in my life as I become the mother, spouse, holistic healer and teacher that I wanted to be...**

Even though I practiced yoga since I was twelve and vipassana meditation from the time I was eighteen, by my mid-twenties I was lost, depressed, unhealthy and practically sleepless for a year. To top it all off, I had survived three different car accidents and was living with a pre-cancerous condition. Oh, and I was admittedly broke and depressed—that stemming from a one-year separation from my husband.

**My desire to heal myself was immense, but everything was a bit out of sorts.**

The first breakthrough came when I met a natural medicine practitioner who did kinesiological/pendulum work— it helped me so much that within three weeks I was sleeping again and the precancerous condition disappeared. But, it was just the beginning of my journey to healing.

Two more changes went on to shape my calling. First, I discovered Spring Forest Qi Gong. Through Qi Gong, the back pain I experienced as a result of the car accidents disappeared, my plantar fasciitis went away, my menstrual cycles became regular (for the first time in my life—even aligning with the moon cycle), aches and pains disappeared, and my immune system strengthened.

Later on this self-knowledge and centering allowed me to plan my ability to get pregnant exactly when I wanted, to know when I was pregnant immediately without a test and to know exactly what beautiful soul had chosen me as their mother long before receiving an ultrasound.

Externally, I learned how to energetically facilitate others' healing and to teach them to heal themselves as I advanced to the highest levels in Spring Forest Qi Gong.

Second, I started a career as a business coach—that gave me a level of stability that I needed, but even then I knew something was still missing. It was right before my second pregnancy when I chose to take the position as a business coach working for Tony Robbins and Chet Holmes. I did this for two simple reasons:

1. I wanted to make a great living without marketing myself while I adjusted to having two children.
2. I wanted to be privy to the best sales and marketing knowledge in the world so that I could learn how to help other women to make a living doing the things that they truly love.

I was enormously successful in this position—supporting my family and getting great results for my client's businesses.

*"I never have that anxious feeling of not having my needs met, because my needs are always met – unconditional love, joy, happiness and forgiveness are always available to me as long as I keep my heart open." - Jenny Rawlings*

### **Finally I was living my dream.**

Only there was a problem with that—I didn't have the opportunity to help many women ( since Tony Robbins attracts more men than women into his programs), and I didn't get to help with overall life stuff in my own way, such as my client's spiritual growth, development and healing (because that's not what I was expected to do).

Since that has been my true passion, I knew it was time to address my dream and help other moms to experience the profound serenity of a true connection with source -- and to help them to see what is possible for their vibrant health. I knew they were missing out on that profound connection to the universe that I gained through my journeys.

Today, I've been married for eleven years, our kids are two and five, and I've been a coach for eight years. We live a holistic and sustainable lifestyle—my kids have never taken antibiotics, nor been vaccinated. They're thriving on our two-and-a-half acres where we grow seventy percent of our own organic vegetables year-round. In fact, my children fight over how much arugula and mizuna they get for dinner! We only eat organic food, they don't eat sugar and we don't use any types of chemicals in our home for cleaning. We use rainwater to water our gardens and flush our toilets. Best of all, I only work three days per week and spend four days per week with my family. We live in nature, with a mountain view in a perfect place in the country. I meditate and practice Qi Gong daily.

We LOVE our life and our lifestyle. We are so healthy, our kids are so happy and balanced and well-adjusted. And the bottom line was that I wanted more women to love their live and lifestyle—within their spiritual lives, their careers, and their families.

**I can say that my most profound transformations have been spiritual and emotional** – things that used to bother me, don't. Today, I have a deep understanding of universal truths; and I am profoundly aware of the connection I have to source and to all others.

**I've come to accept that my purpose in life is to promote global consciousness and planetary healing.**

Thus, *Conscious Choices Coaching* was born as I found the peace and connection that allowed me to teach other women to perform at a higher level as a mom, wife and woman of the universe.