

*Great Guerrilla Marketing:* 1. they are using free data (from Ontario's Consumer and Corporate Affairs); 2. it is an important-looking card; 3. most people won't mind be snail mail spammed because it is a reminder of an important anniversary of theirs anyway; one they have probably forgotten in any event; 4. it is personalized; 5. the data (name and address) will be (for once) mostly accurate since corporations are required by law to keep this info up to date; 6. it is relatively low cost; 7. the call-to-action is strong: you can get 50 seals for *free* and if you don't like them, you can send them back and 'you won't owe a cent' (but who will send them back?).

**The 4 most powerful words you can say about  
M. H. Milford Holdings Inc. are...  
"10 Years of Experience."**

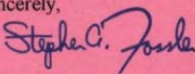
Dear Mr. Firestone:

You know it's true. There's nothing you can say about your company's reliability that's more powerful than mentioning your years of experience.

Study after study shows people prefer to do business with *experienced* companies. That's why using attention-getting, foil Anniversary Seals has proven to keep companies like yours thriving --- and growing.

Your 10 years of valuable experience can be the single most important factor for others when they are deciding where to spend their money.


So don't miss this opportunity to let everyone know about your years of doing the job right. Order your Anniversary Seals today. You'll *get more new business* this year. I guarantee it.

Sincerely,  



P.S. Send No Money - Order early and don't pay until January 2005!

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**MR. FIRESTONE:** I'd like you to try 50 FREE SEALS first. If you're not 100% convinced they are helping your business, simply return your unused seals and you won't owe a cent.



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