

ARS FOR AAA PROMOTION
JUNE 2011
ERIC MURPHY
EMAIL TWO

SUBJECT: Elvis Sighting

Hey there %FIRSTNAME%, it's Jay White with Autoresponder Apprentice reporting another Elvis sighting.

OK, I admit it, I'm a big Elvis fan and no, Elvis was not sighted ... at least, not recently.

You know, Elvis was a big draw in his day ... live concerts ... movies [39 of 'em all total] ... fact is, he is still popular today 30 some years after his untimely death.

Don't know if you have ever visited Graceland in Memphis. Did you know that one of his quotes is featured on a sign or banner in nearly every room at Graceland?

"Taking Care of Business Every Day in a Flash."

They are still selling jewelry at Graceland with TCB inscribed ... replicas of what Elvis used to give to his closest friends and those dearest to him.

So, what does TCB mean? Well, one meaning is that this is what Elvis called his backup band ... Taking Care of Business ... musicians and singers.

One of the musicians explained that TCB meant doing whatever Elvis wanted, when he wanted or where he wanted it done ... Taking Care of Business.

The flash part? Elvis talked about his childhood how he loved to read comic books and how he imagined himself as the hero. His favorite was Captain Marvel and guess what was always on this super hero's costume? You got it ... a flash like a bolt of lightning.

But, there is another meaning that Elvis attached to TCB ... he was a man of action ... the phrase motivated him ... to get things done ... get the move on ... make things happen.

I like it. I really do. Motivates me.

How about you?

You have shown interest in Autoresponder Apprentice ... remember the teleconference I did on March 17? I had a lot of fun that day and thanks for listening.

So far, that's all you have done and I appreciate your interest. That's good. Commendable. I like this too.

What you have done by manifesting your interest is that you are looking for a way to make money ... either to get started as a freelance copywriter or to add another weapon to your arsenal.

Good for you.

There's just one little thing that remains to do ... you and I both know what it is.

[LINK]

You need to take care of business ... today.

And, I, Jay White, want to help you. But, I can't help you to become a successful writing dynamic autoresponders until you ... [Are you ready for this?] ...

... take action ...

... sign up ...

... get started so you can take care of all kinds of business every day.

Here's the kicker ... deadline time ... today.

There has to be a deadline and tomorrow the cool \$100 discount ends.

What are you gonna do?

[LINK]

I really want you to do this and I look forward to coaching you. I am pumped about this.

"Taking Care of Business Every Day in a Flash"

You know, that's really catchy ... you sign up and I'll make it my business to help you become a top notch autoresponder copywriter ... in a flash.

Jay White

P.S. In America this logo, Taking Care of Business in a Flash, is so strong that 100 million fans still associates it directly to Elvis. That rocks.

100 million people are motivated by the logo ... how about you?

[LINK]