

## **Announcing A Quick And Easy Way To Get Your Monthly Supply Of ReadyRace® All-Purpose Cleaner**

Dear Mr. McCaig,

If you're like most of our customers, you're too busy tackling tough projects, keeping inventory organized, and dealing with that knucklehead in your department to remember about stock replenishment orders — including your store's supply of ReadyRace® All-Purpose Cleaner.

It's just too easy to forget ordering ReadyRace® until you desperately need it. And that's why I'm writing. I think I've come up with a solution that'll be a benefit for both you and me, and give you one less thing to stress over.

Let me explain.

Instead of taking time from your busy schedule to call our company with your standard order of ReadyRace® All-Purpose Cleaner, I'd like to set you up on our new Automatic Fulfillment Plan.

Here's how the program works: Every month you'll be sent a month's supply of ReadyRace® for only \$10.00 per bottle. (That's a savings of 10% off the regular price you currently pay.) This amount will be conveniently billed to your account when your shipment goes out. But don't worry, you can cancel anytime or change the shipment frequency.

Now here's the reason why I'm willing to do this: First, if I get your commitment for regular monthly shipments I can more accurately anticipate my inventory. And since I can forecast my stock requirements I can buy in greater volume — therefore saving you and me money.

Remember, there is never any obligation to continue on this program. It's simply a convenient way for you to have one less thing to worry about every month. Plus, as always, you are backed by our no-questions asked, 100% satisfaction guarantee. If you're not completely satisfied with ReadyRace® All-Purpose Cleaner, you can return it for a full refund of every penny.

Since I'm only trying this out on a test basis only, I will need your answer right away. Even if your response is no, I'd appreciate your candid feedback.

- 2 -

So before you put this letter down and forget about how simple and easy it'll be to get your shipment of ReadyRace® All-Purpose Cleaner regularly delivered to you, without the hassles and headaches of ordering it over and over again – call me at (877) 739-7223. Or e-mail me at the following: [orders@readyrace.com](mailto:orders@readyrace.com)

As always, thank you for your continued business.

Sincerely,

Wayne Lueck  
President,  
ReadyRace, Inc.