

CLIENT A

Subject: **All aboard!**

Hello, [FIRST NAME],

There's a great scene early in "The Polar Express" when the main character, a young boy, sees the train for the first time. It appears on Christmas Eve outside his bedroom window where no train tracks exist! It's snowing lightly as the boy approaches the train with some trepidation. Suddenly he hears the conductor (played by Tom Hanks) shout "All aboard!"

Will he board or won't he?

This got me to thinking about you and how you made the decision to "board" and learn more about the Prism Method!

Like the little boy, you're probably a little anxious about what the journey will be like, the benefits you'll get by getting on the train versus staying in the comfort of your own home or office.

Well, if you'll allow me to "Tom Hanks" you a bit, let me welcome you on board!

You've joined a great group of small business owners just like you that want to get better at sales and marketing. Some have been in business for a while and others are just starting out. All have big dreams and are interested to learn how they can grow the business they're envisioning.

If you're like me, when I started, I didn't really know how to get new customers. Many entrepreneurs start a new business because they love what they do, and they're good at it. Unfortunately, running a business is not the same thing as "doing" the business.

So yes, starting a business – or growing an existing business – can be daunting. When I started out, I did have a few points in my favor. I knew a few things about human behavior. I watched what worked and what didn't work – and I watched it everywhere. In stores. Online. In conversations with salespeople.

Over time, I turned my observations into a marketing system that attracts new customers, helps them along the sales process to the buying point, and then turns them into satisfied customers who returns again and again.

And I distilled it down to a framework that anyone can apply.

Yes, including you!

You know what? It's not magic.... And it's not even rocket science. It's not hard. It's natural. And it's the way we all think about buying.

Over the next few weeks, I'll be sharing that easy-to-follow framework with you, piece by piece. You'll learn each part, see how they all work together, and then I'll show you how apply it to your own business.

It'll come with some tools you can use. And some exercises that will make you think.

Don't skip those! (And believe me, I get that you're going to want to skip right to the good stuff because you really want to get going to grow your business. I understand – I've done it too. Make this time different – make this be the time that you follow the steps in order – I promise it will be worth it....)

It's really important that you apply what you learn to your own business. What I'm going to be sharing can be used in service-based businesses, product-based businesses, bricks-and-mortar, online – or any combination of those.

Are you ready?

Let's go.

I think I heard the conductor say there was hot chocolate on board....

Look for another message to come within the next day or so. Until then, thanks again for checking out Prism Method—and I'll be talking with you soon.

Steve Gardner
Prism Method
<http://prismmethod.com/>

CLIENT B

Subject: **Did you know you're only making money nine minutes a day?**

Hey, **Name!**

You know, in some ways, business is like baseball – the real “action” takes place for only about nine minutes per day. In baseball, that means pitching, hitting, running. For business, it means the activities you do that generate income—and that means you're only making money nine minutes a day!

That's not much.

What happens the rest of the time? The time you're not making money? The time your most productive income-generating activities sit waiting while you attend to other things?

Here's a helpful task. Write down everything you do in a day at work. Is it all necessary? Can someone else be doing it? What tasks are you doing that make you the most money? Wouldn't it be great if you could concentrate and focus on just those tasks?

Well, I have some great news for you – here's a solution that allows you to free up some of that time! In fact, one of the comments that I hear most from our clients is that our virtual bookkeeping services free them up to do the important work of their business – the work that they have a passion for, the work that makes them money!

If you're a savvy business owner who wants to focus more on income-generating activities than trying to figure out how to manage your books, you're in the right place.

The good news is that it is possible to outsource this important element of your business so you can begin to save money (50% in most cases) and let us get your books in perfect order. You don't have to worry about it, and we can get you all the information you need to make the best decisions!

Here's how we've done that for David Mermenstein, Sy Management (a real estate management firm):

"I have found Rimberg Online to be a resource that gives me peace of mind. They help me pay bills, issue financial statements, and we use them as our C.P.A. of choice. It no longer matters if a secretary doesn't have staying power. Since I have Rimberg Online, my financial affairs are consistent regardless."

So start planning your business day around doing those things that are money makers - and let someone else do the rest!

Name, if you're interested in maximizing your nine minutes of real business "action" each day, why not schedule your free 30-minute Financial Analysis? I can take a look at where your business is, make some suggestions and recommendations for your future success, and if it makes sense, we can discuss how Rimberg Online Bookkeeping can help you meet your goals.

It's your choice – for the quickest appointment, call my office today at (914) 376-1111. And if it's easier for you to contact us via the web, [click here](#): [link]

Either way, isn't it nice to know there is a way that you can earn money for more than nine minutes each day?

To your financial success,

Robert Rimberg

Title

Contact info

PS – For what it's worth, apparently football has even less "action" time than baseball!

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