

**Attention: Independent Shop Owners
Seeking a Surefire Way To Boost Your Car Count**

**“Finally – A Marketing Program Specifically For Shop Owners...
Designed For Busy Shop Owners By A Shop Owner. A Program That
Delivers A Flood Of “Quality” Cars Calling Your Shop - Quickly –
GUARANTEED.”**

AND Unlike Other Programs, We Do The Marketing For You!

**Read On To Discover How We Quickly IMPLEMENT A Customized
Marketing Campaign, Proven And Time-Tested To Deliver
High-Quality Car Count To Your Shop... FAST
Unlike Anything You’re Used To!**

From the Desk of Dan Cricks



Dear Shop Owner,

I hope this letter finds you well. I hope that for you, business is good and life’s fat, fun and happy.

If that’s the case, great.

Having said that... even though I am not typically in the habit of going all “Debbie downer” – nevertheless, offering a word or two regarding imminent harsh realities may well be in order.

Sure – global economy-wise, right now on the surface, things look hunky-dory:

- Corporate earnings are up.
- Job numbers are at historic levels nearing full employment.
- GDP here in the US is soaring.

After an extended period of economic malaise, yes, I’ll acknowledge right now it’s as close to “happy days are here again” as you might imagine possible. But dark clouds exist for many if not all small business owners.

And these same clouds affect every industry – including ones you currently do business with, which will only add to the effects of the storm.

These gathering clouds are formed from the same underlying economic trend that enabled Bezos to build his dominant Amazonian empire, affecting every business in every market including the repair industry. The effects will soon increase given the rapid acquisition tactics of many repair shop chains; it almost certainly affects your market now (or will soon enough).

COMMODIZATION

If you are viewed as a commodity – and you can't clearly distinguish your business from any and all competitors – your prospects have only one way to decide which option to choose: **Price**. And the “conventional wisdom” that mandates you do indeed compete on price offers a sure-fast downward path to a slow trip to oblivion.

But there's a different path – a path based on the time-tested proven strategies of **“The Fast Start Car Count Program”** – where you finally stop the endless pursuit of trying to figure out the right marketing to bring in “Quality” car count to your shop. The Fast Start Program will do it all for you including implementing the marketing for you.

The path of the Fast Start Program leads to quality car count, usually with higher average R.O.'s resulting in higher profit margins.

And the fastest, most effective way to achieve these Quality car count boosts into your shop and to have it all done for you, with a Money Back Guarantee in writing is by investing in:

The Fast Start Car Count Program

The FAST START CAR COUNT PROGRAM is your opportunity to bring a quality boost to your car count and get direct access to Dan and the team at Results Marketing – hear right from the “horse's mouth” as it were – and see how our proven, time-tested and “customized” marketing campaign will help your business. We even implement the marketing for you! You don't have to struggle to figure out what media to use, what you should be marketing and how to get it all done. You continue to do what you do best, run your shop, take care of your customers and lead your staff to deliver the best quality possible.

Here's a taste of what you'll discover with this amazing program:

- **We'll start with a marketing review of your shop's recent marketing performance.**
- We'll evaluate your shop's current marketing, to help us develop what will work best for your shop.
- **We'll develop an Action Plan and identify a response-driven campaign to quickly get your phone ringing to boost your Car Count with the type of customers you want to do business with.**
- Once Identified we'll create and implement a customized multi-media campaign designed to deliver targeted, high-quality customers to your door.
- **We then proceed with a one on one personal talk about a campaign that is the best fit for you and your shop, to drive “quality” car count to your shop.**
- Once we launch your campaign, we'll follow-up with another call to check progress and make adjustments (if necessary) to continue to drive “targeted” customers to call your shop. And we'll answer any questions you or your staff may have about...

When the campaign is finished (BTW, there is NO long-term commitment after the campaign), you will have added thousands of dollars in sales to your shop, (this is guaranteed by the way) plus you'll have added good-will, a new excitement and momentum that can continue after the campaign is completed. Just listen to what other shop owners had to say about their experience with the **Fast Start Program**:

*"After the **first week**, we already had 16 calls & **all** showed up, sold \$3809 with \$1400 still scheduled and approx. \$2000 of non-related work not related to the offer, and in one week approx., **\$7209 in sales** with more to come! We're on track to do 50% over the same month in 2017. Thank you for helping us reverse the downward trend we were experiencing!"*

-Dale, Wisconsin

*"We finished up this campaign in June 2018 and it produced **\$17,653** in sales. It was a great boost to our month. It also created a ton of goodwill for us."*

- Charlie, California

"We ran the fast start campaign and it produced sales of \$28,522.59. Dan this program is a no-brainer, highly successful, I'm going to tell other shop owners in our association about it. Nobody has ever had me do anything like this before!"

- Steve, Maryland

And that's just a few examples, giving you an idea of the kinds of results our Fast Start Car Count Program has been able to deliver for shop owners around the country. There are more, many more, some with more impressive results and some not as impressive.

This is unlike any other program you've ever invested in – because it isn't filling your head with a bunch of pipe dreams and then sending you on your way to muddle along on your own. No way. This is why we actually do the implementation of the whole program for you! This program is designed start-to-finish to deliver to your shop EXACTLY what you need for more "quality" car counts, when you need it – NOW! AND we guarantee we'll bring in 10 times your investment for the program or we'll refund your money!

I know... that's a mighty big promise. But it's one I'm absolutely confident we can make because we've done it over and over again – because we've put the perfect team in place to make it happen for you. We draw on our years of experience and extensive and ever-expanding marketing knowledge to bring time-tested, proven campaigns to produce rapid-fire car count.

EVERYTHING You Need for This Program to Deliver A "High-Quality" Car Count Boost Is Implemented By Us To Help You Experience The Successful Campaign You Deserve!

Your customized campaign will address several ways of adding quality car count boost to your shop by addressing "lost" customers, bringing in new customers, and attracting those types of customers that are most profitable, getting them to call for an appointment

A little about our team:

We don't have any newbies on our team, in fact everyone on my team has been working with me and/or in their field for at least 5 years. I like continuity and working with people I know I can trust. It took me a while to assemble such a team. They have worked with hundreds of my clients over the years and understand how important their business is to them.

I've been working with shop owners since 2001 and have helped thousands of shop owners from around the country to not only grow their car count, but to improve shop productivity and even improve their lives. I have helped several profitably sell their shop, so they could retire or move on to other ventures. I soon became known as the tell it like it is kind of person and was given the moniker of 'The Been There Done That Repair Shop Marketing Guy' because I grew up in the business and know exactly what the daily life of a shop owner is.

“SOUNDS GREAT – WHAT’S THE COST?”

Well, if you tally up all the costs, our investments in time, research, campaign development and customization, etc. you'll easily come up with a value of \$1587. But because we believe so strongly in the need for this kind of program, “we implement it for you” program, we've slashed the investment to just \$697. We'll slash it even further by \$50 to **\$647**, if you respond by the quick action date.

It's an incredible opportunity that is being delivered at just the right time. We may not repeat this offer again soon, as we only like to take so many shops on at a time so that we can give them our full attention. You see we're not a large company that handles shop owners in a cookie-cutter fashion. We're known to get to know our clients and to develop a relationship with them, which is why we have clients that have been with us for as long as 17 years!

Don't miss this chance to put your shop on the path of having one of the best years ever in 2019. Fill out and fax back the enclosed form or sign up online at www.AutoRepairCoach.com/FastStartCarCount now.

Hurry- due to the intense, “hands on” nature of this program... where we will be producing a “take-to-the-bank” car count marketing campaign for your shop...We will be working with shops on a first-come, first-served basis.

Don't delay – time stops for no one, the first to respond will be the first to have thousands added to their bank account.

Dan Cricks

Dan Cricks --- 440-842-8938

PS: Don't take my word for it, take a gander at what others are saying about this program:

“This campaign brought in the type of car count we wanted, our average R.O. was \$650.25, I'm very happy with this program!” - Gary, New Jersey

“The campaign not only brought in \$15,954.00 in sales after expenses, our average R.O. was up about 50% of normal. Our average R.O. was \$135 higher than usual.” - Ed, Virginia

“I loved how you guys implemented the campaign, with you taking care of everything.” -- Anthony, Fla.

"Fast Start Car Count Program"

This Program will deliver to Your Shop a Customized "Quality" Car Count Boost - FAST!



Finally, get real help growing your car count!

Here's everything you get this with amazing program:

- **We start with a Marketing Review of your shop's recent marketing.**
- We'll evaluate your shop's current marketing, to help us develop a campaign that will work best for your shop.
- **We'll develop an Action Plan and identify a response-driven campaign to quickly get your phone ringing boosting your Car Count with the type of customers you WANT.**
- Once Identified we'll create and implement a customized multi-media campaign designed to deliver targeted, high-quality customers to your door.

Here's how we develop your personalized campaign -

- We then proceed with a one on one personal call to talk about a campaign that is the best fit for you, to drive "quality" car count to your shop.
- **Once we launch your campaign, we'll follow-up with another call to check progress and make adjustments (if necessary) so we continue to drive "targeted" customers to call your shop. And we'll answer any questions you or your staff may have about...**
- The program includes ongoing support with our team throughout your Fast Start campaign

This complete, implemented campaign for the small investment of just \$697, \$647 if you take advantage of the Quick Action Bonus and respond by 04/26/2019 PLUS - No additional commitment required!

Our NO Nonsense Guarantee –
Our campaign will bring in **at least 10 times your investment** or we'll **refund your \$697!**

That's right, see an **increase in car count and profits** for just a one-time investment of \$597 when you complete the Quick Response Form below and **fax to Results Marketing, LLC at (877) 376-2321** Or **email it to Lois@GreatResultsMarketing.com**

.....
Name: _____ **Shop Name:** _____

Address: _____ **City:** _____ **St:** _____ **Zip:** _____

Fax: _____ **Email:** _____ **Phone:** _____

Credit Card #: _____ **Exp. Date:** _____ **SIC:** _____

REQUIRED- Signature: _____ **Date:** _____

Providing this information constitutes your permission for Results Marketing, LLC, to contact you regarding related information via mail, e-mail, text, fax, phone and recorded message.

Results Marketing, LLC
6886 Pearl Road, Suite 212, Cleveland, OH 44130
Ph: (440)842-8938 Fax: (877)376-2321
Email: Lois@GreatResultsMarketing.com