

(Customer Name) – I’m In BIG Trouble And I Desperately Need Your Help

Dear (Name),

It’s Dr. XYZ here from (Company Name). Not too long ago you purchased a supply of (Product Name) from us. I’m sending you this letter today because I made a very silly mistake... and... I desperately need your help to fix it. Otherwise, I’m going to be in BIG trouble.

Please listen carefully: As you know, (Product Name) is an incredible new breakthrough in heart health. I mean, what other product...

- Enters your bloodstream in less than 60-seconds...
- Helps remove deadly plaque from your arteries...
- Gets rid of blood pressure and cholesterol problems...
- Boosts healthy blood circulation throughout your entire body...
- Helps eliminate the threat of a sudden heart attack or crippling stroke...
- Revs up your energy levels and puts more pep in your step...

... Without the need for surgery, drugs, changing your diet, doing more exercise, or swallowing a mouth full of supplements each day? The answer is: there’s no other product on the market today quite like it. *And that’s the truth!*

So as you can imagine, the demand for (Product Name) is very high. As a result, we order inventory ahead of time... so the product is always on hand when good folks like you call in to order.

Anyway, we recently called our laboratory and placed an order for a new shipment of tubes to cater for next month’s demand. But unfortunately...

That’s Where We Made A Very BIG Mistake!

You see, when our production manager, (Name), placed the order, he got a little carried away. He accidentally ordered WAY too much inventory. It was an honest mistake. And to be fair, (Name) has had a lot going on in his life recently...

His wife just gave birth to a beautiful baby boy. 9lbs on the button! Healthy as a horse, thank God. And he’s been up all night these past few weeks on “baby duty”. So, understandably, he’s been a little distracted.

Anyway, the point is this: We’ve got waaaay too much inventory coming and I’ve got no place to put it. So as you can see, **I’m in a real pickle**. I’ve got to clear the shelves of the existing inventory we have in stock at the moment... to make way for the large batch of product that’s coming next month. And that’s why I need your help.

See, since you bought this product before, I want to make you a very special offer. It’s my hope that this offer is so outrageously generous that you’ll accept it... and...

help me get out of this “bind” that I’m in right now. So here’s the offer...

**Buy 3 Tubes Of (Product Name) And Get 3 FREE
Or, Buy 6 Tubes And Get An Extra 6 FREE**

Look, I know this is an insane offer. And the truth is: This is not such a good deal for (Company Name). But my hands are tied and I don’t know what else to do! I need to get rid of this inventory – FAST. Therefore, our goof is now your gain.

So look, this is truly a once-in-a-lifetime opportunity for you. Here, now, is your chance to take advantage of this situation... stock-up on this incredible product... and... save yourself a small FORTUNE in the process.

You can keep the free tubes for yourself and continue to experience the wonderful health benefits this product has to offer you for many months to come. Or, you can give them to a friend... a spouse... or a loved one... as a gift. This choice is yours.

The only problem is: I need to get rid of this inventory in double quick time. In fact, it’s got to go within the next 10-days. So you need to act fast on this one and reserve your supply immediately.

Another thing to consider is this: This letter is going out to quite a large number of other customers, also. And because there’s a limited amount of product that I need to get rid of, supplies will be given away on a first-come-first-served basis. This means if you choose to delay and order at a later stage, you risk losing out on this opportunity forever.

So will you help me dodge this bullet? Will you accept this generous offer? Will you grab a fresh supply of (Product Name)... continue experiencing the life-saving benefits this product has to offer you... and...

Save Up To \$359 While You’re At It?

All you have to do is fill out and return the enclosed Savings Certificate... or... for faster service just pick up the phone and call **TOLL-FREE 1-800-000-0000**. As soon as we receive your order, we’ll rush it out to you.

What’s more, to refresh your memory on all the amazing benefits (Product name) has to offer you... as well as to remind you of the fantastic **90-day double money back guarantee** you get when you order... I’ve enclosed a copy of the product brochure with this letter. Please open the envelope I included with this letter and read it now.

Kindest Regards,
(Name)
(Company Name).

P.S. To sweeten the deal, I’ll send you ALL the free bonus reports described in the brochure. Plus, I’ll even pay for shipping and handling. So don’t delay another second. Go ahead... *right now*... and reserve your supply before the 10-day deadline expires.