

Get the fast cash you need right now...  
without the high costs and hassles you *don't*...

# Payroll Funding

Audience: growing small businesses with cash flow issues; service provides immediate cash to meet weekly payroll obligations until acts receivable is collected

Objective: tongue-in-cheek cover grabs attention; hard-hitting benefits messaging below (by prospect address panel) and inside conveys ease-of-mind/ immediate cash flow/payroll funding services deliver.

SEE interior for full 6-point benefits selling copy

Cover Copy on visual above

Your temps are expecting to be paid...  
Unfortunately so were you.

**PEARCE**  
FINANCIAL GROUP  
THE PAYROLL FUNDING SPECIALISTS  
5529 Hedgemoor Drive  
Suite 155  
Charlotte, NC 28219

PSRST STD  
US POSTAGE  
PAID  
PERMIT 438  
FT. LAUD., FL

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