



J. HUNTER CHASE

This headhunter letter pulled 40% response rate! It was mailed to employed NE marketers who were NOT actively looking for jobs. The Florida client simply wanted me to talk about the job opportunities (which were only lateral moves for these folks, not a promotion, so it would be a tough sell.) Having received the assignment during one of the most brutally cold winters in recent NE history, I decided to play that up with this "day in the life" opener...and it worked!

Dear Randy Lovely,

It's 8:00 a.m., and 74 degrees on this sunny January morning. You hop into your car and make the 10-minute commute through your pleasant suburban neighborhood. You're headed to a marketing job you love, with a respected industry leader, working with people as excited to be there as you are. And at the end of the day, there's still time for a bike ride with the kids, a relaxing neighborhood stroll, or a poolside drink in the balmy evening air.

Time to wake up, you say? Not necessarily.

If you're a direct marketing professional with 5-7 years of **Direct Marketing Management** experience, keep reading. Because we may have the career opportunity of your lifetime.

ORTHODONTIX

This letter (just a short excerpt is below) delivered strong lead generation results from attacking specific pressures doctors were feeling at the time that practice management promised to solve. It greatly pleased client who said it performed well. Full letter available upon request.

Dr. Robert Morgan
123 Main Street
Charleston, SC 29227

Dear Dr. Morgan:

Administrative hassles. . . billing details. . . issues that take away from quality orthodontic care . . .
Every orthodontist I work with these days seems to be facing the same frustrations. . . and asking the same basic questions:

"Is it possible to maintain a quality level of care in the face of ever-increasing business demands?"

"Will I ever be able to realize the full financial worth of my orthodontic career?"

The answer is **yes** - if you take the opportunity to explore ORTHODONTIX.

ORTHODONTIX is a practice management company formed specifically for orthodontists - with all your special needs and requirements in mind.