

This **sales letter** was written for NPE, a fitness consulting firm, to promote their new DVD package, regarding publicity and self marketing. The client requested a very direct writing style.

## **Become a high-profile FITNESS CELEBRITY today...**

### **And hear your phone ring off the hook tomorrow!**

**Dear Fellow Fitness Professional,**

Let's be honest here. After all - it's just you and me.

We originally got into physical fitness for one HUGE reason. We wanted to **look good**. Right? **Turn heads**. Right? Folks like you and me have big egos. Nothing wrong with that.

Actually, a big ego is **critical** to making it in any business.

Don't get me wrong... I'm not diminishing the health benefits of physical fitness. They're essential. But it would be hard to rule out the "**hot factor**." Am I wrong?

So, wouldn't it be great to take this "motivating force" to the next level? A level where you reach a much bigger audience than just your clients. A level where you're exposed to thousands – maybe even millions – of people? Many of whom will actually turn into your clients!

**Exposure AND profits? Have I got your attention yet? I thought so...**

Think about it. How many so called "experts" are currently raking in the dough nationally? Dr. Phil, Martha Stewart, Tony Robbins, Rachel Ray even Richard Simmons. True, they're all experts in one specific area. But what are they really experts in? You guessed it. Marketing.

Specifically? **Marketing themselves!**

And they're all eating off of one man's lunch plate. Ironically, it's a fitness celebrity. None other than Jack LaLanne - the original physical fitness expert!

Now, there's a man who **"got"** self promotion. From an obscure local TV program in San Francisco in 1951, LaLanne leveraged his fitness expertise into a 34 year national TV show on ABC.

But being the consummate self promoter, he didn't just stop there. Over the last half century, Jack LaLanne has...

- Written **books**, recorded **albums** and produced **videos** on fitness
- Marketed his own exercise equipment, vitamin supplements and "power juicers"
- Ran a **health club empire**, with 200 locations nationally, that was eventually bought out by Bally Total Fitness
- Appeared as himself in a whole slew of feature films and TV shows
- Earned his very own star on the **Hollywood Walk of Fame**

Now that's one busy dude... And he's not done yet. He's still going strong - at 94! What an inspiration...

But he's not alone. In 1968, an Austrian immigrant arrived on American shores with little money and a bad accent. He would eventually become one of Hollywood's most bankable actors - and now runs nothing less than the state of California. Do I need to say his name?

And there's a virtual laundry list of celebrities in our field raking in the dough - some, like Billy Blanks, getting upwards of \$25,000 for a single speaking engagement! (How many personal training sessions does that come out to?)

Plus, it's impossible to miss the countless fitness celebrities popping up on TV. Just to name a few...

- Jake Steinfeld (Body by Jake)
- Richard Simmons (Sweating to the Oldies)
- Denise Austin (The Today show)
- Billy Blanks (Tae Bo)
- Robert Reames (Dr. Phil Show)
- Tony Little (HSN & QVC)
- Donna Richardson (ESPN)

The entire list would literally take pages to complete. But clearly, this is a market niche with tons of opportunity. A market niche begging to be tapped by fitness experts just like yourself. Both nationally and regionally.

**So, what do all of these fitness celebrities have in common?**

1. A love of fitness
2. A desire for self promotion
3. Not afraid to take chances (just ask the guy from Austria)

Does this profile describe you? Good... You've come to the right place.

But all the good intentions in the world won't get you to your goal without a clear, actionable plan. And no plan is complete without three essential ingredients.

### **Publicity. Publicity. Publicity.**

And that's where the "Publicity and Media Marketing Systems" DVD package proves indispensable! It teaches you how to turn all that expert knowledge in your head into TV, print and radio exposure. Which you can then leverage into **huge profits!**

But, as they say, "It's a jungle out there." Would you rather face the "media jungle" with a sling-shot or a Sherman Tank?

The good news is that press coverage is the fastest and cheapest (FREE!) way to get visibility for you and your business. The bad news? Media outlets are constantly bombarded with a never-ending parade of news releases. Every Tom, Dick and Harry is trying to cash in on the free meal.

The question is: How do you distinguish **your own voice** from all the noise that's out there?

The answer? Knowledge! The knowledge you can quickly gain from our easy to understand program, "Publicity and Media Marketing Systems."

Make no mistake. This isn't some overly technical program - with a lot of pompous talking heads speaking down to you.

No. Just the opposite... This program was designed by folks like me - and folks like you - who, once upon a time had to face the media jungle alone.

You won't be hearing any double talk. Just plain spoken English that you can easily understand. And, more importantly? Apply to your fitness businesses - **immediately!**

You've already done all the backbreaking work to get your fitness business on its feet, right? Isn't it time to get it RUNNING?

If you answered yes, the "Publicity and Media Marketing Systems" program should definitely be your next move. Without hesitation. You won't believe how quickly your client base will grow?

And if money is tight right now? I can't stress this enough...

**Media coverage is all free!**

“So, what exactly am I getting in this package?” I'm glad you asked that question. Now we're getting to the good part.

When you watch this DVD package, you'll uncover...

- The **absolute #1 tool** you'll need for maximum publicity and media marketing systems.
- The big secrets behind **creating story hooks** that reel in editors, who'll want to publish your articles in their newspapers and give you free advertising.
- What advice Yoda from “Star Wars” can give you about how to be **successful** with your publicity and media marketing systems.
- How to **reduce the risk of failure**. Obviously, not every article or news release you write and send to the media will be published. However, a lot more than normal will be when you do this.
- How to **eliminate writer's block** and keep churning out fresh and new press releases that will promote your business and earn you a celebrity status.
- How to **leverage the articles you already had published** - and give all your other marketing campaigns a SWEET cash injection.
- The **“halo effect” of publicity** and media marketing systems that rockets your profit into outer orbit. Overnight!

Sound good so far? We're just getting warmed up!

- **68 Great Story Ideas** that will kick the creative side of your brain into gear and have you coming up with great news releases that have hooks to die for!
- The **“human interest”** goldmine opportunity that you ABSOLUTELY must take advantage of when working on your news releases.
- 4 more ways to give your fitness business **loads of free exposure** by increasing the chance of having your story picked up by big media.
- The 5 basic types of news releases.

- How to **piggy-back notable news stories** and ride along their wave of success. (I did this when a new Dr. Phil book was published and got a huge amount of publicity because of it – including TV spots and magazine articles.)
- 5 MAJOR news release **success strategies**.
- The nice little touch that no one else is doing that will almost certainly increase the number of stories you have published – by **strengthening your relationship with key media decision makers**. Eventually, they'll start calling you!
- 22 story hooks for getting attention and **getting published**.
- One big **story killing mistake** you need to avoid at all costs. You will never get published if you copy this common mistake.

And so many more benefits that there isn't enough space in this letter to write them all down. But you get the idea... There's a **boat-load** of indispensable stuff you can **only** find in "Publicity and Media Marketing Systems."

Why go it alone, when you don't have to?

Oh, and one other thing... I'm also going to include a highly detailed, 31-page report – worth \$97 – Absolutely FREE!

Quite simply? **This report rocks!** In addition to recapping what's in the DVD – you also get...

1. A list of websites that will distribute your news releases FOR YOU!
2. A list of editors you can actually send news releases to.
3. More insider tips on how to get published.
4. An **actual news release** that you can model your own after.

I can't imagine you need any more incentive to immediately grow your business. But I'll give it to you anyway.

It's risk free... That's right, RISK FREE! I'm so confident it'll take your fitness business to bold new heights, that I stand behind this DVD package with an iron clad, ONE YEAR GUARANTEE.

If you don't see big – and I do mean BIG – returns on your on your \$189 investment in this DVD package, I will gladly give you back your money (less shipping and handling.) Absolutely no questions asked.

In other words, if you can't make a **significant** amount of extra profit with this – I will happily refund your money.

There's just one catch. This DVD package can't help you if it just sits on the shelf. You have to make an honest effort to try out these **vital** marketing strategies.

Fair enough?

But, honestly, I'm confident that once you take these proven methods out for a test drive, you'll wonder why you didn't do it sooner.

Get ready... Your phone's about to ring off the hook!

**CLICK HERE TO GET STARTED**

To a successful and profitable '09.

*Sean Greeley*

**Sean Greeley,**  
NPE, LLC

**P.S.** You only have to get famous once, and when that happens you're on easy street. So start on your way now with these NPE Publicity and Media Marketing systems...  
[Click here to get it now](#)

**P.P.S.** And remember, because of the one year guarantee your investment in this DVD package is completely risk free. If these systems don't work as I've said they would, I will gladly give you back your money.