

**Ryan's Note: this is a series of three emails written as a follow-up to a 2 page letter the recipients received in the mail offering them an opportunity to own and operate a turnkey consumer electronics website to create a second income source from their existing bricks and mortar businesses.**

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**Email 1: Subject Line: There's no such thing as "easy money!"**

Dear [Name]

It's true, there is no such thing as "easy money" but sometimes there is "easier money", wouldn't you agree? You want to make money with less effort, ethically, honestly, and continuously.

You run a business, and to maximize the cashflow from your business, you need a second source of income. In other words, you (and everyone) should have a "business within a business".

To create multiple streams of income, we can provide you with "turnkey" websites - your own online business offering products such as cell phones, PC's, electronics, and other high-margin items. If you want, you can even sell these products right in your store using your own turnkey web-store.

Our network of suppliers and drop ship agents does all of the work behind the scenes to take the order and deliver the products, and anything else that resembles "work".

It's an extension of your existing business, and it can be completely customized to match your existing website. We handle everything from registering the domain name, to site setup, optimizing it for search engines, handling the orders, product, fulfillment – everything! You just help promote your website by letting your customers know about it.

To learn more about how you can earn "easier money" simply by creating "a business within a business", visit [[URL LINK](#)], or simply reply to this email.

Sincerely,

Signature

PS: When we say "turnkey", we really mean it! There is NO effort on your part, and your webstore will look like a million bucks, making your new sales as easy as they can possibly be!

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**Email 2: Subject Line: I am told that you are closing early and turning customers away!?**

Dear [Name], is it true? Does your business lock its doors and turn off the lights at night? Are you only selling product during your "open" store hours? Would you like to have customers in your store twenty-four hours a day, seven days a week, *without increasing your payroll and overhead?*

Well now you can! You recently received a letter from us describing how you can easily and affordably have your own webstore selling products that your customers are already buying, but buying from someone else because you don't offer these products, and you certainly don't offer them 24/7!

But we never heard back from you, which is surprising. You never struck me as the kind of person that would turn away eager buyers. I assume you must not have received our letter, but now you have another chance to move on this opportunity.

Now you can have a turnkey webstore solution that will provide you a second income stream by meeting the needs of your existing customers. Your webstore will only offer complementary products such as consumer electronics, cell phones, MP3 players, and laptops – everything that is popular and selling fast.

You can direct your customers to your turnkey website, or you can let them order products while in your store directly from your website, or both!

There is no work on your part because all products are drop-shipped directly to the customers. All you have to do is make your customers aware of your site, and direct them to it. It really couldn't be easier!

Your customers ARE buying these products somewhere, and **don't you think they might as well be buying them from you?** So expand your offerings without adding overhead, staff, or complexity, and make the profit from these sales go *into your pocket!*

To learn more, please visit [\[URL LINK\]](#) or call us at [phone number] for a no-obligation discussion. There will be no heavy sales pitch, just an explanation of what is included and how you can benefit immediately.

Sincerely,

Signature

PS: You don't need to know anything about websites to get this store working for you. It is completely "hands-free", although you will have to hand carry the revenue checks to your bank for deposit. You won't mind that, will you?

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**Email 3: Subject Line: I owe you a sincere apology...**

Dear [Name], I owe you a sincere apology. I have failed to make you aware of something that it was my duty to make you aware of, and for that, I am sorry.

I like money, and so do you, right? That's what I thought! I consider it my job to present you any honest and straightforward opportunity that will allow you to put more money in your pocket in a way that complements your existing business.

Apparently you never got my letter in the mail, and somehow my emails to you must have not been delivered, because I am fairly confident that if you knew the facts, you would take action. But I haven't seen your name on the list of business owners who have decided that they want an easy additional source of income.

So I take ownership of the oversight, and apologize. But now that I have reached you, I have to call out a few facts:

1. If you offer a single type of product or service, without even knowing it, you are taking an incredible risk. It's like having all of your eggs in one basket, which is dangerous.
2. The most secure, stable, and robust businesses, the ones who *really thrive during difficult economic times*, are the ones that have multiple "businesses within the business".
3. We are offering you a second stream of income in the form of a "turnkey" website - your own online business offering products such as cell phones, PC's, electronics, and other high-margin items. Our network of suppliers and drop ship agents does all of the work behind the scenes to take the order and deliver the products, and anything else that resembles "work".
4. Your customers are buying these products somewhere, and we want them to buy them from you, so you make the profits, practically without lifting a finger.

Those are the facts I was sworn to present to you. Now that you are aware of them, if you fail to act to create a financial "insurance policy" for our business in the form of a business within your business, then I can't be held responsible for the results.

But if you choose to act, my team is here in Cambridge standing by to do everything within their power to help you earn more money with your turnkey consumer-electronics website. It doesn't compete against you, *it competes FOR YOU*.

To find out more, simply visit [\[URL LINK\]](#) or call us at [phone number] for a no-obligation discussion and a demonstration of what your website will look like.

Sincerely,

Name

PS: I almost forgot to mention, the site is completely customizable so it can be made to look like any existing websites you may have, incorporating your name, logo, colors, etc. And you control what products are offered on the site too! You will have total control, so give us a call now!