

Eddie Stephens / Copywriter / Copy: April 2010 email / 03.31.10

Subject Line: Once in a lifetime

Theme: Celebrating anniversary/decisions made years ago...

<DR. LASTNAME>, <CLIENT NAME> here. It was a once in a lifetime trip. There's no other way to describe it!

My wife and I just celebrated a wedding anniversary milestone on the magnificent continent of New Zealand.

Anniversaries remind you how the years zip by. Here we are years later.

Three of our four children are out of the house. Two are on their own...one is in college and the other is not far behind.

The future comes at you fast! And the decisions you make along the way define your life.

Those decisions also reward you many times over – especially those involving your family...your children's future. It seems like yesterday that we first thought about our children's college education.

Think about it, you've built your practice on the foundation of a solid education. And you're counting on your practice to support your future and provide an education for your child/children along the way.

>Do you know how much educational tuition and fees are increasing annually?

>Are you aware of the amount you'll pay – even after available loans and grants?

Stop worrying about paying for college! You can set a plan in motion that will nearly take the thinking out of it - <LINK HERE>.

You know dentistry because you've been practicing it however many years. Invest in what you know...and discover how your normal practice overhead expenses can generate tax-free profits!

I'm talking about the kind of tax-free profits that could earn you money to pay for your child/children's education. And not to forget – your retirement years too!

>How an investment alternative allows you to invest money you're already spending

>What extra you could pay if you use a traditional college savings plan

>How much you can earn and still qualify for a better investment alternative

>Who and what can add to your investment potential

Find out how you can build an educational fund by investing in what you already know...and are already doing. Start now...and grab this no-cost information <LINK HERE>.

Sincerely,

FIRSTNAME LASTNAME, DMD
Founder/President, COMPANYNAME

P.S. Even though I've been back a few days – I feel like I'm still on New Zealand time. Still can't believe the good time we had celebrating all these years together! Good times are the result of good decisions. From one dental professional to another – I hope you'll at least check out the information. Some decisions can be very rewarding. Find out <LINK HERE>.