



Realty Radio Rentals
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This Just In...

Local Curves Club Owner Purchases Radio Station

*Uses 24/7 Radio Advertising To Convert Off-Hours Visitors
Into Paid Members*

Dear Ms. Johnson,

While this “news flash” may seem far-fetched, it is actually a true story. And it could have a big impact on how you market your **Curves For Women** business...

Allow me to explain.

As the founder of Realty Radio Rentals, I have taken a unique, radio-based marketing tool used successfully by real estate agents for nearly 20 years, and adapted it specifically for Curves club owners like you.

I chose Curves For Women because, as a member of Mary Smith’s club on Vista Montana Blvd. in Torrance, I *am* your target audience and I believe in the strengths of the franchise – but also understand where it’s weak in marketing to new members.

Mary’s Story

As a new subscriber to our service, Mary is now the proud owner of her very own mini radio station.

24 hours a day, 365 days a year, Mary advertises the benefits of her club to everyone who tunes in to her station. And she can also use the broadcast as a motivational tool to increase retention among existing members.

She can change the broadcast any time she wants to promote a special offer, let listeners know about class schedules and upcoming events, or even praise a current member for achieving her goal.

Hey, it’s *her* station! She can do whatever she wants!

And, yes, the members of Mary’s club can join in on the fun. They are more than eager to tell listeners - that is, potential members - about why they should join *their* club instead of one of those impersonal mega gyms. And, as you know, a customer testimonial is the most effective form of marketing – bar none.

Just imagine how powerful this low-cost combination of advertising and word-of-mouth marketing could be for you!

For a sample broadcast and more information,
please listen to the CD included in this package.

Or call **310.491.3484** for a free consultation.

How The Common Car Radio Can Revolutionize Your Curves Club Just Like It Transformed The Real Estate Industry

Have you ever visited a store to get some information only to find it closed? Remember how frustrated you were?

Since most Curves clubs are only open for a few hours each day, chances are very high that countless visitors have come to *your* club during off hours – and walked away just as annoyed.

I have personally met with your fellow club owners in Arizona, California, Massachusetts and elsewhere. All of them are experiencing this problem and are looking for a way to solve it – for a way to stop frustrating customers and start converting them into paid members.

Problem Solved!

Lost opportunities mean lost revenue. This has always been a major problem for the real estate industry, since an agent can't be there to give a house tour every time a potential buyer shows up.

The solution? Targeted radio stations that air information about a specific house. When a buyer shows up, they see a sign that asks them to tune their car radio to a specific frequency, and, regardless of the time of day, they can hear an audio tour of the house.

Never Miss Another Potential Member

Now suppose you had the same type of radio station broadcasting from *your* club 24 hours a day.

Instead of visitors walking away disappointed, imagine them sitting in their car listening to you (or our professional voice actors) tell them all about the advantages of your club and how to join.

Think about it this way: If you could sign up just ONE of these missed visitors every week for a one-year membership at \$39 a month, you could increase your annual revenue by **\$24,336!**

Own YOUR Own Station For \$1 A Day!

Mary is doing very well as a Curves club owner, but she is definitely not a billionaire media mogul!

And you don't need to be either.

You can take advantage of this system for a modest set-up fee and a monthly charge of less than \$1 a day. In fact, you can actually OWN your own radio station for less than it would cost you to buy just one radio ad campaign on somebody else's airwaves!

Your excitement is guaranteed. If after 30 days you are not completely thrilled with the results – for whatever reason – I will personally issue you a full refund (excluding shipping costs).

But I'm getting ahead of myself.

I'm sure you have many questions – most of which I've hopefully answered on the enclosed CD.

And if you're short on time, feel free to call me now (310.491.3484) and I'll explain how it all works over the phone.

Thank you for your time.

Warm regards,

Michelle Duvay
Founder & President
Realty Radio Rentals

P.S. Thank you for letting me get one of my feet in the door! Please call me at **310.491.3484** for a **Free Consultation** and I will be happy to bring you the other shoe!