

“See Video : How A 13-Minute Phone Call Earned Me R7500...”

How you like to get paid every time people make an appointment to speak to you on the phone?

***It's Cool - But The REAL MONEY Is In
What Happened Next...***

I will get straight to the point.

This invitation only goes out to a small group of *Friends of the SA Chamber of Entrepreneurs (SACE)* - which means YOU!

My name is *Thomas Le Grange* and in a few seconds, I will show you something incredible.

How would you like to get paid every time people make an appointment to speak to you on the phone?

This is not a joke...

I am dead serious. This is easy to do. It doesn't matter who you are or where you stay – you can get paid too.

What it requires, however, is this: You need to pick up the phone and answer a few questions.

No - these questions are not hard – they are easy questions because you will have the answers right in front of you.

Let me explain:

Local Business Owners [Plumbers, Car Dealers, Painters, Building Contractors, Hair Salons, Pizza Places, etc.] everywhere in South Africa urgently need help.

They have questions – most are about *how to* promote their products & services to a smarter targeted group of buyers. The questions are not the challenge here - this is:

I know exactly how to answer their questions and how to help them, but I simply can't do it alone anymore. This is not a *one-man job*.



I need your help!

That is why I partnered with the South African Chamber of Entrepreneurs (**SACE**). In return, I will give YOU the opportunity to start your own professional Local Business Consultant practice for basically *no money down*.

Yes, you will have to pay a small fee, but it's tiny because over 82% of the price already gets subsidized for you. It is easy to say yes – it is affordable and brilliant.

The important part is this.

If you say YES to this fantastic opportunity and invitation today, I will take you by the hand and teach you all the secrets I know. I will do it one secret at a time, so you can answer the questions from Local Business Owners easily and quickly and get paid for it.

Would you like that?

Make no mistake, I am talking about hot and very *“in demand needs”* here.

These Local Business Owners are prepared to pay a lot of money for your answers and assistance - they urgently need your help and they have nowhere else to turn.

In a second, I *will* share everything with you. I will, however, need you to pay close attention for the next few minutes.

Will you do that for me?

Thank you – let me start immediately by asking my own questions first.

- If I show you how easy it is to answer the questions and help the thousands of Local Business Owners in South Africa to get better and smarter clients for their products and services,
- And if I give you all the training, skills, products, and tools you will need to help them,
- And if I prove to you they will pay you anything from R1000 to R7000 for these answers, skills, and products...will you help them in exchange for payment?

YES?

Wonderful, because I have brilliant news for you.

Hold on to your seat, because this will shock you...

[Please do not share this information – it is for your eyes only]

The Boring Background...

I am sorry about this, but I will need to give you a little boring background - even if it is known to some – because, without it, you will not have the entire picture.

FACTS ARE: When it comes to “*lead generation and client getting*” the old rules have changed; business owners must change with it...or *die*. Yes, it is unfair, but unfortunately, it is a fact.

In a moment, this will all become as clear as day to you – just read on.

Let me explain:

Today, in the business world, we have two systems of marketing [*advertising or client getting*] in play.

The first is called Interruption Marketing: It is, for example, when your favorite television program is interrupted with a TV ad.

OR

It is when your phone rings and on the other side is an unknown person trying to sell you something while you are busy playing golf or spending time with your family or friends.

Most people hate that – I am sure you do too.

Because it is hated so much, and frankly, it doesn't work that great anymore as a marketing system, something *has to give* and something else needs to take its place.

You know what I am talking about here, because you can buy a system today to block all TV ads...right?

Lucky for business owners, a new and better marketing system was “*invented*”, and it works well for smaller businesses.

It is called Permission Marketing.

Permission Marketing differs greatly from Interruption Marketing, and it succeeds for those business owners who implement it.

It is also easy to do, once you understand it and have access to all the tools to set it up.

Let me first explain exactly what Permission Marketing is.

It is when consumers give companies explicit permission to send them information or marketing material about their products and services.

- For example, it is when you give permission to a “Stamp Collectors Association” to send their monthly newsletters to you about the latest *stamp* auctions in the country.
- Or it is when you give your favorite Butcher or Pizza Shop on the corner permission to send you their special offers every Friday morning for the upcoming weekend via email or SMS.

Permission Marketing makes consumers feel special - like VIP's - and when done correctly – it only takes 4 easy steps to implement and roll it out. They are:

1. Make a stranger a friend
2. Make a friend a customer
3. Make a customer a loyal customer
4. Make a loyal customer an ambassador [salesman]

Don't worry – this will soon make more sense...continue reading.



Think about it for a second...

In the real world, many local business owners do not always treat us like VIP's...do they? Unfortunately, no – but you know what I have discovered?

I concluded that it is mostly not their fault. They are so busy surviving that most do not understand how to get started with a Permission Marketing based system – or even what a Permission Marketing system is.

The truth is, until recently, no one ever showed them *what* it is or *how* it works...

...and then one day, I made it my *mission* to show them.

Here is a copy of one of the letters I have sent to many Local Business Owners:

[New Business Leads] Theo...I Don't Blame You If You Are About To Give Up On Advertising Your Business - EXCEPT FOR THIS.

Hello Theo,

I'm Tom Le Grange (LG) and I got your name from a mutual friend.

I've been testing a method to increase customer "getting" for businesses like yours for the last four and a half years.

When it works, it is a fantastic way to turn slow business days into big days. True - it's not always 100% - BUT it's faster, cheaper and smarter than any other way.

This is worth a look; especially if regular advertising and marketing methods you tried before isn't doing the job anymore.

I spend 90% of my time these days helping business owners like you to get more and better quality customers – they love it and you will love it too.

I hate cold calling, interruption marketing and pressure selling - I am sure you hate it too.

That is why I will never do it and why I write this letter to you today.

If you want to know the secrets to target the best, smartest and richest buyers for your products & services – then I will show you.

Visit my website at: www.ThomasLG.co.za , watch the short video and follow the instructions on the page.

Nothing can be easier!

Yours truly,

Tom Le Grange
<http://thomaslg.co.za>

Ps. Theo - I only contact business owners in this way that I honestly feel I can help. When you see the video on my site – you will understand why.

Do you know what happened a few days later, after I sent these and similar letters?

My *INBOX* Exploded!

But that was nothing compared to what happened with my bank account a few weeks later!

That Exploded Too...

To appreciate what I am talking about here, you should check it out yourself. Go to my website, watch the 5-minute video, then follow the instructions.

You don't have to make any payment. I have turned this site into a *DEMO*, so you can test it free.

So, watch the video – test the system – use discount coupon code “123456” – and see the magic for yourself. BUT please come back to this page and document, because the best news is still to come!

Here is my site URL again: <http://ThomasLG.co.za>

Did you see the video? Did you test the system? Do you like it?

It feels like yesterday. I was on the phone 7 - 8 hours a day answering questions and helping business owners, explaining to them what Permission Marketing is. All in 15 minutes – it's hard.

I kept my promise: I sold nothing on the phone, but my *secret weapon* was not the phone call. It was when I put the phone down. My callers received a personal and *priority* email from me within minutes.

Best of all, they knew my email was coming. They were waiting for it, because during our phone call, they asked me to send it.

It was a *crazy and mad* time. Most of my “callers” paid me R2500+ for the information and products I sent and set-up for them – all inside the *priority* email they asked for.

When the phone calls died down - I took a little time off to rest - posted a few hundred special postcards again – and within a week, the roller coaster ride started all over again – it was great!

Here is an example of one of my earlier postcards.

Let me show you something remarkable...

Turn Your Customers Into Your Biggest Fans

From the desk of Thomas Le Grange

Thomas Le Grange, Consultant
For Local Business Owners
441B Main Street
Johannesburg
0001
011-123-45678

FREE CALL

Use Coupon Code **AC4645**
Claim Your FREE Call To Action On:
www.thomaslg.co.za

I Will Show You Both!

Watch My Short Video At:
www.ThomasLG.co.za

TO ADDRESS:

PLACE STAMP HERE

One of my other closely guarded secrets was this: I quickly separated the good calls from the bad calls and the winners from the losers.

It worked brilliantly. For me, this is the perfect business system. I worked when I wanted to and stopped working when I was tired or wanted to do something else.

I rested until I felt like working again, and then just “turned the key” and started “*my money machine*.” And then I waited for the appointments, cash, and questions to come in.

The business owners I helped loved me for what I did for them and for their businesses.

They made appointments with me again and again. They soon became my friends and *ambassadors*. [Can you remember the 4th step of Permission Marketing? Yes?]

It is now time for me to give you my system and secrets.

By giving you everything I have, you can help Local Business Owners in South Africa reduce their Interruption Marketing efforts [wish they all hate] and replace it with a smart and more profitable Permission Marketing system.

This will help them to do much better *Lead Generation* and *List Building* - and it will help them grow their businesses to bigger and smarter entities than ever before.

It took me a while, but today, I honestly understand there is absolutely no way in a thousand years I can reach all the small Local Business Owners in South Africa by myself – this is not a *one-man job* anymore - I need your help.

And you know something else? I had my fun - it is now time for me to pass this on to you and spread the fortune – which is how true success in the business world works – you share!

MY INVITATION TO YOU TODAY!

I have already duplicated my ENTIRE system into a few special “business-in-a-box” units. With this invitation, I am contacting you and a few others to get you on board. I want to give you one of these “business-in-a-box” units.

I will help you and show you exactly how to run this business. And yes, the money you will earn is good - it is very good – better than good – so don’t worry about it - you will love it.

Let me explain to you exactly what each “business-in-a-box” unit consists of. The FIRST and critical part of this system is called my **COFFEE APPOINTMENT SYSTEM**: [It’s my own little *pet* name for it, and if you watch my video, you will understand why.]

You Will Receive:

WEBSITE PLATFORM

- You will receive an exact duplicate of my online platform [<http://thomaslg.co.za>], where business owners make a Phone Call Appointment with me in exchange for a digital cup of coffee.

- When you have your own **COFFEE APPOINTMENT SYSTEM**, they will make a Phone Call Appointment with you, and you will get paid directly.
- I use British Pounds (£) for a payment currency with PayPal, but you may decide differently- and its fine. Personally, I just found that business owners pay £2.50 easily. Easier than, for example, R40 or R50.
- You can choose your own Domain Name, and I will then buy the Domain Name for you and register it for you – in your own entity - internationally.
- I do this so your new platform becomes 100% yours and your own asset. [You can always sell it later for a profit on the open market if you wish].
- You will get 100% access to the back-office part of your new site [platform], where you can edit everything and anything on it you want.
- I will arrange premium hosting for you - on a special hosting platform – for a small monthly fee - so you will not have to lift a finger. As a bonus, the first 61 days of hosting is free.
- I will give you the complete step-by-step guides to show you exactly how and what to edit on your site to make it more personal if you want it to be.

LETTERS AND SCRIPT

- I will give you a collection of letters, emails, flyers, and postcard templates you can edit and use. They will drive targeted visitors to your new online **coffee appointment system** website.
- I will give you the exact telephone script(s) I use for every phone call. There is a short version and a long version.
- When you see the scripts, you will understand why there is two versions. You can use them *as-is* or you can edit them in any way you like. It is powerful and easy to follow.
- These scripts will also lead you and your caller(s) to the follow-up services [the money services] that will give you the main income stream(s) this system offers [read how this work below].

MONEY EARNING SERVICES

- When we start a business to work for ourselves, we do it to make money. This is the main purpose for all entrepreneurs – other than providing needed services and products to our clients, obviously.
- You will be the principal owner of your own **Local Business Consultant practice**. You will get paid for your skills, knowledge, products, and services.
- I will give you the training, videos, coaching, and guides to show you exactly how this works and what you need to do.
- The first step in your own business will be to get visitors to your site and then to secure phone appointments with them.



- To get your “callers” [coffee buyers] to buy your *money services* is easy. You only have to follow the steps in the scripts and sales funnel. Don’t worry - I will give you everything, and I will teach you.
- By the way, the use of sales funnels is part of a Permission Marketing system. You will become an expert in it soon.
- I will show you exactly how this works, and you will get access to all the products and services your “callers” [*coffee buyers*] will need and would want to buy from you.

MONEY EARNING PRODUCTS

- Your consultant business practice will be like any other business. You will offer a combination of products and services to your clients to help them implement a Permission Marketing system to attract more and better quality customers into their businesses.
- Permission Marketing systems is also part of something we call **List Building**. Now, “list building” products - and related services - is one of the first things your *callers* will need. This will also be one of your first *money-making* products you will provide.
- On average, these products and services can earn you anything from as little as R1000 for basic services [maybe something like an online directory listing] to more involved services and high-ticket priced products that will earn you R7000+.
- My commitment to you is to give you everything you need and to be your mentor and coach to help you learn the skills that will make you the expert your clients would like you to become.
- Let’s be realistic - you can’t become and Permission Marketing *guru* overnight. But that’s not what is required from you here – far from it.
- Think about it this way: When you work at a new job, at a new company, do you know everything about this new job on day one? No you don’t – and you don’t have to.
- All that is required from you, at this point, is to believe in yourself, prepare to learn a few basic skills, and then send out the letters to get *traffic* to your *coffee appointment system* (site).
- Next, follow the system, sales funnel, and telephone script, and the rest will happen automatically.
- You can earn decent money from day one. Just show your *callers* what they need to buy from your new “catalogue” of products and services. They will need this for the first step to implement a Permission Marketing system for their own businesses.
- Rest assured, it is easy to do and you need no special skills for this. As you grow your business, your skill level will increase and so will your earnings.

Allow me one last point before I close this letter and invitation.

You are not embarking on this adventure and road to start your own professional business practice alone.

*The SA Chamber of Entrepreneurs (SACE) and its partners around the globe embarked on this program earlier this year to help small groups of entrepreneurs [new and established] in South Africa to become **Local Business Consultants [LBC's]**. Maybe you have already seen or read about it in the media recently.*

This project will, most likely, continue for the next few years; however, certain Business-In-A-Box licenses, like this one, will only come around once and for a very limited time. If you miss it now, it will be gone forever.

*Make no mistake - the need for **LBC's** in South Africa is huge – and Local Business Owners urgently need help.*

For the SA Chamber of Entrepreneurs (SACE) and its partners, it is very important to find and coach enough individuals who can fill this gap in the market place and allow them to earn handsomely from it.

My invitation to you today is clear. Act right now and take the first step to open your own **Local Business Consultant practice.**

This first step is easy - and very profitable. Here it is:

Complete the form on the next page, and we will get the ball rolling for you immediately.

In just 24 hours from now, we will buy a new Domain Name for you [you choose the name] and then our technical team can build a perfect *coffee appointment system* site for you.

Your new website will look and work exactly as the demo you can see at:

www.thomaslg.co.za

You can edit everything on the site and platform later – we will help you and show you exactly how to do it.

In a few days - when your site is delivered – with all the other stuff as promised in this letter - you can take appointments and earn your first **fee-for-services** and/or **products-for cash** income.

HERE IS THE BEST NEWS OF THE DAY: The SA Chamber of Entrepreneurs (SACE) subsidizes over 82% of the total cost (R5750) for a **Coffee Appointment System** site.

This means that, for a limited time only – and while this subsidy lasts - you can order your own

Coffee Appointment System site for: **ONLY R995**

Please make this small investment in yourself today – it is such a tiny price to pay – some say, it is as good as getting everything we talked about here today for free – and I agree.

This is a once in a lifetime opportunity for anyone who has always dreamed about his or her own business. I will make a guarantee to you.

Invest in yourself today, and soon, you will agree with me this was the BEST investment you have ever made in your life.

Do it now – complete the application form on the next page.

