

# You can be **THE Mutual Fund Authority** with your prospects when you send them this **on-target newsletter.**

*Review Copy  
Enclosed ...*

*John Doe's*

## **MUTUAL FUNDamentals**

What you need to know before you invest ... and lots more

**With over 8,000 funds to confuse and overwhelm investors, you can be their refuge in a high-noise market gone crazy.**

Some registered rep near you will soon seize the position as the #1 source of mutual fund advice in your local market.

That rep could be you - when you send your prospects this breakthrough newsletter under your name. But you must stake your claim now, and be the first to capture this niche before another rep invades your turf.

### **WHY NEWSLETTERS?**

A well written, non-commercial newsletter with a carefully designed response card will generate more leads-per-dollar than any other investment prospecting method, and help you do away with cold calling forever.

Instead, prospects will call you and send you response cards, giving you loads of solid reasons to "warm-call" them.

The best newsletter you could ever mail to your prospects is your very own, right off your own word processor. But that could take you 40-50 hours a month to do and would cripple your mainstream production activities.

**MUTUAL FUNDamentals** is the closest answer you'll find to your own home grown newsletter without giving up your serious production time to get it done.

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