

[Ad 1]

## **Sit Down!**

**with one of Sarano Kelley's  
top motivational coaches!**

**FREE and without obligation!**

Receive a FREE 30-minute  
private coaching session  
with a Sarano Kelley  
personally-trained senior life coach

**[Click here for details](#)**

[Ad 2]

## **You're Invited...**

**To a FREE private coaching session with one of Sarano Kelley's  
senior motivational coaches!**

If you want to grow and expand your business, increase your net wealth—be  
the best person you can be, the best at what you do—a Sarano Kelley life  
coach will get you there.

**[Click here](#) to receive your FREE, no obligation coaching session with  
one of Sarano Kelley's top motivation coaches**

[Ad 3]

## **Can YOU answer these 12 simple questions!**

([Click here](#) to read the questions)

Answer these questions correctly and you'll win a **FREE** private coaching  
session with a Sarano Kelley trained motivation coach!

**[Click here for details](#)**

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[Headline 1]

Take from his outstretched hand the money, success and happiness you deserve...

## **YOU'RE INVITED...**

**To sit down with a senior staff member of SARANO KELLEY's celebrated motivational coaching team...**

[Click here](#) to receive a FREE and private 30-Minute Consultation with a SARANO KELLEY trained life coach!

*"If anyone can get you back on your feet and standing rich and tall again—it's Sarano Kelley and his team of coaches!"*

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[Headline 2]

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| <p><i>FREE</i> and without obligation<br/>a private session with a<br/>Sarano Kelley trained motivation coach!</p> |
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**A SARANO KELLEY motivation coach will take YOU from a Dead Stop to Increasing Wealth and Success *in 30-Minutes Flat!***

**SERANO KELLEY, celebrated life coach to the rich and famous,** invites you to sit down with one of his senior coaches for a full 30-minutes of inspiring one-on-one, give-and-take designed to put you right back into life's moneyed fast lane—*right where you belong!*

... and it won't cost you a penny!

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[Headline 3]

**You're 30-Minutes Away From a Total *Attitude Adjustment!***

**SARANO KELLEY, celebrated life coach to the rich and famous,** invites you to sit down for a full **30-minutes... FREE** and without obligation... with one his senior life coaches!

In these trying economic times, Sarano Kelley wants to help you put **your life, finances and happiness** back on track!

[Click here to schedule your FREE 30-minute private coaching session with a Sarano Kelley motivational coach](#)

From the Desk of Sarano Kelley,  
Santa Monica, California  
December 1<sup>st</sup>, 6:30 am

I don't know you.

So I won't begin this brief letter to you with "Dear Friend"—because we're not friends, at least not yet.

Yes, we may end up as friends, but that's really not my mission, or that of my coaches... to be your friend.

Here's why...

[Insert Sidebar here (sidebar is found at the bottom)]

### **You're reading this letter for one of two possible reasons**

*Possible Reason #1*, somewhere in your past... it could've been last year, or last week... you screwed up. You took a mental nose-dive and drove your life and finances into a ditch.

You thought you could climb out on your own, but you couldn't.

*Possible Reason #2*, you're stuck, spinning your wheels.

You can't get where you want to go, or be the person you want to be.

Sure, you can see the future you want... but you can't make it happen, and you're plum out of ideas.

Either way, our mission, if you accept my offer of a FREE 30-minute private consultation, is to be the rope and arms that lifts you up and delivers you to whatever personal or financial heaven you seek.

And for us to be that and do that FOR YOU, we'll need to be more than just your friend.

### **Tell me the truth...**

Wasn't it just a short while ago you pretty much had it all... plans... money... respect... and the will and confidence to succeed?

Yet now you feel it's all slipping away.

So listen closely... if your life and your finances are teetering on the edge of a cliff... and you're now staring down at the jagged rocks of doubt... fear... and the very real prospect of failure and even poverty... a friend isn't what you need.

Even if you're not at the edge of a personal, financial or career-ending cliff... but instead feel as if you're stuck, stalled and stranded on a plateau, and you can't find the path to take you higher; so you can be more or earn more... again, you need more than a friend.

Besides, you already have friends, and where are these friends now? And who among them knows how to help you, or is even willing to try?

On the other hand, you may not want your friends, or family, to know about your "current situation", and that's totally understandable.

However, by the time you're finished talking with one of my personally trained coaches... when your 30 minutes are up... and whether we're all friends or not... you'll hold in your hands a road map, a treasure map really, that'll help you reclaim your best dreams and brightest future—so be sure to bring pen and paper.

### **Follow this road map...**

And it will take your life, your finances, your hopes and aspirations from the dead or near dead stop it's at right now—to fifth gear and turbo engaged.

If you want to grow and expand your business, increase your net wealth—be the best person you can be, the best at what you do—and even make your mama proud—this road map will get you there.

But, before we begin... and before YOU do anything else... you must do this now...

You must say YES.

YES to the offer I'm making you—a **FREE**—30-minute, No obligation, No BS... private little chat about you, your money, your goals and your life.

I guarantee it'll be the most "life-changing chat" you'll ever receive, at any price... though this one, of course, is absolutely FREE.

[Click here to accept Sarano's offer](#)

### **Here's the deal, straight and simple...**

If you can handle my brand of tough love (the type you may have seen me give TV star Willie Ames and other celebrities and athletes on my new reality TV show ***Broke and Famous***)...

I will instruct one of my senior coaches to sit down with you and put your life, your finances, and whatever else you hold dear, back into fighting shape so you can go back into the world... and start conquering it again.

Together we will open your eyes... so you can see who you were, once... who you are now... and who you can truly be, either for the first time, or again.

We will put you firmly on the road you need to travel—the road you must travel. And if we have to push you, shove you, and raise our voice, we'll damn well do it... if that's what it'll take to get YOUR life back into gear.

I and my team of coaches have done it for hundreds of clients before you, and this time we'll do it for you.

### **That's not a threat—it's a solemn promise!**

But understand, if we're to help you navigate the road we put before you—it'll be up to you to keep your life in gear and between the lines. Lines we'll draw for you, *based on what you tell me in utter and strictest confidence.*

Now that's important, therefore I'll restate it so it's perfectly clear.

Whatever you tell us will not be disclosed, transmitted or mentioned to anyone else, ever. Period.

Now don't waste another minute.

## Take advantage of my FREE offer TODAY

Because neither you nor we have all the time in world—and for you, tomorrow may be too late.

It's a matter of simple math.

Consider this, if 500 people take me up on my free offer—that would obligate us to give away 150 hours of our time!

That's almost a whole month! We do not have a month's time to give away. It's just not going to happen.

So my offer will end long before 500 people fill in the short questionnaire below.

Therefore, my first piece of advice to you is: better to be quick and safe than slow and sorry.

[Secure your spot with us now!](#)

I await your answer and your solid commitment—to yourself and your future.

Sincerely,

[Signature]

Sarano Kelley

P.S. Please enter your contact information in the form below so I can contact you and schedule your FREE 30-minute coaching session.

### Enter Your Contact Information

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First Name:

Last Name:

Country:

Address:

City:

State/Province:

State is not needed

Postal Code:

Email:

Ex: name@provider.com

View our [Privacy Policy](#)

Day Phone:

Ex: (###)###-####

Evening Phone:

Ex: (###)###-####

In addition, please answer all 12 questions below, truthfully and in detail.

Only in this way will we know if you're totally serious and committed to getting your life, your career and your finances back in fighting trim.

**This is important:** Based on your answers and those we receive from the hundreds of other people vying for a free 30-minute coaching session... will we decide who to actually schedule a meeting with.

So don't fudge or "pad" your answers (trust me, we'll be able to tell if you do).

I look forward to hearing from you.

Thank you for your time and interest. --Sarano.

Please type your detailed answers in the boxes beneath each question:

1. What is your current profession? If you're a business person or entrepreneur please describe your business, your role and title?
2. What are your near and long-term personal, business or financial goals?
3. To-date what comprehensive steps have you taken to reach your most pressing goals?
4. What is your current annual income?
3. What are the main road blocks preventing you from reaching your personal, business or financial goals?

4. What is your net worth, exclusive of your home?
5. What are your personal or business strengths?
6. What are your personal or business weaknesses?
7. To-date what have you done to overcome your personal or business weaknesses?
9. How much money do you owe personally, and as a business?
10. Why do you want to talk to us? What do you hope to learn from us that you haven't been able to find anywhere else?
11. Why should we agree to work with you?
12. And finally, at the end of our private consultation, when you are presented with a course of action, your personal road map to success—convince me that you will not only consider it—but also follow it to the letter.

[Submit your answers now](#)

[Sidebar]

[Insert Photo of SK]

## **Sarano Kelley**

Life coach and trusted advisor to the rich and famous

Sarano Kelly is chairman of the *International Association of Financial, Sport and Celebrity Advisors (IAFSCA)*.

Headquartered in Washington, DC, IAFSCA members serve as elite coaches and business advisors to Hollywood celebrities, international dignitaries, recognized sports figures and other highly successful people, including philanthropists and nationally-known entrepreneurs.

Sarano Kelley is also the author of the international best-selling self-improvement book: *The Game—Win Your Life in 90 Days*, and the host and star of the exciting new reality TV show *Broke and Famous*.

A former child prodigy who grew up on the mean streets of Brownsville, New York, Sarano entered *Vassar College* at the age of 16. By the time he was 23



he was earning \$400,000 a year as one of Wall Street's top financial advisors.

As a motivational speaker Sarano has stood before and counseled more than 250,000 people—and is one of the most in-demand speakers on Wall Street, according to the prestigious *Wharton School of Business*.

He has coached leading corporate and government spokespersons appearing on *CNN, 20/20, and 60 Minutes*; and was an advisor for President Clinton's *White House Fellows*, a leadership group that included General Colin Powell.

**And now YOU can be his next client—just for the asking—for *FREE!***

[Click here](#) to schedule your FREE, no-obligation, 30-minute private coaching session with one of Sarano Kelley's senior motivational coaches!

[Insert testimonials. Run them down the full length of the letter if enough are available]

[End Sidebar]