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March 1, 2013

[Name]  
[Company]  
[Street]  
[City, ST, Zip]

Dear -----,

Would you like to strengthen the already excellent customer relationships that you now enjoy with your financial services clients?

I am writing to tell you about a way that you can do just this. You can now recommend a valuable and unique new complement to the financial planning services that you already provide to your clients – while incurring almost no additional effort and no additional expense at your end.

I am Patricia Hamilton, the author of a revolutionary new financial planning software tool for individuals, called Fiscal Forecaster.

Fiscal Forecaster is a product that allows your clients to see their finances into the future, and to plan their budgets in detail. Fiscal Forecaster is a "time machine" into your clients' financial future. Your clients can predict and change the future by using the knowledge they have today.

With the help of Fiscal Forecaster, your clients can find more money to save and invest for tomorrow, which directly supports your own practice.

Fiscal Forecaster provides too many benefits to your client to list them all here (please refer to the enclosed product brochure.)

How does recommending Fiscal Forecaster support your practice?

- ***It shows your clients that you care.*** Because this product is so new, they may only find out about Fiscal Forecaster from you.
- ***It does more with less of your time.*** Fiscal Forecaster offloads your own time as a financial advisor on routine personal budgeting as your clients become self-sufficient.
- ***It provides an incentive to work with you.*** Fiscal Forecaster will engage your clients in their own financial planning.
- ***Nobody else offers what we do.*** No other personal finance product offers the depth of planning and analysis features that Fiscal Forecaster provides to its users.
- ***It's painless and private.*** Fiscal Forecaster provides easy, entirely private, long range financial planning for individuals. No internet site will capture your clients' financial information.
- ***It's compatible and problem-free.*** Fiscal Forecaster uses Microsoft Excel on your client's computer system to help them understand, plan and control their financial future.

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Financial professionals who have reviewed this product, including CPAs, financial advisors, and attorneys are unanimous that Fiscal Forecaster is the product that can help their own clients. Fiscal Forecaster is now available so that financial professionals like you can extend its benefits to your own clients.

I am proposing that you simply recommend Fiscal Forecaster to your clients on a case-by-case basis. We even provide the sales materials - all you need do is make a mention of our product and provide preprinted sales literature if your client wants to try the program. Your clients purchase Fiscal Forecaster and obtain product support directly from us.

I will make it easy for you to decide if a partnership with Fiscal Forecaster is right for your practice. I have enclosed a 30-day, full-featured trial of Fiscal Forecaster for your inspection. On the same disc I've included a read-only version containing example data for an average US family for 2007 and 2008. It will demonstrate the long range forecasting and planning abilities of Fiscal Forecaster. (Data derived from Bureau of Labor statistics.)

If you like our product, contact us for an activation code to convert the trial to your own full version. I will also send you a coupon good for one more free copy, which you may give to a client or a friend or relative. These free products are my way of thanking you for considering Fiscal Forecaster as a new tool in your practice.

Your clients can download their own trial copies at [FiscalForecaster.com](http://FiscalForecaster.com). We offer free packages of preprinted sales literature for Fiscal Forecaster that you can hand out to your clients, each printed with a coupon code good for \$10 off the price of Fiscal Forecaster. And trying Fiscal Forecaster is riskless for your clients - we offer a 30 day "no questions asked" refund policy.

Thank you for considering my product.

To the success of your practice,

Patricia Hamilton  
President and CEO  
Zydesite, Inc

PS: As you well know, all professional services are highly competitive today. Recommendation of Fiscal Forecaster gives you a simple way to differentiate your practice from your competitor's. Leverage your client relationships with Fiscal Forecaster before your colleagues do.