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**Zumba is both “hot” and effective.  
Mexico is both “effective” and hot.**

**Zumba and Mexico are perfect together.**

June 6, 2012

Julie Smith  
Bada Bing Exercise Studios  
12 Elm Street  
Millburn, NJ 07856

Dear Julie,

My name is XYZ and I have a number of ideas that may prove to be of interest to both you and your membership. They involve the combination exercise and travel. And, there is a very good chance this may prove to be an untapped income source for you.

Think of it as a synergistic approach ... when  $2 + 2 = 5$ . Zumba plus an attractive destination equals one memorable experience.

Let's agree to take the first step to discuss the general concept. I am certain that our two creative minds can come up with “something.” We can meet over a cup of health juice in your office ... or perhaps a cup of coffee at Mary's Diner down the street from you.

The options are limitless. The benefits could be enormous. Let's talk. That is both free and easy.

I am looking forward to meeting you. Please give me a call at 444-444-4444 or you can send me your initial reaction via email at [mike@mikemarchev.com](mailto:mike@mikemarchev.com).

Always thinking how to better serve the community,

Mike Marchev

PS. Zumba is the #1 exercise program in America today and Mexico remains a very popular vacation spot for adults between the age of 22 – 48. Let's talk!