

CONFIDENTIAL CLIENT APPLICATION

The Greatest Practice Building Secret of All Time! Jerry Jones Direct's Butts In Ops Newsletter System™



RETURN VIA FAX TO: 503-218-0557

MAIL TO: Jerry Jones Direct, 1020 Shipping St NE, Salem, OR 97301



JERRY JONES DIRECT
1020 Shipping Street NE
Salem, OR 97301

Yes, Jerry! If I am among the first FIVE (5) practices, please sign me up now so I can take advantage of your Butts In Ops Newsletter System™. I'm ready to immediately implement **The Greatest Practice Building Secret of All Time!** I understand this is the single most important "Hands-OFF/Hands-FREE" system I can have at work in my office to promote my practice, new services, maintain top-of-mind awareness and easily and consistently ask my existing patients for referrals.

I understand I will be charged an initial \$495 Application and Set-up Fee, which includes, if necessary, your office manually creating a mailing list if I am unable to provide an electronic copy. I also understand there is an ongoing \$97 per month graphic design, article and content licensing and patient database maintenance fee which includes your safekeeping and safeguarding my patient list under lock and key. This includes membership (\$97 value monthly) in your ClearPath® Society (and all of the rights and privileges of Membership). Finally, I also am able to exercise my rights under your *Guarantee* here:

NO B.S., NO WEASEL-CLAUSE 100% SATISFACTION GUARANTEE

- * **You have a 90-day, NO-RISK trial period.** (You can cancel & request a REFUND @ any time during your first 90 days if you don't see a traceable increase in referrals over the prior year, same period. Refund provided in same fashion as initially paid.)
- * **If you are unhappy for ANY reason with our ongoing client service which is FIVE STAR and a trend-setter in the industry, let me know and you can choose: a dinner on me at your favorite restaurant (up to \$100) Or, \$100 to your favorite charity.**

Step 1: How many patients have you seen in the last 12 months? _____

Important Note: This is the number of newsletters **and** the patients you should be sending to monthly in order to maximize referrals, re-care visits, overall retention and keeping top-of-mind awareness. The chart to the right can help calculate your approximate monthly investment. This information is usually easily pulled from most practice management software. If you are unsure, a "best-guess" will do!

Quantity	Price for First Class Postage	Price for Presort Standard Postage
Up to 499	\$2.46	\$2.29
500-749	\$1.64	\$1.47
750-999	\$1.39	\$1.22
1000-1999	\$1.29	\$1.12
2000+	\$1.14	\$0.97

Step 2: Please tell us the best time to contact **you and your key person** (front office, DA, etc.) in the next 48 to 72 hours. This is for the **10-minute briefing and consultation** on the Newsletter System as well as an opportunity for you to ask any questions you may have. _____: _____ **AM or PM**

Step 3: *Fill-in the information below!* Then, FAX your Application to: (503) 218-0557. You may also CALL in this information: (503) 339-6000. We'll fill this out for you, and send to you for your final signature. If your application is received after the first five (5) have already been accepted, we'll put you on our waiting list and notify you when our next cycle begins.

YOUR CONTACT INFO:

Doctor's Name: _____ Practice Name: _____

Contact Person: _____ Email: _____

Address: _____ City/State/ZIP: _____

Phone: _____ FAX: _____ Website: _____

PAYMENT INFORMATION: Please use my: VISA MasterCard American Express Discover Card on File

Credit Card #: _____ Sec Code: _____ Exp: ____/____ **Signature:** _____

NOTE FROM JERRY: My primary goal with this program is to see you get the results you deserve. What I have discovered over the years and what other users have discovered is that the results from mailing a newsletter to your patients each and every month like clockwork, builds over time. That means consistency and longevity are paramount to your success with this system. Many dentists (and many of my past clients), just like you, have been mailing a newsletter to their patients for over fourteen years! It's money well-spent and is the best investment you can make in your current patients. **NOTE: There is a minimum six (6) month commitment for this System. You will be charged \$495 as an initial Application and Set-up fee, and \$97 per month thereafter,** which covers article and content licensing fees, database maintenance and graphic design all-in-one, plus, we'll be sending you 10 sample of your newsletter each month along with a copy of your mailing list, AND, you'll also get membership in my ClearPath® Society and all the rights and privileges therein.

AUTHORIZATION: *Please read.* I understand I have permission to use Jerry Jones Direct's copyrighted artwork and articles for this campaign only. I release Jerry A Jones from any liability and indemnify Jerry Jones Direct & Jerry A Jones against any liability that may result from their mailing of said artwork or articles. I authorize Jerry Jones Direct to charge the above amounts and by signing this agreement will not dispute the charge. I understand that I am responsible for any unforeseen cost increases (i.e. postage). If after 6 months I wish to cancel, I agree to send a written notice to the fax number at the top of this page. I am fully aware that I am responsible for any state laws including but not limited to copy, content, testimonials, etc.