



# CONFIDENTIAL CLIENT APPLICATION

Get More Butts in Ops with  
**Jerry Jones' "Killer Postcard Marketing Program!"**



RETURN VIA FAX TO: **503-218-0557**

     **YES, Jerry!** Please sign me up now so I can take advantage of your Butts In Ops **Killer Postcard Marketing Program**. I'm ready to immediately receive the benefits of your 15+ years testing and mailing millions of postcards! 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 to those in my community I do not already have a relationship (i.e. External Marketing).

**I understand I will be charged an initial \$497 Application, Design and Set-up Fee. I also understand there is an ongoing \$97 per month graphic design, article and content licensing and mailing list maintenance fee, however, this also includes membership (\$97 value monthly) in your ClearPath® Society (and all of the rights and privileges of Membership)!**

**I understand I will receive, every 30 days until I cancel or request a change,** a minimum of 2,000 postcards, which will be *ready to drop in the mail to get the benefit of a local postmark*. Should I choose to cancel for any reason, I must provide a 30-day written notice (email is not accepted) via *fax* to the above number. Due to the nature of the program, last minute cancellations cannot be accommodated due to print runs and mailing list purchases made in advance. I also acknowledge some postcards will be returned and Jerry Jones Direct will make its best-faith effort to obtain the most current list available from the US Postal Service. My card below will be charged the initial \$497 and then, prior-to sending me my first box of 2,000 postcards, will be billed for the low rate of \$999, or \$0.4999999 per postcard. I save **\$200 off** the regular rate of \$697 for design and copywriting. **Finally, I also am able to exercise my rights under your Guarantee here:**

## My "NO B.S." 100% SATISFACTION GUARANTEE

- \* You have a 90-day trial period. If at any time during the first 90 days you are unhappy with the return on investment from your postcard mailings, you can cancel without any further obligation.
- \* 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 between: a dinner on me at your favorite restaurant (up to \$100) or \$100 to your favorite charity.

**Step 1:** This is the best time to contact **me or my key person** (front office, DA, etc.) that will be managing this system for me in the next 48 to 72 hours. I have indicated which time zone as well. (This is for the **10- to 15-minute briefing and consultation** on the Killer Postcard Marketing Program as well as an opportunity for you to ask any questions you have.) \_\_\_\_\_:\_\_\_\_\_AM or PM (circle one) \_\_\_Eastern \_\_\_Central \_\_\_Mountain \_\_\_Pacific (**check one**)

**Step 2:** Within 48 to 72 hours, I'll receive a postcard proof from Melody in your office. There are no additional charges to make minor adjustments to my postcard(s). Since these are the postcards you have designed that work, I understand that if I make major changes, my results may be negatively affected.

Monthly Quantity	Price
2000 - 4999	0.49 ea
5000+	0.47 ea

**Step 3:** Please fill-in the information below and don't forget to sign at the bottom! Then, **FAX** your Application to: **(503) 218-0557**.

### **YOUR CONTACT INFO:**

Doctor's Name: \_\_\_\_\_ Practice Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

**PAYMENT INFORMATION:** Please use my: \_\_\_VISA \_\_\_MasterCard \_\_\_American Express \_\_\_Discover \_\_\_Card on File

Credit Card #: \_\_\_\_\_ Expires: \_\_\_/\_\_\_/\_\_\_ Sec Code: \_\_\_\_\_ **Signature:** \_\_\_\_\_

**TERMS, CONDITIONS, AND FINE PRINT: (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 regular mailings to your local area will pull in a consistent number of new patients with little or no work on your part. These are good folks with a problem they need solved...and they've chosen YOU. Accept it! It'll be fun and you get to shine at what you do best. Now, to the money part: You will be charged \$497 as an initial Application and Set-up fee, and \$97 per month thereafter, which covers all the good stuff above that I mentioned, **AND**, you'll also get membership in my ClearPath® Society and all the rights and privileges therein. This is nothing to scoff at considering the value delivered in just this program alone each and every month. In fact, many deliver less for 5x the price.