

Invest \$99 in a Tune-Up for Your Furnace And I Will Guarantee You a 100% Return On Investment Or I Will Return Your \$99 With No Hard Feelings...

*...Plus if You Act Before January 31st
I Will Include A "CARBON MONOXIDE DETECTOR"
(a \$60 Value) Absolutely FREE.*

(Effective July 2011 California State Law now requires carbon monoxide detector in home)

Dear Friend,

Since replacing your furnace could cost thousands of dollars, doesn't it just make more sense to consider a Tune-Up?

Especially if I take all the risk and there is no risk for you.

First, let me explain.

Every year, I get tons of calls after each "cold snap" from folks who want their furnace checked during winter. Perhaps you're one who does just that.

Anyway, when each "cold snap" hits, my phones are swamped with calls from people who have broken furnaces. Now it's our policy (I hate that word) to take care of our maintenance agreement customers first, our regular customers second and our new customers third. And when this happens we both lose.

Here's why.

First, you lose (as much as I hate to admit it) because my Technicians are forced to do a simple "check-up" instead of the superior "Precision Tune-Up and Professional Cleaning" just to try and keep up with the calls. Second, I lose because I have to turn down many potential new customers that could help my business grow.

A BETTER WAY

I wondered if there was a better way.

Here's my idea.

I decided to make a daring offer (that I hope is irresistible) to just 500 people so I can test the results. I am extending a valuable offer to you where you win three ways! In return, I ask just one important thing for you.

1. I will give your furnace a complete "Precision Tune-Up and Professional Cleaning" that will take nearly one and one-half hours to complete. Instead of a simple "check-up," it is separated into 18 individual operations. Each operation is complete with all of the necessary materials including standard filters and is performed by a Seasoned Professional (actually a Diagnostic Technician) whose craftsmanship is among the best in the industry.

It's like having your furnace rejuvenated to near **"Factory Fresh"** condition.

2. This same service after a "cold snap" (assuming I have time to do it) would cost you over \$240. But as part of this Market Test, I'm reducing it to only \$99, giving you a substantial 50% discount. And if you have any additional systems, I'll do them for the same \$99 each.
3. Now, here's the best part; to back up what I say about this service, I will include a written guarantee that during the next nine months your furnace bill will be at least \$99 less (giving you a 100% return on your investment) than last year... Plus, a shameless bribe, to convince you to try my terrific Tune-Up, I will include a new **"Carbon Monoxide Detector"** (a \$60 value) absolutely FREE.

Now here's what I'm asking you to do for me... Call us at **(800) 321-9494** as soon as possible so we can schedule your Tune-Up during the next few weeks. I must be able to do your Tune-Up before January 31st.

The more Tune-Ups I am able to do while it's still "mild", the more lucrative breakdown calls I'll be able to take care of after the next "cold snap". And the better the offer I'm able to make you.

Anyway, if you are excited and intrigued by this money-saving approach that my Precision Tune-Up Market Test opens up to you, just be one of the first 500 to call before January 31st 2011 and have an appointment made right away.

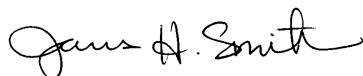
ZERO RISK

I'm so convinced you're going to be thrilled with this amazing service that I will give you nine months to see how much better your furnace operates. If you are unhappy for any reason, or for no reason, I will return your \$99, **NO QUESTIONS ASKED**. And no hard feelings. This is **Better Than Risk Free**, because you still have all the service that you received.

That's the risk free proposition I'm offering you. The only risk you have is that your call will be received too late. Because once I get the 500 participants or after January 31st, no one else can get the **FREE** Carbon Monoxide Detector.

If you're interested in receiving a Precision Tune-Up Professional Cleaning, Safety Inspection, and a new Carbon Monoxide Detector for Just \$99 call **(800) 321-9494** now to set up an appointment time that's convenient for you.

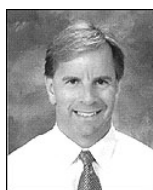
For Your Comfort and Health This Winter



James H. Smith
Owner

American Air Conditioning & Heating
California State Contractors License #433868

Open 7-Days a week 7:00am – 7:00pm



www.americanairconditioning.com

P.S. Don't forget, your **FREE Carbon Monoxide Detector** expires January 31st. 2011.

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