

Dear Name,



Nov. 10th, 2008

You may wonder why I have attached this plastic tube to the top of this page.

I have done this for two important reasons:

1. I know how busy you are and I wanted to get your attention.
2. This tube represents an important decision that most people never make.

Do you remember Terri Schiavo?



Terri Schiavo was the woman from Florida who suffered brain damage and became dependent on a feeding tube; the case of Terri Schiavo attracted widespread media and public attention.

Do you know what Ms. Schiavo didn't have? *A Living Will* (also called an Advanced Directive).

If Terri Schiavo would have completed a Living Will, the truth is, you never would have heard of her. All of her medical decisions would have been handled in advance, with her choice and the support of her family.

The sad part is, 80% of our population does not have a Living Will.

With a Living Will:

- You Keep Control Over Your Medical Decisions!
- **Your Loved Ones Can Care For You Without the Guilt!**
- You Keep Strangers Out of Your Business!

So what will a Living Will cost you? You can hire a high-cost attorney to do it for you, or you can get a Living Will from me... **FOR FREE!**

Why am I willing to do this?

My name is Mark Rosenthal and I am a local Financial Planner. If I can help you do something good and necessary, perhaps I will earn your trust to help you in other areas also.

To get your Free Living Will with no obligation and no sales pitch (I hate those too) call me directly at 877-968-5757. If I don't answer, it is because I am helping someone else so just leave a message and I will return your call promptly.

Sincerely,

Mark Rosenthal
Financial Planner



P.S. I know you are busy, but call soon as our calendar is filling up fast for this time of year.