

If you're an Infusion CRM user and you want to make more money than you can imagine from your marketing with less effort than you believe possible, and in record time, then this is the most important and exciting message you will ever read... because...

"Infusion Software President, Clate Mask, swears under oath that having his head pulled off will NOT stop him from revealing the jealously guarded insider secrets of how to fine-tune YOUR Infusion CRM implementation and turn it into a cash-generating monster!"

"Only 50 people were allowed access to this exclusive 2-day event... now for a strictly limited time YOU can get a 'fly on the wall' view I KNOW will drive your profits through the roof"



From: Clate Mask, President Infusion Software
Date: September 26th 2006
Subject: RE: keeping my head!

"ManagePro CRM Power User protects the insider secrets..."

Dear Infusion CRM User,

Frankly, I am in BIG trouble. Because that's me in the photo. In the white shirt... and the headlock. Not nice.

I know, I know... it's an unusual way to start a letter, but as you can see I don't have a lot of choice. I've GOT to get this message to you BEFORE it's too late. For me... and, more important, for YOU, too.

It's a long story, but I PROMISE it's worth your while reading it... AND you could end up saving my neck!

See, because as you already KNOW, Infusion CRM is quite simply the best marketing software on this or any other planet.

And if you've taken advantage of even only a tiny fraction of the benefits it effortlessly puts at your fingertips, then you'll also know comparing it with "ordinary" CRM software is like comparing a Rolls Royce to a skateboard.

Yet, therein lies a problem. Because here at Infusion, we noticed something about our users that we just couldn't understand, something we frankly didn't



even believe at first (it's also pretty hard to believe they'd stop at NOTHING to keep me and Scott quiet... but let's not get ahead of ourselves).

And what was it, this unbelievable thing?

A great question, and I'm glad you asked.

So, I'll tell you...

It's this: although it's practically a sign of insanity, and even though they WERE able to see incredible results from using the software, some users just were NOT flexing ALL the marketing muscle Infusion CRM gives them. You might think it's a bit nutty to try and pull my head off, too, but I'll come to that in a minute.



**"No one is safe!
They'll stop at
NOTHING to keep
this under
wraps!"**

Anyway... look, it's like this: it's one thing to get an amazingly powerful marketing tool like Infusion CRM in your hands and handling your mundane, everyday marketing activities... and it's entirely another to actually use it to your fullest advantage, isn't it?

Because we noticed that while all our users were experiencing massively improved results from their marketing, a few were going absolutely bananas with it. They were hitting the ball right out of the park! We're talking exponentially increasing profits here, not just a few measly extra dollars in their pockets.

And all with MUCH less effort and less time spent on marketing.

Weird, right?

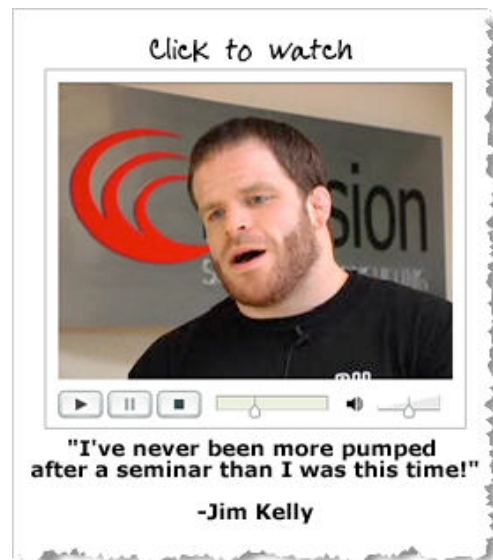
Seriously, some of these guys were seeing results like they'd put their marketing on steroids AND put rocket fuel in their gas tank... yet others were just trundling along leaving money lying on the table, money they could EASILY get their customers to line up to give them.

Now THAT really opened our eyes. And of course, we KNOW it was OUR fault. I mean, it's OUR software, so we figure we've got a responsibility to make sure YOU get everything you can out of it.

And we decided we had to do something about it, because we're in this business to make YOU money - teetering piles of it.

Let's face it - if we don't build YOUR business, we can't build ours, can we?

So we KNEW just what we had to do... but I want to explain something first, by asking you a question...



"Does this remind you of when you were a kid?"

I bet you knew kids at school who always had the newest and shiniest gizmos and gadgets, didn't you?

Always the same one or two who had all the cool stuff as soon as it was in the stores, always seeming to have enough dollars burning a hole in their pockets to buy whatever they wanted.

I definitely knew kids like that... I know a lot of 'grown up kids' who are STILL like that, too.

And here's MY guilty secret... I'm a bit like it myself sometimes. I mean, I've got the mobile phone, the laptop, the PDA... and they're all staggeringly powerful... but I bet I use only a few of the bells and whistles they come with, the bells and whistles I actually bought the stuff to get in the first place!

Frankly, I think that's a big dumb mistake on my part - because all that stuff is there for a REASON and I know from experience when I put in the time to learn how to use it, I get fantastic results from it.

But all too often it seems too much like hard work to go through the manual and figure it all out.

And it kinda embarrasses me to admit to it, because here I am, the founder of the company that makes the world's most amazingly powerful marketing and CRM software, software so far out on the leading edge of technology you can't see it for dust, and I don't even make the most of the technology I spend my own money on.

And THAT's what occurred to me about Infusion CRM. Because...



' Infusion CRM is 'Customer Relationship Management' software in the same way that a Royal Caribbean Cruise Ship is a row boat'

 **crusie ship**

You and I both know Customer Relationship Management is much more than just software - if it wasn't, you'd still be using spreadsheets or something like Maximizer or ACT!

So, that's why Infusion CRM is a complete marketing system NOT just a fancy way to keep your customers' and clients' details all in one place with a few crummy fields that let you add a few notes or whatever.

Quite simply, you see, we savvy marketers KNOW CRM is a philosophy that affects all aspects of our business.

Because ALL business is about relationships and that's why we've built Infusion CRM the way we have. The relationship is central to everything in the software, just like it's central to everything in your business.

And even though by just using the simple, basic features you WILL improve your marketing beyond all recognition, you won't get that 'completely bananas, rocket fuel in gas tank' feeling UNLESS you really go to town on it and really put the relationship at the core of your OWN business philosophy.

Frankly, to get the best out of it you've got to apply it to everything you do in your marketing - Infusion CRM and marketing are a perfect fit for one another... it's like a hand in a perfectly tailored silk glove.

But all this is NO comfort to ANYONE who isn't geared up to use it like it wants to be used.

So here's what we did...

"We gathered together the cream of the Infusion 'family', our power users, developers, product managers, and designers for an incredible 2-day Marketing Excellence Event where we blew



the lid right off the powerful insider secrets of Infusion CRM"

This is NOT hype or exaggeration, or some overblown story of how we took the standard user manual and made a tired and lengthy seminar out of it just to squeeze extra cash out of our customers.

No, this was a true turning point, a one-of-a-kind event where we pulled out all the stops to push Infusion CRM to its absolute limits.

It's also where the problems started. I mean, it got REALLY ugly when they realized how powerful this material is.

Face it: Infusion CRM is all by itself something extraordinary, yes? But coupled with the combined knowledge and experience of a bunch of our guys and our top Power Users... it put a few people over the edge. Hence the headlocks, I guess.

Because we invited a small, exclusive group of Infusion CRM Power Users to Phoenix, Arizona, where we hooked them up with the team behind Infusion CRM, closed the doors... and let them off the leash.

Picture this: 2 days solid with 50 expert users and our own home-grown experts in a small, exclusive event dedicated to squeezing every last drop of functionality and power out of the world's most powerful marketing software.

Working from a meticulously detailed 390-page manual created especially for the event, we lifted the hood on the entire Infusion CRM system, digging deep into its vitals to get the REAL low-down on how to turn virtually ANY sales process into an AUTOMATIC killer relationship-driven marketing system.



Lugging these manuals around was a workout for the entire Infusion team! I nearly got a hernia!

I mean... just imagine the raw power, the incredible synergy of having all this knowledge and experience gathered together and focused on only ONE outcome: blasting Infusion CRM's limits right into orbit and churning out a non-stop stream of ideas to turn YOUR business into an unstoppable cash-generating monster!

I'm telling you, the room was packed to the gills with real power-users eager to share and learn, practically salivating at the opportunity to pass on their coveted "insider secrets" to each other.

This event was about thinking BIG - about marketing breakthroughs made possible ONLY because of Infusion CRM. About helping YOU double your

revenues again and again.

"But... here is the bad news..."

Sadly, even though the event was an amazing success, there was a BIG problem... and I'd like to apologize for it now.

You see, I feel I've let you down.

Because much as we wanted it to be otherwise, there were a LOT of people we had to turn away. We deliberately limited numbers to 50 to make sure everyone attending got maximum value from the event... but that's a problem in and of itself.

Why?

Because it means some Infusion customers missed out. And perhaps you were unfortunate enough to be one of them.

You may have seen our invitation... and for whatever reason you may have decided not to come. Or maybe you DID want to come and you were one of the many, many disappointed clients we had to turn away.

Now, we don't like that any more than you do, because it is very unfortunate that some of our valued customers are missing out on this killer information.

Seriously - one user swore that just one simple tweak to the way she was using the system had reduced her returns from 15% to 4%, saving her about \$65,000.00 in just a few weeks. This is just ONE real example from the event.

And, frankly, we figured this kind of information was too valuable and too powerful to be kept under wraps.

It's not fashionable to say it in these cynical times, but I take it personally when I feel I've not done justice to my clients. I know how darned annoyed and frustrated I get when I miss out on something like this, and I feel even worse when I'm on the other end of it, being the one who feels like he's not making the grade.

Listen - you pay us handsomely for the system and it would NOT be right for us to keep this information from ANYONE using Infusion CRM who wants it.

Right?

Right !

So, we're giving you the opportunity for a strictly limited time to do the next best thing to coming to the live event... we're bringing the event to you.



Unfortunately, THIS is what's got the guys above so riled with us. You see, if we let ALL Infusion CRM users in on the deal, then... who knows what's going to happen? We all like a bit of competition to keep us on our toes, I know... but giving THIS information away is like handing them the keys to the armory.

So, I'm standing here with my windpipe squashed, frantically typing this letter you because I've let it slip that I'm now going to show you how...

"You can effortlessly and easily learn everything you need to know about Infusion CRM by legally 'stealing' the savvy and the knowhow of experts and users who've dug around 'under the hood' and KNOW how to tune Infusion CRM so your marketing cuts through your competitors' hype and clutter like a blowtorch through ice cream"

It's simple: we videoed the WHOLE event. And we've put together 13 hours of action-packed DVDs AND bundled with them the exact same 390-page manual we used at the event to give you the '**Infusion Marketing Excellence Event In A Box**', so you have immediate and unfettered access to some of the most brilliant minds behind Infusion CRM AND the "power users" who are day-in day-out pushing the software to its limits and driving their profits through the roof.

Here's just a small selection of what you WILL learn in **Infusion Marketing Excellence Event In A Box**:

- **How to set up Infusion CRM and train YOUR staff to track your lead sources correctly** so you know where the leads have come from and - more important - how much they're spending and what they're spending it on.
- **How to do "deep lead source tracking"** Don't just track the number of leads you get from each lead source. Instead, find out which lead-sources convert best to upsells, where most of your returns are coming from, etc.
- **How to set and position ads and squeeze pages** to ensure your Infusion CRM lead-sources are set automatically, on autopilot... complete with html-source examples you can plug straight into your website (or give to



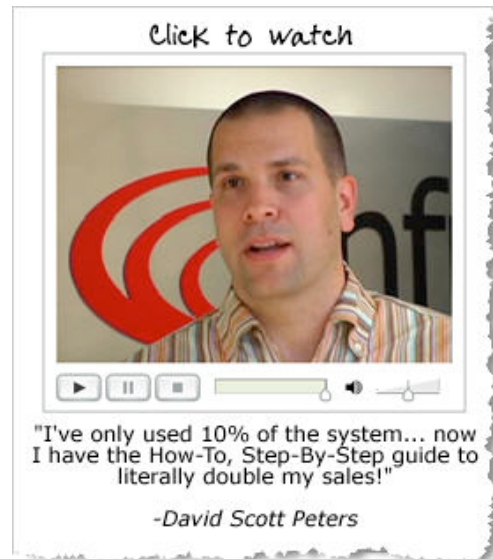
your webmaster) and hit the ground running.

- **Killer tips and "insider tricks"** on how to get premium advertising space at a fraction of the "rate card" price.
- **How to effortlessly compel your prospects** to give you ALL their contact details using our covert "two-step" process to slide in under your prospect's radar.
- **How to maximize revenue** by ethically squeezing every last sale from your prospects.
- **How to find the perfect contact frequency** to maximize lead-conversions.
- **How to combine and orchestrate** fax, voice broadcast, email and other media to focus in on your prospects' buying triggers with pinpoint accuracy. For example, how to use voice to support the imminent arrival of a letter to increase response. Dozens of samples and examples of campaigns etc.
- **How to take "personalization" to the next level.** Anyone can personalize a letter or email with a simple name... but these DVDs show you exactly how to really take your piece and make it seem it's really been written for your prospect personally and individually. Believe me, these are strategies that no other CRM software can come even close to matching.

- **How to copy the Infusion CRM "Daily Demo" registration form.** We show you how to build advanced web forms for scheduling product demonstrations or teleseminars that you hold regularly (you can make your teleseminars or demos appear live, even though they're replayed on demand).

- **How to use Infusion CRM to effortlessly present standard offers strategically** - build the offers right into the automated sequence so you can just set them running and kick back and count the cash as it rolls in.

- **How to execute new campaigns** with lightning speed and learn how to automate the whole process of moving prospects along in your marketing process.



- **How to use the "lead" record** to organize your sales team or telemarketers and track their performance.
- **How to create mega-powerful "stick" campaigns** to keep your customers buying from you time after time after time... creative ways to wow your clients, and for how you can meet and massively exceed expectations.
- **Learn how to use "strategic drip-feed"** to keep your customers stuck with you, effectively making them blind and deaf to your competitors.
- **How to use Infusion CRM to effectively up-sell and cross-sell your products and services**, automatically maximizing long-term customer value.
- **How to positively and systematically stimulate customer referrals**, making your entire list your own private sales force.
- **Hot seat** - we took a real user with a real business and took apart their marketing and put it back together again in a way you won't believe even when you're watching it happen right before your very eyes.
- **Get the skinny on imminent updates** and new software features, including other vendor integrations
- **Eavesdrop on the "Wish List" discussion** - this list of incredibly powerful ideas alone is worth the entire investment in the DVD set
- **Listen in on Infusion Marketer of the Year, George Slater**, as he shares his model and gets pummelled with questions, giving YOU the low-down on his marketing and how he makes the most of Infusion CRM.
 - **Learn how Darcy Juarez (co-owner of the Infusion Marketer of the Year award)** set up her "stick campaign" to reduce refunds from 15% to 4% using Infusion CRM. She effortlessly "forced" a \$500 continuity program on the back of this campaign... bottom line... \$65,000 saved with just a few tweaks to her implementation.
 - **An entire hour of 'ahas'**... listen to the deep insights from the gathered experts and users. You'll be spellbound as you hear one guy easily made his money back from the whole seminar within two hours of the start.
 - **Learn the ONE medium Infusion CRM power user Matt Gillogly would NOT be without...** hear first-hand his dynamite strategy and see for yourself the stunning examples that left people gasping for air...
- **Discover** and get the inside scoop of the unusual and hidden features of Infusion CRM some people don't even know exist!
- **Uncover the one idea** for Google adwords tracking that is all by itself enough to pay for the DVD set.



Clate Mask and Scott Martineau with Infusion Marketers of the Year, George Slater and Darcy Juarez

- **Affiliate Marketing.** Step by step. Learn how to set up programs, how to get your affiliates motivated, literally queuing up to make more sales for you.
- **Video** and how to use it on blogs and squeeze pages.
Be amazed at the dozens and dozens of 'undocumented secrets of the CRM' to make you faster and more effective in your marketing.
- **PLUS much much more...**



Power User Matt Gillogly stuns the room into shocked silence with his breathtaking examples.

"Are you ready to invest NOW, or do you first need to read to the end of the page?"

Look, with these DVDs and the manual, you get unrestricted, uncut, unedited no-hold-barred access to this nose-to-the-grindstone event. The whole enchilada, as they say.

And here's the crunch, the "\$64,000 question" they always talk about: how much is it?

Let me ask you something first. How much do YOU think it's worth? One attendee made \$65,000.00 from a single tweak. Others seized on ideas that KNOW are going to be worth tens of thousands of dollars in hard cash every year.

Believe me, the information in **Infusion Marketing Excellence Event In A Box**, is priceless.

And the investment we are asking? **Just \$1497**. That's all. A mere \$1497 for the full 13 hours of digitally recorded non-stop information PLUS the 390-page manual.

It's just a FRACTION of what it would have cost you to attend the live event.

Remember, people paid a substantial attendance fee for the event AND traveled THOUSANDS of miles to attend, taking time out of the office and suffering all that airport hassle and hotel rooms to boot.

Y'know, people just don't DO that kind of stuff without a good reason, do they?

Still not convinced?

I don't blame you. You're bombarded with products like this every waking minute of every day, aren't you?

Trouble is, I KNOW **Infusion Marketing Excellence Event In A Box** is EASILY worth at least TEN TIMES the investment we're asking.



Easily.

Candidly, I'd be surprised if you implemented all the strategies covered in the material it wasn't worth a HUNDRED times more.

"It's absolutely GREAT to get everybody together who is using the CRM...and to see what we can take out of completely different markets and use in our market"

-George Slater

Here's my dilemma, you see: how can I get **Infusion Marketing Excellence Event In A Box** into YOUR hands so you can prove to yourself how powerful it is?

So... I've taken the chance and defied our Controller, Sam - he ALWAYS thinks we're undercharging anyway - and I'm offering you some frankly insane bonuses PLUS I want you to test-drive **Infusion Marketing Excellence Event In A Box** entirely at MY risk for a full year.

"Clate Mask's Accountant-Enraging Insane Double-Whammy Better That 100% Money Back Guarantee"

Whammy # 1: invest in **Infusion Marketing Excellence Event In A Box** TODAY for just **\$1497** and try it for 30 days entirely at my risk. I mean it - watch the DVDs, read the manual, tinker with all the "stuff" and try out the ideas... do whatever you feel you need to do. Then if at the end of the 30 days you don't agree with me that it's worth at least TEN TIMES your investment, I INSIST you send it back to me for a full refund. I am deadly serious: if you aren't absolutely blown away and delighted by **Infusion Marketing Excellence Event In A Box**, I DO NOT want your money.

Whammy #2: after your 30-day trial is up you can keep using **Infusion Marketing Excellence Event In A Box** for an entire YEAR, that's another 12 months... and if after this time - a FULL 13 months after you got it you haven't put at least an extra \$14,970.00 in your bank account that you can DIRECTLY attribute to the strategies and techniques in the program, just send it back to me and drop me a line telling me briefly what you've done and how you've done it, and I'll give you an immediate and courteous 100% refund. I can't say fairer than that, can I?

"Try to think of one reason not to invest..."

Frankly, if you're serious about getting the most out of Infusion CRM, you won't hesitate.

It's a fact of life that the ONLY way to get the best out of anything is to learn from the experiences of others. Learn from their mistakes, "steal and deploy" the stuff they've used in "the trenches" for your own business...

Yours sincerely,



Clate Mask
Infusion Software

P.S. We gathered together the cream of the Infusion 'family', developers, product managers, designers, and users alike for an incredible 2-day Marketing Excellence Event where we blew the lid right off the powerful insider secrets of Infusion CRM... and now it's YOURS for a fraction of the price of attending... the **Infusion Marketing Excellence Event In A Box!**

ORDER HERE



Me and Scott Martineau, and a few of the "Infusion Family" members!



No wonder Darcy is smiling... "one \$65,000.00 tweak to go!" Question is, did she break Jarrod's arm to keep her secret...? Too bad... because it's ALL revealed