

INITIAL TEASER EMAIL REQUIRED TO BE USED

With the exception of the changeable text noted below, in order to be in compliance with the FTC CAN-SPAM Act, any initial email messages you send to any potential business customers, needs to be sent and worded exactly as shown and instructed below.

Even more, any opt-out request received from any of your potential business customer prospects must be honored promptly. You must be able to process opt-out requests for at least 30 days after you send your message and able to honor a recipient's opt-out request within 10 business days.

In addition to any possible heavy fines levied upon you by the FTC, if we too should discover any variation or violation of our mandated guidelines, specified within this document, it will cause an immediate cancelation of any and all mutual contract agreements, between you and our company, DALACA, LLC.

The subject line of all your DALACA initial teaser emails must read "Proposition to dramatically increase your sales".

Additionally, the body text of all you teaser emails must read like below.

Dear Business Owner or Manager: **(If you have the name of a contact person, you may insert their name instead)**

Hi! My name is Dave Cass.

I am proud to boast that for the year 2014, my unique marketing systems and sales tools helped to dramatically increase the sales of my son's **service** business by an incredible **40% or \$438,657**. **(Note: If you are sending your email to a plumbing business, in this paragraph, in addition to any below, you can insert the word "plumbing" instead of the word "service"**.

For an example, one of the innovative marketing systems that I designed is giving my son's **service** business a return on investment (ROI) of **\$21.84...**

That's right my son earns **\$21.84** for every one dollar he invests, into this particular marketing system.

This is exactly the same as you placing \$1,000 worth of advertising with your local newspaper and then within 30 days, getting back in return **\$21,840** in sales.

Even more, since my marketing systems and sales tools are additionally viral, every month my son's sales and ROI profits continue to grow, even bigger and bigger.

I am confident that what I'm doing for my son's **service** business, I could also do for your business...And I would like the opportunity to show you.

To find out how your **service** business too, could also earn huge sales increases and big profits, similar to my son's business, all you need to do is go to www.DaveCassOne.com. **Note: If you are sending your email to a plumbing business, then leave the go to website address as shown. If however, you are sending your email to any other kind of business, then change your go to address to www.DaveCass2.com.**

This is an advertisement to introduce you to the "DALACA Power Marketing Magic 9" Marketing System.

Thank you for your time. Please note that this offer may be limited.

Here show your full name and below your name show "As Independent Marketing Rep for Dave Cass and DALACA, LLC"

Here show your physical address, city, state and zip code.

Here show your phone number, including your area code.

Note: If for any reason you should decide you do not wish to receive any additional email messages from us, please reply to this email and in the subject line just show "Unsubscribe". **(This paragraph must be shown at the end of your email message.)**

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