

(logo)

Just buy a good company and forget it...

Don't sell now; it can't go any lower...

Remember the days when that kind of investment “advice” actually worked?

Dear Investor,

In a raging bull market, it's easy to believe in overly simplistic — and optimistic — investment principles. But, now, in the post-Enron world, you have to be more careful about where you put your money. All too often, people find out the hard way that their investments have downsides they just didn't know about.

At COMPANY, we believe in a more intelligent strategy for managing risks. When the market runs up, it's natural to get caught up in the excitement, but emotional investing can have devastating results. Our approach is simple, straightforward and grounded in the unflinching analysis of supply and demand. And we provide the kind of long-term guidance it takes to successfully navigate both the rallies and the reversals.

The bottom line is this: disciplined risk management is the keystone upon which wealth is built. Before making any investment decision, you should know the risks you face — and exactly what steps you can take to minimize any potential damage. Take a minute and consider the last few trades you've made... Were you aware of the hazards? Was your advisor upfront with you? Or was he just hungry for the commission?

Our technical market indicators have a 50-year history of solid performance. We know when to take the offense and when defense is the smarter choice — because it's simply not enough to make a good buy, we must make the right buys at the right time. More important still, we must sell from a position of strength.

I know you'll agree that there's more to smart investing than just “buy, hold and hope for the best.” And I'd like to show you how you can put your portfolio on dependable financial footing. Call me at xxx-xxx-xxxx today and I'll be happy to answer your questions and schedule a face-to-face meeting to discuss the future of your success. The right investments are out there; we have the tools to guide you to them.

Sincerely,

NAME
TITLE
ETC
ETC

P.S. We at COMPANY NAME believe in strong personal relationships. In fact, it's one of the distinguishing factors that sets COMPANY NAME apart. Please call me today at xxx-xxx-xxxx and you'll receive my undivided attention, my honest assessment of your current portfolio and my genuine interest in the health of your long-term success.

(letterhead bottom)