

October 15, 2006

[recipient]
[association]
[address1]
[address2]
[city, state, zip]

Dear [first name]:

Why do [professionals] join [your professional association]? There may be as many different reasons as you have members. But it all comes down to one thing: they know you'll give them what they need to succeed.

To do that, though, you have to find the right member benefits. You don't want to offer something that's merely useful. You want benefits members truly get excited about – products and services they'll not only use themselves, but talk up to other members. Benefits like that don't require you to sell them. Your members do the selling themselves!

So why have groups like the International Coach Federation, National Speakers Association, and dozens of others partnered with Practice Pay Solutions since 1997? It's simple. They've found that giving their members a single trusted source for their credit card merchant accounts, online shopping carts, and other practice-building tools makes association membership more valuable.

The result? More satisfied members! They not only renew their own memberships year after year, they enthusiastically recommend the association to their colleagues. That's how our association partners know members appreciate the cost-effective, easy-to-implement, revenue-enhancing tools offered by Practice Pay Solutions.

But at Practice Pay Solutions, we're not content to just sell great tools. We teach your members how to boost income by automating credit card and check payments, selling their products and services online, taking advantage of email marketing, enhancing their web presence, and more. Then we integrate our tools seamlessly, whether members pick one or two or the whole suite. No need to research endless options with multiple providers!

Plus, it doesn't matter if your members are do-it-yourselfers or need a little technical help. Either way, Practice Pay Solutions is a total solution provider, ready to put it all together for you and your members with superior pre-sale education and ongoing customer support.

And all of our group teleclasses, one-on-one consulting, informative publications, and personal assistance are offered to you and your members free or at substantial discounts. Your members will all enjoy the same relationship-based service our clients have been deeply appreciative of for years – supportive, educational, and with no sales pressure.

Imagine the value that service would bring to current (and prospective) members! But don't take our word for it – listen to what some of our affiliate associations have to say about us:

Practice Pay Solutions has served the NSA since 2001 based on a referral from one of our chapters. In that time they have gracefully and professionally served the credit card and e-commerce needs of our association and our members. Their superior customer service and personalized style has been a great benefit to us. Their dedication to serving and educating our professional speakers allows us to recommend them with ease and the greatest of confidence.

Beverly Babb, National Director of Operations, National Speakers Association
<http://www.practicepaysolutions.com/nsa>

On behalf of the New Jersey Professional Coaches Association, I want to thank you for the extraordinary service and support that Practice Pay Solutions has provided for our 140-person association. Your quick response to every question demonstrates your commitment to excellence. My account for a one-person coaching company receives the same responsiveness and quality service as does our coaching association.

Ronald V. Paxton, President, New Jersey Professional Coaches Association
<http://www.njcoaches.org/>

Practice Pay Solutions has all the tools you'll ever need for your credit card and e-commerce solutions. My members and I use it to accept credit card payments from our web sites, set up dozens of autoresponders, run an affiliate program for all our products, keep our mailing lists and publish newsletters, just to name a few. I just can't imagine my business without them. I can't even remember how my business operated before I discovered Practice Pay, and I recommend it to all my clients and members who want to do business on the Web.

Milana Leshinsky, ACCPOW Founder & CEO
<http://www.practicepaysolutions.com/accpow>

We'd love to share with you how we've helped over 6,000 solo professionals and small businesses succeed with Practice Pay Solutions. And we're confident we can help you and your members as well.

We'll call you within the next few days to answer any questions you may have, or you can email me at [address]. In the meantime, feel free to drop by our website at practicepaysolutions.com for complete information about our company.

[signature block]

P.S.: Did I mention that as an affiliate, your association can earn 30% of your members' monthly or yearly shopping cart fees? It's a great way to boost the association's income while you boost your members'!