



A Weekly Sales Tip



Below you will find an example of an advertisement that has brought in many leads for one of our newly acquired dealers. Throughout his seven years with one of our competitors, he has found that posting this ad on Craig's List generates multiple calls daily for trade-ins, repairs and new business.

The key to this ad is to continually re-post, in order to stay towards the top. Advertising on Craig's List is free of charge and will target a specified geographic region. While certain changes may need to be made in order to suit your business and/or location, we ask that you please post an ad like this on Craig's List today and let us know how it performs. If you need help getting this ad going feel free to call us for help!

William F. Drew
General Manager
Dog Guard

Pet Fencing Repair and Installs

Professional underground pet fence repair and installation

We have over 15 years experience installing and servicing all brands of pet containment systems.

Have a wire break? Don't want to pay that \$100-\$150 service charge? We can come out and professionally repair your system! We charge a lot less for repairs. We use professional waterproof connectors and professional grade wire!

In This Issue

[Craig's List Posting](#)

We are excited about our new electronic Dog Guard e-newsletter. We believe that the newsletter will allow us to get information into your hands quickly, less expensively and on a regular basis.

It will be important that you keep us posted on any changes in your e-mail addresses to assure that you receive the new Dog Guard e-newsletters. As this is one of our initial test newsletters, please send an immediate e-mail response to let us know that you received this message!

Don't forget:
The Holiday Sale runs through
December 30, 2010!

Notice: Our office will be closed December 24th and 31st

Moving and need new wire? We can install it for you! Give us a call or shoot us an email and we will give you a quote!

Need a complete system? We can install for you a new professional grade system for a great winter price! Email us or call for a quote. We offer a full warranty on our systems and their installation.

Need to modify your current system? We can do it all!

There is no two week wait here!

Rain, sun or snow! We work in all weather!

We have the top equipment for the job!

Call (Name) at (phone number) or email (email address) for a free quote!

Petsafe Petstop Dogwatch Dog Guard Invisible Fence

Dog Guard
258 Broadway, Suite 202
Troy, New York 12180