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The North American Directory of Dentists

SPEC COPY – sales/landing page: receives heavily pre-sold traffic from first e-mail

## Save time and get in touch with almost any dental practice in America immediately

GRAPHIC: Salesman writing notes while speaking to a prospect on the phone with directory open in front of him.

[caption] It's as easy as picking a number and calling.

When you purchase this *The North American Directory of Dentists*, you will benefit from:

- A comprehensive list of 99.9% of all dental practices in America.
- Accurate listings that are kept up-to-date with a less than 3.6% error rate.
- A trusted track-record that's been in place since 1951.

And with this, you will:

- Stop wasting time searching for prospects
- Stop getting returned mail due to incorrect addresses
- Start devoting your precious time to selling, not searching.

So how could this *not* make your job easier? You'll hit more numbers because you'll have more numbers to call.

In other words, the directory will cut out your busywork, allowing you to focus on selling so you can make **more** pitches per work day.

And as you know, ***more pitches equals more potential sales.***

So take advantage of this today and equip your sales efforts with this resource for only X\$!

*Order today and receive a 30% discount. This offer expires in 7 days. Use the coupon code provided contained in first e-mail you received to use the 30% discount.*

- We guarantee the contact and business information of 99.9% of all dental practices in America. If you're not happy with our comprehensive list, then send the directory back within 30 days and we'll refund your money—no questions asked.

GRAPHIC: Directory is open, showing organized listings. Next to it is an office phone and a notepad and pen—salesman materials.

[BUY NOW BUTTON → ORDER FORM]/[ORDER FORM ALONGSIDE BODY COPY]: Includes Coupon Code Field, which is for prospects that enter coupon code provided in preceding email promotion to receive 30% discount (this proves they ordered within 7 days]