

# Invest \$59 in a Tune-Up for Your Furnace and I Will Guarantee You a 100% Profit in Writing, Or I Will Return Your \$59 With No Hard Feelings...



**Royce & Mary McCann**  
Local Business Owners

*...Plus, If You Call Before November 30<sup>th</sup> I Will Include a Duct Inspection on Your Air Duct System (\$49 Value) at no additional charge.*

Dear Friend,

Since replacing your furnace could cost you thousands of dollars, doesn't it just make sense to consider a Tune-Up? Especially if I take all the risk, and there is no risk for you. Let me explain.

Most clients call every year after the first "cold snap" to have their furnaces checked for the winter. Perhaps you're one who does just that.

Anyway, when the first "cold snap" hits, my phones are usually swamped with calls from people who have broken furnaces. Now, it's our policy (I hate that word) to take care of our Club Membership clients first, our regular clients second, and our new clients third. But, the vast majority of these calls will be from regular clients who want their furnaces checked. And when that happens we both lose.

First you lose (as much as I dislike admitting it) because my technicians are forced to do a simple "check-up" instead of the superior "Precision Tune-Up and Professional Cleaning" just to try and keep up with the calls. Second, I lose because I have to turn down many potential new clients that could help my business grow.

## **A Better Way**

I wondered if there was a better way. Here's my idea.

I decided to make a daring offer (that I hope is irresistible) to just 500 people so I can test the results. I am extending a valuable offer to you where you win at least three ways. In return, I ask you to do one important thing for me. The three ways you win are:

1. I will give your furnace a complete "Precision Tune-Up and Professional Cleaning" that will take nearly one and a half hours to complete. Instead of a simple "check up," it is separated into 22 individual operations (see next page). Each operation is complete with all necessary material and performed by a seasoned professional whose craftsmanship is among the best in the industry. This service is similar to the one you have performed on your car every year.
2. This same service after the "cold snap" (assuming I had time to do it) has a list price of \$169 in our Straightforward Pricing Guide<sup>®</sup>. But as part of this Market Test I'm reducing it to only \$59, giving you a substantial 65% discount. And if you have any additional systems, I'll do them for just \$49 each.

3. To back up what I say about this service, I am including a written guarantee that your heating bill during the next five months will be at least \$59 less than last winter (giving you a 100% profit on your investment). Plus a shameless bribe just to convince you to try my terrific Tune-Up... I will include a Duct Inspection on your Air Duct System at no additional charge.

Now here's what I'm asking you to do for me. Call me at **(281) 469-9999** as soon as possible so that I can schedule your Tune-Up before November 30<sup>th</sup>. I must be able to do your Tune-Up before December 31<sup>st</sup>. Here is a list of the 22 individual operations we will perform on your furnace:

- |   |   |
|---|---|
| 1. Infrared camera inspection of furnace heat exchanger | 12. Brush clean and vacuum heat exchanger               |
| 2. Check blower wheel for cleanliness and balance       | 13. Test furnace flame for proper burn                  |
| 3. Test ignition system for safe & proper operation     | 14. Clean existing filters as needed                    |
| 4. Test safety & control circuits for proper operation  | 15. Measure and adjust gas pressure for peak efficiency |
| 5. Test exhaust system for proper venting               | 16. Lubricate all moving parts, per manufacturer        |
| 6. Inspect blower motor bearings for wear               | 17. Measure amperage and voltage of blower motor        |
| 7. Measure temperature differences-Supply/Return        | 18. Tighten and inspect all electrical wiring           |
| 8. Test blower capacitor                                | 19. Check for proper combustion air                     |
| 9. Check thermostat for accuracy                        | 20. Test for gas leaks                                  |
| 10. Inspect for combustible material around furnace     | 21. Clean furnace exterior                              |
| 11. Brush clean and vacuum burners                      | 22. Inspect inducer assembly for operation and leaks    |

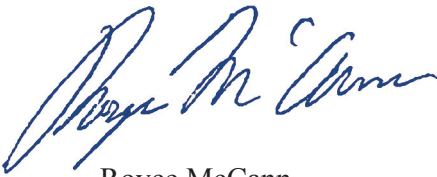
The more Tune-Ups I'm able to do while it's still "mild," the more lucrative breakdown calls I will be able to take care of after the "cold snap." And the better the offer I'm able to make you.

### No Risk Guarantee

I'm so convinced you're going to be thrilled with this amazing service that I will give you five months to see how much better your furnace operates. If you are unhappy for any reason, or for no reason, I will return your \$59 No-Questions-Asked. And no hard feelings. This is **Better Than Risk FREE** because you still have all the service you received.

If you're interested in participating in my Marketing Experiment and receiving a Precision Tune-Up, Professional Cleaning, Duct Inspection on your Air Duct System for just \$59 call **(281) 469-9999** now and ask for Crystal or Edwin. They will set your appointment time.

For Your Comfort And Health This Winter,



Royce McCann  
Owner



[www.onehourair.com](http://www.onehourair.com)

**P.S.** Don't forget, if you call before November 30<sup>th</sup>, I will include a Duct Inspection of your Air Duct System (\$49 value) at no additional charge.

**(281) 469-9999**