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Sent:

To:

Subject: Smackdown: George vs Marty

Imagine this, Jack... It's 1955 and you're rockin' to the hits at Hill Valley High's "Enchantment Under the Sea" dance. As you're chilling out by the punchbowl, you see two young men both interested in the same girl: Marty (a.k.a. Calvin) and George McFly.

Marty's confident, poised, and plays a mean lead guitar –clearly the center of attention.

George hangs back in the shadows, avoiding eye contact, dancing awkwardly by himself.

Who wins this smackdown for the young lady's affections?Clearly, it's NOT going to be George – no one runs after or even notices a wallflower. And sadly, most of what you see when it comes to direct mail and advertising barely rises above wallflower status.

When compared to everyone else in the pile, it fails to stand out in any way whatsoever.

That's no way to get the girl (or make the sale).

You want to be bold, daring, different – you want to shine bright and be seen above everyone else. People are exposed to THOUSANDS of marketing messages every day. If you remain a wallflower, you'll never get noticed. So grab that guitar and rock!

This coming Dec. 29, from 11:30AM to 1:30 PM at our [GKIC Marketing Power Lunch](#), we'll discuss strategies that will make sure you're the undisputed smack down champ in your market.

We'd love to have you join us – [why not click this link now](#) to let us know you'll be coming? It's just 47 to join us again as a returning guest. I sure do hope you can make it!

To Your Success,
Travis Lee

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