

January 23, 2009

Ms. Kathy Charlton
135 W Nelson Rd
Sequim, WA 98382

**Why Z-Health *Referral Bucks* Accounts
Keep Growing Larger...
Even As The Economy Continues Its Downward Spiral!**

Dear Kathy,

In the midst of the worst global recession any of us have ever experienced, an amazing opportunity is unfolding... and you sit *right on top of it*.

Here's what I mean.

As the giants of industry slash production, jettison employees and practically give away products (then beg for bailouts)... Z-Health continues bucking the trend.

Adding new products, expanding certifications... even... raising prices!

It's actually pretty funny watching all those bewildered eyeballs pressed against the glass, staring in and wondering, "How can they do that?"

But it shouldn't surprise you.

I've sent a couple notes describing how growth continues to mushroom and certification classes bulge at the seams as more people **discover how Z-Health** enhances both their business profitability and personal life.

**You May Need
Your Calculator...**

Because of this, December saw a record number of dollars flowing into the new ***Referral Bucks*** accounts established last year for every trainer who referred someone into certification.

The thing some of our folks are missing, and the reason I'm writing you today, is to remind you that higher 2009 prices mean... **bigger referral profits for you!**

And your ***Referral Bucks*** account can literally become the engine that helps fund your Z-Health education. This allows you to bring to each client session a toolbox of unmatched drills and assessments... something that can give you the unfair advantage in your industry.

It's just about the easiest way I can imagine for you to thumb your nose at the vicious economic crisis snarling outside your door.

Let me give you an example:

- Last year, every person you referred into an R-Phase Certification training dropped \$439.00 straight into your ***Referral Bucks*** account (and that's a full \$189.00 more

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than our old referral program paid). But in 2009 it gets even better. With R-Phase tuition climbing to \$2,695, it means you're now looking at pocketing up to \$539.00 in **Referral Bucks** for each person who registers!

- And remember... the new program ramps your referral percentage from 20% to as high as 30% once you've referred just 5 people. This means after your 4th referral, the new \$2,695 tuition would generate as much as \$808.50 a person or \$369.50 more than last year.
- And it gets better. I've mentioned before that many people don't just register for one certification; they often choose 2 or more. And now you get a full 10% of all tuition **after R-Phase**. So, let's assume someone decides to register for R, I & S-Phase all at once. That's \$7,685 at 2009 rates. And it generates up to **\$1,038.00** in referral bucks for you at the 20% level... and **\$1,307.50** at the 30% level!

It's No Longer A Test...

You may remember we started this new Program as a test, with the note we "might need to adjust it, as necessary," come December 31.

And if you thought that likely meant cutting things back if we ended up paying out too much in referral bucks... well, you'd have guessed wrong.

Because while we're certainly paying out far more than we expected, we're not changing a thing for 2009.

It's full steam ahead.

And once again, here's all it takes to make sure you secure your piece of this rapidly increasing pie:

1. Contact Kathy (or anyone in our office) with the name of your referral and information about them. Just email this info to Kathy@zhealth.net or simply call **888-394-4198**.
2. We take it from there, contacting the person and guiding them into the correct Cert. We do this discretely, following any guidelines you stipulate. (And we do this really well, as proven by the number of registrations last year)!
3. Once your referral is registered and paid, we update your **Z Referral Bucks** account balance and email you this information. After that, we'll email you a note each quarter showing your current balance.

So make sure you claim your share of this referral pot by contacting us today. **888-394-4198**.

To your continued success in Z-Health,

Eric

Dr. Eric Cobb
Z-Health Performance Solutions