

Invite

Headline/Caption

**Announcing the easiest way to cut billions in L&I costs THIS YEAR!**

That's right. No joke!

Body

Dear (name),

As I'm sure you are aware, the average annual cost to US Businesses for lower back pain alone is \$250 billion.

But it doesn't have to be.

This fall, I am offering a series of one-hour courses designed to lower that figure. The course is titled 'Preventing Back Injuries through Proper Mechanics' and is offered to an exclusive few. This is my personal invitation to you so that you do not miss out on this tremendous cost savings.

During this interactive course, attendees will learn proper body mechanics pertaining to basic bending and lifting skills. These are the same skills which cost you hundreds of thousands of dollars every year because they are not implemented correctly.

The course is designed to have a single representative - two if you so desire - attend, learn the material and return to work equipped with the tools he needs ready and able to train others. This minimizes the up-front costs for the training and dramatically reduces your annual L&I costs for lower back injuries.

I have reserved a spot especially for you as space is limited. But I do need to hear back from you by September 30<sup>th</sup>, 2013. There are three dates and times to choose from:

Thursday, October, 10<sup>th</sup> at 7 PM

Saturday, October, 12<sup>th</sup> at 1 PM

Saturday, October 19<sup>th</sup> at 1 PM

Simply visit <http://www.doctordilday.com/events> to register online for the date that is most convenient for you, or call 425.348.5207 or

email me at *(removed for privacy)* and I'll pen you in for your preferred date.

Please let me know if you have any questions. I guarantee you; this will be the best \$269 you ever invest in safety training as the results will be gleaned year after year.

Looking forward to hearing from you soon,

Dr. Dennis Dilday

P.S. Space is limited for this powerful body mechanics course!  
Register now for \$269 and save your share of \$250 billion this year!

425.348.5207

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

*(Removed for privacy)*

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