

We Miss You...

You Must Have Gotten "Lost" On The Way To Filing Your Taxes Last Year, BUT NOW -- **WE WANT YOU BACK!**

Dear Previous ABC-TAX Client,

Yes, it's true. We DO want you to come back and let us help you file your taxes again this year. For whatever reason, we were not a part of your annual filing of your tax return to the IRS last tax season.

That's OK. Life circumstances change. Tax filing statuses change. (It happens every year to many taxpayers.) But this tax season, we just wanted to drop you a "large" post card to remind you about ABC-TAX and how we'd love to help you with your taxes again this year.

Plus - if you don't mind, I'd also like to offer you a

SHAMELESS BRIBE

so you'll come back into one of our ABC-TAX offices even faster when you get your W-2's in the coming couple of weeks! (*More on the "bribe" in just a second.*) I'd like to tell you what you've been missing since you were gone ...

[HEADLINE HERE ABOUT YOUR CORE SERVICE—accuracy guarantees, "concierge service", quick refund, etc.]

ABC-TAX's **[CORE PRODUCT/SERVICE—with a name! Example following]** are now available for qualified clients! Receive a \$1,000 dollar check in 29 minutes or less - Guaranteed and the rest of your refund money the next day if approved. So once we've finished preparing your tax return and you say "check and see if I qualify for an instant tax refund loan" ... we'll know almost instantly if you qualify for \$1,000 bucks today ... and if so, we'll have your check in your hands faster than Domino's can deliver a pizza!

— You want your money NOW ... TOMORROW ... or BOTH! This year, at ABC-TAX we can get qualified clients their money in less than 29 minutes, the next day or a combination of the two ... it'll all depend on what our bank says you qualify for -- So come on in to our office and let's find out what kind of mini-lottery you've won this year!

No Need To Pay Us Up Front With Money You Don't Have!

If you don't have the money in your pocket to cover the cost of any of our Refund and tax services - that's OK. You can either choose the INSTANT TAX REFUND LOAN (\$1,000 bucks in 29 minutes or less) or our NEXT DAY REFUND LOAN product, which, if you qualify gives you your refund money the NEXT day.

[Hey, sometimes our Bank will loan you up to \$7,000 the SAME day if the IRS Service Center is running efficiently. When we transmit your file to the IRS, we'll let you know approximately how long the IRS system is taking that particular day.]

I'm not sure what ABC-TAX Refund Loan Service you might qualify for. **But I DO know we can take all the fees for the service you choose and automatically take them out of your refund check SO YOU DON'T HAVE TO PAY ANY MONEY UP FRONT FOR OUR SERVICES!**

This is obviously great news for you since I know money is tight this time of year. So don't worry about how you will have to pay for what you want ... concentrate on all the stuff you're gonna buy immediately once the bank has released your money so we can print you a check!

FREE \$37.00 OFF Special "BRIBE" Discount

The enclosed Special \$37.00 OFF BRIBE Discount is yours FREE and good towards any tax service ABC-TAX provides. The "catch" is you gotta file your tax return before the **deadline date** at the bottom of the coupon. **(April 1, 2011)**

Plus, for folks who want the fastest way to get their refund check back, filing for any of our Refund Loan Services -- an **EXTRA BONUS** is waiting for you. This year you'll get our brand new, hot off the press **ABC-TAX T-Shirt!** (while supplies last)

What To Do Right Now!

Just call or come down to the ABC-TAX office closest to you and we'll be happy to help you file your taxes this year. Our office hours for most of the tax season are 9:00 am to 7:00 pm Mon. - Fri. and 9:00 am to 2:00 pm on Sat. (If you are coming at the end of the day, call ahead to verify how long we're open. Sometimes it will vary.)

Sincerely,

John Smith
President, ABC-TAX

FREE \$37.00 OFF BRIBE DISCOUNT

"Yes, I Want To Come Back To ABC-TAX And Accept Your Special Offer - Make Sure I Get The **Biggest & Fastest Tax Refund** Allowed By The IRS - PLUS '**Peace-Of-Mind Accuracy**' So I Can Sleep Like A Baby After Filing My Taxes **...GUARANTEED!**"