

Second Letter: Sent Letter, with a small Newton's Cradle in a box

Theme: The end result of an action will be in direct proportion to the initial action placed on it. The momentum (mass x velocity) remains the same, after a collision.

That's why the momentum for the initial action (the "blast off") must be BIG, in order to create BIG results.

Once you work toward a goal, your inertia moves you toward success.

Inertia: The tendency of an object at rest to remain at rest; **or a body in motion to remain in motion in a straight line, unless disturbed by an external force.**

So for BIG Moves, the game plan is to continue exerting sufficient force and to keep any external force from impacting/altering the momentum.

Call to Action: The recipient must call Charles to learn how to create the right amount of momentum, in order to achieve the desired results.

It ALL depends on the **initial action**.

THE SECOND PROSPECT LETTER:

HEADLINE:

**Did You Know That With The Proper Understanding and Application
Of Newton's Law of Motion ...
You Could Double or Even Triple Your Income?**

Dear Mary,

I'm sending you Newton's Cradle for your fun and amusement. And to demonstrate how you can double or even triple your income ... **IF** you have adequate momentum.

If you pull up one ball from one end and let it go ... notice what it does. It causes the exact same momentum on the other end ... only **one** ball begins to move on impact.

Now, take two balls, then three, and then four ... notice what happens? The balls will be propelled forward, with the same speed and number of balls that impacted them!

Now, here's your test:

1. Why did Newton invent Newton's Cradle?
 - a.) To make money, selling them on TV.
 - b.) To see how many balls will swing at one time.
 - c.) To demonstrate the laws of motion.

2. What would happen if each ball were held by only one wire?
 - a.) The wire would break because of the weight of the ball
 - b.) The balls might move in various directions.
 - c.) The name would have to be changed to Newton's Pendulums.

3. Why won't the balls bounce forever?
 - a.) Energy is lost, due to friction and absorption.
 - b.) They do, if you swing them hard enough.
 - c.) Energy is lost, due to the Conservation of Momentum.

You'll have to call me to find out the correct answers.

And, I'll also tell you how you can apply just the right amount of momentum (mass x velocity) to launch your business to the next level ... to double or maybe triple your income.

It's all about the initial force. Your result will be in precise proportion to that!

Remember, it's a Law.

Yours in momentum,

Charles Fox
Big Moves, Inc.
The Center for Big Moves
800.822.3344

P.S. This is high impact ... so be sure you're really ready to create a huge momentum of success and freedom, before you call.