

“Money Does Grow On Trees” with our Customer Referral Program!!!

How can I save money?

The Magic Elves Landscaping CUSTOMER REFERRAL PROGRAM rewards you by lowering your regular monthly maintenance fee by **10% EACH and EVERY TIME** a new person you refer signs up for our landscape maintenance program!!!

For example, take a look at the Table on the right. Let's say your maintenance fees are \$100 per month. With 5 referrals you can save \$40.95 or 41% off your monthly landscaping fees and with 10 referrals you save a whopping \$65.13 or 65%, for as long as your referral remains a Magic Elves Landscaping client.

It's quick and easy. The more neighbors, friends and family you refer, the more money you save on general landscape maintenance!!!

Original Monthly Fee	\$100.00
Discounted Fee after Referral # 1	\$90.00
Discounted Fee after Referral # 2	\$81.00
Discounted Fee after Referral # 3	\$72.90
Discounted Fee after Referral # 4	\$65.61
Discounted Fee after Referral # 5	\$59.05
Discounted Fee after Referral # 6	\$53.15
Discounted Fee after Referral # 7	\$47.83
Discounted Fee after Referral # 8	\$43.05
Discounted Fee after Referral # 9	\$38.74
Discounted Fee after Referral # 10	\$34.87
And so on...	

Other Benefits:

- You enjoy quality landscaping at a discounted price.
- The more people you refer, the more money you save!!!
- Professionally landscaped yards enhance your community and curbside appeal.
- Nice looking yards will increase the aggregate value of every house in the neighborhood.
- When your neighbor's home sells for more, your house will sell for more!!!

Easy as 1, 2, 3... Here's How it Works.

1. Simply tell someone about Magic Elves Landscaping (MEL) and our annual maintenance program. To make things even easier, contact our office at 480-502-1497 or visit our website to request complimentary promotional materials.
2. Direct your referral to call MEL at 480-502-1497 or visit our website at www.MyMagicElves.com (Go to the "Contact Us" page), and when they request a service estimate have them mention your name as the person who recommended us.
3. After they sign a contract to start regular service, you will begin to receive a 10% discount on the first day of the following month.

Program Details and Rules

- Credit applies to MEL customers only. Program terms are not transferable.
- Only residential accounts qualify for Customer Referral Program.
- Referrals must live in designated service area. Please ask for eligibility.
- Program applies for customers with balances greater than \$0 only.
- Decisions regarding the interpretation of rules, eligibility, etc. lie solely with MEL whose decisions are final.
- MEL reserves the right to modify or cancel this program at any time, for any reason, provided that such modification shall not change any participant's reward or discount already earned.

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in

your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends,

or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a

column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid

selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Caption describing picture or graphic.

Desert Country Landscaping

P.O. Box 12955
Chandler, AZ 85248
www.desertcountrylandscaping.com
Phone: 480-502-1497
Fax: 1-866-368-8536
E-mail: josh@desertcountrylandscaping.com

We're on the Web!

example.microsoft.com

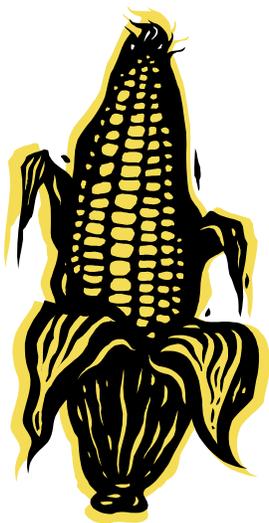
Your business tag line here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual char-

ity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.