



December 9, 2008

<First Name Last Name>
<address 1>
<address 2>
<city state zip>

Dear <Salutation> < Last Name>,

Making smart financial decisions is crucial to running a profitable business. Yet, even for the most seasoned CEOs, it can be challenging to make sense of what “the numbers” are actually telling you.

It is with great pleasure that I introduce you to DecisionCFO, a new “on-demand” financial management firm that provides CFO expertise without the c-level expense.

DecisionCFO co-founder John Gillespie and I work with CEOs and business owners on an as-needed basis to help them streamline, grow and manage all aspects of their financial operations — from cash-flow and forecasting to investing, raising capital, securing staff for financial positions and more. With expert advisors on hand when needed, our clients make informed decisions that deliver immediate results and build stronger, more profitable companies.

I hope you received the email I sent recently inviting you and your clients to take advantage of our free two-hour, hands-on “working” consultation. John and I believe the best way to show you the difference we can make to your bottom line is by example. If you haven’t already, I encourage you to recommend this free offer to your clients and, if you like, take advantage of it yourself. Please call before December 31, 2008 to schedule the free consultation.

As you well know, making wise financial decisions is always important, and *especially* during an uncertain economy. Now is the time to prepare for 2009.

When you have a moment, please visit our website at www.decisioncfo.com for more information about the 50+ years of combined experience that John and I bring to the table. I’ve enclosed business cards for you and your clients, and am available on my direct line, **703-312-1115**, to answer any questions you have about how DecisionCFO can make a difference from day one.

Thank you, and I look forward to talking with you soon.

Sincerely,

John Evans
Co-Founder and Managing Partner

P.S. I would like to offer you two free reports in addition to the free “working” consultation. The first is a DecisionCFO-produced piece called “**Cash Flow Checkup**” and the second is a white paper entitled “**The Activist CFO**” by CFO Research Services in collaboration with the prestigious Booz Allen Hamilton consulting firm. Both are available online at www.decisioncfo.com, or contact me and I will have them mailed to you immediately.