



In an effort to promote better attendance to Zig Ziglar's three-day workshop called "Born to Win," we created this personalized "Birth Certificate" package. On the Birth Certificate where the newborn vital statistics would be, we laser printed the character traits that attendees were promised to obtain through participation at the "Born to Win" seminar. ■ The unique presentation of the sales message, and the promise to become a new person, was so well received that the campaign generated over 1% response. That is quite a feat, considering that average cost for a person to attend the three-day seminar was over \$1,500.

Ziglar's Personalized Birth Certificate

