

COMING ON THE HEELS OF THE "GREATEST GENERATION," YOU AND YOUR PEERS ARE FORGING YOUR OWN PATH, SETTING THE NEW STANDARD FOR WHAT RESPECTABLE, INDEPENDENT AGING IS ALL ABOUT.

AND WHILE YOU'RE DOING IT, YOU'RE ALSO TRYING TO STAY ON TOP OF THE ONSLAUGHT OF INFORMATION BOMBARDING YOU ON A DAILY BASIS. HOW ARE YOU GOING TO STAY INFORMED ON THE FINANCIAL, LEGAL, INSURANCE AND HEALTH MATTERS THAT AFFECT YOU, OVERWHELMED AS YOU ARE WITH THE DELUGE OF TELEVISION, RADIO, INTERNET AND MAIL—ALL SQUAWKING AND VYING FOR YOUR ATTENTION?

IT'S CONFUSING, TIME-CONSUMING—AND ENOUGH TO MAKE ANYONE WANT TO STICK THEIR HEAD IN THE SAND.

BUT YOU'RE A MEMBER OF THE BOOMER GENERATION, AND NOT A HERD-FOLLOWER. YOU'RE USED TO MAKING INDEPENDENT DECISIONS. IF YOU COULD JUST KEEP UP WITH IT ALL...

Dear Boomer:

You don't need me to point out to you that the world is in a non-stop state of flux—no doubt you're well aware of that fact. And you know that just as yesterday's rules don't always apply, even today's "rules" can change on a dime.

It could become a full-time job, just trying to stay on top of all these changes that could potentially impact all of the carefully made decisions you've made for yourself and your family.

Good intentions just don't cut it anymore. They could actually put you and your family in the hole.

Well, staying on top of all the government's shenanigans and the special interest groups doesn't have to become your full-time job.

It's ours.

We're a think tank that sifts through that onslaught of information and culls the most useful facts to keep you informed.

And without concise, relevant and timely information, how else will you make all of those crucial decisions?

For instance, how will you:

- ❖ Age in place
- ❖ Set up your will in a way that best protects your family
- ❖ Know which vitamins and supplements will help preserve—and improve—your health
- ❖ Understand what products that are aimed at you are a rip-off, or are truly righteous—with a simple explanation as to why
- ❖ Keep up with what the politicians are up to that could impact your retirement and estate
- ❖ Finance your “Golden Years”
- ❖ Keep up a social network
- ❖ Retain your independence
- ❖ Handle a decline in your health
- ❖ Keep your money out of the government’s hands and in those of your family

We’ll give you the latest news that could impact these concerns—and more. **Boom Times** will keep you informed and ahead of the ever-changing curve. While others are out there “muddling through” their decisions, you’ll be making yours from a position of power: The power of current, applicable knowledge.

On a monthly basis, you’ll receive something good in your mailbox for a change. **Boom Times**, the newsletter of the informed Boomer. Each issue is packed with the information you need to protect what you have, what you want—and to keep you in **Boom Times**.

You’ve worked hard to build your life and your lifestyle. It’s your right to do what you need to in order to keep it exactly as you planned. Healthy, wealthy and wise is how you pictured your retirement years—and you’ll sit in a rocking chair only when you’re damned good and ready.

In the meantime, you’ll be able to quickly and efficiently make the best decisions possible with the news that really matters. No need to waste any more time waiting for the real news—which gets less coverage than the latest sordid tale of celebrity breakdown. Hey, we all have problems—but your time is valuable, and you need the news that actually has an impact on you.

So if you're looking for the scoop on today's celebutantes and their latest debauchery, then **Boom Times** won't appeal to you. We're for those folks who pride themselves—and thrive—on being responsible for their own lives and actions. If you're a person of action and want to get started on your now better-informed decisions, then I urge you to send the reply card that allows **Boom Times** to come to you on a monthly basis.

Come on, it's time to have a great reason to walk to the mailbox. You'll have something to look forward to around the same time every month, so let's get you set up right away. As soon as we get your reply card, we'll get your first issue out to you so you won't miss a beat.

Now that's something you can count on and look forward to! Don't delay—get that reply card out today so you can begin to be informed on the issues, some of which you may have never even thought of before. It not only benefits you, but can easily produce a better future for your loved ones.

I eagerly anticipate your reply.

Sincerely,