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"Here's Why You *Must* Read This Important Message!"

Dear Friend,

It's *unusual*, to say the least...

In fact, frankly... and with all due respect to *Lino*... I think he's a little *insane* making this offer.

My name is Ray Smalley and I'm a professional financial advisor. Lino DiFelice is one of my trusted clients.

Over the last 5 years alone, I've consulted with 217 clients -- all independent businesses -- from retail stores and restaurants... to medical doctors... and everything else in-between.

So when Lino called me and told me his idea about the "Cellar-Masters Club" and what he was giving you, frankly I was dumbfounded.

I said: "Lino... You can't *afford* to give away \$940 Dollars worth of merchandise!"

"And besides, your customers who wind up joining as members, will *probably* come in throughout the year and spend *more than* what you're asking for membership, anyway! Especially the way the economy is picking up and all."

The truth is, I think Lino's giving away w-a-a-y too much.

And I'm in a good position to say this. After all, I'm the guy reviewing his books, and... I know his profit margins!

Anyway, Lino and I went back-and-forth and around-and-around in circles on this thing, and finally... although he is *one stubborn man*... I managed to "convince" him to *sort of* "compromise" with me.

He didn't agree to *charge* more or *giveaway* less, but... he *did* agree to *limit* the amount of people allowed to *accept* his offer, strictly to the first 30 people who apply for membership.

So what's my point?

My point is this: I can tell you, from over 11,215 hours of experience as a financial advisor, this... is the most *incredible* deal you'll *ever* see.

And I *guarantee* you...

You'll *never* hear about a deal like this, ever again.

I know it's the most outrageous one *I've* ever seen, that's for sure.

Retail store owners aren't usually so generous, and especially in Lino's business, where he makes himself **SO** available to you when you come in, **all the time**, and he's *so* passionate about his craft... it's a wonder how he manages to do it.

So, here's my advice:

**If You Haven't Already Applied For Membership In
The Cellar-Masters Club, Call Lino On His 24-Hour Toll-FREE
Number, 1-800-748-2226 Right Now, While It's Fresh On
Your Mind And *Before* Anything Else Comes Up!**

I'm telling you -- you'll **NEVER** get another deal like this, from anyone... ever.

And especially not from Lino, once I get him back on the phone and read him the riot act again, *next* month.

Enjoy your wine, and thank you for reading this message.

Sincerely,

Ray Smalley
President, Venture Planning Specialists

P.S. No, I'm NOT kidding about any of this -- I'm dead serious. And as you know, financial planners aren't exactly known for their sense of humor, *or* their sense of daring. And speaking of "sense", in this case...

**Sadly... Lino's good nature... seems
to have overwhelmed... his good sense!**