

“Amazing, Done-For-You Loan Mod Application Offer...”

60 Minutes from Now, Your Loan Mod Application Can be Done Right & in the Mail!

Dear Homeowner,

Let me guess... 2009 has been a really tough year? Am I right?

Your mortgage terms stink, your income has plummeted, and you know you need to do SOMETHING—but you also know you need help.

You can't afford to pay a lawyer \$5,000 and you know the loan mod firms you've seen on TV are mostly scams. Right?

Here's where I come in:

My name is Mike Rockwood, and as you probably know, I wrote the definitive guide to do-it-yourself loan modification that continues to be the fastest, simplest, and cheapest way to fix a bad home loan situation.

Pay attention here:

I'm obsessed with lowering monthly mortgage payments... that means taking a \$2958/month payment and whacking it down to \$1995... or a \$788 payment and getting it down to \$501.

Those savings add up VERY quickly and translate into tens of thousands of dollars (if not more), so you can understand why I'm so fanatical about this topic.



“No more excuses... let's get your application done!”

But here's why I'm depressed:

My *60-Minute Loan Modification Kit* has been selling like crazy since we launched in March, but only about 40% of our clients are actually using it. Quite frankly, that keeps me up at night. I'm in this for your success, not just my own.

Now don't get me wrong, those 40% are getting jaw-dropping results (one client last week got a \$65,000 2nd mortgage *erased* and 18% of his 1st mortgage wiped out)—but I want more!

More 5% fixed loans.

More 2nd mortgages settled for a dime on the dollar.

And more people saving their homes.

The press has nicknamed me, "The Loan Mod Mercenary," and if you know me at all, you know I'm not afraid to get my hands dirty.

So next week, I'm taking off the gloves with 10 exclusive clients.

Let's be honest: You're busy. Your mortgage is a problem, but you've got other problems too. Credit cards, work, family issues... like I said, 2009 has been a real doozy.

But I'm not going to take this lying down—and neither should you. Next week, I'm willing to get in the ring and fight with you, and here's my amazing offer for you today ...

... I'm going to take on 10 clients because I want to create a totally new, in-your-face program that forces even the busiest of busy-bodies to stop whining and get down to business, lower your monthly mortgage payment, and save your home.

Drum roll please...

Introducing my "Done-For-You Loan Mod Application Service."

CHECK OUT THESE 5 SIMPLE STEPS

STEP 1: You gather all your financial documents (I'll send you a dead-simple checklist so you don't even have to think).

STEP 2: I'll call you and in 20 minutes flat, start-to-finish, I'll do your expense worksheet for you on the phone and email you the Excel file to print out (yes, that's right, I do it FOR YOU!). I've done this so many times, it's very easy for me to get it right the first time.

STEP 3: My partner, Ryan, will call you, and in 20 minutes he'll write your hardship letter for you and send you the Word document to print out and sign (yes, that's right, he writes it... NOT YOU!). Most hardship letters we see are not bad, they're terrible. Ryan has a journalism background and writes letters that cut right to the chase and get results.

STEP 4: You mail off your package immediately (run, don't walk to the post office) and then follow my paint-by-numbers follow-up and negotiation system found in my handbook (if you don't own it already, I'll send it to you via express mail).

STEP 5: Your bank calls you with an offer.

*NOTE: This is a done-for-you APPLICATION service. The price is so low, I cannot afford to negotiate or follow-up on your behalf. I do offer that service as well, but it's more expensive, and for most people, unnecessary because you can easily handle it on your own.

QUESTIONS?

Q: What if I have rental properties?

A: No problem... at least 1/2 our clients have rental properties. We'll get your budget in order.

Q: What if I'm unemployed?

A: You need to get a job or get a contribution letter from whoever is going to help you make your payments. The bank needs proof you can pay.

Q: What if after you do my application, we realize I'm not very likely to qualify?

A: I will tell you what you need to do EXACTLY in order to qualify (usually you need to reduce your debts, increase income, or both), and I'll get you 99% ready so all you'll need to do is make the required changes and then submit the application.

Q: My situation is unique... it will take me an hour just to explain it to you.

A: No it won't. I just need the facts, not the story. It's just math.

Q: Can I call you first to discuss?

A: Yes, 20-minute consultations are \$49 and can be booked here: [CLICK TO BOOK](#)

Q: Will you negotiate with my bank?

A: No, this program is all about getting your application done. After that, you use my dead-simple follow-up instructions and take advantage of our private conference calls and unlimited email support. It's not hard. The application is the biggest hurdle and we'll jump over it together.

(Note: I do offer a FULL service program called "Elite Express" that is more expensive but might make sense for you if you don't want to do anything. You can learn more here:

<http://www.60minuteloanmodification.com/express-service/>)

Q: Is this program guaranteed?

A: Yes. If we get on the phone and for some reason (or no reason at all) you feel like this is NOT for you, just tell me within 10 minutes of starting and we'll hang up and refund your purchase no questions asked.

After 10 minutes, there are no refunds. My time is very tight these days, and I have to be strict with scheduling.

Q: If I already own your kit, is there a discount?

A: Yes, huge discount. See below.

Q: In your kit, you offer free critiques of hardship letter and expense worksheets... isn't it the same?

A: No, in the kit, you have to do your own expenses and hardship letter. We just steer you in the right direction. Here, we literally do it for you.

TAKE THE NEXT STEP...

Bookings are first-come, first-serve, and I'll be doing nothing but client applications Monday-Friday of next week. So if you know you need to fix your mortgage, if you've been putting it off or are unsure exactly what to do... now is your chance!

The cost of this is so low, your modified loan savings will pay back your tiny investment probably within the first month or two.

Do the math. It's really a no-brainer. Spend a little now, save a boatload next year and for the next 30 years to come!

SO HOW MUCH DOES IT COST?

While most loan mod firms charge \$3,000-5,000, this done-for-you loan mod *application* program costs a fraction of that, less than 1/10th the cost actually.

New Clients: ~~\$425~~ \$287

- 20-minute done-for-you expense worksheet consultation with Mike Rockwood, start-to-finish
- 20-minute done-for-you hardship letter consultation with Ryan Rockwood, start-to-finish

- Complete *60-Minute Loan Modification Kit* (\$175.94 value) including the *60-Minute Loan Mod Workbook*, Phone Tap CD, Black Belt Resource CD Rom and bonus materials
- Unlimited email support
- Access to clients-only Thursday teleconferences



Existing Clients: ~~\$250~~ \$109

(must already own the 60 Minute Loan Mod Kit)

- 20-minute done-for-you expense worksheet consultation with Mike Rockwood, start-to-finish
- 20-minute done-for-you hardship letter consultation with Ryan Rockwood, start-to-finish
- Unlimited email support
- Access to clients-only Thursday teleconferences



Now it's up to you...

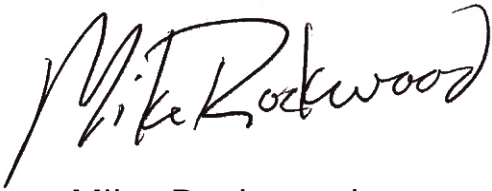
... I can't make your house value bounce back to where it was in 2006, and I can't fix the downturn in the economy. But what I can do is get your loan modification application done for you so it's done right—right now!

No more excuses.

Move forward quickly and take advantage of this rare opportunity to renegotiate the terms of your crappy home loan.

Let's save your house...

To your success,

A handwritten signature in black ink that reads "Mike Rockwood". The signature is written in a cursive, flowing style with a large initial "M".

Mike Rockwood
Expert Author & Loan Mod Consultant
60MinuteLoanModification.com

p.s. If this new Done-For-You Application program works as well as I think it will, I'm going to change my entire operation to accommodate at least 50 clients/month... but I'll warn you in advance, these special prices above will have to increase as soon as we make that operational change.

p.p.s. For this special price offer, I am literally only taking on 10 new clients. At this point, we cannot accommodate more. [So sign up now!](#)