

Are You Ready to Take Your Business to the Next Level of Profitability?

“Learn How Our Video Marketing Can Help You Reach Millions of Motivated Consumers ... and Skyrocket Sales!”

Gulf Production Group specializes in creative digital media that engages, excites, and persuades your audience to buy.

Dear Mr. Smith,

How would you like to:

- **Generate thousands of qualified leads for your business – in as little as 30 seconds?**
- **Gain an edge over competition by projecting an image of superiority, success, and sophistication onto your products or services?**
- **Explode your profits by reaching a mass audience of highly targeted consumers?**

Now that I've got your attention, I'd like to introduce myself. My name is Michael xxxxxx, and I'm the Director of Business Development at a video production company called Gulf Production Group. If you answered 'yes' to any of the above, I encourage you to read on.

Perhaps you've heard of **Robert Allen**, founder of the "**No Money Down**" **Real Estate** system and "**The One Minute Millionaire**". You're undoubtedly familiar with **HBO, Cinemax, American Express, UPS, and Walt Disney Company**. These are just a few of the companies who have utilized Gulf Production Group's unique talents to promote their products, services, books and seminars through video and television. It's no stretch to say that Gulf Production Group and its staff members have marketed for some of the most recognizable names in America and Canada. Our productions are seen in over 25 of the top broadcast television markets in North America.

But that's not why you should choose Gulf Production Group for your next video production. **You should choose Gulf Production Group because, simply put, we create video that sells.**

Our company is more than a team of skilled video production experts - we're also a recognized leader in multimedia marketing. We know how to push your audience's "hot buttons" and motivate them to buy. In fact, our video productions have generated hundreds of millions of dollars in sales for our clients worldwide!

New to video marketing? Maybe you've already thought about promoting your products or services through video, but like many, you assumed it was too costly and complicated, and put it on the back burner.

I strongly urge you to reconsider, and here's why.

Why Video is the Key to Skyrocketing Your Sales

The fact is that video can breathe new life into your products and services. It can deliver your message in a way that's more compelling and more motivating than *any* other advertising medium.

Video is in a class all by itself when it comes to consumer persuasion. Through sound and visual imagery, it has the power to stimulate and excite viewers' senses, making your message more appealing and memorable.

Consider these facts gleaned from recent consumer studies:

- **A high-quality video increases information retention by 50% vs. print.**
- **An expertly produced video speeds up buying decisions by 72% over print.**
- **When given a choice, 3 out of 4 prospects will request a video brochure over print.**

And what's more, with recent advances in video production technology, this form of advertising has become more affordable than ever before.

So Why Select Gulf Production Group to Produce Your Video Project?

- **Knowledge and Experience:** At Gulf Production Group, we have over 50 years of combined experience in all facets of video production. Our staff members are hand-picked veterans of video and television and exemplify the brightest, most coveted talent in the industry. Who better to have in your corner than the very best?
- **Demonstrated Success in lead generation and sales:** Through our marketing expertise and exceptionally high-quality video production, we help sell over \$100 million annually in products and services for our customers. Our videos have generated over *half a million* qualified sales leads for our clients!
- **State-of-the-art facility and equipment:** As times change, we change with them, and we've got all the "bells and whistles" to prove it. Our facility features a comprehensive digital production and post production system with cutting-edge digital editing capabilities. Armed with the latest devices in multimedia, we'll orchestrate your video with clear, crisp sound and vivid, captivating picture quality. Rest assured; there's *nothing* amateur about our video productions.
- **Diversity:** The team at Gulf Production Group is a melting pot of many talents and backgrounds. We can accommodate a wide range of projects, from **30-second commercial spots to documentaries and original programming**. Our collective industry experience also allows us to adapt readily to unique projects and requirements.
- **Unrivaled customer service:** Over the years, we've fine-tuned our ability to understand the needs of our clients. We've become experts in helping companies not only meet their sales goals, but to develop and enhance their business image. Best of all, we take the time to *listen to our clients*. The constant communication between our staff and customers represents our focus on building relationships, rather than simply making money.

We're the Leaders in "Creative • Digital • Persuasion"!

Creative Consulting: Our staff will work closely with you to develop a creative concept which compliments your products and services, speaks compellingly to your target audience, and supports even your most aggressive sales goals. Through a collaborative exchange of ideas, we'll help bring

your vision to life.

Digital Sophistication: Our business focuses exclusively on the practice of selling through video and television. Armed with the latest in digital technology, we'll craft a high-voltage production that really hits home with your audience.

Persuasion That Drives Audience Response: A great-looking video is nice, but in order to be a success, your video must sell. The time-tested art of persuasion is the cornerstone of our work, and our video productions are designed to *get results*.

Gulf Production Group is a Full-Service Video Production Solution

From conceptualization to development to production, you can rely on our expertise and our commitment to getting the job done right. We're proud to function as an extension of your Sales & Marketing Department ... or as a traditional Production, Post-Production and Customization provider.

We can accommodate a wide range of video projects, including:

- Commercials
- Infomercials
- Streaming Video
- Documentaries
- Event Media
- Trailers
- Featurettes
- Original programming
- DVDs
- Corporate Conventions

... and more!

We'll Design a Video to Fit Your Budget and Timeframe

Got a tight budget and an even tighter timeframe? *No problem*. At Gulf Production Group, we're all about flexibility. There's no one-size-fits-all approach to video marketing. We'll work closely with your team to strategize a cost-effective solution which brings you the maximum return on your investment. And if you need a project turned around quickly, we'll deliver!

"The Gulf Production Group has been a trusted friend and strategic partner of ours for close to a decade. With a commitment to quality and reliability, Harry and his team have always been there for us whenever we needed them, and often times when the time lines were almost impossible to fulfill. I would recommend GULF to anyone who requires quality service and timely delivery!"

- Larry xxxxx, Chairman & CEO, Roberts Corporation

Wondering how to get started? It's easy - simply pick up the phone and give me a call at 877-xxx-xxxx, or e-mail me at mike@gulfproductiongroup.com. We'll talk about your ideas, goals, and budget and come up with a plan that's tailor-made for your company. There's absolutely no obligation.

**If Your Company is Considering a Video Production,
Contact Us for a Free Consultation at 877-xxx-xxxx**

Call us today to find out what a video produced by Gulf Production Group can do for your business!

In the spirit of marketing success,

Michael xxxx

Director of Business Development, Gulf Production Group

P.S. I've included a **DVD** that I thought you might like, which showcases some of the videos we've produced in recent years. If you're sitting nearby a DVD player, why not pop it in and check out some clips from our best, most captivating video productions to date? I think you'll be pleasantly surprised at what (and who) you see.

P.P.S. You can learn more about Gulf Production Group, our work, and our clients by visiting www.gulfproductions.com.