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An apology for a dufus move; Payment plan for Smart Calling Online; Grand Opening ends tonight

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Greetings!

First, in a total dufus and ignorant move on my part, yesterday I said "I hope you had a happy April Fool's Day, and Easter (for those who celebrate)."

That wasn't the dufus part.

I left out Passover.

My sincere apologies to our Jewish friends-- and I heard from a few ;) *Chag Sameach!*

Ok, on to today's business.

This is particularly directed to the people, who like me, tend to wait until the deadline on things. You know, the whole *"expand the task to fit the time thing?"*

(That has come back to haunt me before! OK, too many times.)

Tonight, at midnight Pacific time, the page with the Grand Opening special incentive pricing for **Smart Calling Online** magically switches over to the **regular, everyday price**.

If you have any interest at all in having access to pretty much everything I know about prospecting and sales (and will be adding to it monthly) take advantage of this [Grand Opening Offer](#).

Let me share what I received yesterday from David Bourdon, one of the early responders to the Grand Opening of Smart Calling Online:

"Hi Art. Just a quick email letting you know you did a superb job with Smart Calling Online. The material is useful and it covers a wide range of selling situations. Your intro on how to use it is user-friendly and easy to follow. Also, when you sent the email to introduce it the reader knew exactly what they would get, how to use it, and where to find the program. I tell you this because many programs don't explain enough to know what they are getting. Anyway, I like all your material. It has been a solid investment."

I won't rehash all of the details here of what you're going to get in [Smart Calling Online](#).

You can see it all for yourself here.

Including examples of what you'll get, a listing of the titles of all **1600+ pieces** of wisdom, a video from me (yippee!), and a "peek under the hood" tour.

And yesterday I sent out the detailed Frequently Asked Questions email [you can see here](#).

Oh, one more thing...

We had some requests to be able to split payments.

Ok, that's reasonable. We can do that.

Now, in the internet-markety world, some gurus suggest when you offer payments that you should hold back on some of the material until all of the payments are made.

That doesn't sound right to me.

I don't know who they are attracting, but I trust the pros who read my stuff.

Soooo, I'm going to offer **instant access**, to the whole enchilada (lifetime access) for just \$149 today, and two more monthly payments of just \$149.

Choose that option at the shopping cart page.

Just one more thing here before I close...

If you at all desire to be the best you possibly can in sales, and believe it would be useful to have access to the right things to say in virtually any situation...

...and **avoid** the wrong things that have failed in the past, I urge you to make this investment in yourself right now.

The price will never be lower.

You only pay one time.

And, it's not a static tool like a book or a course.

It's a living, breathing creature, that will continue to grow each month with new, valuable material.

Which you'll get the benefit from, without having to open up your wallet again.

Except to put money **IN**.

Take advantage of this special **Grand Opening** right now.

I'll see you on the inside!

A handwritten signature in black ink that reads "Aut". The letters are cursive and fluid, with a large 'A' and 't'.

PS. Don't forget that you will also get your exclusive invite to my new, private Smart Calling Facebook group. We have lots planned for this, and intend on making it the Cool Kids' Club of motivated sales pros. Secure your spot.

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