

SUBJECT: It's in the hole!

Hi, [first name]:

Joe D'Eramo from AWAI back to end a barely contested debate..

Caddyshack is the greatest golf movie ever made.

Sorry, Happy Gilmore, but was there ever really a debate?

For those who haven't seen Caddyshack, it takes place at Bushwood Country Club and follows the golf rivalry between the snobs, led by Judge Smails (Ted Knight), and the slobs, led by Ty Webb (Chevy Chase) and Al Czervik (Rodney Dangerfield).

In the middle of this squabble are the caddies, led by Danny Noonan (Michael O'Keefe), and a groundskeeper named Carl Spackler, played by Bill Murray.

Amidst a number of classic one-liners and gags, Murray stands out in a scene where Carl uses a row of tulips as a driving range as he provides his own play by play.

"What an incredible Cinderella story, this unknown comes outta nowhere to lead the pack, at Augusta.."

As Carl beheds several flowers the scene builds to a crescendo with one final shot where the play-by-play ends with...

"It's in the hole!"

That signature line was NOT written by Harold Ramis, one of the film's writers.

If that name rings a bell, it's because Harold Ramis has written some of the funniest (and highest grossing) comedies in Hollywood history, like...

Animal House...

Stripes...

Ghostbusters...

Groundhog Day...

The list goes on and on. Yet the funniest sequence in Caddyshack, which many consider his funniest film, Harold Ramis did not write.

Bill Murray improvised the entire "Cinderella Story" bit.

Did that mean Harold Ramis didn't know how to write great comedy?
Far from it.

It DOES mean he was talented enough to create a formula for writing funny movies...and SMART enough to recognize a funny bit and not let his ego get in the way of putting the scene with the groundskeeper Carl in the film.

And that's the very reason why you can be successful with the Pro Resume Writer Program.

<http://www.myresumebiz.com/res/awaicatalog/>

Does that mean you have to be a great writer like Harold Ramis to write great resumes for your clients?

Positively not.

Do you have to have the business instincts of Warren Buffet?

Definitely not.

Or the bank account of Bill Gates?

No way.

<http://www.myresumebiz.com/res/awaicatalog/>

The tools and resources provided by The Pro Resume Writer program practically guarantee your success. Those tools include:

- How to Write a Resume That Gets Results/ (including your exclusive client questionnaire).
- Complete Guide to Marketing Your New Business/ (including sample ads you can use to get clients immediately).
- Step-by-Step: Starting and Running Your Own Business.

Yet beyond this winning formula, you need to have an open mind.

If a client insists on putting their version of Carl the Groundskeeper in the resume and it works, go with it.

<http://www.myresumebiz.com/res/awaicatalog/>

The best part about the Pro Resume Writer program is that creating a part-time income of \$30,000, \$40,000, \$50,000 or more is no "Cinderella story".

Why?

With nearly 9 percent unemployment and an estimated 50 percent of working people engaged in an active job search, you have an endless supply of customers.

In golf terms, you're on the green with a straight shot to the hole. All that's left to do is tap it in.

<http://www.myresumebiz.com/res/awaicatalog/>

Tap it in? Wait, that's that other golf movie, Happy Gilmore.

But if you're looking for a way to go from groundskeeper wages to the winner's purse at Augusta, the Pro Resume Writer program is the caddy you want for this round.

Are you ready to tee off on this opportunity? There are positively no gophers on this course.

<http://www.myresumebiz.com/res/awaicatalog/>

Sincerely,

Joe D'Eramo

P.S. Oh yeah, this is definitely the best part! AWAI is so convinced that their Pro Resume Writer will work for you they are offering a "No Holds Barred" Guarantee.

If within 30 days you're not making the kind of part-time income you dreamed you would make – or if the resume business just isn't your cup of tea – simply let them know, and AWAI will refund every penny of your purchase price. You literally have nothing to lose and a tee time every other day to gain. Are you ready? Fore!