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Front Sight Firearms Training Institute



What An Amazing 14 Years It Has Been!

**Help Us Launch Our Greatest Year Ever in 2011
By Becoming a Front Sight Liberty Tree Member!
(And Get Some Amazing Guns as Free Bonuses!)**

February 24, 2011
Dr. Ignatius Piazza
Founder and Director

NOTE: Pay attention to the promotional formula utilized in this letter:

SPECIAL OFFER + REASON WHY + SOCIAL PROOF

Executed correctly, like you see here, it adds up to **SERIOUS SALES!**

Ask yourself, "how can I model this for use in my fitness business?"

Be a fitness marketing maniac,
Eric Ruth
www.FitnessMarketingMuscle.com

Dear Front Sight Subscriber,

Front Sight has Doubled One or More Aspects of Our Business Every Year for 14 Straight Years, Through Every Obstacle and Every Challenge-- Even Wars, Market Crashes, Bank Failures, and Recessions. Through it ALL, We Soared!

After Having OUR BEST YEAR EVER, I Would Like to THANK YOU for Your Participation in Front Sight's Success.

I Recently Delivered To Front Sight's Lifetime Members an Amazing Opportunity That I Had Never Offered Before in Our 14 Year History... AND NOW I WANT TO OFFER IT TO YOU!

(The response by the Lifetime Members was so rapid and overwhelming, it sold out immediately, well before the anticipated deadline. So don't delay in your response or you will miss out and I may never offer this again!)

Yes, This Amazing "Thank You" Will Floor You in Its Generosity and Make You Smile With Pride at Your Participation in Front Sight's Success!

And will allow YOU to become a Front Sight Liberty Tree Member, Get Some AMAZING Free Gun Bonuses and even get your family and friends memberships by helping us QUADRUPLE in 2011...

THAT'S RIGHT!

A 2011 New Year "Thank You" That is Unbelievably Amazing in Its Generosity AND is structured so YOU can get some Fabulous Free Guns!

Yes, This 2011 New Year "THANK



YOU” is THAT GOOD! So Good and So Unbelievable, I Feel I Must First Tell You the "WHY" Behind the "Thank You" and Share My Vision for Front Sight’s Future...

This 2011 New Year “Thank You” is So Unbelievably Amazing That You Are Going to Wonder "WHY in the World is Dr. Piazza DOING THIS?" and "HOW CAN HE DO IT?"

You are also going to wonder, "Is Front Sight Having Cash Flow Problems?"

Well, let me handle that cash flow question right off the bat! **The answer is NO!**

Companies with cash flow problems retract, they do not expand.

Companies with cash flow problems lay off workers, they do not double their staff.

Companies with cash flow problems sell assets, they do not invest in infrastructure.

Companies with cash flow problems incur more debt, they do not pay off debt.

Companies with cash flow problems stop advertising, they do not increase it.

Companies with cash flow problems live day to day, they do not plan for the future.

**Want proof we do not have a cash flow problem?
Look what we have accomplished...**

- When businesses large and small across the country were laying off employees, Front Sight **DOUBLED** and expanded our instructional staff to better serve your needs!
- When well-known and heavily funded Fortune 500 corporations were filing for



bankruptcy, Front Sight DOUBLED and expanded our development plans to build a hotel, more shooting ranges and improved facilities to better serve your needs!

- When you could NOT buy a gun at any price, Front Sight DOUBLED and delivered THOUSANDS of Springfield Armory XD Pistols to students across the country!
- When you could NOT find ammunition ANYWHERE AT ANY PRICE, Front Sight DOUBLED and had factory new ammunition in our Pro Shop EVERY WEEK for the tens of thousands of students who attended our courses throughout the year!
- When seasoned developers were going bankrupt, Front Sight secured the Zoning, Planning, and Tentative Map Approvals with Nye County, NV to complete a 400 Room Hotel, Conference Center, 2000 Interval Ownership Condominiums, 400 RV Spaces, 40 One-acre Home Sites, Community Center and Commercial Center so you and your family will have a firearms training mecca for generations to come.
- After nearly a year of negotiations we have secured a very valuable Development Agreement with Nye County, NV to lock in all development fees and procedures at today's cost so there will be no interruption in the development or increases in development fees over the duration of the project so you, your family and friends can receive the best value in the firearms training industry.
- We just completed 11 additional shooting ranges, so you have a total of 25 shooting ranges available for your Front Sight Courses.
- We are currently DOUBLING, tactical training simulators, so you can efficiently improve your gun fighting skills without actually having to be in a gun fight.
- We are currently building a modern bathroom facility that can comfortably handle 1,000 people per day, so no more porto-potties for you. (We know the ladies will appreciate this!)
- We recently purchased a much larger, newer corporate office complete with a bigger and better phone system, more work stations, and expansion capabilities to better serve your



needs now and into the future. Our new corporate address is:

Front Sight
7975 Cameron Drive #900
Windsor, CA 95492

Toll Free Calls: 800.987.7719
International Calls: 707.837.0131
Fax Number: 707.837.0694

- We have doubled our course availability with additional mid-week (Monday-Thursday) courses in all shooting disciplines, so you have a nearly unlimited amount of training opportunities and can now take courses back-to-back-to-back.
- We are currently adding over 20,000 New Subscribers to my Internet Gun Training Reports EVERY MONTH. These subscribers become new students, and new students become new members, who bring more new students... which continues to educate the public and positively change the image of gun ownership with each student trained.
- We are currently adding extremely qualified new instructors each month to our Instructor Corps through our very successful Instructor Development Program. Many of our new instructors are retired military or law enforcement officers who live in Las Vegas, which makes them available to teach any time we need them. As you know, our Instructional Staff is the best in the industry.

ALL THIS GROWTH (With CASH FLOW)

**Through the Worst Recession
Since the Great Depression!**

**NO, We Do NOT Have a Cash
Flow Problem.**

**This Unbelievably Amazing 2011 New Year
Thank You is JUST THAT—My Way of
Saying “Thanks for Your Participation in**



Front Sight's Phenomenal Success!" AND to give YOU a fabulous opportunity to help us grow even more, and get outrageous free gun bonuses!

SO DON'T MISS THIS OPPORTUNITY!

Before I Share WHY I Am Providing This Unbelievably Amazing 2011 New Year "Thank You" and HOW I Can Provide It, Allow Me to Share My Updated Vision for Front Sight's Future.

Here is What is Happening...

We are currently negotiating funding for the next stage of Front Sight's development.

Appraisal of Front Sight's land, water, and improvements exceeds \$49 Million Dollars!

Valuation of Front Sight's ongoing business, subscriber lists, student lists, members list, personnel, market share, Internet presence, growth, and future earnings greatly exceeds the value of our hard assets.

We are continuing to work with consultants for completion of all architectural, engineering, and construction drawings needed to secure construction permits to begin construction and phased completion of the entire resort and training facility.

Personally, I've been searching for a business partner to delegate the construction, resort and hotel management to, so I can focus my attention on administration, marketing, and management of Front Sight's continued growth. With over 3 billion dollars in Front Sight's projected resort revenue over the next 15 years, we can afford to share some of the profit with the RIGHT joint venture partner...

Until we find the right partner and are fully funded, I'll keep moving Front Sight forward and keep expanding Front Sight like I have since 1996.

With our current facilities of 25 shooting ranges, now bustling with Weekend AND Mid Week



Courses, we can train up to 2,000 students per week.

I already have plans drawn to mirror the current Front Sight facility on the opposite side of the property bringing us a total of 50 ranges and the capability of training 4,000 students per week.

Think About This... 4,000 Students per week, leaving Front Sight with the level of Skill at Arms that exceeds 99% of the gun owning population, and going back to their communities as Front Sight representatives of safe, responsible and expertly training gun owners! **That's 200,000 responsible citizens per year positively changing the image of gun ownership in their communities!**

Can We Do It? WE ARE DOING IT!

Currently we train nearly 50,000 students per year. With your participation in this Unbelievably Amazing New-Year "Thank You" We can QUADRUPLE Front Sight's impact in 2011 and beyond!

With such growth, even if we do not find the RIGHT joint venture partner or full funding opportunity, we can simply cash flow the ongoing development until fully completed!

And after Front Sight is FULLY COMPLETED, with Hotels, Conference Center, Condos, RV Spaces, Commercial and Retail Spaces to support 200,000 students attending courses on 50 ranges every week throughout the year, WE WILL THEN EXPAND and duplicate Front Sight in Other Regions across the country! THAT is my vision for Front Sight's future! I want YOU to help, so I am Rewarding YOU like never before...

WHAT WE ARE ACCOMPLISHING IS TRULY REMARKABLE. We (YOU and Front Sight) ARE REALLY Making a HUGE Impact!

Please recognize that our greatest asset has always been and will continue to be YOU, your family, and the friends you refer, who by attending our courses, **help us positively**



change the image of gun ownership. Thank You for representing Front Sight wherever you go!

Now Let Me Share Our Success By Rewarding YOU...

Here it is:

I am going to “Thank You” for your participation in Front Sight’s success by allowing you to purchase AS MANY of my New, Front Sight LIBERTY TREE Memberships AS YOU WANT for ONLY... \$300 Per Membership! That’s Right! (I will spell it out so you don’t think there is a typo... Three Hundred Dollars!)

What do you get with the New, Front Sight Liberty Tree Membership?

- Attend the following courses free of charge and as often as you wish and as many times as you wish:
[Two Day Defensive Handgun](#); [Four Day Defensive Handgun](#); [Two Day Tactical Shotgun](#); [Two Day Practical Rifle](#)

Why would you want to attend the Two Day and Four Day Defensive Handgun, Two Day Tactical Shotgun, and Two Day Practical Rifle Courses repeatedly as often as you like for as long as you like?

Well how great do you want to become with ALL the different weapons you own? Each time you attend with the same weapon you



will be training to continue to improve the balance between speed and accuracy. Each time you attend with a new, different weapon you will be training to become "one with that weapon" and master the ability to use it as an extension of your will. There is an endless combination of courses you can attend with all the different weapons you own.

And when you are ready to upgrade into a higher level membership, what you paid for your Liberty Tree Membership can be applied directly to the cost of the higher level membership so you can't lose!

- **Guaranteed placement in your courses with two weeks' advance enrollment...** No worries about whether you can "get into a course." As a member your spot is guaranteed. Just fax or e-mail your Application for Training within two weeks of the course date and you are in! Like everything else we offer, no other school can offer you such flexibility with your scheduling!
- **Invitation to the Annual July 4th Front Sight Members' Reunion Celebration...** So you and your family can celebrate July 4th each year in a manner that makes our Founding Fathers proud!
- **Name etched in First Family Monument...** So generations from now, your grandkids will know you were part of the patriotic group who built Front Sight!
- **Password to access exclusive and restricted First Family areas of web site and e-mail forum...** Now you can positively converse with all of our like-minded First Family members!
- **First Family card and First Family hat...** Identifying you to all students and staff as a loyal and supportive patriot assisting us in positively changing the image of gun ownership in our lifetimes!

The VALUE of a Front Sight Liberty Tree Membership FAR EXCEEDS the Cost.

As you know, the cost of a four day course alone at Front Sight is \$2,000 and a Two Day Course is \$1,000. If you were to simply attend each course in



your Front Sight Liberty Tree Memberships just ONCE, the value is \$5,000!

But you won't attend just once and here's why:

The most common words we hear students say after the FIRST DAY of their FIRST COURSE is **"I cannot believe how much I did not know!"**

The most common words we hear from students after the SECOND DAY of their FIRST COURSE is, **"I cannot believe how much I am learning!"**

The most common words we hear from students after the THIRD DAY of their FIRST COURSE is **"I can't wait to bring my family and friends back with me!"**

And the most common words we hear from students after the FOURTH DAY of their FIRST COURSE is **"I can't believe there is so much more to learn! I'm coming back for every course on my membership and bringing a different gun each time!"**

Don't take our word for it, click on these videos and let members who recently attended courses at Front Sight tell you in their own words...

So if you attend each course JUST ONCE (we know you will take multiple courses) you get \$5,000 in value... If you attend each course multiple times with different weapons (which we know you will do as much as possible) the value of your Liberty Tree Membership exceeds \$20,000!

Why does this work for us?

Because each time you return home you will tell everyone you know about what a great time you had at Front Sight and each time you return to Front Sight you will bring another family member or friend with you and help us grow our organization with great word-of-mouth referrals!

In Essence, You become a Liberty Tree in your community through the firearms training expertise you gain in our courses, and BY YOUR EXAMPLE, you create more Liberty Tree Members throughout your community, thus strengthening the backbone of America and helping us positively change the image of gun ownership in our lifetime!

So you are going to get anywhere from



\$5,000 to over \$20,000 of value out of your Liberty Tree Membership and we are going to get a lifetime of your good will, good words and great referrals! Everyone wins!

So What Does YOUR Front Sight Liberty Tree Membership Cost You?

Only \$300. I will print it out so you know it is not a typo: Only Three Hundred Dollars!

*And it gets **EVEN BETTER** with the **Amazing Bonuses** I am providing, but before I get into the **Bonuses** I better share with you **WHY I AM DOING THIS** and **HOW I CAN DO THIS** because I bet you are already scratching your head and thinking I have lost my mind!*

WHY Am I Doing This?

3 Reasons...

1. I want to sincerely thank you for your participation in Front Sight's success.
2. I want you to recognize that the more you participate, and the higher you participate, the greater the rewards. You will find that once you become a member of Front Sight, I provide you with even greater opportunities to upgrade to our higher level memberships.
3. I want YOU and EVERY Front Sight Subscriber to purchase AT LEAST FOUR (4) Liberty Tree Memberships (I am going to bribe you with some Outrageous Free Gun Bonuses so you will purchase a boat load of memberships) AND THEN I WANT YOU TO GO OUT AND SELL or TRANSFER the memberships to your family, friends, shooting buddies, and co-workers.

At \$300 each, YOU CAN GET ALL YOUR FAMILY AND FRIENDS MEMBERSHIPS PLUS GET ALL THE GREAT BONUSSES while helping Front



*Sight **QUADRUPLE** in 2011 so we can complete the facility and positively change the image of gun ownership even faster!*

HOW CAN I DO THIS?

HOW Can I Allow You to Purchase AS MANY Liberty Tree Memberships AS YOU Want for ONLY... \$300 Per Membership?

I guess this is the same question the firearms training industry has been asking itself ever since I opened Front Sight from scratch, as a complete unknown, with ten students in our first, Two Day Defensive Handgun Course in 1996—**yet surpassed all the other shooting schools in the industry within a year and now train more students in a weekend than most schools train all year!**

Here's HOW:

1. As you should already know from subscribing to my newsletter, **Front Sight has never been about making money. We have been about positively changing the image of gun ownership in our lifetimes.** Because we place our noble purpose above profit, and provide the greatest value in the training industry, and treat people to a positively life-changing experience, they go forth and multiply our influence across the country. They become walking, talking Front Sight representatives.

BY GIVING YOU the opportunity to purchase as many Liberty Tree Memberships as you wish for only \$300 per membership, and giving you some outrageous free gun bonuses to buy as many memberships as you can possibly purchase, **YOU** will then go out and **FIND** (at no marketing cost to us) **MORE MEMBERS WHO WILL HELP IN OUR MISSION and SPREAD OUR PURPOSE EVEN FASTER!**

To the unenlightened, who do not understand the Secrets of Front Sight's Success, giving **YOU** such an Amazing



“THANK YOU” Offer, looks like we are giving away the farm, when in actuality, **YOU are saving US millions of dollars in immediate marketing and advertising costs we would have had to pay to quadruple Front Sight AND your efforts create hundreds of millions of dollars more in lifetime referrals, upgrade participation, and revenue from future use of our hotels, condos, RV spaces, food, beverage and pro shop purchases.**

2. **Think about ALL THE PEOPLE** you can bring us through your referrals. Think about all the people you have told about Front Sight and all the people THEY have told about Front Sight... **NOW imagine how powerful and how valuable FOUR (or more) people LIKE YOU will be to Front Sight over a lifetime!** I Want YOU to Go Out and Find Them and I am willing to Reward YOU Like Never Before to do so!



Are you starting to understand the method to my madness?

Are you ready to find out what the Outrageous Free Gun Bonuses are that I created to make your decision to purchase as many memberships as you can for only \$300 EACH your best decision ever?

VERY GOOD. Scroll Down and Get Busy!

So What are the OUTRAGEOUS FREE GUN BONUSES that Will Make You Purchase AS MANY MEMBERSHIPS as You Possibly Can and Help Us Quadruple Front Sight in 2011?

Here You Go...



Purchase Four (4) Liberty Tree Memberships at \$300 EACH and receive a brand new, Ruger LCR (Lightweight Compact Revolver) Snub Nose .38 Special+P Revolver This is the NRA 2010 Handgun of the Year! The Ruger LCR .38 is a GREAT back-up pocket gun!



Purchase Eight (8) Liberty Tree Memberships at \$300 EACH and receive a brand new Ruger LCR .38 Revolver **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP!



Purchase Twelve (12) Liberty Tree Memberships at \$300 EACH and receive a brand new Ruger LCR .38 Revolver **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP **PLUS** a Mossberg 590A1, Mil Spec, 12 Gauge Shotgun!



Purchase Sixteen (16) Liberty Tree Memberships at \$300 EACH and receive the Ruger .38 **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP **PLUS** a Mossberg 590A1, Mil Spec, 12 Gauge Shotgun **PLUS** a Romanian AK-47S 7.62 x 39!

There's more...

Here are MORE Outrageous Bonuses So You Can Purchase as Many \$300 Liberty Tree Memberships as Possible!



Purchase Twenty-Five (25) Liberty Tree Memberships at \$300 EACH and receive the Ruger LCR .38 Revolver **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP **PLUS** a Mossberg 590A1, Mil Spec, 12 Gauge Shotgun **PLUS** a Romanian AK-47S 7.62 x 39 **PLUS** a DPMS .223 AR-15 Rifle!

(Hey all you business people who have lots of employees and loyal customers, these \$300 Liberty Tree Memberships make great new-year bonus gifts—that your accountant can advise

you on how to make tax deductible as a business expense—while you get to keep the free guns!)

Purchase Fifty (50) Liberty Tree Memberships at \$300 EACH and receive the Ruger .38 Revolver **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP **PLUS** Mossberg 590A1, Mil Spec, 12 Gauge Shotgun **PLUS** a Romanian AK-47S 7.62 x 39 **PLUS** a DPMS .223 AR-15 Rifle **PLUS** a Springfield Armory M1A Scout Squad .308 Rifle!



Note: Optics and bipod not included

Purchase One Hundred (100) Liberty Tree Memberships at \$300 EACH and receive the Ruger .38 Revolver **PLUS** a Springfield Armory XD Pistol in the 9mm, .40SW or .45ACP **PLUS** a Mossberg 590A1, Mil Spec, 12 Gauge Shotgun **PLUS** a Romanian AK-47S 7.62 x 39 Rifle **PLUS** a DPMS .223 AR-15 **PLUS** a Springfield Armory M1A Scout Squad .308 Rifle **PLUS** a Remington 700 .308 Police Sniper Rifle!



Note: Optics and bipod not included

For every additional purchase of 100 Memberships at \$300 EACH you will receive an additional set of guns as listed under the purchase of 100 Memberships!



**AS AN ADDED BIT
OF FUN and
To Bring Out the
Competitive Spirit in
YOU**

The Person Who Purchases the Most Liberty Tree Memberships Will Receive a \$7,000 Front Sight / Fort Knox Signature Series Gun Safe!



**Here's How My Most Unbelievably
Amazing 2011 New Year "Thank You" Works
And How You Get Your Guns:**

1. [Click on this link to purchase as many Liberty Tree Memberships as You Wish for only \\$300 EACH.](#)
2. The memberships you purchase will be placed under your name as "To Be Determined" so you can transfer or sell them to anyone you wish. The only restriction is that you cannot advertise them in any public media. We want you to go into your community, by word of mouth and personal contacts, to find us great members just like you.
3. When you are ready to transfer a membership to a great new member, simply e-mail us at info@frontsight.com with the name and address of the new member and we will mail their membership to them immediately. Very simple and straight forward!

After you have made your membership purchase, we will mail you the documentation of your purchase that you then Fed Ex to our Pro Shop along with a check for the shipping of the weapons, and the Federal Firearms License information of the Licensed Gun Dealer you wish us to ship your weapons to. We will then ship your weapons to the Licensed Gun Dealer you selected for transfer to you. Very simple and straightforward.

SO WHAT ARE YOU WAITING FOR?

Remember, when I offered this to our current members, the response was so rapid and overwhelming, the offer sold out well before the anticipated deadline. Don't hesitate or you will miss out. I may never offer this again.

To enroll immediately, use our [Secure Online Rapid Enrollment Form](#).

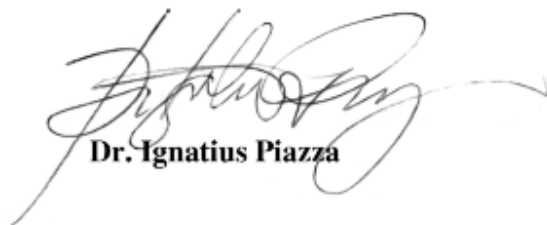
NOTE: You can enroll using the [Secure Online Rapid Enrollment Form](#) **OR** if purchasing **8 or more Liberty Tree Memberships** you can call my office at 1.800.987.7719 between the hours of 8:00am and 6:00pm PST and ask for Jon, Doug, Tim, Mac, or Phil. Tell them how many Liberty Tree Memberships you want for \$300 EACH and secure YOUR GUN BONUSES BEFORE THEY ARE GONE! (*I do have a limit on this offer.*)

The DEADLINE for my Unbelievably Amazing 2011 New Year "Thank You" is **MIDNIGHT, Thursday, March 10, 2011 OR when the bonus guns are gone, whichever comes first!**

Enroll Now via [Front Sight's Secure On-Line Rapid Enrollment Form](#).

**Or if purchasing 8 or more Liberty Tree Memberships you can Call
1.800.987.7719 NOW!
(Call now to avoid busy phone lines later.)**

Sincerely,



Dr. Ignatius Piazza

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