

May 2014

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Dear Anna

## **Are you still looking for Mr Right? If you are, I have some very good news for you today...**

Attractive, genuine, caring and committed Christian men are out there!

And we have many of them on our books. Looking for someone exactly like you.

*friends1st* is one of the leading friendship and introduction agencies in the country. We are also one of the most successful. As a result, it is not cheap to join.

So, the men we have, are serious in their quest – and have invested significant time and financial commitment up front, to find their soul mate. They're not scammers, fraudsters or time wasters.

They are totally committed to finding themselves a life partner.

## **We have made major improvements since you were last with us**

It's been a little while since we enjoyed your company as a member, so I'm not sure whether you are still looking for that someone special. If you are, I know we can help you...

As I'm sure you know, that special man isn't always easy to spot. They do take some finding, but of course, once found – the joy and happiness can be priceless.

We believe we have one of the best selections of Christian men in the UK today. I know there is someone on our books that's looking for you. Right now. Today.

Since you were last with us, we've restructured and vastly improved our services to ensure that our members have everything they need to find the partner they so desire. That's why we are even more successful than ever before.

Our formula works and gets *results*.

Here are just a few of the major benefits you will enjoy with our comprehensive all-inclusive membership.

- )] **Profile-enhancing interviews to make your profile stand out from the crowd**
- )] **A professional photoshoot to showcase you in the most effective way**
- )] **A selection of photographs to illustrate your life in pictures**
- )] **Your profile distributed every single month**
- )] **A members' exclusive magazine delivered to your door bi-monthly, full of advice, encouragement and support for your membership**

And there's more, too....

*(please read on)*

- ) **Books on dating related to your marital status**
- ) **Dating tutorials that spur you to action and get you doing the right things in the right way – providing you with a personal launch pad to success**
- ) **Personal 1:1 coaching sessions with our dating expert**
- ) **Monthly dinners and lunches for members – great opportunities to make new friends in an informal social event**
- ) **Motivation emails sent to you regularly to keep you positive and focused.**
- ) **Access to video profiles of other members**
- ) **Meetings arranged for you with other members**

And, much, much more...

### **We're now an award-winning business – and the whole country is talking about us**

The changes we have made, have turned us into an award-winning business. We are not just an introduction service for Christians – we now pride ourselves on running a business that positively impacts the community.

We have enjoyed significant media coverage recently, with a major feature published in the Church Times. There was also a fabulous 3-page spread in our County magazine.

I've included copies with this letter, so you can read what people have said about our service.

And last but not least, the BBC featured one of our couples in a major TV documentary on Love and Marriage.



These awards and publicity not only celebrate all the successful relationships and marriages our members are enjoying – but also recognise how each member is treated during their time with us.

### **Becoming a member of *friends1st* offers you more than any other organisation**

Much, much more. Here are just a six special reasons why membership to *friends1st* is so different from anything you'll find anywhere else:

- 1. The right words:** We'll help you create a profile that helps you stand out. It will be personally written to ensure the unique 'you' comes across in the best possible way.
- 2. The right images:** We'll work with you to showcase your life in pictures.
- 3. The right actions:** We'll ensure you do things the right way – and take that step to success

*(please read on)*

**4. The right opportunities:** With our inclusive monthly events, we make it really easy to meet other people in an informal unstressed way – it's a great way to make new friends.

**5. The right people:** We'll provide you with more single Christian men than you'll meet in any other avenue of your life.

**6. The right outcomes:** We will work tirelessly on your behalf to find that companion you are looking for.

**We have many thousands of happy members. Here are just a few...**

*"I was initially sceptical about joining a dating agency, there are so many out there and it is difficult to evaluate just how genuine they are. I decided to join after considering my position, and the fact that I am not getting any younger made me reconsider my scepticism and join friends1st. I opted for a Christian centred agency over a secular one as I believe it important that I meet someone who shares my faith. I have found friends1st to be consummately professional in my dealings with them to date. I spoke with Katharine Gray, she was very helpful and a pleasure to talk to. I am excited about what now lies ahead, and am looking forward to meeting new people, making new friends, and God willing, finding a partner. I would recommend friends1st to others, the organisation is professional and discreet. Top marks to them!"*  
(Matthew from Walsall)

*"I had considered joining friends1st some months ago but decided against it mainly due to the cost, instead I joined a Christian internet dating site. It's true to say you get what you pay for, I found internet dating so impersonal, I was just one of many members and did not feel comfortable with the whole experience of internet dating. I took another look at the friends1st website and decided to ring them for more information as a result of which I joined and am now feeling quite positive and excited to see who I may get to know and meet. I would recommend friends1st to anyone who finds internet dating difficult and impersonal and would appreciate having someone there to support and encourage them."*  
(Lynette from Lancashire)

*"I joined friends1st for the second time recently because I knew it was a very safe environment to meet people. During my first year of membership I met some very nice Christians - strong in their faith. I never felt any disquiet in meeting anybody, [obviously a few nerves though!] I attended one of the dinners, and that was great fun. It was good to meet Katharine Gray there. I would certainly recommend anybody to join up and give it a go."*  
(Marion from Bristol)

*"I joined friendsfirst to meet other people, but I cannot believe what is happening in my life. I did not anticipate meeting someone so lovely as Felicity and that we would get on so well. If I have learnt anything over the last year it is that it is only when you take a risk, only when you do something different, do you allow God to start working in your life."*  
(Richard - Civil Servant)

*"It is with great delight that I can let you know John and I are now engaged and plan to be married next April. Thank you for all your support, I know I needed a lot at first but patience has been rewarded and we both feel very blessed that we have been able to meet each other. With renewed thanks to you and your team."*  
(Margaret, Librarian)

*"After spending up to two years investigating "Christian" dating websites and not finding anyone suitable but learning from issues and problems encountered along the way, I decided to join friends1st. You came recommended through articles I have read over the years in Evangelicals Now monthly. I am seriously looking for a Christian wife, but I appreciate the relaxed and positive emphasis you lay on friendship and meeting groups of people, as well as making personal approaches. I also appreciate the distinctly Christian basis of your agency. My very honest bottom line approach to joining friends1st is that **other websites did not supply the sort of services you offer**. Your staff couldn't have been more helpful, by the way. So that in itself inspires professional confidence and a serious but helpful approach to what you are about."*  
(Eddy from Guildford)

(please read on)

So there you have it. I hope the above information is attractive to you and has updated you on where we are now – and how we are ideally placed to help you find that soul mate you are looking for.

Since you left us, it's been a bit lonely without you. But hopefully, the success we are having now and the improvements we have made to our range of services, might tempt you back.

I hope so, anyway. I know we can help you better than ever before.

### **A fabulous choice of THREE wonderful offers to tempt you back**

There's never been a better time to come back to us. Become a member again and you can choose any one of the following, completely FREE – yes, with our compliments!

- )] **A professional photoshoot with a top local photographer, close to where you live**
- )] **Our 'Finding Someone Special Product' – a 13-chapter folder, covering all relevant areas of the journey – how to improve your confidence, what to wear, how to write letters – and an awful lot more**
- )] **Bi-monthly meetings arranged for you with other members, taking away the stress, by handling all the meeting details for you**

Just choose the offer that best suits you – and circle it on the application form enclosed. But you'll need to be quick. This FREE offer is only available until 20th June.

**Contact us today - and take a positive step to true love and happiness. It's so simple**

All you have to do, is complete and return the enclosed application form. Remember to tick which membership level you want and complete your payment details.

If it's easier, call us and speak to one of our friendly team on **0121 427 1286** - or email us at [support@friends1st.co.uk](mailto:support@friends1st.co.uk) and put "CALL ME ABOUT REJOINING" in your subject line.

You might prefer visiting our website at [www.friends1st.co.uk/join-now](http://www.friends1st.co.uk/join-now) - and use FREEGIFT6B14 as your PROMO code.

I look forward to hearing from you – and welcoming you back as a member.

With my very best wishes



Katharine Gray

**P.S. Don't forget. We are better placed than ever before to help you find the true love and happiness you are seeking. Don't wait a minute longer – contact us now and take advantage of our choice of superb FREE gifts. Remember, these offers are only available until 20<sup>th</sup> June.**