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Merchants Bonding Company  
2100 Fleur Drive  
Des Moines, IA 50321  
ATTN: Bond, James Bond

Dear Mr. Bond:

I am working on a new business plan for a new service industry I am starting, but I think that I may need to be bonded before I can advertise. Maybe you can confirm this for me and if you can offer me a good deal, maybe I will work with you.

How many times have you had to sit around at home and wait for the cable guy or phone guy or delivery guy? You never know when they are going to get there or how long they will be and they always give you those obscenely large time windows for their arrival: "We'll be there to check on your dead telephone sometime between 1:00 and 5:00 Tuesday afternoon." "We'll deliver your expensive item that would be stolen off of your front porch in a heartbeat sometime between October 13th and October 26th." "We'll be there between 2006 and 2020 to install your new cable box."

I think it is absolutely ridiculous how those jerks jerk us around. Us good hard working people have to call off work and risk our own employment just to sit around and wait and wait and wait... The guys we're waiting for never get there until the very end of the time window, except for the one time that we run out for just a minute -- only to return to find the little doorknob hanger thingie that says, "Sorry we missed you!" (They aren't really sorry. They do that on purpose). I would bet dollars to donuts that the phone, cable, and delivery guys actually have us and our homes under surveillance just to keep track of when we leave so they can put a "Sorry we missed you!" tag on the door and move on.

I am developing a company that will do away with all the frustration that the average Joe experiences with these folks. For a reasonable fee, my company will send an agent to sit at your house and wait for the phone, cable, or delivery guy, while you go about your daily business unfettered. I will call it *Lusty Ruckus Hourly House Sitting* as a sort of twist on my own name. I am banking on the 'Lusty Ruckus' tag to catch some attention.

The basic package would involve me or one of my highly trained associates arriving in the company's unmarked Chevy Nova which we would park down the street or in a neighbor's driveway. I and/or my associates would then covertly sneak onto the premises and let myself/himself in through a back door or alternate entrance -- inconspicuously unseen and unheard. This is key to the operation because if the house is under

surveillance by the delivery guy, phone guy, or cable guy, they will not make their move to place the “Sorry we missed you!” tag if they suspect someone else is in the house. Remember that their goal is to either arrive at an empty house or wait until the last minute of their pre-quoted time window to start the job. Therefore, if they don’t detect my entrance onto the scene, but they **do** see the homeowner depart, they will seize the opportunity to swoop in and give the obligatory knock at the front door or doorbell ring. I bet they have the “Sorry we missed you!” tag already filled out while they are sitting in the truck! What a surprise they will get when I answer the knock on the door!

My goal is to be in and out of the house in as short a time as possible with a completed service call under my belt. That’s why I will encourage my clients to leave as soon as I arrive on site to speed up the process. In a best case scenario, I would expect that a client might only need to drive around the block and wait for my call on their cell phone to let them know that the service call is successfully complete. However, there will be other times when the phone guy, delivery guy, or cable guy will still wait until the last minute to show up. In those instances, my sitting fee will increase, but I am looking into other contingency plans where I am given free access to the fridge or bathroom or other amenities available in that particular home. Depending on what access is available and the amount of time I spend waiting, my fee would be negotiable.

I am looking to add additional associates to my company payroll and would prefer to hire folks already experienced in the stealth arts, since the key to my success is to enter the property under the surveillance of the phone, delivery, or cable guy. Do you know of anyone who might be interested in this line of work? If so, please provide any referrals that you can.

As you can see, I have a well thought out business plan and I am pitching it to a few banks to get initial funding for supplies and materials. But I wanted to pitch it to a bonding company as well since I expect that will be necessary.

There is one final detail that I must mention. This was actually a brainstorm idea of a friend of mine, but I know he will never act on it. And if he complains too much about me stealing his idea, I will cut him in as an investor (he is **NOT** a partner at this point). He isn’t ambitious enough to follow through on the idea, but I want to make it real. Rest assured, his idea is the only thing I will ever steal.

Sincerely,

*Rusty Lucas*

Rusty Lucas

p.s. Do you have any Merchants Bonding Company baseball caps? I am considering wearing a baseball cap to advertise my bonding agent on all of my jobs so that the homeowners can have the peace of mind that their personal belongings (or the fair market value equivalent) are safe.