
RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

August 4, 2006

Lamar Advertising Company
5551 Corporate Blvd., Suite 2-A
Baton Rouge, LA 70808
ATTN: Outdoor Advertising Dept.

Dear Sir,

I have absolutely no marketing or advertising experience, but I have a great idea for selling advertising space and I thought I might partner with your company to get this idea rolling. Just because I have no experience doesn't mean that I don't know the basics for advertising success. Growing up, I had a sister who wanted to get on the local TV station as a weather girl. She was very good at predicting the weather and had a solid delivery when she used to practice at the U.S. map daddy had nailed on the back of the barn. (Geography was always one of daddy's biggest interests). But my daddy always used to tell her, "It don't mean nothing if you don't get no exposure."

Lilly never did break into television, but she made a pretty damn good dancing girl. I'm no so sure that was the kind of exposure daddy was talking about, but to each their own...

Daddy's words to Lilly made a heck of an impression on me as well. I didn't go to any fancy Ivy League school or even take any business marketing classes at the community college. In fact, I only just got my GED about eight years ago. But I always thought about daddy's words and how they apply to anything and anybody trying to market themselves or their products to the mainstream. I am trying to capitalize on daddy's advice, and in the process, I can help other people sell their products (for a price). I am trying to break into advertising and I was hoping that you could put me in touch with some businesses. Or maybe we can work out a partnership arrangement.

You see, I own a bull named Rocky. A few years ago, I put Rocky out to stud. I have a number of frequent clients whose cows Rocky tends to on a regular basis. Most of Rocky's girlfriends are on farms in the middle of nowhere. We go out and Rocky does his thing in the privacy of a barn or in a secluded back field. But one of the things I've noticed when Rocky goes to Old Man Johnson's farm is that people going by can't help but stare when they drive by and see these animals fornicating. Old Man Johnson's farm is right there on county road 43, right along the roadway, near the county fairgrounds. So there is more traffic that runs by there on a daily basis than at any of the other farms.

You don't need to go to no fancy school to know that the key to successful advertising is to make sure that people see and remember your message. It don't mean a thing if you can't get exponential exposure. It's just like my daddy said!

As I said, my current clientele are mostly rural area farmers, but I once sent Rocky on a 'date' with a cow from the city. That was the oddest thing you ever saw. LOTS of people walking and driving by gave their attention to Rocky and his date that afternoon. That was the day I realized that if I put a sign on Rocky's back advertising my stud service, I would have had hundreds or even thousands of people see my ad. That translates into hundreds or even thousands of potential customers!

Now I know not everyone owns a cow that they are looking to get pregnant -- especially in the city like that. So it probably wouldn't have amounted to much additional stud business for me on that particular call. But if I had put a drape on Rocky's back advertising a new hot dog and custard stand or a new coffeehouse and music shop, I bet a lot of guys in the city would have stopped by for a coney dog or a caffè latte that day.

So I am asking you for some help getting my bull advertising company off the ground. I wonder if you can put me in touch with any agencies or clients or give me some other help to get started. As I said, I am also willing to entertain your offers to become partners in this business venture.

My only condition for all advertising clients is that all ads must be accompanied by a smaller sign advertising my stud service. Since that is still my main source of income, I cannot compromise on that condition. Also I want to call the business Rusty's Rocky Bull\$hit. But it has to be spelled with the dollar sign and not the letter "S". This is because \$\$ and 'hits' are what we are ultimately aiming for in our industry. So it's just a creative play on words which is another basic technique in the world of advertising.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Do you have any Lamar baseball caps? It gets awful hot on the farm in the summer and well into the fall. My last cap from Dominos Pizza is starting to fall apart from all the wear and tear it goes through on a daily basis. If I could get a Lamar cap and seal our deal, I will wear that cap when I take Rocky out on calls and drum up some added advertising exposure for Lamar. (If possible, can you send me two Lamar baseball caps? I have a friend Bill whose middle name is Lamar and I would like to surprise him with a cap).