

**Subject line – The Utah travel guy just re-entered the building ...**

**Lead and email –**

Hi FIRSTNAME. It's \_\_\_ from *Utah Travel Secrets*.

And I'm writing you because you ordered my FREE ebook "*The 101 Best Things To See In Utah.*"

Have you ever heard the term "Elvis has left the building"?

If you're like me, you've heard it but you never quite knew where it came from.

That term used to be announced at the end of Elvis Presley's concerts to get fans to finally realize that there will be no more encores that night. And to just go home.

It's now used in a variety of settings to tell listeners ... usually on TV ... that someone important has either exited or that the event is now over.

I'm convinced that the vast majority of talking heads who use the term have no idea where it came from.

Yeah, I know. I get it. Most of you are probably wondering "where the hell has this guy been?" Or ... if you're from Utah ... "where the heck has this gentleman been?"

"Was he ever in the building?" "And he ain't Elvis."

If you're getting this email, it's because you've filled out a form on my website ... or on a lead page ... so you can get my free ebook "*The 101 Best Things To See In Utah.*"

**Utah was named by Fodors in 2015 as their top destination in the world to visit!**

If you've visited my site recently ... actually in the last couple years ... you'll realize that there hasn't been a lot of updating done to it. OK. Almost none.

For reasons I won't go into here ... other than things associated with life ... I stepped away from this site for a couple years.

The crazy thing is that visitors just kept coming. Visiting my site. Leaving comments. Asking questions.

They kept asking for my cheesy free ebook. And it didn't matter whether I added any new content or updated what was already there.

Fast forward to now.

Well, I'm back. And I'm completely revamping and updating my site ... or blog if you will.

I've just completely revised and updated my free ebook just prior to writing this email. In fact, this ebook could be sold on Amazon for the going rate of ebooks ... \$9.99.

I've added some new places (and things). Dropped some others. And updated all of them. Each one ... all 101 ... has a beautiful photo added.

And each one has its own page. More than 100 pages in a free ebook you can download onto any device you want.

More links to pages on my site and some external ones.

So if you're receiving this email, you don't have the latest updated version of my ebook. You have the cheesy outdated one.

In the next few weeks, my site and blog will take on a completely new and updated design.

And start offering larger and better photographs, new pages, frequent blog posts, travel guides, Utah travel discounts and more.

My proposal is very simple. If you're intrigued, please stay subscribed.

If not ... and I completely understand ... go ahead and unsubscribe.

Either way, if you want the new, updated, revised and improved version of my FREE ebook "***The 101 Best Things To See In Utah***", then click on the link at the bottom of this email.

And you get it whether you want to continue receiving my emails or if you want to opt out.

With no ads, no selling, no more hype.

Moving forward ... if you stick with me ... I hope you'll notice my writing may have taken on a different tone.

One that I wrote with initially when I first started my site and blog but then moved away from.

The same voice that kicked me in the ass to start this site and this blog and ... now ... to get back to it.

The same voice and opinion that comes from 30+ years (double that for my wife and I combined) of living and working and playing in Utah.

Stay subscribed to continue to learn about traveling in Utah. Its secrets.

Even its idiosyncrasies. But there's nowhere near as many as those smug people from other states are trying to get you to believe.

If there were, then tell me why they're moving here in droves.

From everywhere. California, Texas, Connecticut, Oregon (I see their freakin' license plates every day cutting me off in traffic), all over the US and other countries.

Believe me, I'm not trying to get people to move here. Just visit.

But there have always been so-called gatekeepers. They want to be the last ones in and then close the gate behind them.

Ain't happening.

If you live in a great place ... get ready for it ... they're coming. And in Utah, a large percentage of the people born here either stay here or come back.

If you don't like my site, my blog, my emails and what I have to offer about Utah, then feel free to opt out and we'll both move on.

But click on the link below to download the latest version of my FREE ebook.

If you want to see more and learn more about Utah, then please stay subscribed.

And thank you once again for your interest.

\_\_\_ from *Utah Travel Secrets*

**P.S.** My site ... and my blog ... will continue to improve as I add more content and the full redesign takes shape.

If you decide to opt out, I still invite you to check back in and get a look at how my blog and site are evolving and improving.

And ... once again ... if you want the completely updated and revised version of my FREE ebook with no obligation whatsoever, then click on this link.

**[The 101 Best Things To See In Utah](#)**