

SAMPLE
Email to HPDE Participants regarding Performance Driving 101

Welcome to YourClub and our Date driving school at Track. I'm YourName, one of the event organizers and instructor during the driving school.

The event is just one month away on Date! We are excited that you will be joining us for your *first* performance driving school. We will take good care of you, and you will have a great time!

We want your first performance driving school to be a fantastic experience, so YourClub is giving you a lifetime subscription to the Speed Secrets **PERFORMANCE DRIVING 101**eCourse, a \$79 value.

This **easy** and **fun** online learning tool features Ross Bentley, America's premier performance driving coach. Ross de-mystifies the fundamental principles of performance driving with graphics, video, and easy to understand language. You will learn at your own pace and in the privacy of your own home or office. And because fundamentals never go out of style, you will be able to refer back to the course content throughout your performance driving career.

It is easy to redeem your free course subscription:

- Go to <http://Learn.SpeedSecrets.com>. Read the introductory material, watch the video, get excited(!), then click on the red **GET PERFORMANCE DRIVING 101** button.
- In the **Coupon Code** box enter "YourClubCode" and click the **Apply Coupon** button. *Your course is not free to the Club, so please do not share this code with anyone else.*
- Enter your information in the **Billing Details** section to create your account.
- If you have entered the Coupon Code correctly the **Credit Card** payment section will not appear and the **Your Order** section at the bottom will show a credit equal to the course cost, resulting in a zero balance due. Click the **Place Order** button.

It takes one to two hours to go through all of the course content (at least it should – don't rush it, as we want you to be as prepared as possible when you get to the track). You can finish it in one sitting, or spread your learning out over several days (recommended).

Once you have completed the course we ask that you **email your graduation certificate to YourEmail** and **bring a printed copy with you to the track.**

Please complete the eCourse **before** arriving at the event. Our classroom sessions at the event will assume you are familiar with the course material, and without this knowledge you'll find your day at the track to less enjoyable.

Let me know if you have any comments or questions. Otherwise, see you at the track!