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# My Instant Swipe File

A Complete Categorized "Swipe File" of Hot Headlines, Guarantees, Closes, Openings, Postscripts, Offers, and Much, Much More... *From the World's Greatest Copywriters!*

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**Gardner Marketing Group Inc.**

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## **A Personal Message from Jeff Gardner...**

### ***President of Gardner Marketing Group Inc.***

Over the last 20 years, I've been fortunate enough to learn how to write killer copy from some of the world's best copywriters. I've learned the secrets to writing great copy from books, courses, and seminars from the likes of Claude Hopkins, Victor Schwab, Dan Kennedy, John Carlton, Gary Halbert, Bob Bly, Joe Vitale, Michel Fortin, Yanik Silver, Russ von Hoelscher, Joseph Sugarman, and the list goes on and on and on.

However, some of the best lessons I've learned have come not from books or tapes or seminars, but directly from the copy written by these master copywriters. By taking a step back... stepping out of the consumer's shoes and into the shoes of the copywriter... I've been able to dissect and learn so much from the actual letters of these copywriters.

This intense study has paid off handsomely over the years. To date, I've been fortunate enough to write many sales letters that have generated over one million dollars. And even with this skill in my pocket, I continue to study and learn from great copywriters.

I put this manual together as a way for anyone with the desire to become a better copywriter to have the tools necessary to study the masters, quickly and conveniently. I've contacted some of the world's top copywriters – and received their permission to use portions of their best sales letters. I then dissected their letters and placed them into easy-to-find categories. This way, whether you're learning to write killer headlines... or you need an idea for a killer headline for a new piece you're working on, you can easily find successful headline examples from the best copywriters in the world.

I truly hope you use this manual to better your copywriting skills and increase sales, whether for yourself or your copywriting clients. Use it in good health.

Best Wishes,  
**Jeff Gardner**  
President  
Gardner Marketing Group Inc.  
Mansfield, Texas

# Copywriter Biographies

## **Bob Bly**

Bob Bly is an independent copywriter and consultant with more than 20 years of experience in business-to-business, high-tech, industrial, and direct marketing.

Bob has written copy for over 100 clients including Network Solutions, ITT Fluid Technology, Medical Economics, Intuit, Business & Legal Reports, and Brooklyn Union Gas. Awards include a Gold Echo from the Direct Marketing Association, an IMMY from the Information Industry Association, two Southstar Awards, an American Corporate Identity Award of Excellence, and the Standard of Excellence award from the Web Marketing Association.

Bob is the author of more than 50 books including *The Complete Idiot's Guide To Direct Marketing* (Alpha Books) and *The Copywriter's Handbook* (Henry Holt & Co.). His articles have appeared in numerous publications such as *DM News*, *Writer's Digest*, *Amtrak Express*, *Cosmopolitan*, *Inside Direct Mail*, and *Bits & Pieces for Salespeople*.

Bob writes sales letters, direct mail packages, ads, e-mail marketing campaigns, brochures, articles, press releases, white papers, Web sites, newsletters, scripts, and other marketing materials clients need to sell their products and services to businesses. He also consults with clients on marketing strategy, mail order selling, and lead generation programs.

Bob has appeared as a guest on dozens of TV and radio shows including MoneyTalk 1350, The Advertising Show, Bernard Meltzer, Bill Bresnan, CNBC, Winning in Business, The Small Business Advocate and CBS Hard Copy. He has been featured in major media ranging from the LA Times and Nation's Business to the New York Post and the National Enquirer.

For a FREE Copywriting Information Kit, or a free, no-obligation cost estimate on copywriting for your next project, contact:

**Bob Bly Copywriter**

**22 East Quackenbush Avenue, 3rd Floor, Dumont, NJ 07628**

**Phone (201) 385-1220, Fax (201) 385-1138**

**Website: <http://www.bly.com>**

**email: [rwby@bly.com](mailto:rwby@bly.com)**

## John Carlton

John Carlton is truly one of the top copywriters in the world. He is an internationally known and respected copywriter who has worked with Jay Abraham, Gary Halbert, and other marketing greats.

### "Who The Hell Is John Carlton?"

*By Mark Landstrom*

They call him "the secret weapon". Secret, because he has so far avoided the harsh limelight of fame, preferring to lay low and let his work do his talking. Weapon, because any marketer lucky enough to hire this brilliant writer will see profits *skyrocket*

John Carlton has been a top freelance advertising copywriter for over 21 years now. Many of his ads are legendary among writers and clients. He brings an edginess and street-savvy to ad writing that actually forces you to read every word.

And the big question has always been: "How does he *pull off* these must-read, insanely-profitable masterpieces?" Well, here is his first "tell all" book. Finally. And he spills *all* the beans. Every trick and secret and proven tactic... from writing head-turning headlines, to crafting a closing offer you simply cannot refuse.

### **The Information In This Book Is Worth A Fortune To Anyone Who Uses - Or Needs To Use - Advertising!**

The man himself defies easy description. He's had an amazing education in life, including stints as rock and roll lead guitarist, newspaper cartoonist, and deep-sea salmon fisherman. He's been a hitchhiking hippie, a corporate executive spy, and an "observing bohemian" in hot spots like Silicon Valley, Miami Beach and Hollywood

He's the nicest guy you'll ever meet in business (when he's not busting your balls with his wicked sense of humor). One of the rare ones who is honest to a fault, generous, gracious and yet completely unafraid to express an unpopular opinion. He will fight for what he believes in, and bullies clients into doing what he knows is right. And they love him for it.

But it's John's passion for studying people that *permanently raised the ceiling* on what it takes to be called "great" in today's mean streets of marketing. Learning what he understands about consumer psychology can put your business on the big-buck fast

track.

John has never been far from the epicenter of the direct marketing world. He went from being the high-priced hot shot freelancer that L.A. agencies snuck in the back door to write the pieces their own staff couldn't pull off... to working on the entrepreneurial "inside" with world-class marketing gurus like Jay Abraham and established hall-of-fame copywriters like Jim Rutz.

Around 1988, Gary Halbert ("the world's greatest living copywriter") invited John to handle the "big desk" at his Hollywood offices on Sunset Blvd, and during the ensuing marketing adventures these two men changed the nature of direct response advertising forever.

John was among the first to write television infomercials, to advertise on the Internet, and to mine the new industry of videotaped information. He says:

"I've had fun, brushes with death, helped shy men accumulate fortunes, and watched helplessly as rich corporations came tumbling down from their own idiocy. There's no better way to learn how the world works than to roll up your sleeves and get *filthy* with experience like this.

"I've been stupid, smart, lucky, well-off, broke, mocked, loved and despised... and I've learned something from *every damn minute of it*. I can identify and relate to every type of customer you'll ever see. And I can *sell* to them."

In his prolific career, John has promoted nearly every product or service used by human beings. This staggering list includes top financial advice newsletters... hugely expensive and exclusive marketing seminars (\$7,000 just to attend)... a conservative "better sex guide" with the *largest mailer* in the U.S. (his control ruled for over 5 years despite constant attempts by other pro writers to knock it off)... how-to-fight instructional videos from Navy SEAL commandos and highly-skilled streetfighters (a fascinating multi-million-dollar niche market)... golfing advice (his famous "one-legged golfer" ad *shocked* the country club crowd)... plus reams of letters and ads for retail businesses, self-help products, both entrepreneurial and corporate Web sites, doctors, real estate brokers, diets, precious metals, fund raisers... and "personal" letters that have motivated people to *change their lives forever*.

When John's ads (which often fill three entire pages) run in magazines, the whole "look" of the publication subsequently

changes... as other advertisers pump up the size and tone of their own ads to keep pace with John's hard-hitting style of raking in profits. His direct mail letters have long been used all over the world as "study guides" for great copywriting. His rare recorded interviews are eagerly studied by insiders.

In fact, other top writers and marketers have secretly sought out John's advice for years. Now you can tap into this same deep well of expertise.

This book is an astonishing opportunity to learn insider tactics and shortcuts used by only the best copywriters in the business. Here is a man used as a "secret weapon" by multi-million dollar companies... whose fees have caused uninitiated clients to *choke*. Yet the results his ads pull are so staggering, he is often booked a year in advance, despite never having advertised his services.

You cannot reach John by phone. He will, however, respond to all inquiries via email at: [support@marketingrebel.com](mailto:support@marketingrebel.com). Or by fax to 1-775-562-2655. Or through snail mail at:

**John Carlton**  
**316 California Ave. #114**  
**Reno, NV 89509**

Mark Landstrom is a designer and video producer in San Luis Obispo, California.

**NOTE:** You can see what John is up by going to his frequently updated blog at [www.john-carlton.com](http://www.john-carlton.com) – or by visiting his website at [www.marketingrebel.com](http://www.marketingrebel.com)

## **Randy Charach**

Randy Charach has helped thousands of people achieve their goals during the past two decades. And he has done it in a memorable and meaningful fashion.

He has authored and co-authored hundreds of audio, video and written books and courses to help people make more money with his marketing methods. His book titles include; "Secrets of a Millionaire Magician" ([www.MillionaireMagician.com](http://www.MillionaireMagician.com)) and "Niche Magic" ([www.NicheMagic.com](http://www.NicheMagic.com)).

His courses, Randy Charach's "Complete Guide to Internet Marketing" ([www.InternetMarketingGuide.com](http://www.InternetMarketingGuide.com)) and the "Internet Marketing Crash Course" ([www.InternetMarketingCrashCourse.com](http://www.InternetMarketingCrashCourse.com)) are top sellers on the web.



Randy has the ability to quickly achieve an unusually high level of success in his chosen fields. And he shares his methods in his entertaining, inspiring and practical presentations and programs.

He's an in-demand speaker at leading seminars throughout North America where he explains in detail how he made over \$100,000 in his first 5 months as an Internet Marketer. He shares the methods he applies to propel many more profitable and diverse ventures by harnessing the power of the Internet.

Randy lives with his wife Chana and daughters Leilani, Shira, and Kyla. You can learn more about Randy and discover what he can do to help you at: [www.123smg.com](http://www.123smg.com)

## **Jesse Forrest**

Jesse Forrest is a copywriter and marketing consultant. He's also known as the "secret weapon" used by some of the world's most successful online marketers and business owners, to boost sales, orders and profits!

For years, he's worked "behind the scenes" writing sales copy that's brought in hundreds of thousands of dollars in sales. *But that's not all..*

The copy he's written has also resulted in record breaking conversion rates. Recently, his clients enjoyed response rates as high as: 7, 10, and even 15%! *But that's not all ...*

In the past 5 years, Jesse has been fortunate to have written sales letters for some of the biggest names in online and offline marketing. **He's written copy for ...**

- > **Alex Mandossian**
- > Rob Bell
- > **John Frazier**
- > Rick Raddatz
- > **Armand Morin**
- > Brett Fogle
- > Rick Otton
- > **Peter Sun**
- > Anik Singal
- > **Holly Cotter**
- > Erik Von Markovic
- > **Jay Abraham**
- > Gary Jezorski
- > *Plus many, many more...*

To contact Jesse Forrest to write copy for you, visit his website at [www.jesseforrest.com](http://www.jesseforrest.com)

## **Michel Fortin**

**A direct response copywriter** for almost 15 years, Michel Fortin has an *uncanny knack* for writing clearly, persuasively and vibrantly. In fact, his track record speaks for itself. In the last few years, he was instrumental in selling several *millions of dollars* worth of products and services for a wide variety of clients stretching hundreds of different (and unrelated) industries.

One of his recent successes is a salesletter he wrote that produced a record-breaking \$1.08 million in online sales in just *18 hours of its launch*.

What's more, Michel is known for his remarkable teaching ability. He's a former college teacher in *Marketing, Personal Selling, Sales Management, Marketing Management, eCommerce* and *Internet Marketing*. In fact his love is coaching individuals on how to write compelling copy.

As an in-demand public speaker and consultant, Michel often talks at conferences, bootcamps and seminars around the world — charging as much as \$1,500 to \$5,000 a seat to attend! He also gives teleseminars regularly, such as [WebCopyExplained.com](http://WebCopyExplained.com) and his latest, [BoostMyResponse.com](http://BoostMyResponse.com), which are with legends Gary Halbert and John Carlton.

Today, Michel is the author of several books, including the **freely available** *The 10 Commandments of Power Positioning* at <http://successdoctor.com/free/> and ***Power Positioning*** ([www.powerpositioning.com](http://www.powerpositioning.com)) as well as his DVD, "How to Write Profit-Pulling Copy In 3 Simple Steps" at [www.copyonfire.com](http://www.copyonfire.com)

Michel publishes a free, monthly email newsletter, *The Profit Pill*.<sup>TM</sup> In it, he reveals copywriting tips, techniques and resources. It's at [www.theprofitpill.com](http://www.theprofitpill.com) But his love is *coaching individuals* how to write compelling sales copy. That's why he launched his private website at [TheCopyDoctor.com](http://TheCopyDoctor.com), where you can learn how to write killer copy by seeing him do it, "live" on video, each month.

He has also appeared as a guest on several talk shows, TV shows and radio programs, including *Small Business Heroes* (CFRA Radio, Ottawa, the *Mike Litman Show* and many others.

Michel and his articles have appeared in over 500 publications, including Internet.com, Home Business Magazine, Web Promote, Wealth Building Magazine, Office.com, Marketing Power! and others.

Operating as *The Success Doctor*<sup>TM</sup> since 1997, Michel's consultancy is based in Ottawa, Canada. He is a member of the (now merged) **HTML Writers Guild** and **International Webmasters Association** since 1998, and since 2000, the Canadian arm of the **Association of Internet Marketing And Sales**. You can contact Michel through his website at [www.successdoctor.com](http://www.successdoctor.com)

## **Mike Jezek**

**Mike Jezek writes “Psychologically-Enhanced Copywriting” for businesses that demand results.** A pro at writing direct mail sales letters, as well as hot Internet website copy, Mike's copy gets results. Here are just a few comments from past clients.

"Sales up around 150%" Tom D. Quit-Smoking-Tips.com "brought in well over \$150,000 in revenue for us". *Regards, Jonathan S.*

"1.2 million in sales" *Tom Bell*

"100% increase in sales" Reynaldo Perales "sales conversion rate with the letter so far is a whopping 6.5%" *Don B.*

"Mike Jezek's sales copy increased our sales by 30%" Johanna Milo "I saw an immediate 77% increase in profits" *Jack Humphrey*

To find out more about Mike Jezek's copywriting services, you can visit his website at [www.mikejezek.com](http://www.mikejezek.com)

## **Dr. Harlan Kilstein**

**Quickly becoming one of the hottest copywriters on the Internet, Dr. Harlan Kilstein's copy has generated millions of dollars for his clients.** Harlan has worked with and written copy for some of the world's best marketing experts and gurus, including Jay Abraham, T. Harv Eker, and Stephen Pierce. Harlan's copy has also been responsible for creating some of the biggest online "Success Stories", including writing a sales letter for Internet marketer, Frank Kern, that generated sales of \$110,000 a minute! To find out more about Dr. Harlan Kilstein's copywriting services – and see his latest "Success Stories", visit his website at [www.overnight-copy.com](http://www.overnight-copy.com).

## **Dan Lok**

Known as the "**The World's #1 Website Conversion Expert**," Dan is the "go-to" Internet copy genius who's created hundreds of money-making ads and sales letters for clients in more than 49 different industries...

Dan's reputation precedes him and includes a track record of **selling over \$25.7 million of merchandise and services**. His skills are so sharply honed that it wouldn't be surprising if he *sold ice to the Eskimos... at a premium price!!!*

If Dan is such **a wizard with words**, perhaps you're wondering why you haven't heard of him before. It's because Dan doesn't seek out the spotlight. This "quiet giant" keeps a low profile in an industry over-run with self-promoting, self-proclaimed, and often self-deluded "experts."

Instead of stoking the "Lok Publicity Machine," Dan focuses on stoking the fires of success for his small business clients. Instead of devoting his time to his celebrity status, he spends hour after hour, week after week, working for the little guys... and loving it.

Dan proves that there's no truth in the old expression that "Those who can, do; and those who can't, teach." He's at the peak of his success, **achieving unsurpassed results for his clients every day**. Yet much as he enjoys savoring his own triumphs, this incredibly gifted "can do" guy likes to "share the wealth" by teaching others to succeed, as well.

Dan has resuscitated copy that was previously in "critical condition" and helped his clients double and triple their conversion rates... **some as much as 417%!!!** More than **200 websites** have been "Lok-ed" and loaded for Internet action.

The strategies, techniques and psychological tactics Dan employs are irresistible to consumers. They produce **dramatic results** and spell the difference between failure and success, and between success and "super-stardom" for his clients.

**Dan currently charges \$15,000.00 for any campaign he creates, and \$895.00 an hour for consultation.** Even at that price, there's no shortage of clients eager to experience the "Lok Magic".

To contact Dan Lok, you can visit his website at:  
[www.websiteconversionexpert.com](http://www.websiteconversionexpert.com)

## **Yanik Silver**

**Yanik Silver is a highly-respected "results only" direct response copywriter and marketing consultant.** Yanik specializes in creating valuable tools and resources designed to help entrepreneurs start and grow their businesses. Yanik not only writes million-dollar copy, he also teaches others how to write their own cash-generating sales copy, through his copywriting courses and seminars. For Yanik's complete "Ultimate Copywriting Workshop", you can visit his website at  
[www.ultimatecopywritingworkshop.com](http://www.ultimatecopywritingworkshop.com)

## **Grady Smith**

**Grady Smith is the owner of Cheap-Copy.com.** He's known for providing hard-hitting sales letters, autoresponders, and ads that get results at a price people can afford. Stop by today and mention this book to get a free critique of your sales letter (\$95 value) explaining how you can increase conversion with a few simple changes. Click the link:  
[www.cheap-copy.com](http://www.cheap-copy.com)

## **Joe Vitale**

**Joe Vitale is the world's first Hypnotic Marketer.** He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 Best-Selling book, *Spiritual Marketing*, the Best-Selling e-book *Hypnotic Writing*, and the Best-Selling Nightingale-Conant audioprogram, *The Power of Outrageous Marketing*. When you're ready to take your business to the next level... to hire an internationally renowned marketing strategist and best-selling author... to hire **THE** Dr. Joe "Mr. Fire" Vitale for everything from consulting and copywriting to public speaking and marketing strategy, go to [www.mrfire.com](http://www.mrfire.com).

# 1. Headlines

Do you think that a guy who's read every book on advertising since 1850 could teach you something about succeeding with your business?

**"World Renowned Marketing Expert, Joe Vitale, Reveals Irresistible Marketing Secrets That Have Turned Ordinary People, Step-By-Step, Into Millionaires"**

**Warning:** This is a serious, One-On-One opportunity, only available to a few individuals who are bold enough, and sincerely want to establish an "automatic" monthly income of \$10,000 to \$50,000 a month...

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***Here's how you can stop following the crowd, copying what everyone else is doing...***

**"They Have Quietly Built Their Fortunes Online. And Now, For The First Time Ever, They Share With You Brand New Insider Circle Secrets You Must Discover If You Want To Make Money With Your Website"**

**"This is unlike anything you've seen before.** Now's your chance to uncover the little-known and rarely talked about techniques, free resources, behaviors, strategies and tactics that allow *milliondollar Internet marketers* (many of whom are unknown) to continually pull in more money per month to their websites than most multimillion-dollar corporations do *in an entire year!*"

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***Urgent: Reading this breaking report may hypnotize you into making more sales***

**"I Dare You to Use These *Hypnotic Selling Secrets* and NOT Dramatically Increase Your Traffic, Your Sales, Your Conversions, and Your Business -- 100% GUARANTEED!"**

**Or I Will Pay You \$1,000 Out of MY Pocket.**

Hard to believe? You bet! But the fact is, the results from people just like you proves without a doubt that these secret Hypnotic Selling principles work like magic for anyone...

- Jeremy doubled the sales from his website -- with three minor hypnotic changes.
- **Michael increased his sales 200% -- with just 2 hours of changes.**
- Carol tripled attendance to her seminars from one email -- after one hypnotic change.
- **Laura DOUBLED the number of downloads at her site -- with 1 hypnotic sentence.**

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***If your website or salesletter stinks because it's not selling squat, or if you totally suck at writing copy and even flunked English...***

**"What If You Could Spy On The Most Successful Marketers In The World, And *Ethically Steal* Their Astonishing, Step-By-Step Shortcut Secrets On How To Convert More Prospects And Visitors Into Cash?"**

**(How? Learn from their copywriter.)**

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Let Dr. Joe Vitale teach you how to manifest a new car (or anything else)...

## **"Who Else Wants to Attract a Brand New Car, Boat, House – or Maybe \$97,000 in Cash – Using this New Secret Magic Formula?"**

**"Give me 4 hours and I'll show you how to attract a new car - or anything else you can imagine - using my guaranteed 5-step easy system... I've attracted 7 new cars – so far – and now I'm teaching others how to manifest them... Want to be next?"**

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**Attention:** If you've always dreamed of writing your own best-selling ebook but worry you don't have what it takes to be a writer or a marketer, **THIS is the ebook you've been waiting for.** Two of the most famous ebook authors in Internet history bring you...

## **"The World's First Nuts & Bolts, Start to Finish, ULTIMATE Guide to Creating & Marketing Your Own Moneymaking Ebooks"**

Now you can become a money-making ebook author, too, with this proven treasure map to the online gold.

It answers all your questions, shows you all the short-cuts, and gives you a quick and easy paint-by-the-numbers way to making staggering profits with your own "How-To" Ebooks on any subject -- even if you can't write anything more than a grocery list or your own name -- **100% Guaranteed!**

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It's true! The "website traffic generation" industry is about to be *turned on its ear...*

**"If You Can Copy And Paste,  
Then You Have What It Takes  
To Quickly And Easily Drive More  
Cash-In-Hand, Eager-To-Buy Leads  
And Prospects To Your Website  
Than You Can Ever Handle —  
Once You Know The Secrets."**

Finally Revealed! After Driving 1.57 Billion Visitors To His Websites And Producing Millions Of Dollars In Sales, 33-Year-Old Florida Man Breaks 14 Years Of Silence To Expose For The First Time Ever His Proven, 'Lab-Tested' Strategies Anyone Can Use For Consistently Generating Steady Streams Of Targeted Leads To ANY Website... No Matter What You Sell, How Much Experience You Have Or What Kind Of Budget You Have To Work With...

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### Special Report

**"If You Put This Missing Ingredient In  
Your Ads, Sales Letters, And Emails, Then  
I ~~Promise~~, NO Wait... I GUARANTEE Your  
Sales Will Go Bananas Within 24 Hours"**  
(The "missing ingredient" is the essence of the most successful sales letter in history - - earning over ONE BILLION DOLLARS. How much will it make you?)

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**Warning!** This *controversial letter* may be upsetting for a few readers who honestly think that making money on the Internet is going to be easy. If so, you are sadly misguided. *Discover how to be an underdog instead...*

## **"After The Feds Crushed And Publicly Humiliated Him, Outlaw Marketer Thumbs His Nose At The Internet Marketing Gurus And Uncovers A Radically *Unconventional* Approach That's So Wildly Successful, It Leaves Them Red In The Face!"**

Following his very public fall from grace when the FTC *bulldozed his business* and froze his assets, Frank Kern went on to "quietly" earn a decent living from his tiny little underachieving websites that sell to ultra-targeted niche markets working entirely (and legally) *under the radar...*

... WITHOUT creating a single product of his own!

Finally, he and Ed Dale have put together a massive, exceptionally detailed, step-by-step course to show you exactly how you can easily duplicate what they do... with none of that mind-numbing "voodoo" Internet marketers *incestuously* sell to other Internet marketers.

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No time to exercise? No problem!

**"Introducing the amazing new workout program that's the laziest way to get in shape - works almost any place, anytime, anywhere...even while watching TV!"**

**Whoever said 'no pain - no gain' obviously didn't know about this...**

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# **"Scientists Discover Amazing New Toothbrush That Transforms Ugly, Yellow Teeth Into Dazzlingly White In Just 2 Short Weeks - With No Visits To The Dentist, Bleaches Or Whiteners!"**

**"Now you can quickly and easily get rid of bad breath, make your teeth dazzlingly white and avoid gum disease - in just 2 short weeks - thanks to the revolutionary new hyG toothbrush!"**

**"Scientific tests at the Marquette School Of Dentistry have proven that the hyG toothbrush removes 36% more plaque and 51% more gingivitis, than every other toothbrush tested (keep reading to see actual test results)."**

**"Plus, you'll save money by not having to visit the dentist nearly as often. Because you're using a toothbrush that's far superior to all others."**

**"What's more, you'll be joining over 96 million satisfied customers from 49 different countries, who all enjoy the benefits of using hyG!"**

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*Want to slash strokes from your game almost overnight?*

## **Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices...And Can Slash Up To 10 Strokes From Your Game Almost Overnight!**

Now you can learn to use *your* natural ability to “load” every drive with **200% more explosive power** almost overnight, getting distance you could only dream of before...while nailing shot after shot *exactly where you want it*, as accurate as clockwork...and, if you’re like most golfers, knocking a pile of strokes off your next round! Impossible? Not if you believe what lifelong professionals and hot new amateurs worldwide are now saying...

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Would you like a sales letter that converts at  
an impressive 10% conversion rate?  
Then keep reading ...

**"Be One Of The First 10 People  
To Say "Yes" To This Amazing Offer  
And I'll Personally Guarantee You'll Get  
A Sales Letter That Converts At 5% Or  
Better -- Or I'll Pay You \$2,000!"**

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*“Are you itching to become a cash-rich Internet marketer?”*

**‘Internet Marketer’s “Secret Society”  
Reveals Uncensored Truth About All  
The “Underdog” Secrets You NEED  
To Know... To “Get Out Of The  
Gate” And Start Banking HUGE Online  
Profits!**

*Check this out IMMEDIATELY... it could be gone before the end of today!*

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*Want to change the way people respond to you? This could be the  
key to what’s been holding you back your entire life...*

**Amazing Secret Weapon Hoarded By  
Movie and TV Stars, Singers and Politicians  
Skyrockets Your Self Esteem, Transforms Your  
Voice in Minutes A Day, Eliminates Fear of  
Public Speaking... And Commands Instant  
Respect From People You Meet**

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*The most amazing part is you can learn it too!*

## **How A Near Fatal Road Collision Accidentally Gave A Boston Man The Ability To Communicate With Those Who Have Passed On!**

**“It’s so simple, you can develop your own psychic abilities,” he says... and he **INSISTS** he can quickly teach his simple secret to **YOU**... overnight you can increase your sensitivity and improve your relationships, receive intuitive guidance on important decisions in your life, be connected to your loved ones who have passed on, and become more in touch with nature and the universe.”**

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*Finally, you can drop six strokes from your game overnight without practicing – guaranteed.*

**“The Amazing Secret that Tiger and other Pros Use  
(But Want to Keep Regular Golfers from Learning)  
that Adds Yards and Accuracy to Your Drives,  
Eliminates Hooks and Slices, Sinks Your Impossible  
Putts... And Puts Your Game on Autopilot  
Consistency in Just Two Hours!”**

**It works like magic but almost nobody knows about it.  
You’ll ask yourself, how can something so simple be so  
powerful...and so secret - That’s the way the pro’s like it.**

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Major Announcement!

## **Canadian “Mystery Man” Finally Comes Out of Retirement to Unveil His “Lifetime Secret” at a Special Thursday Evening Bonus Session!**

**This Powerful Secret of Success Will Only Be Revealed at this Special One-Time Presentation on Thursday, April 15 at the Mind, Money, & Wealth® Super Conference!**

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If petite woman and 12 year old kids are using this secret to hit perfect drives over 250 yards... imagine what it can do for YOU!

## **How Does An Out-Of-Shape 55 Year-Old Golfer, Crippled By Arthritis & 71 Lbs. Overweight, Still Consistently Humiliate PGA Pros In Head-To-Head Matches By Hitting Every Tee Shot Further And Straighter Down The Fairway?**

The answer will shock and delight you! It’s an amazing simple “2-step” Maximum Distance revelation that we, swear, will take you just 3 swings to master yourself... Instantly pumping massive payloads of accurate power into your swing no matter how uncoordinated or out-of-shape you are... and guaranteeing your very next tee shot will be a breathtaking dead solid straight drive of 250-plus yards! Plus... if you aren’t convinced, these guys will pay you \$10!

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# World Famous Street Fighter Will Give You A **FREE GUN**

Just To Prove He Can Take It Away From You Bare-Handed  
As Easy As Candy From A Baby!

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Do You Love Golf As Much As I Do?

Here's How to Get Your Copy Of That Amazing  
\$5,000 "Advanced Secrets Of Pro Golf" 14-Lesson Video...  
For Less Than You'd Pay For 2 Rounds At Your Local Golf  
Course!

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**WARNING! Don't Even Think About Using Any  
Nutritional Supplements Until You Read This...**

**An Open Letter To Every Bodybuilder  
Who Secretly Believes That  
Most Nutritional Supplements  
Are Garbage!**

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**Every fight is Bam-BAM and you're done!**

# **All Your Fancy Fighting Skills Won't Earn You An Extra Second Against This Devastating New Natural Streetfighting System!"**

**Why are black belts, boxers, Ju Jitsu, wrestlers...  
and especially those silly macho "military" guys who  
*claim* to be so tough... scared to death when faced  
with this amazingly simple new fighting secrets?**

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**For administrative professionals ONLY:**

**"How to Dominate Your Work Day and Gain the Respect,  
Recognition, Pay Raises and Perks You Want!"**

**Find out what other administrative professionals are doing to win  
at work, gain career advantage, and manage a family  
while loving every minute of it!**

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Important news for men who swore they'd never try another hair re-growth product ...

## **Revealed at Last, the Amazing Hair Re-Growth "Trigger" Discovered by an Elite New York Dermatologist Group 7 Years Ago**

**Their Best-Kept Secret Puts to Shame Heavily Advertised "Brand name" Hair Growth Treatments**

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Did You Know There are Ordinary, Average People Quietly Taking Small Amounts of Money and Turning Them into Windfalls of Cash? Well, What if You Knew What They Know? What if YOU Knew, for Example ...

## **How to Turn a Measly \$400 into a Whopping \$100,000! Imagine How Your Life Would Change for the Better!**

Give Me Just 20 Minutes of Your Time and I Guarantee You Will Learn Exactly How to Make More Money in One Day Than Most People Make in a Month or Even a Year!

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# **\$18,239 ... \$23,434 ... \$9,232 – right into YOUR BANK ACCOUNT! How?**

**Amazingly simple real estate money making system  
(rich insiders use) gives you control over prime properties  
for as little as \$10 even if you're dead-broke and have trashy credit!**

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## **38 Great Ideas for Your Next Headline**

By Robert W. Bly  
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The best way to get ideas for headlines when you are stuck is to keep a swipe file of successful ones and consult it when you are new as or mailing. Here's a partial collection from my swipe file, Organized by category:

*Ask a question.* "What do Japanese Managers Sometimes Lack?"

*Tie to current events.* "Stay One Step Ahead of the Stock Market Just Like Martha Stewart – But Without Her Liability!"

*Create new terminology.* "New Polarized Oil' Magnetically Adheres to Wear Parts in Machine Tools, Making Them Last Up to 6 Times Longer."

*Give news using the words "new", "Introducing", or "announcing a Painless Cut in Defense Spending."*

*Give the reader a command* – tell him to do something. "Try Burning This Coupon."

*Use number and statistics.* "Who Ever Heard of 17,000 Blooms from a Single Plant?"

*Promise the reader useful information.* "How to Avoid the Biggest Mistake You Can Make in Building or Buying a Home."

*Highlight you offer.* "You Can Now Subscribe to the Best New Books – Just as You Do to a Magazine."

*Tell a Story.* "They Laughed When I Sat Down at the Piano...But When I Started to Play."

*Make a recommendation.* "The 5 Tech Stocks You Must Own NOW."

*State a benefit.* “Managing UNIX Data Centers – One Difficult, Now Easy.”

*Make a comparison.* “How to Solve Your Emission Problems – at Half the Energy Cost of Conventional Venturi Scrubbers.”

*Use words that help the reader visualize.* “Why Some Foods ‘explode’ in Your Stomach.”

*Use a testimonial.* After Over Half a Million Miles in the Air Using AVBLEND, We’ve Had No Premature Camshaft Failures.”

*Offer a free report or booklet.* “New FREE Special Report Reveals Little Known Strategy Millionaires Use to Keep Wealth in Their Hands – and Out of Uncle Sam’s.”

*State the selling proposition directly and plainly.* “Surgical Tables Rebuilt – Free Loaners Available.”

*Arouse reader curiosity.* “The One Internet Stock You MUST Own Now. Hint: It’s NOT What You Think!”

*Promise to reveal a secret.* “Unlock Wall Street’s Secret Logic.”

*Be Specific.* “At 60 Miles an Hour, The Loudest Noise in The New Rolls Royce Comes from the Electric Clock.”

*Target a particular type of reader.* “We’re Looking for People to Write Children’s Books.”

*Add a time out element.* “Instant Incorporation While-U-Wait.”

*Stress cost savings, discounts, or value.* “Now You Can Get \$2,177 Worth of Expensive Stock Market Newsletters for the Incredibly Low Price of Just \$69!”

*Give the reader good news* “You’re Never to Old Hear Better.”

*Offer an alternative to other products and services.* “No Time for Yale – Took College at Home.”

*Issue a challenge.* “Will Your Scalp Stand the Finger Nail Test?”

*Stress your Guarantee.* “Develop Software Applications Up to 6 Times Faster or Your Money Back.”

*State the price.* “Link 8 PCs to Your Mainframe – Only \$2,395.”

*Set up a seeming contradiction.* “Profit From ‘Insider Trading’ – 100% Legal!”

*Offer an exclusive the reader can't get elsewhere.* “Earn 500+% Gains With Little Known “Traders Secret Weapon.”

*Address the readers concern.* “Why Most Small Businesses Fail – and What You Can Do About It.”

*As crazy as it sounds...* “Crazy as it Sounds, Shares of This Tiny R&D Company, Selling for \$2 Today, Could be Worth as Much as \$100 in the Not-To-Distant Future.”

*Make a big promise.* “Slice 20 Years Off Your Age!”

*Show ROI for purchase of you product.* “Hiring the Wrong Person Cost You Three Times Their Annual Salary.”

*Use a “reasons-why” headline.* “7 Questions to Ask Before You Hire a Collection Agency...And One Good Answer to Each.”

*Stress the value of you premiums.* “Yours Free – Order Now and Receive \$280 in Free Gifts With Your Paid Subscription.”

*Help the reader achieve a goal.* “Now You Can Create a Breakthrough Marketing Plan Within the Next 30 Days...for FREE!”

*Make a seemingly contradictory statement or promise.* “Cool Any Room in Your House Fast – Without Air Conditioning!”

# Ready-To-Use Headline Templates

**They Laughed When I \_\_\_\_\_ -  
But When I Started to \_\_\_\_\_!**

**How a “Fool Stunt” Made Me \_\_\_\_\_!**

**The Truth About \_\_\_\_\_!**

**What Every \_\_\_\_\_ Should  
Know About \_\_\_\_\_!**

**WARNING: Before You \_\_\_\_\_,  
READ THIS!**

**\_\_\_\_\_ Discovers Amazing  
\_\_\_\_\_!**

(Example: Kansas City Man Discovers  
Amazing Money-Making System)

**The Lazy Man’s Way to \_\_\_\_\_!**

**Free \_\_\_\_\_ Reveals (#) New Ways to  
\_\_\_\_\_!**

**The Amazing \_\_\_\_\_ Secret Of a \_\_\_\_\_ from  
\_\_\_\_\_!**

**How to Get \_\_\_\_\_ Without  
\_\_\_\_\_!**

**An Amazing Secret That Can \_\_\_\_\_!  
(Example: An Amazing Secret That Can Make Your Newspaper  
Advertising up to 750% More Profitable)**

**Here is What \_\_\_\_\_ Say About The Amazing  
Inside Secrets Revealed In \_\_\_\_\_!**

**The “(name of product)” and why it should make  
you an extra \_\_\_\_\_ in the next \_\_\_\_\_!**

**Why Am I Giving Away This \$(value)  
“(name of product)” Virtually (Absolutely) Free?**

**How to Make People Line Up and Beg You To  
\_\_\_\_\_!**

**Earn Up to \$ \_\_\_\_\_ A Year as a  
\_\_\_\_\_!**

**Make \$ \_\_\_\_\_ Weekly (taking a specific action)!  
(Example: Make \$1,932 Weekly Reading Phone Books)**

**Buy \_\_\_\_\_ Dirt Cheap!**

**A Realistic and Superb Way to Make \$ \_\_\_\_\_  
Plus... Every Year!**

**How You Can Cash In On \_\_\_\_\_!**

**\$ \_\_\_\_\_ (or more)  
in Cash Per \_\_\_\_\_!**

**Now you can make more \_\_\_\_\_,  
have more \_\_\_\_\_  
- than you ever thought possible!**

**Put \$ \_\_\_\_\_ Cash  
In Your Pocket In the Next \_\_\_\_\_!**

**\$ \_\_\_\_\_ In (#) Days  
For \_\_\_\_\_!**

**“He Was Only (#) Years Old and Was Making  
\$ \_\_\_\_\_ A Week. I Was (#) and Bringing Home  
\$ \_\_\_\_\_; Boy Did I Feel Like a Jerk!**

**Making \_\_\_\_\_ May Be Easier Than You Think!**



\_\_\_\_\_ **Screwball Idea Creates**  
**Fun New Way to Make Money!**  
(Example: Arizona Lady's Screwball Idea...)

**The Amazing \_\_\_\_\_ That Lie**  
**Hidden In Your \_\_\_\_\_!**

**(Action) And Make \$ \_\_\_\_\_ In (#) Weeks!**

**FREE!**  
**AMAZING NEW \_\_\_\_\_!**  
\_\_\_\_\_ **SECRETS REVEALED!**

**“Learn The Secret of the World's Most Ingenious**  
\_\_\_\_\_ **- RISK FREE!”**

**“My \_\_\_\_\_ Was Killing Me...**  
**Until I Discovered \_\_\_\_\_!”**

**\$ \_\_\_\_\_ Guaranteed\* In One**  
\_\_\_\_\_ **Phone Call!**

**\$ \_\_\_\_\_ A Day (week, month, year) –**  
**(Taking a Particular Action)...**  
**And You Never Have to (Painful Action)!**  
(Example: \$825 a Day Receiving Phone Calls...  
and you never have to talk to anyone!)

**You Can Even \_\_\_\_\_  
While You're Asleep or On Vacation!**

**(State) (Occupation) Makes \$ \_\_\_\_\_  
a Day with \_\_\_\_\_!  
(Example: Kansas Housewife Makes  
\$825.00 a Day With Simple Answering Machine!)**

**Get \$ \_\_\_\_\_ In FREE \_\_\_\_\_ For  
Only (#) Minutes of Your Time!**

**New Ways to Make up to \$ \_\_\_\_\_  
a Day With Your \_\_\_\_\_!**

**Make \$ \_\_\_\_\_ to \$ \_\_\_\_\_ an Hour  
with Our Easy \_\_\_\_\_!**

**How to Make \_\_\_\_\_ of Dollars a \_\_\_\_\_  
Doing Something You Enjoy!**

**How to Make \_\_\_\_\_ of Dollars  
At Home with \_\_\_\_\_!**

**How to Make \$ \_\_\_\_\_ to  
\$ \_\_\_\_\_ a Month with \_\_\_\_\_!**

**My Accountant Says I'm Crazy, But I'm  
Ready to Give You \$\_\_\_\_\_ in Free Gifts!**

**How the Same \_\_\_\_\_ Who Helped  
Me \_\_\_\_\_ Can Help You, Too!**

**How to Make \$\_\_\_\_\_  
Without Even \_\_\_\_\_!**

**FREE \_\_\_\_\_ Shows You How  
You Can \_\_\_\_\_ With \_\_\_\_\_!**

**Get \$(value) (product)  
ABSOLUTELY FREE!  
(No Strings Attached)**

**Make up to \$\_\_\_\_\_ a Year  
or More In Your Own \_\_\_\_\_!**

**The Incredible True Story of \_\_\_\_\_!**

**A Guaranteed Way to Turn  
\_\_\_\_\_ Into \$\_\_\_\_\_!  
(Example: A Guaranteed Way to Turn 20 Minutes of Your Time  
Into \$72,000 Extra Profit!)**

**How to Turn \_\_\_\_\_ Into \_\_\_\_\_!**

**How a \$\_\_\_\_\_ (item) Can (action) by as much as \_\_\_\_\_!**

(Example: How a \$7 Investment Can Boost Your Profits By As Much As 917%)

**How a \_\_\_\_\_ Went From \_\_\_\_\_ to \_\_\_\_\_ -  
In Less Than \_\_\_\_\_!**

**“How I Went From an \_\_\_\_\_ with \_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_... & How You Can Do It, Too!”**

(Example: How I Went from an Unemployed 46-Year Old with Almost Zero Money, a Whopping Mortgage, and a Pile of Unpaid Bills to a Multi-Millionaire - & How You Can Do It, Too!”)

**Revealed At Last...**

**(Adjective) \_\_\_\_\_ Reveals Secrets to \_\_\_\_\_... In (Amount of Time) –**

**Using a 100% Guaranteed Program!**

(Example: Quick-Turn Real Estate Expert Reveals Secrets to Making \$117,00 in Cold, Hard Cash... In 12 Months or Less – Using a 100% Guaranteed Program!)

**Discover the Amazing Secret That’s Making These (#) of People \_\_\_\_\_ In \_\_\_\_\_!**

(Example: Discover the Amazing Secret That’s Making These 376 People Wealthy In Real Estate!)

**How to Earn a Monthly Income of  
\$\_\_\_\_\_ - Just By \_\_\_\_\_!**

**The Secret of Making \$\_\_\_\_\_ In  
(Amount of Time) With \_\_\_\_\_!  
(Example: The Secret of Making \$2,970.00 in  
One Weekend Photographing People & Pets!)**

**Free Report Reveals...**

**The World's Easiest & Most Complete...**

**(#) Quick & Easy Ways You Can  
\_\_\_\_\_ - GUARANTEED!**

**Announcing... The First \_\_\_\_\_ - Tested &  
Proven More \_\_\_\_\_ and More \_\_\_\_\_  
Than Any \_\_\_\_\_ Ever!**

**“\_\_\_\_\_ That Bring You Riches!”**

**How to Make Maximum \_\_\_\_\_ In Minimum  
\_\_\_\_\_!**

**“Make \$\_\_\_\_\_ A Month  
With Your Own \_\_\_\_\_!”**

**...Even if You've Never \_\_\_\_\_!**

**How to Get a FREE \_\_\_\_\_ Delivered to  
You With Absolutely No Risk Whatsoever!**

**Discover How to \_\_\_\_\_ in 30 Days – Guaranteed!**

**How to \_\_\_\_\_ While You Sleep!**

**A Completely Different Approach to \_\_\_\_\_ Took  
Me From \_\_\_\_\_ To \$ \_\_\_\_\_ A Day (Taking  
Action), In Only a Few \_\_\_\_\_ --- And I'm  
Convinced Anybody Can Copy What I'm Doing, Once  
They Understand It!**

(Example: A Completely Different Approach to "Mail-Order" Took  
Me From Broke To \$4,000 A Day (Taking Action), In Only a Few  
Months --- And I'm Convinced Anybody Can Copy What I'm  
Doing, Once They Understand It!)

**Amazing Free Report Reveals...**

**WARNING: To (Target Prospect)...**

**An Open Letter and Free Offer To  
\_\_\_\_\_ Who Want \_\_\_\_\_!**

**If You Love To \_\_\_\_\_, Get Your \_\_\_\_\_  
While It's Still Legal to Sell Them!**

**No \_\_\_\_\_ Can Resist the (Product Name)!**

**The Best New Book on \_\_\_\_\_ Is Yours FREE!**

**How to Earn a Monthly Income of \$ \_\_\_\_\_  
For Life – Just By \_\_\_\_\_!**

**You Can Make \$\_\_\_\_, \$\_\_\_\_, Even \$\_\_\_\_ An Hour or  
More – Doing \_\_\_\_\_!**

**“Here's Proof That You Can \_\_\_\_\_  
- Amazingly Easy!”**

**You Can Become a \_\_\_\_\_ Millionaire!  
(Example: You Can Become a Network Marketing Millionaire!)**

**\_\_\_\_\_ Man/Woman Discovers  
an Incredible New \_\_\_\_\_  
That \_\_\_\_\_!  
(Example: Arizona Man Discovers an Incredible New  
Money-Making Program That Builds Wealth While You Sleep!)**

**Say Good-Bye to \_\_\_\_\_ Forever!**

**\_\_\_\_\_ Revealed... At Last!**  
(Example: Million Dollar Mail Order Secrets Revealed... At Last!)

**“How My (#) Super Secrets Revealed Below  
Will Bring You \_\_\_\_\_, \_\_\_\_\_, and a  
\_\_\_\_\_...”**

**Amazing New \_\_\_\_\_ Gives You  
\_\_\_\_\_... Without \_\_\_\_\_!**

**An Open Letter to Anyone Who Wants to \_\_\_\_\_  
In (Amount of Time) The Lazy Way!**  
(Example: An Open Letter to Anyone Who Wants to Lose up to 20  
Pounds in Two Weeks The Lazy Way!)

**You Can \_\_\_\_\_ -- In Just (#) Days!**

**Lazy \_\_\_\_\_ Wants to Share \_\_\_\_\_!**  
(Example: Lazy Millionaire Wants to Share The Wealth!)

**“This New \_\_\_\_\_ Can Earn You  
(Amount of Money)!”**  
(Example: This New Business-in-a-Box Can Earn you Hundreds  
of Thousands of Dollars!)

**Here's How to Get...**



**A Foolproof Way to...**

**“Here’s The Quickest & Easiest  
Way For You To \_\_\_\_\_!”**

**Here’s a Rare Opportunity For  
You To Quickly and Easily \_\_\_\_\_!**

**How to (Benefit #1), (Benefit #2),  
(Benefit #3), & (Benefit #4)**  
(Example: How to Win Tons of New Customers, Get Them to Buy  
More Often, Increase the Dollar Amount of Every Sale, and  
Double Your Profits in Record Time!)

**How to Master The Art of \_\_\_\_\_!**

**How to Make a Fortune \_\_\_\_\_!**

**How to Get Your Very Own \_\_\_\_\_  
For Less Than \$\_\_\_\_\_ A Day!**

**\$\_\_\_\_\_ In Prizes!**

**At Last... Someone Has Unlocked  
the Secret To \_\_\_\_\_!**

**\_\_\_\_\_ Secrets That \_\_\_\_\_ Don't Want Published!**  
(Example: Banking Secrets That Banks Don't Want Published!)

**Confessions of a \_\_\_\_\_!**

**Dare to Be \_\_\_\_\_!**

**(Adjective) \_\_\_\_\_ (Action) with Amazing  
\_\_\_\_\_ Secret!**

(Example: Desperate Woman Loses  
277 Lbs. With Amazing Diet Secret!)

**Earn \$ \_\_\_\_\_ (Yearly/Monthly) with \_\_\_\_\_!**  
(Example: Earn \$50,000 Yearly with  
Your Own Mail Order Book Business!)

**Ex-(type of job) Gets \$ \_\_\_\_\_ a Month  
(Day/Year) Doing What You Aren't!**  
(Example: Ex-Truck Driver Gets  
\$21,108 a Month Doing What You Aren't!)

**How I Made a Fortune with a Fool Idea!**

**How the Experts \_\_\_\_\_!**  
(Example: How the Experts Buy Gold & Silver!)

**How to Discover \_\_\_\_\_!**

(Example: How to Discover The Fortune  
That Lies Hidden In Your Head!)

**How to Get FREE \_\_\_\_\_!**

**How to Get Rich \_\_\_\_\_!**

(Example: How to Get Rich Reading Classified Ads)

**How to Make Money \_\_\_\_\_!**

(Example: How to Make Money Taking Pictures From Home!)

**How to Wake Up The \_\_\_\_\_ Inside You!**

**How You Can \_\_\_\_\_!**

**“I Will Pay You Up To \$ \_\_\_\_\_**

**For \_\_\_\_\_!”**

**It’s Easy to Cash In On \_\_\_\_\_!**

**Let This \_\_\_\_\_ Make You At Least**

**\$ \_\_\_\_\_ An Hour (Day/Month/Year)**

**Let Me Tell You How I \_\_\_\_\_!**

**Let Me Show You How I \_\_\_\_\_...  
And How You Can, Too!**

(Example: Let Me Show You How I Built A Downline of  
12,000 in the Last Two Years... and How You Can Do  
the Very Same Thing With Your MLM Program!”)

**Released At Last...**

**The Amazing \$\_\_\_\_ (Product)  
That Will Fool 9 out of 10 \_\_\_\_\_!**

**The Amazing \_\_\_\_\_ Secrets of a \_\_\_\_\_!**  
(Example: The Amazing Blackjack Secrets  
of a Las Vegas Mystery Man!)

**The Quickest Way I Know to \_\_\_\_\_!**

**The Secrets of \_\_\_\_\_!**  
(Example: The Secrets of Having Good Luck!)

**The Ugly Truth About \_\_\_\_\_!**

**Who Else Wants \_\_\_\_\_!**  
(Example: Who Else Wants to Make  
\$4,000 a Day Working From Home?)

**“How One Desperate \_\_\_\_\_ Gets  
\$\_\_\_\_\_ a Month Doing What You Aren’t!”**  
(Example: “How One Desperate Vacuum Salesman  
Gets \$21,108 a Month Doing What You Aren’t!”)

**How to \_\_\_\_\_ In No Time Flat!**

## Excerpt from

# Great Headlines – Instantly!

### 1) The Direct Statement Headline

The “Direct Statement” headline is a straightforward assertion or claim about your product or service. It’s usually quite short in length and to-the-point. There’s nothing subtle about it. The more effective direct statement headlines have the quality of being able to raise an eyebrow, or drop a jaw just a bit, to increase the chances of future interest and involvement. You want to strive for some kind of hook that makes prospects take notice of your statement.

- The Shocking Truth About Becoming A Millionaire!
- Gentle Dental Care For Adults, Kids And Great Big Babies.
- 5 Billion Dollars. It’s No Accident. In 2 Days I Can Teach You How To Get Your Fair Share Of This Huge Opportunity. (Robert Allen)
- \$10,000. You Have Been Pre-Approved For A ScotiaLine Personal Line Of Credit With A Limit Of \$10,000.
- Discover A World Of Natural Beauty
- The Best Chocolate Cake You Ever Ate (Ladies Home Journal)
- Get Up To 1.25% Cash Back And Become Home-Free Faster.
- Financial Strategies For Successful Retirement
- 7 Cents A Minute Any Time, Night And Day, To Anywhere In America!

### 2) The Question Headline

“Question” headlines are great involvement devices. A question often commands a reaction from the prospect, thereby involving him in your concept, idea or thought process. Questions by their very nature beg to be answered. However, the key to using this type of headline is to focus your question clearly on the prospect.

You need to ask questions of the prospect that make him want to read on to discover the ultimate answer. Questions that are of particular interest to a targeted audience, are even more involving for those readers to whom the message is directed. The purpose is to get the reader to quickly assess his situation or to start to think about his current condition. Involve them and they’ll be drawn inside.

- Do Fears Hold YOU Back?
- Do You Feel Frustrated With The Money You've Been Making?  
(Jeff Paul)
- Would You Like To Save 45% On Your Next Vacation?
- Is Your Future Worth Ten Bucks? (Gordon Alexander)
- What Would You Do If You Had The Money?
- Will You Accept The Enclosed German REICHSBANK NOTE For 100,000 MARKS, With Our Compliments? (Robert Collier)
- What Makes Some Companies So Successful At Pleasing Customers?

Often questions are used as the initial component of a headline to first activate and involve the reader. They're then followed immediately by a benefit statement or an offer, either as part of the main headline or in a subordinate role as a subheading. Once your prospect starts thinking about the question, even if for a brief moment—that's the time to deliver a benefit-packed message.

- Are You Paying To Much For Auto Insurance? Look Inside To Discover How To Save Hundreds Of Dollars.
- What's The Key Secret To Increasing Your Income By 917% If You Don't Know, Read On. You'll Find Out What It Really Takes To Pull More Sales And Profits From Every Ad Or Sales Letter You Ever Use.
- Serious About Making A Fortune In Mail Order? Here's How To Make \$1,062,693 Selling Information By Mail! GUARANTEED... Or Your Money Back! (Don Massey)

### **3) The Testimonial Headline**

“Testimonial” headlines work best when the comments you use are quite different from most other testimonials you see around. It's the actual words of a satisfied customer, so it carries the benefit of instant rapport and increased believability with new prospects.

- “CARD Is An Integral Part Of My Day. I Couldn't Do My Job Without It.”
- “WalkFit Is The Best Thing That Ever Happened To Me!”

- “I Paid This Marketing Genius \$600,000 In One Year Alone, Because He Made Me \$2,000,000. Now You Can Hire Him For Less Than 1/10<sup>th</sup> of One Percent Of The Amount I Paid Him.” (Jay Abraham)
- “I Was Desperate To Lose Weight. It Felt Like I Tried Everything And Nothing Worked. So, Naturally I Was Skeptical About The “SlimTrim Program” ...But Am I Ever Glad I Ordered It! I Lost 47Pounds In The First 75 Days And Have Kept It Off Since!

Testimonials can also be used as part of a longer headline. Here are two examples:

- Join The More Than 1 Million Canadians Who Have Said “Thank YOU Molly Maid” Since We Started Cleaning Homes In 1978.
- “I Lost 33 Pounds In 30 Days!” No It Wasn’t A Diet. No It Wasn’t Exercise. Read About A Miracle Proved By Thousands Of Users.

#### **4) The Command Headline**

This one is a directive that is used to get prospects out of their “comfort zones” by a giving a clear indication of what they should do now. The actual command component of these types of headlines begins with a verb. It’s a direct call to action of some sort. “*Do This*” “*Stop Suffering From...*” “*Claim Your Free Pass...*” are a few examples of phrases that indicate a command.

- Speed-Reading Secrets Of The World’s Fastest Reader™. Don’t Spend Another Second Struggling To Keep Up With Information Overload-- Read This NOW!
- This Is Your Window Of Opportunity. Open It.
- Select A New Career. Choose From Any Of Our 15 Free Booklets.
- Enroll Now! Try An NRI Course For 60 Days IN Your Spare Time.
- Go Fish In Your Own Backyard.
- Join Me And 5 Other Top New York City Chefs For An Evening Of Fine Dining For A Great Cause.

#### **5) The How-To Headline**

This format offers the easiest, and in many times, the most effective approach to headline creation. All you have to do is begin with the words “how-to”, and follow that



up with a hard-hitting benefit, a string of multiple benefits, or any one of a number of combinations of benefits, offers, questions, etc.

The “How-To” technique is also an easy place to start the headline creation process. If you’re ever struggling to find a good headline in a hurry, there’s no more reliable approach than the “how-to”. Try it and you’ll see for yourself. It’s also a favorite technique of some of the highest-paid, and most highly regarded professional copywriters.

Using the “How-To” combination, or simply, the word “how”, can turn a somewhat flat, uninteresting statement into one that pulls remarkably well.

Consider the following statement.

*Soil preparation can help your garden produce a more abundant harvest.*

Now insert just one word and watch how this one word makes it far more appealing.

*How soil preparation can help your garden produce a more abundant harvest.*

Did you notice the difference? With the second variation, there’s a promise of a payoff. It’s not merely a statement, but an offer to reveal the information the reader would like to know.

- **How To Promote Your Web Pages For Maximum Response!**
- **How To Increase Profits In Any Economic Climate!**
- **Discover How To Turn What You Already Know About Your Work, Hobby, Or Personal Interests Into A Million Dollar Information Products Empire! (Anthony Blake)**
- **How To Cash In On The Mail Order Business And Earn An Easy \$15,000 Per Month With Simple, Homemade Products That Can Be Automatically Re-Produced And Sold Around The World!**
- **How To Deliver Exceptional Customer Service**
- **How To Get The Exact Name And Address Of Every Man, Woman And Child Who Is Every Likely To Become One Of Your Customers! (Gary Halbert)**
- **How To Recruit, Interview And Hire The Right Person. A Step-By-Step System For Selecting The Best Person For Every Job.**
- **How To Have The Best Sex Ever!**

- How To Tease Him Mercilessly, Seduce Him Slowly, And Then Rock His World In Ways He's Only Dreamed About! (Cosmopolitan)
- How To Manage Multiple Projects, Meet Deadlines And Achieve Objectives
- How To Understand, Access And Use The Internet
- How To Use Cheap Little Classified Ads To Make As Much As \$10,000 Per Day! (Gary Halbert)
- How To Play Music By Ear
- How To Create Seminars And Workshops
- How To Live Rich On Any Income!
- How To Make An Ordinary Business Into An Extraordinary Money Machine!
- How To Attract Clients And Make Money Online Cheaply, Effectively and Risk-Free 24 Hours A Day (Mark Lengies)

Another alternate to the standard “how-to” headline is the “how you can” variation.

- How You Can Make \$87,000 a Year As A Successful Magazine Writer! (Steve Manning)
- How You Can Build Your Own Successful Direct Mail Business From Home--- Starting With Just \$500!
- Revealed: How You Can See The World For Free As An In-Demand Travel Writer.

## **6) The Indirect Headline**

The “Indirect” headline is supposed to arouse curiosity and interest to get the reader to read on. The intention is to tempt, tease, and intrigue readers enough so they continue reading. But in reality, it's difficult to pull off. This kind of headline is usually meaningless when left alone. It requires some other component, like a graphic, working together with the headline to be completely understandable.

If there's one format I suggest you avoid completely, it's the “Indirect” headline. This style of headline seems to break all the rules of good headline development. It isn't a clear, complete statement in itself. The “Indirect” headline meanders like a stream

through the countryside, never delivering that channeled, power-packed, direct hit that is characteristic of great headlines.

This technique is often used, but I suspect the failure rate is exceptionally high among the majority of these efforts. It takes a highly-skilled writer and a strong concept to craft an “Indirect” headline that captures the attention and compels the interest of the audience.

- 10 Reward Dollars Are Waiting For You At The Finish Line
- The Best Of All Worlds Is Waiting Inside.
- A Very Special Opportunity Is Waiting... AND IT HAS YOUR NAME ON IT.

As you can easily see by reviewing the above samples, most “Indirect” headlines leave a lot to be desired in terms of interest and appeal. There’s no real attraction... no compelling reason to read beyond the headline. All these samples offer is a general appeal that is at best, a weak attempt to snare attention. They leave too many questions—questions busy prospects can’t be bothered to answer.

In the first example... The headline makes no reference to what the reward dollars are for. Instead, the writer expects (or hopes) you’ll take the time to figure it out for yourself. Who has time for that today? Exactly right. Nobody.

The second and third examples are much the same. A suggestion of something that’s “waiting” for us, but... no clear indication as to what that “something” might be. These are weak appeals to the curiosity of the recipient and nothing more.

## **7) The Guarantee Headline**

One powerful way to get attention is to use a strong “Guarantee” headline--- particularly a guarantee that’s unheard of in your category or industry. Such a headline grabs the readers attention because the guarantee is so different that it jumps right out at the reader.

Adding a guarantee to a strong, benefit-oriented headline makes that headline stronger. If your guarantee is better than anything your competitors offer, or, if you feel safe in doing so, consider featuring it in your headline.

- Double Your Appointments In 30 Days Or I’ll Pay You \$500 Cash!
- I’ll Teach You How To Quickly & Easily Get All The Credit You Ever Wanted... 100% Guaranteed... Or I’ll Pay You \$50 For Wasting Your Time!

- Project Management Guaranteed To Help You Complete Your Projects On Time, On Budget, And On Target.
- The “Art Of Negotiating” Guarantees To Make You A Better Negotiator.
- Guaranteed New Techniques For Managing Stress, Reducing Anxiety & Staying Cool In Any Pressure Situation!

## **8) The Frustration/Problem Headline**

The “Frustration/Problem” headline works to establish rapport with the prospect by identifying, right-off-the-bat, a major pain the prospect is experiencing, that your product helps to resolve. The first step is to define the problem. Usually this is done in question format to involve targeted prospects. The benefit follows immediately afterwards.

You only want to remind your prospect of the frustration or anxiety he feels in order to establish a connection. No need to dwell on the problem in the headline... simply project your understanding of the prospect’s plight. You want him to see that you’re empathetic to the cause. Then, present your solution as the ultimate answer to his painful situation.

- Paying Too Much For Poor Workmanship And Constant Delays? Fire Your Contractor NOW And Do It Yourself! It’s Easier Than You Think With The Home Improvement Video Series By Time-Life!
- Tired Of Paying “Scalpers Prices” For The Best Concerts And Sporting Events In Toronto? Here’s How To Find Out About Available Tickets To Every Major Performance, Game, or Special Event, BEFORE Anyone Else!
- If The Unexpected Happened To Your Computer Data Today... Would It Still Be “Business As Usual” Tomorrow? Here’s A 100%- Guaranteed Way To Make Sure That Never Happens!
- There Were 63 Different Ways Thieves Broke Into Houses Last Year In Allegheny County Alone! Is Your Home And Family Safe? Call For Our Free Home Protection Kit And Enjoy Your Peace Of Mind.
- Tired Of Those Cheap, Amateur \$10 Haircuts? Now You Can Look And Feel Your Absolute Best Every Time With The Help Of Our “Professionals-Only” Salon. Your Satisfaction Is Guaranteed 100%-- Or You Pay Nothing!

## **9) The Deep Discount Headline**

The discount headline is a straightforward approach built around a special price, an introductory offer, or an unbelievably low price designed to capture immediate attention. This technique is common among book and CD clubs. It can also be particularly effective in highly competitive retail markets such as electronics and clothing.

- Up To 30% In Insurance Savings And 15 Minutes Of Long Distance Calls FREE For One No-Obligation Call.
- Buy 100 Pens At 49 Cents Each And Get 100 FREE!
- A Best-Seller Now Available For 25% Less!
- 4 Books. 4 Bucks. No Commitment. No Kidding. If You Love To Read, This Offer Is A “No-Brainer”.
- 12 CD’s For The Price Of 1! No More To Buy.
- Take 6 Books For \$1 (plus shipping and handling) With Membership.
- MILLION DOLLAR SECRETS: ONLY \$19.97
- It’s The Cookbook Store’s 10<sup>th</sup> Anniversary And To Celebrate... Here’s Your 10% --Off Thank You Coupon—Good On Any Purchase Until Dec 31<sup>st</sup>.

## **10) The Personalized Headline**

This technique is a surefire way to attract intensified interest in your message. Nothing hits home like a communication that addresses the individual on a personal, first-name basis. Few expressions are more attractive to anyone than the “sound” of his or her own name. Don’t you naturally feel better about people who address you by name? It’s like having a friend or trusted advisor calling you over to share something they know is important to you.

This type of “callout” captures attention and heightens interest as the reader recognizes that this message is specifically, addressed to him. This boosts the perceived value of the message, in the mind of the recipient.

When you use the personalized approach you’ve got an audience that is “listening” to every word with their undivided attention, until they’re either led to action, or their interest fades away.

- Robert Boduch Triumphs Once Again! Smart Pickering Resident Will Get A FREE, Financial Post Attache Plus Two Weeks Free By Starting Daily Delivery Now At A 37% Savings!
- If You Have And Return The Grand Prize Winning Entry And Correctly Answer A Skill-Testing Question, We Will Be Pleased To Announce That THE RESULTS ARE NOW IN: Kelly Ann Boduch Has Won One Of Our Two \$1,666,675 Prizes! (Publishers Clearing House)
- Robert... Please Accept The FREE GIFT, Along With Your 50% Off Savings Voucher. But Hurry, This Voucher Expires June 20<sup>th</sup>, 1998.
- If You Would Like To Do Something Exciting and Yet, DIFFERENT For Allison's Birthday Party This Year— Then Here's An Inexpensive, 100%--Guaranteed Way To Do It With The Least Amount Of Hassles And The Most FUN!
- Finally, Here's How You, Bob Boduch, Can Use 1,479 Of The Best-Kept Secrets Of The Worlds Greatest Gourmet Cooks And Impress Your Dinner Guests Like Never Before!
- Top Marketer Mr. Robert Boduch Makes Brilliant Decision. Starts Own Subscription to Marketing Magazine at Over 50% Off The Cover Price.

You could also use a form of personalization to channel your message to an identifiable audience by virtue of their association with a specific group. Simply preface your headline with a “flag” that clearly identifies your audience and in so doing, magnifies the perceived importance of your words. This in turn leads to higher readership and better returns for you.

- A Special Message To My Fellow Toronto-Area Firefighters... (Headline Follows Here)
- Attention All Bay Area Cottage Owners...
- Nudists!...
- Formula-One Racing Enthusiasts!...
- Attention Detroit Real Estate Professionals!...

## **11) The Benefit Headline**

Virtually all headlines should contain at least some form of benefit. The exception being a headline that's designed solely to stop readers in their tracks... before delivering

the benefit payoff. When a strong benefit isn't part of the main headline, it should immediately follow it as the sub-heading or opening line of copy.

The trick with a simple "Benefit" headline is to come up with the ultimate advantage for your audience. It's this big benefit that people want and if you can give them something they crave, something they hunger for, they'll be more inclined to maintain their focus on your message and take action on your offer.

Simple, concise, "Benefit" headlines work well in display ads of all sizes, where you may not have as much space to use longer headlines like many of the examples you'll find throughout this manual.

- Yes YOU Too Can Learn To Create Beautiful Crafts With Ease!
- 15 Ways To Help You Qualify For The Job You Want
- The Secrets Of Successful advertising By Mail.
- Make An Unforgettable Entrance and 15 More Ways To Focus Everyone's Attention On You (Cosmopolitan)
- 50 Idiot-Proof Ways To Make Money On The Internet!
- Tips Tools, And Tactics To Boost Your Online Sales By Thousands Of Dollars!
- 43 Tips For Smooth, Sexy Skin (Redbook)
- \$11,600 A Month With Tiny Classified Ads! You Can Do It Too, Once You Discover These Inside Secrets!
- Experience The Kind Of Profoundly Pleasurable Sex Most Men Only Dream About! (Prevention Health Books)
- Financial Strategies For Successful Retirement.
- Sexy Hair In Minutes (Redbook)

## **12) The "Reasons Why" Headline**

The "Reasons Why" headline can work well because it promises to reveal some important information the prospect should know about. This technique usually begins with a specific number and lures prospects in with an approach that arouses their curiosity. People love to know the answers and a "Reasons Why" headline promises such answers. It's almost a challenge to the reader—to learn these reasons and compare them with his own ideas and beliefs.

- 7 Reasons Why You Should Choose Pro Window Installers Over All The Others!
- 3 Reasons Our Boxing Day Sale Is The Only Electronics Event You Need To Attend All Year Long!
- 47 Invigorating Reasons To Enjoy First Class Pampering At Our New Luxurious Spa And Resort On Lake Of The Bays.
- 9 Reasons Why You Should Visit Us Before May31st.

### 13) The Short Headline

On occasion, a headline of one to three words may be just the thing you're looking for. Although short in length, this kind of headline must still pack a huge wallop through its directness and visual presentation.

“Short” headlines are best used in small display ads where space is at a premium. In most cases, these kinds of ads are often surrounded by many other ads all calling out for the readers attention.

In the case of the Yellow Pages, those other ads are often from direct competitors, so grabbing attention with a short headline is even more challenging. The best way to make these headlines stand out is to simply magnify the size of the headline. Make it as big & bold as you can so it jumps right out at the viewer as soon as the page is turned.

Turn to the next the page for a visual example.

**What If...**

**That Faint Cry For Help You  
Thought You Heard Last Night,  
Actually Came From YOUR Child?**

Body copy goes here. This is not actual copy  
 Body copy goes here. This is not actual copy  
 Body copy goes here. This is not actual copy  
 Body copy goes here. This is not actual copy  
 Body copy goes here. This is not actual copy



The idea of the “Short” headline is to capture the eye of the prospect. These headlines seem to break all the rules of good headline writing except for that one. They command attention largely due to the oversized type, relative to the size of the whole ad.

The best headlines also cut through with a carefully targeted word or phrase. “Rupture?” spoke directly to hernia sufferers and was instantly recognizable as such. It was a tremendously successful approach for a company that offered medicinal therapies.

All the other goodies that other formats allow, should be placed in the follow-up text—those words that run right under the headline. This includes benefits, offers, guarantees, and anything else you would consider placing in a longer headline.

- If Only...
- Rupture?
- Wet Bed?
- Millionaire Secrets!
- Oh My God!
- Gosh!
- Amazing Mileage Multiplier! (Jerry Fisher)
- Find Help. (Jerry Fisher)
- Wife Wanted. (Singer Sewing Machines)
- Sheesh!

## **14) The Case History Headline**

This headline illustrates through actual examples, the kind of results prospects can reasonably expect. That’s the implication, anyway. Through a summarized story, readers are provided with a true picture of actual, measurable results.

This type is very similar to a testimonial headline. The information is basically the same, but, the delivery may be different. Where “Testimonial” headlines are a first-person account of that individuals genuine experience, case-histories are often expressed in the third-person format. It’s the true story of an actual experience or result, however, it’s usually expressed by someone else who tells it from their perspective. It’s the same way a journalist would do a story by delivering their interpretation of the information gathered.

- **Starting Off With \$56,000 In Debts... A Young Divorced Mother Tells How She Became A Millionaire In Only 34 Months. Here She Explains How You Can Start Earning Enough Money—Easily—Working At Home, to Retire A Millionaire In 5 To 10 Years.**
- **You Can Start With Less Than \$100 And Make Lots Of Money With Classified Ads! I Did, And I'll Teach You How! (Melvin Powers)**
- **The Amazing Story Of The Frustrated Librarian Turned Millionaire Property Developer Who, Started With A Single Home And Amassed A \$5,000,000+ Fortune In Less Than 10 Years!**

## **15) The News Headline**

Most of us are interested in news of some kind. New discoveries fascinate us. If news of a general nature lacks appeal, news that relates to individual preferences, biases, and personal interests, is always worthy of attention from that particular type of person.

The key again is in targeting. Target your “News” headline so the message is seen as crucial, must-have information of value.

Press releases are the most common application of the news headline, but they can also work in many other areas.

- **A Surprising New Discovery For Those Who Always Suspected They Had The “Right Stuff” To Succeed In Their Own Businesses... But Who Haven't Quite Got Going.**
- **Ex-Marketing Director Of International Publishing Giant REVEALS Priceless “Trade Secrets” That Have Been Kept Under Wraps For Years!**
- **Announcing A Captivating New Collector Plate Presented By The American Society For The Prevention Of Cruelty To Animals.**
- **Everything Else Has Gone Electric To Save You Time And Money. Now We've Done The Same For Postage!**
- **Here At Last Are The Unspoken Sexual Health Secrets You'll Never Hear From Your Doctor. Your Husband. Your Wife. Or, Heaven Forbid, Your Mother!**
- **The World's First Personal Postage System. Never Run Out Of Stamps Again!**

- Doctors Astounded By The Possibility Of These Miracle Self-Healers!
- Car Saved By Massive Transfusion
- 100% Uncensored Sex Survey-- 3,500 Guys Confess Their Raunchiest Romps, Most Mortifying Moments, And Biggest In-The-Sack Freak Outs. (Cosmopolitan)

## **16) The Numbered Headline**

This technique features a specific number as an actual reference point. It's similar to the "Reasons Why" headline in this regard, but the number can actually reflect many unique points such as the number of secrets a book reveals, or the number of ways your customer is greater advantaged by using your product or service.

"Numbered" headlines work well because of their reference to a specific number which appears much more credible and believable to the prospect.

- 47 Idiot-Proof Ways To Train Any Dog In Just 30 Days!
- The 7 Secrets That Can Make YOU A Better Speaker.
- 13 Secret Marketing Tools That Will Help You Build Your Business, Gain More Free Time And Put More Money In Your Pocket Every Week!
- 9 Steps To Sponsorship Success. What To Do... And When To Do it. 32-Page Guide FREE When You Subscribe.
- 6 Ways To Make Your Site Search Engine Friendly (Monique Harris)
- 12 Symptoms You Must Not Ignore (Ladies Home Journal)

## **17) The "Not This-- But This" Headline**

This approach is designed to clearly and decisively distinguish your business, product or service from the rest of the pack. By identifying what you are not, first, you create a unique position-- one that's very different from all the others.

- No MLM, No Chain Letters, No Pie In The Sky Schemes, No Recruiting, And No Get Rich Quick Scams! Proven Strategies Anyone Can Use To Sell Any Business, Product Or Service Online To Generate Extra Cash Flow On A Weekly Basis!

- No Annoying Reply Cards. No More Pressure. No Unwanted Shipments. Now, Start With 12 CD's Free!
- No Horoscopes. No Fashion Tips. No Perfume Strips. Just Smart, Clear Financial Advice For The Independent Woman. (Jerry Fisher)

## **18) The “If... Than” Headline**

This technique outlines the problem to be solved, the goal to be reached, or, the pre-qualifying statement... before delivering the details of the payoff. It's a great strategy to remind the prospect of the problem he'd like to overcome and deliver the ultimate solution in the same statement. This helps to more clearly focus your reader on the message as he anticipates the details of your proposed solution.

- If You Have A Good Driving Record, Better Insurance Rates Are On The Horizon...
- If You Qualify... You And 5 Friends Could Be Off To A Week-Long Ski Vacation In Vermont!
- If Your Home Is Plagued By Ants, Earwigs, Roaches, Or Any Other Creepy Pest, We Can Quickly And Easily Eliminate These Annoyances Forever With Our Automatic, Bi-Monthly Fast-Blast Service! It's Guaranteed 100%!
- If You Would Like To Write Your Own Best-Seller And You're One Of The First 75 To Respond To This One-Time Offer, You'll Not Only Learn The 21 Steps To Becoming A Winning Author... You'll Also Get This Huge FREE Bonus Kit Worth \$979.00 To Jump-Start Your Own Success!
- If You Want To Lose 10 Pounds, Comfortably, In The Next 3 Weeks, Gold's Health Club Can Help You Do It In Just 30 Minutes A Day, 3 Times A Week—100% Guaranteed! Only \$29 Dollars When You Book Your 1 Month Special Before March 15<sup>th</sup>! And... There's Never Any Obligation To Continue.
- If You're Really Serious About Making A Fortune In Mail Order, Here's How To Make \$1,062,693 Selling Information By Mail Guaranteed... Or Your Money Back!

## **19) The Invitation Headline**

Straightforward and to-the-point. An invitation is a soft-sell technique. It's a communicative approach that is more prone to being accepted by the recipient. The “Invitation” headline is a simple offer that has the implication of reaching only a

selected audience and the more effective it delivers this perception of exclusivity, the more success you'll likely experience using this technique. Works best with direct mail.

- A Remarkable Invitation To Enhance Your Life!
- You Are Cordially Invited To Take Advantage Of A Very Special Offer From The Financial Post.
- You Are Invited To Join Our Grand Opening! Sneak Preview For Our Local Customers Only. Shop Early And Save An Additional 15% On Red Sale Prices!
- You Are Personally Invited By Raymond Aaron To Attend A Very Special Event...

## **20) The Offer Headline**

“Offer” headlines are focused around a limited special of some kind—an introductory price, a free trial or sample, or any kind of package deal. These headlines work best when the offer is both outstanding value and representative of something the prospect is deeply interested in acquiring.

The “Offer” headline is similar to the discount headline, however, the offer doesn't have to be directly related to the price.

- Get Your Hands On A FREE Trial Issue Of FAST COMPANY. You'll Never Let It Go.
- Examine Any Book Free For 15 Days.
- Do Not Pay For One Full YEAR On A Huge Selection Of Home Furnishings, Home Appliances And Home Electronics! NO INTEREST. NO DOWN PAYMENT. Plus, We Pay The Tax!
- This Book Is Invaluable, Indispensable... And It's FREE!
- Try The NRI Writing Course Of Your Choice For 60 Days—Risk Free! See Details Inside!
- Here's A Special Opportunity To Reserve An Advance Copy Of Canada's Most Powerful Business Intelligence-Gathering Tool. To Take Advantage Of This Pre-Publication Offer Please Reply By June 30<sup>th</sup>.
- To Us You're As Good As Gold! Presenting A Rare 2 for 1 Opportunity...

## 21) The “Attachment” Headline

This one is a little different in that it always has some unusual item physically attached to the message. The “attachment” could be anything --a small piece of string, a poker chip, a novelty item-- any one of thousands of different toys, gadgets or samples. It’s use is primarily in direct mail packages, although attachments could also ride along with brochures, postcards and door hangers. The idea is that the seemingly odd item makes any piece stand out from the rest of the daily mail.

It is perhaps the single most dramatic way to get your prospects to pay attention to your message... to have something unique attached to it. This approach has worked well for me and has become one of my favorites. The attachment definitely gets noticed—and the package opened—a key first step in any direct mailing.

The secret to making your attachment work advantageously, is to choose an item that is the perfect match to your headline. Often with this technique, you’ll decide on the attachment, before writing the headline. the thing to remember is this: the headline must be obviously connected to the attachment, or the result will be confusion. And confused prospects rarely read on and they never buy.

One of the first examples of this type of headline was “The Penny Letter” written by Robert Collier, which had a bright shiny penny attached to it, with the headline “*It’s A Marvelous Thing—The Power Of Money To Make More Money!*”

Another early example came from Reader’s Digest. This one used two bright shiny pennies attached, displayed through an envelope window, with the headline, “*If Thou Hast Two Pennies...Spend One On Bread. With The Other, Buy Hyacinths For The Soul.*”

Here’s some others examples of attachment headlines:

*Attachment: Set Of Dice*

Headline: “Why Gamble That New Business Will Come To When You Can Almost Guarantee It?”

*Attachment: Gourmet Coffee Packet*

Headline: “Sit Down, Have A Delicious Cup Of Coffee On Us, And Discover How You Can Enjoy This Fresh-Roasted Colombian Coffee—Every Day!”

*Attachment: Miniature Screwdriver*

Headline: “Having The Right Tool At The Right Time Ensures A Successful Outcome.”

*Attachment: Bag Of Microwave Popcorn*

Headline: “For Copy That Just Pops Off The Page... Call Me!”

*Attachment: Abacus*

Headline: “This Is An Old-Fashioned Way Of Doing Accounting. For The Newest, Most Efficient, And Cost-Effective Accounting Services... Please Call Me!” (Jerry Goodis)

Attachment: A Slice Of Fresh Berry Pie

Headline: “I Know You Want A Bigger Slice Of The Pie. I Can Help You Get It.” (Jerry Goodis)

Attachment: 2 Small Pieces Of Yarn-- one red and one blue

Headline (This actually appeared as the opening line of a sales letter): “Just Two Little Pieces Of Yarn—But What An Important Story They Tell You.”

The letter continued with the following copy...

“Pull the ends of the red yarn and notice how the strands separate and fray easily. Now, pull the blue yarn and notice the difference—it will not fray!

The red yarn was spun by machine; the blue yarn was spun by hand in far off Persia.”

## **22) The Combination Headline**

So far, you’ve learned several different types of headlines. Here’s another twist that gives you infinite possibilities for headline ideas that can work for virtually any form of communication. This method is sure firepower! The right mix can produce an avalanche of response!

The “Combination” headline is nothing more than a mixing or combining of two or more of the other headline techniques. The end result of several combinations is a new version that has even more attention-getting and interest-arousing capability.

Here are a few different combinations. See if you can identify the various headline techniques that are used.

- **What's The Key Secret To Increasing Your Profits By As Much As 917%? If You Don't Know, Read On. You'll Find Out What It Really Takes To Pull More Sales And Profits From Every Ad Or Sales Letter You Ever Use.**
- **Free Video Tape Reveals 11-New Ways To Make Huge Amounts Of Cash... Even During A Recession! Discover The Key To Making Money Anytime, Anywhere... And Take Control Of Your Finances Forever!**
- **Do You Have What It Takes To Succeed At Your Own Business? This Free Book Will Help You Find Out. YOURS FREE! Starting Your Own Business... 12 Steps To Success!**
- **Now You Can Easily Double Your Income By Learning The Insiders Secrets Of The Most Successful Self-Publishers In The World... and I Guarantee Your Satisfaction! Plus... If Act Now, You'll Also Get Valuable FREE BONUS Tools Worth \$299!**
- **Busy? Want Ideas That Work? Invest 20 Minutes Per Month In Your Career. You'll Get More Than 100 Communication Tips And Techniques—Ideas That Will Help You—And Your Staff. You'll Get More Done Faster, With Less Effort And Resistance. Guaranteed Or Your Money Back!**

Whatever type of headline you choose, make sure it's as strong as it can be and that it fits in with whatever you are doing. A long combination headline or a lengthy testimonial headline is better suited to a full page magazine ad or a sales letter... as opposed to an article, small display ad or classified.

A short, direct, big-benefit headline has the advantage of a more widespread application. But it may or may not prove to be the most successful from a marketing point of view.

That's why testing is so important. Make your headline as powerful as it can be... and then test it. Try a variation. Add other elements to create a combination effect or line up 3 strong benefits in a row. The available space, the medium, the format, and the type of communication can all impact your decision in choosing a headline.

Take as much space and use as many words as you need for maximum impact. Make sure that when you edit or shorten your headline, you don't weaken its power in the process.



## 2. Problem Agitation

I know that many of you spend **countless hours on the computer** scouring the works of dozens of so called “Internet Gurus”, downloading the latest e-book, learning about...

affiliate programs, e-zines, email marketing, linking strategies, Joint Ventures, Search Engine Optimization, Meta Tags, Keywords, Google, Overture, Pay Per Click, Pay Per Impression, FFA Sites, Link Farms, Reciprocal Linking Strategies, Opt In Lists, Double Opt in Lists, RSS, Copywriting, tools to do this, tools to do that, files for this, binders for that...

and then **“Oh my gosh! I discovered another marketing guy who says...”** and on, and on, and on!

**After all of this “education”, the hours and hours of effort, self sacrifice, money invested, dedication, and tenacity, not to mention computer problems and the everyday challenges of life – many of your heads are so full of mush, you feel like your only options are to cry, give up, throw up, scream, or just slip into a drooling, catatonic state of shock!**

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### **Dear Acne Sufferer,**

Acne makes your life miserable. I know first hand because I had one of the worst cases in history. At least it felt that way.

When my face broke out, my life changed. I used to go out with friends all the time. Now I wanted to hide.

Look when you walk into a room and there’s a cute guy or a girl you’d like to know better, watch them scan the room. In less than a couple of seconds, they make up their mind. And if you’ve got zits on your face so that you look like the Wicked Witch of the West, there’s no chance they’re going to come talk to you.

I hated having my picture taken. I didn’t want to look at my senior picture.

I stopped going to parties. Stopped hanging out with my friends. My life was ruined. I hoped and I prayed that my acne years would end.

Worse than that, were all the well meaning people who told me things like, **“Life’s about how you feel inside, not outside.”** Yeah, right. Like they had a clue.

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### **3. PRICING/COMPARISON:**

**First**, you can hire a professional copywriter. Of course, that will run you at a minimum cost of \$5,000 for one sales letter. And if you want a really good copywriter you will be paying \$10,000 (or more) and 5% of your gross sales forever.

And did you know you have to complete a 30+ question exam before any copywriter worth a nickel will even consider taking you on as a client?

Yes, you will be spending 20 to 30 hours grueling over essay question after essay question on your product, your market, your customers, your features and benefits and your USP. By the time you finished with this "thesis" a week later you are completely exhausted and mentally drained.

On top of that, you practically have done all the work for them yet you are paying them these huge fees. (Oh, and by the way, did you know some of them have a "junior" copywriter actually do most of the work and they just tweak it.)

And what if you want to have an email written, or come out with a new product, run a special promotion or just make some changes at your site. You have to go through the entire process all over again. Or you are forced to use option #3 below.

This gets expensive and zaps your mental energy and pocket book very quickly. If you have a bottomless checkbook and an endless supply of energy then this option could work for you.

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Do the math.

Each expert charges at least \$500.00 per hour consultation fees. My rate is \$2,500.00 per hour. Michel Fortin who guides you through his best copywriting secrets charges upward of \$15,000 for one sales letter.

Armand, Marlon and the other lesser-known but equally talented people in this program, don't even consult clients anymore, *at any price*.

This program teaches you everything you need to know for a tiny fraction of what it would cost if you sought them out individually.

And you can hear them over and over as often as you need. (Unlike a pricey \$2,000-a-head seminar, where your mind is so full your ears are bleeding at the end, and you only vaguely remember what they teach you.)

You only invest \$497 for me and 13 other professionals who can hardly wait to share how you can make your online business profit today.

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## 4. Proof

(List of Testimonials from golfers who have used the product.)

**Are these golfers any different than you?** No, they are not. They represent professionals, amateurs, beginners and lifelong golfers with the same passion and skill you bring to the game.

The only thing they did was to put their doubts aside... and give this new swing a try. For some of them, it cost several thousand dollars in personal lessons – and was worth every penny.

If you, too, can simply put your doubts aside for a short time, you can see *for yourself* just what it's like to hit drives 50 yards farther than you ever dreamed possible... treat 150-yards like a chip shot... and slice strokes off your game so fast your friends will be afraid to play with you anymore!

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You see, I've helped over 200 authors and publishers, write, publish, and market their books. By implementing just a few of my proven business and marketing strategies—I have helped ordinary **individuals** become multi-millionaires! My client list includes organizations like "The American Red Cross" and "PBS Television".

The list of people I've worked with on an individual basis is endless. Working with all of these people has provided me with something that you need, and I want to give you... **experience!**

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Joe Vitale earns an average of **\$35,000 per month from ebooks**. At least one month he earned nearly \$100,000! And although it wasn't an ebook, the man they call "Mr. Fire!" did **\$450,000 in sales in less than a week** with his Hypnotic Selling Secrets package.

Joe has hit **#1 on Amazon twice** and #3 once (he couldn't knock off Hillary Clinton or Harry Potter from the top two spots) with his self-published books. Joe has also helped 17 authors reach the Amazon Top 10 with several hitting #1. He's even helped three authors get on the Oprah Winfrey show.

Joe probably knows more about free & low-cost book promotion than anyone. He is truly the Amazon King. **Imagine** being able to compete head-to-head with books with

huge radio and TV budgets and come out on top. **Imagine putting Joe's tactics to work for you.**

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In fact, this "Combat JKD" Chris teaches is so different that the results of real encounters I've discovered by his students (so far he's only taught about two dozen people) are almost too amazing to be real. For example:

- A young man named Mike Farrell (who maybe weighs 160 pounds soaking wet) begged Chris to teach him his fighting secrets after Mike was jumped and beaten by a gang of 20 black guys in a Denny's parking lot. Mike wasn't what you'd call a "good student"... but he learned enough so that, when a 230-lb. truck driver tried to take him down, Mike instinctively reacted with a single, indefensible move that sent the monster flying (literally, feet, body, hands off the ground!) backwards and into a steel door. People inside later said it sounded like a canon going off. There was no need for any other action – one quick move and the "fight" was over. "Hey," Mike told me, "this stuff really works!"
- A bouncer called "C.C." in a Mid-West bar was pushed outside by 3 drunks who didn't like being told to quiet down. Ordinarily, even an experienced bouncer would have had trouble in that situation, but in this case C.C. mangled the first drunk so quickly, and with such off-hand viciousness and authority, that the other two ran off. (A lot of would-be fighter's run when faced with the terrible certainty of Chris's new fighting methods!)

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If you stuck a pin in Arthur Joseph's client list, chances are it would pass through the names of some of the world's biggest stars. Their voices has romanced, seduced, persuaded, and convinced the world. From Sean Connery and Fay Dunaway to Albert Finney and Charlton Heston, Joseph has been the private voice coach to the elite. Here's your ticket to the inner circle.

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## **Why Should You Listen To Me? I Only Preach What I Practice...**

My name is Michel Fortin.

If you don't know me, I'm the "secret weapon" used by highly successful marketers. I wrote copy behind the scenes and was instrumental in selling over \$40,000,000.00 worth of products and services in just a few years.

I even wrote sales copy for some of the world's top copywriters whose reputations would shrivel if their followers ever found out someone else wrote their copy. (I made quite a few of them *insanely rich*, too.)

But I also achieved huge response rates as high as 7, 11, 18, even 46%. (Well, 46.5%, to be precise.) **That's a near 50% conversion!**

Some of my clients are well-known and highly respected marketers, copywriters and Internet marketers, too. For example, I wrote copy for:

- John Reese
- **Yanik Silver**
- Frank Kern
- **Stephen Pierce**
- Jay Abraham
- **Corey Rudl**
- Terry Dean
- **Ted Ciuba**
- Simon Grabowski
- **Ryan Deiss**
- Armand Morin
- **Shawn Casey**
- Michael Kimble
- **Kirt Christensen**
- Jason Potash
- **Dr. Neil Shearing**
- Nitro Marketing
- **Mark Joyner**
- Miguel Alvarez
- **Bill Hammond**

... And so many more!

Want to listen to one of them?

One of my salesletters recently produced *over a million dollars* (\$1,080,496.37, to be exact) in less than 18 hours of its release.

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what's stopping you?

Truth is, the only thing stopping you is your own doubt.

Admit it. You're asking yourself things like...

- Will this system really work?
- Will this system really work for me?
- Should I trust this guy about what he's telling me?

All good questions, of course.

But it's that very voice of doubt that is keeping you from moving forward.

I know it's tough to swallow, but doubt is the reason most people don't take action, and consequently why most people stay stuck.

Well, let me ease your concerns...

(lead-in to guarantee)

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**If I showed you other people,  
just like you, who are doing exactly  
what you want... Would you at least  
believe it is *possible* for you?**

(lead-in subhead to testimonials)

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So to give you PROOF, to give you a little taste of what this secret can do for you, let's take a look of what happened to one of my friends...

**"I gave my friend a secret 61-page manuscript containing the "missing ingredient", three days later he had made \$39,764.27 -- without one penny of added cost."**

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## **4 Reasons You Should Listen to and Trust Me...**

**Reason 1:** Even before the Internet craze, **I was the CEO** of Ron LeGrand's multimillion-dollar marketing empire, *Success Development International*. (Ron is a very well-known, very successful information marketer in the Real Estate business.)

I was instrumental in snowballing the company's growth, getting us ranked by Inc. Magazine as one of the 500 fastest growing companies in America — *not once but for 2 years straight*.

**That is the kind of experience, business acumen and knowledge I bring to the table to help YOU succeed.**

**Reason 2:** I've used this same step-by-step system I'm sharing with to launch several lucrative websites of my own that generate *millions of hits*. In fact, that's actually how I ended up offering this course in the first place — my empire **grew beyond my ability** to run it personally, and I had to train help.

Ranking.com has ranked these sites in the top 0.1% of all websites worldwide. As I write this letter, this website (MiningGold.com) is ranked as the 1,173rd most visited site on the Internet.

**These are the facts:** NetFactual reports 29,047,142 domains. MiningGold.com ranks higher than 29,045,969 domains. In other words, we're higher than *99.96% of all websites* on the Internet!

**That is the kind of sales savvy and marketing knowhow that I can teach you in my step-by-step course.**

**Reason 3:** Since 1990, people have flocked to my 3-day private seminars on business building, asset protection and tax planning — which constantly sell out at **\$3,500 per seat (or more)**.

Since releasing *Error! Hyperlink reference not valid.*, I've been equally in demand as an Internet marketing expert. Believe me, customers don't gamble \$3,500 (plus travel expenses) for just a bunch of hype.

**You get the advice of a legitimate high-priced expert for less than the cost of a good meal with your family.**

**Reason 4:** I'm the author of 4 home study courses and I've sold thousands of each. Because of my record-breaking success online, Robert Allen (millionaire and author of "Nothing Down") asked me to contribute to his follow-up of "Multiple Streams of Income."

His new book, entitled "Multiple Streams Of Internet Income," is already a bestseller. **It's an excellent book.** When you check it out, you'll find my information on pages 81, 86, and 219.

**You get strategies from a professional strategist who's in demand — even from other Internet experts!**

**Here's a Bonus Reason! Reason #5...  
I Proved It Before And I'll Prove It Again!**

Robert Allen is not only a bestselling author, but he's also known to attract a lot of media attention by going **out on a limb** to personally prove the value of the information in his books.

(With "Nothing Down," Bob took a media challenge to be dropped off in the middle of nowhere, with no money in his pockets, and he was given only 24 hours to buy a piece of property... *With nothing down*. (He failed. Because he bought several and not just one!)

For his new book, when Bob decided to challenge himself to make **\$24,000 in 24 hours online** in front of television cameras — who did he call for advice? Me. In fact, Bob made over \$95,000.

**I'll share with you the exact system Robert Allen used to do it as part of your "Mining Gold" course.**

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## **Who The Heck Am I Anyway, And Why Should You Listen To Me?**

My name is Dan Lok. I've earned a reputation as "The World's #1 Website Conversion Expert" thanks to my success in the real-life "trenches" of advertising where I've written hundreds of unstoppable ads and magnetic sales letters for clients in more than 49 different industries.

My copy – jam-packed with the irresistible appeals that make consumers salivate...

## **Has Driven Sales of Over \$25.7 Million For Merchandise And Services Offered By Mail, E-Mail, Retail And Websites!**

You may not know my name, but I wouldn't be surprised if you've been "sold" more than once by something I've written.

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## 5. Offer

That's why I have assembled a world class team of business and marketing experts that I have personally certified, and I'm going to provide the tools, the ABC, the 123, the ideas and strategies that have helped other ordinary people just like you... become wealthy. With my team at my side, we are prepared to take a select group of entrepreneurs by the hand and literally lead you to success!

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### **Here is exactly what you will receive...**

- 132 page printed manual from the Hypnotic Selling Secrets Workshop
- 7 DVD videos - the complete video recording (over 15 hours) of the Hypnotic Selling Secrets Workshop
- Complete transcripts of the entire weekend. Use these to make sure you don't miss a single word.
- 1 DVD video of my keynote presentation at the \$2,000 per person Spiritual Summit and complete transcripts. I present a 3-step marketing formula I have used over and over again personally and for clients to produce amazing results.
- 1 DVD video of my presentation at the \$1,500 per person Big Seminar
- 1 DVD video of my classic "How to Create Advertising That Sells" training which has sold separately for \$97.

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Here's the deal: We video-taped Brad's little-known "**Long Ball**" lesson... the one he's given privately to a *small number* of California golfers (including some *professionals* who have threatened lawsuits if their names are used here).

There is *nothing* in this lesson about putting, or the short game, or fairway woods. ***It's just about launching precision tee shots 70 yards further than you ever have before in your life.***

It's exactly what *every* golfer who's ever **craved respect on the tee** has wanted. And... it's *simple and easy* (once you see the secret).

In fact, I will offer you a **complete, no risk, 100% money-back guarantee**. Order this private video-taped lesson... watch it... then go out to the range and ***place 7 balls from your bucket in a row***. Hit the first 3 to get your new "power thrust" down. Hit the *next* 3 to dial in your accuracy. And hit the *last* ball just to prove yourself...

## **You Really Have Suddenly Added Up To 40 Accurate Yards To Your Tee Shot!**

If it doesn't happen, simply return the tape, and I'll see that you receive a prompt refund of your money, no questions asked.

Even better... there's **NO TIME LIMIT** on when you must do this. I don't care if you send the tape back in two weeks... or two *years*. I'll send your money back, without hassle.

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**Here's the deal:** I've really gone to the wall for you here, against everyone else's advice. (My accountants think I've gone bonkers, and my partners are not speaking with me anymore.) But, you see... this incredible golfing secret just isn't for *everyone*. It *may* not be for you – its advanced, and like I said, it runs completely against all the "advice" you've been given your entire golfing life. For many guys, that's just too much to handle. Never mind the David Duval's and the Jack Nicklaus' who use it... it's not a "safe" secret.

Yes, it's simple to learn and put into use. Yes, the results you see will be dramatic and immediate. But no, it's *not* something you've ever seen before.

Therefore, I feel I *must* make this deal as easy to swallow as possible,,, or I'll never get normal guys like you to try it. (And believe me, it will change your life *forever* once you see what the fuss is about!)

### **So I've created the best deal I can think of:**

1. Call my office at **1-800-316-5871** (Department FB-17) and tell whoever answers you want "**John Darling's Swing Speed Accelerator Video**". There's one set aside in your name. It will be *rush-mailed* to you the same day.
2. You can use your credit card, or you can mail in the enclosed "**Priority Order Form**" with your check or money order.
3. **BUT YOU'RE NOT RISKING A PENNY!** Because, once you receive your tape, I want you to watch it, take *four balls* to learn the secret, and then... if you *don't* go out and start walloping shots further that you ever have before, with more accuracy, and (very important) with more flexibility and vastly-increased clubhead speed... then I **INSIST** you call us right back and ask for a complete, fast, and full refund. But...

**I Want You To  
Keep The Tape**

That means you've seen the entire lesson for **FREE**, if you so choose. And please – take the rest of the season (until October 1<sup>st</sup> 1999), once you have the tape, before you decide one way or the other. I want to make this as simple and convenient as possible for you... because it's worth it.

We stand to lose a bundle on this deal (that's why my partners are so angry)... but I'm more confident than I've **EVER** been in my life that this is the **LAST** advanced lesson on distance and accuracy you'll ever need. So confident, in fact, that I'm betting **EVERYTHING** on the brash concept of inviting you to take *just four balls* to learn it... or the video is **FREE**.

If you don't see the **immediate results** I've talked about, you've wasted nothing but a few moments of your time. That's all. You only pay if you're *absolutely* convinced.

And I want you to keep the tape, regardless, because... after you've had some time to perhaps watch David Duval and the other pro's who use this trick, you eventually will decide to give it another try. I know it will work for you, just as I've said it will... but I am so convinced you can see these results *immediately*, I'm willing to take all the risk myself with my unprecedented...

### **“Four Ball” Guarantee!**

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### **Special Deal For TRS “Hot List” Guys ONLY!**

Because you are on my “hot list”, you get a better deal than anyone else, at any time. This is your BEST (and most generous) opportunity to see what all the fuss is about.

Here's the deal: These two videotapes are packaged together, to be sold to the “outside: world at \$99.00 each. And we are gonna sell a TON of them at that price, too. The phones are already ringing. Just on rumor. Fighters want what Felix knows.

But you're not going to pay \$99. Because...

### **I Have Already Put \$30 Into Your TRS Account!**

That means you can own this amazing training package for just \$69. But you don't risk a penny, because you also get a special...

**100% No Risk Money-Back  
Guarantee...  
“Back-Loaded” With A Free Video!**

Here’s how it works: Call my office right now (at 1-800-316-5871) and tell whoever answers you want to “test drive” Felix’s Lameco package.

You won’t have to pay \$99, like everyone else... as long as you use those secret words: **“Test drive”**. That’s code, which tells my staff that you’re in the “inner circle” of listers who get the special deal.

They’ll punch your account up on their computer... and \$30 will magically appear in your account. So you Pay just \$69.

What’s more... you can take a whole YEAR to decide if you like the training! If you decide it’s not for you – for any reason whatsoever – just return one video (in any condition) and I’ll immediately send you a full refund.

No questions asked.

But **I want you to keep one of the videos**. As my gift to you. And... you can choose WHICH video you keep. It can be either the hand-to-hand... or the stick fighting video.

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## 6. Scarcity

Now, I don't know how long I will be able to offer this,...but I do know that the number of people that I'll be able to help will be limited.

**I also know it won't take me long to fill up two more small groups with 17 spots reserved for the "Joe Vitale Executive Mentoring Program".**

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Now for the bad news: If you would like your own personal copy of the Internet Marketing Crash Course™ so you too are privy to the profit-producing information on those 12 CD's... you may just be out of luck.

You see, at this point in time, it's my intention to only offer a tiny, limited supply of the Internet Marketing Crash Course™ for "public consumption". At the moment, I've only got 200 in storage, and once they've been snapped up – like I'm certain they will be very soon after this message goes "live" – that's it. The "curtain falls" and you'll probably never get another bit at the cherry!

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### **Here's what you get in the amazing, just released video package:**

- 4 full-length videos (almost 5 solid hours) – teaching you all the advanced combat techniques for instantly disarming and disabling (bare-handed) any assailant coming at you with a gun, club, or knife (the most common weapons you'll see on the streets)!
- Included is the famous "Dirty Tricks" Video of Bob and Randy's favorite moves – really sneaky ways to manipulate and "put down" any attacker before he knows what happened... and keep him down until help arrives or you decide an "alternative" course of action! Even trained street fighters twice your size will go down fast – and stay down – with these astonishing fighting secrets!
- Plus, you get your specially-made "replica" gun...yours FREE just for ordering the video tapes.

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# 7. Takeaway

By the way, let me tell you something about **what this program is not**. This program is not for the person who wants to learn how to use a computer. If you're that person, please don't be offended because that is not my intention. If you are a person who is looking for a program that will cover countless areas and voluminous subject matter, just so you have someone to talk to, then this program is not for you.

My one-on-one, "Executive Mentoring Program" is for those people who want the "meat and potatoes". It's for those people who don't need an appetizer, hors d'oeuvre, or the right ambiance. It's for those people who want to get down to the nitty-gritty of what's really going to make a difference in their business. It's for those people who want the solid marketing information that will set their sales on fire, and have customers flocking to their business, on-line or off.

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## Here's the Good News... and The Bad News.

First, the good news.

**This information is brand-spanking new** -- the additions to the course, the rewrites, the DVDs and the blueprints have **NEVER** been shared before.

Those that have had a quick look swear that this is the best all encompassing package they have ever seen for launching an online empire.

**What you discover gives you a totally unfair advantage in the marketplace -- for real. I'm serious... This ain't no bullshit!**

Despite what you may have heard in the past by others, imagine discovering an online niche where no one is playing, yet. A tiny little market that's insanely rabid for information, and passionate about educating themselves.

And here's little old you, armed with a step-by-step blueprint for making your discover a **MAJOR CASH COW**. Play your cards right and follow the system -- and you will make some serious coin in your chosen niche.

But, here's the bad news.

You may have already heard -- there are **ONLY** 700 of these sets available -- total. Nada, no more, zilch after that. There will never be any more copies of this course produced. Now, you might be wondering...

## ... Why would we limit it to 700 total?

Call us crazy, but we don't want too many people out there using this system.

We're underachievers, and we're happy doing what we're doing. Plus, we don't want a lot of competition, either, by flooding the market with ideas we can use.

Not only that, but the more people we teach, the more likelihood other niches will also get deluded like the "Internet marketing" crowd (which by the way now has 28,000,000 search results in Google!).

**You seriously want to try and make money with 28 MILLION other sites all competing for the same thing?**

I would hope you are not that masochistic!

So, yes, we **ARE** limiting production of this to 700 only. No begging, pleading or cajoling would convince us to produce more. Once they are gone -- that's it.

Each and every set will come with a personalized serial number as well. You will not be allowed to resell your kit either (part of the terms of agreement you must agree to). So once these 700 are gone, you will never have this chance again.

**Sorry, but there is even more bad news.**

Right now, as of this morning at 6:45 am, there are only 247 copies available for immediate sale. That's all we have on hand and all we're going to sell for now.

Why?

Obviously, if that is all we have reproduced, that is all we can legally sell. We certainly do not want any other hassle with the feds. (I know intimately how that feels, and trust me I don't want to experience that again!)

**The other reason for only selling 247 sets -- customer service.**

To be honest, we love our lifestyles right now. We don't have to work very hard, yet we earn a kings ransom for what we do.

When this "hits the streets," we're expecting the 247 copies to sell out within an hour or two. (If you seen all the prep work and hype, you know that's true.) That means some customer service issues on processing orders, shipping orders, etc.

As this is our labor of love -- we prefer to handle it ourselves... and we do not want to create a ton of extra work for ourselves here.

**For now, you can have one of the 247 sets available.**

You will have to act quick for sure.

You know as well as I do -- this is going out to hundreds of thousands of people right now. We have priced it at a very reasonable rate so that almost anyone gets a fair share chance at owning a set.

The 247 sets will go before Sunday Brunch is done.

As for the other 453 sets -- we will have them produced right away, of course. But even then, you must act quick as they will be gone in no time, too.

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## **I'm Only Accepting A Limited Number Of Students Into My Program 'As Is' And Once It's Full — That's It!**

**OK, there are two reasons why I'm doing this.**

Firstly, it's because the coaching component, and all the other work I'll be doing to keep you constantly updated on all the new and changing techniques that'll make you even more successful, will take up a good portion of my time.

So, naturally with my schedule as a speaker and sought-after business coach, as well as time for myself and with my family, I just don't have the time to be providing the level of service I'll be giving you as a member if I took on more than 500 students at any one time.

Secondly: Because of my commitment to myself and to you as a client — to provide the very best content and support that I can — **I can only guarantee this low price and these specific bonuses to my first 500 students.** This makes the program even more exclusive for you when you get in on it right now.

But what does this mean to you? Eventually I'll probably have to remove some of the bonuses or raise the price of the course. So, don't wait too long...**you must act now to lock in the low introductory price and the ongoing training bonuses!**

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## **You'll Be Taken By The Hand And Shown Exactly What To Do, Step-By-Step, Until You Succeed!**

But it won't happen *totally* on its own... and obviously I'm not going to do all of the work for you.

You'll need to put in about an hour a day for the first 8 days (along with listening and watching the course materials) to get your first site built. Then you'll want to repeat the process until your passive income grows large enough that you don't feel like creating any more.

And, if you're willing to do that, (to spend a few hours to start creating the life of your dreams)... if you'll try something new — you'll find it to be the closest thing to an exact science as ever existed for making serious money online.

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**But, here are the qualifications that must be met:**

- 1) You need to fill out the application form as best you can, and explain why we should select you**
- 2) You must be available for a phone interview** – If I select your application, one of our team members will call you and talk to you about your goals, your interests, dreams and desires and you will decide together if this program is a good match.
- 3) You must be 100% Committed to Being Successful** – In order for me to make sure you are 100% committed and motivated to succeed, there will be an investment of time and money on your part.

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Do You Qualify to Attend?

Please understand something. The information the speakers will be revealing to you is very personal and close to their hearts. Therefore we don't want anyone in the room who is not ready to play full out! In fact we have set up five criteria that you must meet in order to attend:

1. First, you must stay in the Conference hotel in Richmond for at least two nights. We want everyone to be in the Wealth Zone™.

2. Second, you and your guests must each put down a \$99 deposit to reserve your seats. Your full deposit amount will be returned to you at the Conference.
3. Third, you must be committed to attending for all 3 days including the evening sessions. We don't want anyone showing up an hour late or leaving in the middle of the afternoon.
4. Fourth, you must be committed to having more money flow into your life. That's what the conference is all about. You must be 100% clear that this is what you want.
5. Fifth, no cell phones in the conference meeting room. These things are a huge distraction, even when they're turned off. Please leave them in your hotel room.

If you can meet all five conditions, we'd be honoured to have you attend the Conference for FREE. Here are the details:

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Are you seriously going all the way with this? Are you willing to do whatever the heck it takes to become successful? Are you willing to forget about what all the naysayers in your life are always harping on about?

**Above all, are you willing to take the necessary steps to follow the exact outline we set out for you, that must be made?**

If you can answer yes to **ALL** of the above, then please proceed.

Otherwise, this probably is not for you.

*But...*

Do not expect this to do the work for you. Do not expect to get rich overnight or even in the next 12 months. Do not expect this to be the panacea to your lofty goals and dreams of being the next online Donald Trump. Do not expect this to be the last thing you ever need to invest in while building your empire. Do not be an idiot like so many other "magic bullet seekers" are.

**Told you I was being brutally honest!**

Nothing will happen for you *unless* you reserve one of the few copies available and actually **DO** something with it!

It disgusts me how many people invest all their hard earned cash into books, courses, seminars and training -- and then sit on it like a big old lump of lard.

Having the *Underachiever Mastery Course* all nicely wrapped up sitting on a shelf in your home is a damn sin. We will not let you do this.

With so few copies available and so many people that *are* serious-as-heck about their future waiting for this, we're going to be extremely picky on who we actually ship these to. I meant that.

If you have purchased our courses before, and have never emailed us or called us with questions, or preferably subscribe to be on the notification list, we may not ship you the underachiever course.

If you've been sitting on the fence, or one of the ones emailing us silly questions like, "Will this make me rich?" **Don't bother ordering.**

I would hope by now you are getting the drift here. This is not for everyone. **This, most likely, may not be for you.**

It's **ONLY** for people who are serious about taking control of their future. This is **ONLY** for people who are *willing to work* towards their success... rather than waiting for the next Ed McMahon sweepstakes van to show up outside their house.

Don't get me wrong -- I would love for you to invest in the course. Money is good -- *big money is real good*. And, there are certainly no complaints if you want to send me your money.

But you will hear me complain to the ends of the earth if you waste this opportunity at hand. The information you will receive is not like anything else you have *ever* purchased in the past -- guaranteed.

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**WARNING:**  
**Do You Fulfil The Following 4 Criteria  
Required To Attend This Workshop?**

**(Read On To See If You Qualify)**

**This workshop is not for everyone.** For you to be eligible to attend, you must meet each of the 4 points of criteria below. Here's why.

By having a criteria of attendance, we are ensuring that each person attending this event, is capable, ready and well-equipped to implement the strategies and tactics that we cover.

Jay is adamant about producing a windfall profit for each attendee. For him to do this, it is crucial that the people in the room are ready to receive this windfall.

*Here is the criteria.*

- You are either a Marketers Choice or Jay Abraham customer
- You have \$750 per month working capital to invest back into your business
- You have a product, a website, email and a merchant account.
- You have 12 hours per month to commit to the application of your learning's.

If you answered "yes" to all the four points above, then **congratulations**, you have found a home! However, if you answered "no" to even one of them, then please stop reading this letter. You would not benefit from attending this seminar.

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But, in all honesty, I suspect that for the majority of people reading this, you shouldn't even bother ordering the Internet Marketing Crash Course™ anyway. The only people that should even consider ordering are those who are truly serious about getting into the Internet marketing business... and... have enough patience and intelligence to put in the "ground work" necessary to succeed.

Interestingly enough, in my experience, that discounts at least 95% of the people reading this message.

## **What About You?**

Are you serious about starting a wildly profitable Internet marketing business? Have you got enough patience and intelligence to put in the "ground work" to ensure your success?

If so, you won't find a more comprehensive Internet marketing education – based on real life experience – anywhere else on the planet.

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## 8. Reason Why

Here's why I've decided to provide mentoring to small groups of 17 people and provide them with the secrets that have turned other ordinary people into millionaires:

**Because I want others to enjoy the success that they quietly yearn for! I know I can help them get there.**

It's really that simple. I'm just being consistent with what I teach others to do. There simply isn't a better way to do to business. Your products and services should elevate the clients you serve. And I am determined to lift a select few onto my shoulders and help them get ahead once and for all!

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Originally, I had decided there was absolutely no way I was going to share these secrets on a large scale. (I'm still not. Keep reading to see what I mean...)

After struggling with the decision on whether or not to share them with anyone else, I find myself so overwhelmed with the power of what I've learned over the years that I'm quite honestly having a hard time keeping it all to myself.

I wanted to get it off my chest...

**... And I Wanted To Give Back To The  
Industry That's Been So Kind To Me.**

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Anyway, there's a very good reason I'm telling you all this. You see, for years the only way to learn this amazing **Triple Coil Swing** was to hire Milt Wallace personally...and he never came cheap! In fact, for the last 10 years he's been charging \$225 an hour. With a minimum of 6 lessons in a package - meaning it would have cost you **\$1,350 just in fees** to learn this swing! That is, if you could nail him down for an appointment. He is perhaps...

**The Most Sought-After Golf Teacher  
In The Country**

And Milt would have gone on giving only personal lessons for staggering fees (even though his health has been bad lately), until I convinced him of a **very simple economic fact**: If he would allow me to videotape him teaching his **Triple Coil Swing...** and sell these tapes to people even for a slight fraction of his fee... I knew that within a year's time, so many people worldwide would buy the videos that Milt would never have to give another personal lesson again! He could actually make a better living by charging "spare change", while enlarging his audience, than he could by gutting a few wealthy golfers a month for his "Cadillac" fees.

And Milt agreed... sort of. **Actually, he made me a deal**: we could "test" this low-cost offer in a few places, and if it did well, the deal was on. If it didn't however...

## **He Would Pull The Videotape Off The Market *Forever* And Go Back To His Outrageous Fees For Personal Lessons!**

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## 9. Postscripts

**PPS:** Still skeptical? I completely understand. You probably don't know me, and you're not sure if this is what you're looking for. In addition to the 3-day free trial, and since you've read this far, then let me throw in *something extra* to sweeten the deal.

Secure your membership today, and I'll throw in another bonus. It's a complimentary copy of my book (available in ebook format), entitled "Power Positioning," which is currently being sold on its own website (at PowerPositioning.com) for \$47.00! Act now, and it's yours free.

In this 280-page book, you get loads of tips on positioning your your business or product for maximum *magnetic power*! Learn how to dominate a niche, create powerful joint ventures and boost your copy with killer angles that "hook" your readers!

**PPPS: By the way, here's even more.** Even if you cancel and ask for a refund... even if it's the very last day of your first-year membership... all the bonuses (except for access to the members-only forum, of course) are yours to keep for your trouble.

Look at it as just my way of saying "thanks for giving it a try." So don't wait.

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**P.S.** Still skeptical? I understand. Here's what I'm willing to do. Attend the workshop for 3 full days. Listen in on every session, set up partnerships and joint ventures, take plenty of notes, keep the piles and piles of valuable bonuses and if you're not fully convinced that the workshop is worth every cent of the tuition you've paid, just let us know at the end of day 3. My organisers will write you out a refund check or credit your charge card on the spot. **Plus we'll include an additional \$350 as our way of saying "thank you" for giving us a fair chance.**

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**P.S.** I expect an avalanche of response to this letter. Remember, this is a one-on-one opportunity, where you will be taught my "irresistible marketing secrets" that have turned ordinary people into millionaires. It's important to fill out the application right now **so you don't miss out!**

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**PS.** Take a serious look at what other people are saying about *Hypnotic Selling Stories*:

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P.S. You're probably wondering, "**Where are the bonuses?**" Look, this system is *extremely valuable* on its own. I don't need to bribe you to get you to buy my program, or to throw in stuff in order to justify the investment (even to raise the price to cover the costs).

I prefer to offer it on value alone, because I know it works. And you're fully protected, anyway. So if you feel that *Randy Charach's Complete Guide To Internet Marketing* does not deliver everything that you want and expect, simply tell me that you want your money back.

You will get an entire year to test out the strategies in this audio training program. If the techniques within 12 months do not bring you at least a 5 fold increase in profits — send back the program to me. I'll refund you immediately. That's more than a guarantee. It's a personal promise.

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**P.S. -- Let's be blunt:** If you pass on this offer, will you have an ebook or not one week from today? Probably not!

You'll still wish and want it, but you won't write it or make money from it. Face it. Most of what you need is instruction and encouragement. **Get this book NOW and have your own ebook as fast as one week from TODAY!** Wouldn't you like to be making money and bragging about your passive income within a week?

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**P.S. #2:** Maybe you've got somebody in your life that you can picture right now that thinks you're a "dreamer" for wanting to live the Internet marketing lifestyle. I guess if you don't order the Internet Marketing Crash Course™ they've been right all along — you are just a "dreamer". Is that right? Nah, I don't think so... I think perhaps there's more to you than that, and you just need the right help and guidance. If so, click here now and let me, and 12 other successful Internet marketer's help you.

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**PS** – I hate to repeat myself, but I am going to one more time. This is only for those that are serious about their success, are willing to follow a *proven blueprint* to achieve their desire success, and are willing to work at living their dream life.

If you're not serious, if you're skeptical or if you're just want to "think" about it, then **please move over and let someone else who wants it order a copy**. I don't mean to sound harsh, but it's the damn truth.

However, if you are interested and *pumped up* by the excitement knowing you can put this system to create wildly successful Internet business selling infoproducts to highly targeted niche markets, then click here now to grab your copy now.

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**P.S.** I urge you to reserve your copy today. Right now. Do it before it's too late. Unless you take action **right NOW** and grab *FibonacciSecrets*,<sup>TM</sup> quite frankly nothing is going to change in your market timing. Nothing. Nada. Zero.

**P.P.S. A couple of reminders...** Don't forget that you must absolutely be one of the **next 250 people only** to get the *Live Trading Room Package* priced at \$610 per month. Your access details will be included with your CD for **FREE!**

**PLUS**, since we just launched this new *Home Study Course and CD Tutorial* kit, you can get it right now at **\$100.00 off** until Saturday, September 3rd, 2005 only! You dawdle, you lose. It's as simple as that. I insist that you reserve your copy right now.

**P.P.P.S. Still not sure? I understand.** Let me throw in **something extra** to sweeten the deal. For a limited time, here's a **5th free bonus!**

Order before Saturday, September 3rd, 2005 and I'll throw in an **FREE Explosive Trading Mystery Bonus!** This is an indispensable tool for you to make better trading decisions on any time frame... **A \$77 value but yours free!**

**P.P.P.S.** *FibonacciSecrets*<sup>TM</sup> truly is your simple **step-by-step blueprint** to understanding proper applications of Fibonacci to your trading. You have our **three full months, 100% money-back guarantee** to fully evaluate and use the strategies presented on *FibonacciSecrets*.<sup>TM</sup> Don't like it? Send it back for a full refund.

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**P.S.** -- If after using "*The Amazing Mental Secrets of Professional Golfers (A No-Nonsense Guide to Great Golf)* by Mr. X "you don't think it is the most powerful golf mental training material advice you've ever encountered in your life... if you're not certain that you'll be able to lower your score by four, six, even ten strokes

simply by applying a few of the ideas you learn... you may return it for a full refund of your purchase price any time within a full 90 days after receiving it. And I will even refund the shipping costs. No hassles. No questions asked.

**P.P.S.** -- Remember... you have a full **90 days to decide whether or not to keep the manual**. Plus -- the 3 "*super gift*" Take-Action Bonuses are yours to keep even if you decide to ask for a full refund. **At \$87, this set and the 2 bonuses are an incomprehensible golf opportunity.**

**P.P.P.P.S.** Yes, to anticipate your question. I am **NOT** available for private consultations in my Florida office. I'm booked solid until November. You might see me at a PGA event or two. But you won't ever catch me working with a touring pro in public! They are very particular about secrecy in their coaching contracts. And for the kind of money these boys can pay, so am I.

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**P.S. #1:** Remember, the whole system you have read about works. It really does, and we have the *track records* to prove it. But don't decide today. Take it for a test run and then decide if this course is right for you. If you're not happy, no problems. **Use your 99-day guarantee promise.**

**P.S. #2: You're still skeptical? You should be.** And we understand. So to give you a "nudge," here's what I'll do. **Click here to buy now. And I'll also** include a *Free Options Calculator* as a bonus on your DVD. It offer some great features — and even a few unique features, too!

This software program calculates Greeks, plots a profit and loss graph of the option position, measures the probability of the underlying security reaching a target price, calculates key statistics for analyzing spread positions, including maximum profit and loss, breakeven, and probability of profit and loss. **And more! Click here to enroll today!**

**P.S. #3:** Finally, please remember that this offer is **ONLY available** to the next *230 enrollments*. You get the complete course, DVD and interactive CD, step-by-step manuals, \$1,015.00 worth of extra bonuses (including an unrestricted copy of our proprietary options scanning software) and a massive \$200.00 discount... **All for a low investment of only \$297!**

One 230 are gone, they're gone. Why procrastinate when you can take it for a test-drive and then decide if it's right for you?

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**P.P.S.** Remember, even if you're simply curious, go ahead and order the "XXX" today. You have a full 90 days to use these skills to land a great job. If you're not 100% satisfied with your new ability to ace job interviews then I'll refund your money back with no questions asked. What could be fairer?

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**P.P.S.** Remember: Due to popular demand, the XXX is flying off the shelves so audition it NOW -- *while it's still in stock!*

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**P.S.** You hold all the "Aces" in this relationship. You're in complete control the whole way, no matter what you decide. Try XXX – NOW!

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**P.S. URGENT:** If we receive the enclosed No-Risk Free Trial Form before the expiration date stamped on it (See reply card) the course is yours for \$44 instead of the regular price \$99. *Hurry* before this special introductory offer expires!

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**P.S.** One more thing – it's very important! The tapes Chris has made for you are completely "uncensored"... with information and secrets that no one else will ever see. A "modified" version of these hot tapes may be offered to the general public in the future... but the masters of the "uncensored" version you are about to see will never be taken out of my office. This means you will learn several "tricks" that offer you an "insider's edge" (whenever you might need it) that only a handful of people world-wide possess. However, you can't wait – your "uncensored" tapes are here for you, in my office... but if you don't call right away (within the next 7 days), I'll pack them away forever. So call my office right now – the number again is 1-800-899-8153, (ask for Dept CG-2011). And remember, you have absolutely no financial risk at all in ordering! This is a special deal that, frankly, will turn your life around overnight.

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P.S. One last thing – I have something I want to send you **FREE**, if you call right away.

It's a **cassette tape interview** with Brad Petersen... where he reveals *all* the little maneuvers and tricks he uses to **guarantee a win at Long Ball tournaments**. He'll show you how to instantly *size up your competition* (so you know beforehand who to ignore and who to maybe mess with psychologically)...how to use the contours of *any* fairway to **squeeze out another few precious yards** (you may, for example, want to hit it near one side, where you can get some extra roll, even if you sacrifice the accuracy you'd want in a real round)... how to use the **natural fluctuations of wind and weather to your advantage** (you may want to go sooner or later depending on conditions)... how to *warm* up before teeing off (because competitions are different than a real game)... and a ton more.

It's a fascinating "insider: interview with a guy who succeeds wildly at the game... and walks away with prize money for long tee shots on a regular basis. (Ranked 31<sup>st</sup> in the *world*.) And...the tape is yours **FREE** just for calling right now. You can *keep* it, too, even if you decide later to return the private lesson video for a full refund... consider it my gift to you just for trusting me on this.

**P.P.S. Still not convinced? Then check out what *other* golfers are saying:**

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**P.S. Remember to call *right away* alright?** I've ordered a copy set aside in your name . . . but if we don't hear from you in the next day or so. We'll have to release your tape to someone else. (There are approximately 784 guys on this special segment of my Hot List. And just 80 videos available. You do the math.) So hurry. Call 1-800-899-8153 right now. Remember... you risk nothing with the "no questions asked" total refund guarantee.

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**P.S.** One more thing... I almost forgot. Just to make this deal a little "sweeter" for you, I am *also* sending you a copy of Bobby's "**Secret Notebook**". When I discovered Bobby had kept a practice log for years when he was perfecting all his secrets, I immediately "stole" the notes from him and had them typed up and bound. If you've *ever* wondered what goes through a professional golfers mind when he's practicing and perfecting his game, you'll be **blown away** by what Bobby reveals here. It's an amateur's *dream* – the honest "inside" tips and tricks and techniques and secrets that make the pro game so exciting. Especially when you start incorporating these secrets into your own game, and start moving up level after level... until your buddies are afraid to play with you anymore.

I had 100 of these notebooks printed up, and put one aside for you, because I knew you'd be one of the first to call. If you *don't* call, though, I'll take your name off it and

give it to someone else. Tell you what – I’ll wait a *week* before taking your name off the notebook, all right? That’s fair. Call within a week, and the notebook is yours to keep. Even if you send the tape back for a complete refund. Yeah, that’s a fair deal. So call right now, okay? You don’t risk a *dime* giving this tape a “look-see”, and you get to *keep* the notebook regardless. Don’t miss out. Thanks.

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**P.S.** One more thing... It’s important . We are literally flooded with letters from people who attended these camps. . . and I thought you might like to see what they had to say. These are real people, people just like you and me. . . who took a chance and scrounged up the money to attend the camps. (Some put off major purchases, like a new home. Others borrowed. A few even put off attending college. They realized how important it was. . . and how small the “window of opportunity” was.) Here’s some of their comments:

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**P.P.P.S. — The clock is ticking!** Once I have my first 500, this special offer closes, and the price will increase. *Dramatically*. And keep in mind that I normally charge \$3500 a seat for my 3-day course. You snooze, you lose. **So hurry...**

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## **10. Value Building:**

People spend thousands on Lasik surgery to improve their eyes, tens of thousands to change their nose, cheeks, and breasts, yet not a penny to change the way they sound. But for the first time ever...

**You Can Transform Your Life in Minutes A Day!**

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# 11. Bullets

(Lead in to bullets)

## Here's Just A Small Sample Of What You'll Discover in the HSS Manual and These 9 DVD Videos...

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(Lead in to bullets)

## Some Of The Wildly Profitable Secrets You Become Privy To...

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## Here's A "Sneak Preview" Of What You'll Discover At The Seminar ...

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- **The one specific color** tests have shown to boost your copy's readership by 27% and your conversion rate by a whopping 72%!
- **5 magnetic "grabbers"** that stop readers from scrolling or skimming your copy, and catapult your response rate by a massive 83% — no, this doesn't involve the use of graphics or pictures!
- **The cliffhanger technique** that pulls readers into your copy, tickles their curiosity, and keeps them glued to your copy until they buy.
- **The simple rephrasing of your pitch** in a such a way that can *subconsciously compel* people to buy your products!
- **The removal of an oft-used "salesletter tactic"** that most people traditionally employ, which can explode your sales by as much as 65%! (You're likely guilty of this right now.)
- **The one "opener"** (also called the "lead" in copywriting, which is the introduction or beginning portion of your entire sales copy) that's proven to crank up your conversion by 44% or more.
- **4 simple formatting tricks** that can balloon your sales or signups anywhere from 13% to as high as a massive 340%!

- **The use of the powerful "nested loop"** to keep readers hanging (and hanging onto every word you insert within it), which is often used to drive home key points that influence sales exponentially.
- **The 3 different bullet techniques** that can inflate your conversion rate in record speed, and add more *cash profits* to your bottom line than any other copywriting tactic. (I'm using one of them right now!)
- **The specific location of pictures** in your copy, and the best layout, that can boost your sales by a gigantic 120% or more.
- **The certain phraseologies** in your calls to action (also known as the "close") that can skyrocket your sales by 31%! Hint? It starts by avoiding the word "order." (But it's a lot more than that!)

And much, much more.

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## "OK, Frank and Ed, but what do I really learn?"

Let me get more specific. Here's just a small fraction of what you see:

- No theory here, no one-hit wonders... learn the recipe that has cooked up underachiever after underachiever -- and see how it was done by real people... *not Internet-savvy marketers*. Hear how one mother of 2 launched a wildly successful Underachiever while she was 8 months pregnant!
- **The 'secret weapon' you can use to instantly find out which market you should dive into.** (Why guess?)
- A real world "Underachiever Investigation" as it actually happens. You see me scoping out a market, evaluating it, and finding out what they want to buy as I begin a real-world project "live on camera."
- **A real time walkthrough of a brand new system that lets you type a sales letter, click a button, and BAM! Your website is set up and ready to go.** (This half-hour-long walkthrough can shave days off of your workload if putting sites together is an issue for you.)
- Exactly how to make an ebook downloadable.
- **A real-world example of getting an expert to write a book... for peanuts.** (In fact, you get see the exact word-for-word conversation between each other, and exactly how I got the job done in a hurry on the cheap! The entire process is "caught on tape" for you to use.)
- Look over my shoulder as I set up a winning ad campaign for a brand new Underachiever website... and show you exactly how to start driving traffic to your site today, in as little as 15 minutes!
- **You see some of our actual campaigns... the exact number of hits received, profits from the ads, real costs and return on investment.** (This is the real down-and-dirty nuts and bolts of Internet marketing, and if you don't master this area, you will lose money).



- The inside story of how my wife (who could care less about the Internet) spent *20 minutes* to uncover a small niche market that currently brings in sales almost every day... even though we haven't done any "work" to promote it in almost a full year. (*We believe there are hundreds of markets on the Internet that are like this. You see the exact tool you need to find them.*)
- **How to make sure you only advertise to people who know what you're selling, and prove to you that they're interested in the first place.**
- A case study on why you should target small niche markets instead of large ones and how that will boost your chance of success. (*You must become a 'big fish in a small pond'. It's easier to succeed if you follow this rule.*)
- The little used, ultra secret OFFLINE resource that gives you "X-Ray Vision" into a market... **so you can instantly discover what they're reading, how many people are in the market, and most importantly... who's selling stuff to them!** (In other words, what they're buying.) Hint: This isn't about going to the bookstore and looking at magazines or going to the library. This is very private and secret information.
- How big of a market you should go after before you ever create your product? Discover the "magic number" in this video. (*But I'll give you a little secret right now... in terms of targeting a market, bigger isn't always better. Discover where the 'sweet spot' is and how to tap a hot market in a flash.*)
- **How to uncover a goldmine of "unusual" advertising that lets you hone in on your true market like a laser guided missile.** (*Here's another secret: Almost all of your competition are shooting themselves in the foot by spending a fortune on 'obvious advertising'. We believe it's better to go off the beaten path and totally swallow a market whole.*)
- How you could sell other people's products better than they can themselves by using some overlooked and inexpensive tools.
- **A step-by-step, paint-by-numbers walkthrough of how to take credit cards on your website. You get to see it all in hyper-detail, from getting an account opened, to plugging in the order form on your site!**
- How to get an instant affiliate program (a program that pays other people for promoting for you but only after sales are made from their referrals), and have the tracking and payments taken care of for you.
- Learn from real life current examples from what we're doing in the field **RIGHT NOW**. There's no "5-year old information" from one site we did a few years ago - *this stuff is super current*. (Here's one I'll give you for free right now: Sometimes it's best to "scare people off" and try to persuade them not to click on your site. Discover why this is, *and how to use this weird strategy, and why it can breathe new life into your bottom line.*)

**We even cover a lot of inside secrets and tips you probably have never heard of...**

The system is covered from head to toe. Everything you need to know from finding a market to selling a product is *incredibly detailed*.

But what you don't know is that we also cover a lot of confidential insider tips and techniques we use everyday to boost our sales, speed up the process and even **save a ton of money** in the usual costs for making it all work.

We even explain and share with you these confidential tricks of trade in a crystal-clear, step-by-step explanation of exactly how they works, including...

- How you can sell stuff to the people who don't buy from you! (Huh?!? This overlooked, yet simple method is what separates the heavy hitters from the sideline wannabes. Use it with caution.)
- **How to set up a killer lead generation ad that pulls in subscribers like flies to honey. (More importantly, how to get people to see your ad!)**
- How to ensure you get red-hot, highly responsive subscribers. (*And not the freebie-seeking, tire-kicking whiners that most people end up with.*)
- **The real key to 'hands off' follow-up and why it's critical to set your business up to work for you.**
- Why it's important for you to personalize your message and how it can boost conversion for you. (Plus, you see exactly how to do it.)
- **A simple paint-by-the-numbers system for creating pop-up windows that "bribe" people to give you their name and email address.**
- A case study of one pop up that created a flood of "accidental orders" for one of my dumbest site ever. (This is going to amaze you!)
- Different uses for pop-up windows that allow you to capitalize on 'last ditch' sales... this easy tactic can lead to tons of extra (otherwise lost) sales for you.
- 2 ways to generate a sense of urgency in your sales letter.
- **The fastest way to get your advertisement out to thousands of potential customers NOW... without 'breaking the bank' or spamming.**
- The one kind of ad you should never use.
- **How you can find dozens of unusual, but highly-responsive places to advertise your products for dirt-cheap prices.**
- How to pay a fraction of the prices other people are paying for the same ad.
- **An amazing case study caught on tape: How I took a \$30 investment and turned it into \$84 just goofing around for the camera.**
- How to get a network of huge, high-powered sites to market for you and bring you targeted leads day in and day out.
- An 'underground technique' to quickly find affiliates for any of your products.
- **A stunning word-for-word dictation of a simple letter you can use to contact website owners by email, and immediately ask them to promote your site.** (And it's surprisingly easier than you think!)
- A simple 3-step process that can attract your first joint venture partner.
- A down and dirty way to hunt down other websites that are perfect for selling your products *for you* -- and will gladly do so!
- **What to do after your joint-venture offer is accepted (get idiot-proof, step-by-step instructions to make sure it goes without a hitch).**

- What you should do after the JV is over. (*Overlook this simple yet vital step, and you'll lose out on future sales and slash your potential profits by as much as 50% or more.*)
- How to sneak into a popular marketplace to find out where the "power affiliates" hang-out and get them to promote your products.
- How to leverage off the traffic of others (that's qualified, targeted traffic), and potentially see your hit counter shoot through the ceiling.
- **Do this one little thing 4 times per day and we predict you get more traffic than you could possibly handle. (Hardly anyone even knows about this and less than 1 in 10,000 people actually use it.)**
- An example of an unusual solo ad sent out to 425,000 people that generated 1941 clicks, 27 sales and an exceptional \$434 in *net profit*.
- **Why you must track every single thing you do and a no-brainer way to do this without taking up a lot of your time. (Stop wasting your advertising money on ads that don't work).**
- How to test your product and sales letters with small targeted ezines (email newsletters), and then roll out to lists with hundreds of thousands of readers... without even coming *close* to spamming.
- **How to get the leverage of hundreds of thousands of subscribers, even if you don't have your own email list.**
- Step-by-step walkthrough of how to track everything in all of your campaigns at a glance... without using any expensive or complex software.
- A secret pay-per-click search engine technique hardly anyone is using that allows you to get your site listed under thousands of keywords dirt cheap.
- **How to set up your account in mere minutes and create ads that we believe could generate an avalanche of traffic. (See a screen-by-screen walkthrough of everything you need to know to get started right away.)**
- An underutilized tool you can use to immediately discover hundreds of search terms for your niche. (Almost everyone we know even knows about it!)
- **The little-known website you need to visit to get 1,000 keywords for your campaigns... that people are actually searching for! (*Without having to rack your brain for days trying to come up with them!*)**
- A simple piece of software you can use to find out what the #1 bids are on *any* keywords... in just a few short minutes.
- **How to follow up with your prospects and potentially convert them into customers, all on auto-pilot, while having the freedom to spend time with friends and family.**
- How to create a sign-up form on your website and get new prospects to join your follow-up sequence. (*Plus you get an easy to use template so you don't have to bother with any coding. Just copy it and you're done!*)
- How to create world-class copy, even if you've never written a word in your life. You actually see a real-life walkthrough of a sales letter being written right before your eyes... plus you get an easy-to-use template you can use to crank out sales letters in no time!

- **Why you should write like you talk, and why 'sounding professional' could actually hurt your sales, especially with niche markets.**
- How long you should wait before you start talking about your product? (Get this part wrong and it could kill any chance for a sale.)
- **How to easily the testimonials you need for your product.**
- Revealed! Mysterious "double readership path" most readers take when they read your letter, and how to draw them into the copy. *(Master this and you could end up making sales to people who barely even read your offer!)*
- **The #1 question your headline and sub-headlines should answer.**
- How to create mouth watering bullets that stop people dead in their tracks and virtually "force" them to read every word on your page.
- **A drop-dead easy-to-use formula for writing sales letters.**
- A ingenious way to ask for the order and get the customer ready to buy.
- **A sneaky little way to make all of the benefits in your sales letter stand out and smack the reader in the face.**
- The one thing you must do in the opening paragraph of your sales letter.
- **A neat little tool you can use in any sales letter you write to get people to respond.** (And no, it has nothing to do with fancy scripts and coding.)
- How to generate an unbelievable feeding frenzy with your bonuses.
- **How to reverse engineer Google.com to have the world's #1 search engine spit out advertising goldmines for you.**
- What we feel is the fastest and most effective way to advertise your product.
- **How to profit from newsletter advertising. (The secret is finding newsletters where the readers are really bonded with the writer of the ezine. You get to see exactly how to do this.)**
- The best kind of ads to place.
- **How to mine the Internet to find off-the-beaten-path places to advertise your competitors may not even know exist. (These ezines you find buried are much more responsive and cheaper for you to run with.)**
- A place to advertise to 28,500 people for only \$25. *(That means, if you're selling a product for \$50 you only need to make 1/2 of one sale out of 28,500 to breakeven on the ad. Discover a way to find even more places just like these to advertise in.)*
- **How I use this Google technique everyday to sell tons of copies of a dumb little ebook that teaches parrots how to talk.**
- How to master Google AdWords. (This is a fantastic way to bring in traffic to your site. Most people don't know the correct way to master this powerful traffic generating tool. You find out exactly how in this video.)
- **How to better target your keywords in Google Adwords. (Keywords are everything when it comes to pay per click. This one technique could save you thousands of dollars in advertising expenses.)**
- How to split test your ads and see which one works best.
- **How to save a ton of money on your clicks (when people click your ad), and get tremendous value for every dollar you spend.**

- How to get dozens of related keywords for your ad.
- **How to test different ads and find out which ones are really bringing in sales -- and which ones are dogs you need to dump right away!**
- The 2 fastest ways we know to find tightly grouped "clusters" of info-crazed prospects who are most likely to be interested in your product.
- **The jealously guarded "triple hoop" system for cranking out tiny little dirt cheap sites that attract hot prospects like white on rice.**
- How to slap together a website that makes people want to buy... even if the thought of writing a sales letter makes you break out into a cold sweat.

*And much more...*

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- The Affiliate Upsell System Explained! Learn every secrets strategy you need to make an extra \$500 - \$1,000 per month.
- **What's a more profitable upsell – a product or service?** *(Don't worry, the guru's don't know either. But you will. And knowing this one secret alone could easily double your income!)*
- **How to quickly and easily "scare off" all competitors in any market you enter** *(Learn how to make your site so irresistible that people will leave your competitors site and buy from you instead! Cool huh?)*
- **How to build a MASSIVE list of opt-in subscribers** *(This little known strategy is totally different to anything you've ever read before!)*
- **The number 1 costly mistake that almost ALL affiliates make which practically robs them of thousands of dollars - every single month** *(you'll learn how to avoid it and even how to collect the money they're losing!)*
- **Several crystal-clear case studies and examples of upselling** so you can get a rock solid grasp of how you can balloon your affiliate cheques!
- **The ugly truth:** Why most merchant's sales copy *totally sucks* and the 2 simple tricks you can perform to ensure your visitors still buy!
- **Learn how to master the art of "pre-selling" which can have you laughing all the way to the bank** *(Failure to learn this will result in you never making big money as an affiliate).*
- **How to quickly and easily write mouth-watering sales copy with my 12 simple rules.** Even if you've never written copy before, you'll learn how to

effortlessly get your visitors drooling to buy whatever you're selling!

- **One of the most unbelievably stupid mistakes that 9 out of 10 affiliate's make when writing sales copy.** Which ends up losing them tons of sales.
- **How to use my very controversial “negative aspects” technique** so you'll gain so much instant trust with your prospects - that they'd even trust you to take a set of keys to their home!
- **The little known secrets of writing sales copy which lessen the amount of refunds** and complaints you get - by a staggering 6 times!
- **My latest and greatest technique for getting even your most skeptical prospects** to demand you sell them another product! *(This so unbelievably easy that you'll kick yourself!)*
- **2 sure-fire (yet completely unknown) ways to effortlessly get dozens and dozens of testimonials for whatever product you're selling ...** *(even if you've never sold a copy of the product before).*
- **How to make your product seems so believable (and where to get a truck load of proof)** so that even die hard critics turn into your raving fans - desperate to give you their money!
- **My best kept formatting and layout secrets which can literally double, triple and quadruple the response ... of even a total loser sales letter!**
- **The truth about how many products you should promote on each website - finally revealed** *(And it's not what you're thinking!)*
- **Discover the type of websites that the search engines are *falling head over heels in love with* and consistently give high ranking to** *(Learn this and you'll get more traffic than you ever believed possible).*
- **Questions: When should you only have a sales letter on your site? When should you only have articles? When should you have both?** The answer: It all depends. Get this info and save yourself thousands of dollars in mistakes!
- **Revealed: The step-by-step, paint-by-number secrets to working with the search engines** *(instead of trying to trick or buy into them)* and why they'll always reward you with ... HIGH RANKINGS ... when you learn these secrets!
- **Articles on your site are good, right? Correct.** But do you know what the number *secret ingredient* your article must have - to make money? The answer will shock and surprise you.
- **The single most important thing your website MUST have (yet most people totally overlook it)** that can either make you wealthy ... or dirt poor!

- **An inside story from direct marketing millionaire Michael Masterson**, who revealed to me possibly the greatest secret ever told - about when and how you should follow up your prospects and customers – for MASSIVE profits!
- **The seven step by step process ... which takes less than 1 day to do...** that'll make you absolutely bullet proof from being labeled a spammer (*Fail to do this and your whole business could be shut down for good. Even if you've done nothing wrong!*)
- **How to use my “crystal ball” technique to instantly know the exact time that people on your list** (*customers or leads*) are absolutely red-hot and ready to buy from you!
- **Learn my 3 unbreakable golden rules, that everyone who sends out a promotion to their list must know, only if they want to make the most sales possible!**
- **Discover what always makes more money: An alert service, an ezine, html emails or text emails.** Sure, you've heard the myths. Now learn the truth about what really makes more money – and what completely bombs!
- **The 2 simple rules that 99% of affiliate marketers blissfully ignore, yet they're the 2 most vital ingredients, for setting up multiple streams of income!**
- **A PERSONAL CONFESSION: Have you ever wanted to be successful but always felt that *something* was stopping you?** Me too. Well, after years of frustration I've finally “cracked the code”. You too, can learn how to smash through the barriers and achieve financial success!
- **Learn how to think up so many great niche markets to tap into ...** and then what to do with those ideas ... so that you actually make them happen! (*have you ever had a great idea but never got round to it?*)
- **Question: Have you ever thought of so many niche markets to tap into** – but you've never got round to doing even one? I'll show you what to do with all those ideas, so that you're guaranteed to make them all happen!
- **The many mistakes that most people make when creating multiple streams of income ...** and how to make sure you make money ... instead of lose money!

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- The #1 deadly mistake “newbies” make when attempting to set up JV deals – make this mistake yourself and not only will you not make any money... but... word will probably circulate online that you are a “bad apple” – and nobody serious will ever deal with you again!
- The “sure-fire” method of approaching potential JV partners that will raise your chances of “sealing the deal” by a factor of 1000! – Just this info alone is worth whatever you

have to pay to get it (remember, I made \$100,000 in my first 5 months online, and I did it all on the back of JV's and this bit of "secret knowledge")!

- How to add one sneaky marketing component to your JV's that creates a "killer" money-making combination – this is the strategy used by the savviest and richest Internet marketer's – now it's your turn to steal their secret and join them at the top of the "money tree"!
- The one question you must ALWAYS ask yourself before hurtling off and "knocking on the door" of potential JV partners – this is so simple... but... so overlooked!
- The BIGGEST asset you will ever possess online – and I'm betting it's now what you think it is!
- Jason J. Cox's "sneaky little secret" for zooming from obscurity to Internet BIG DADDY... without a product... without a reputation... without a list... and... without even a driver's license (he was too young!).
- Jason J. Cox's other "sneaky little secret" for setting up immediately profitable JV deals – In all honesty, I think this was the most "on target" piece of advice I've ever heard given to a "newbie" starting out online. Once you hear it too, I'm betting you'll get an "aha" experience that will obliterate any excuse you ever had for not stepping up and getting into the Internet marketing game!
- Learn about a "secret web site" that you can use as a "private detective" to go out and report back to you all your potential JV partners – this will save you hours of "mind numbing" research works!
- How to locate and get FREE software... and then... sell it – this is perfectly ethical and legal and... right now... a "goldmine" waiting to be exploited to full capacity!
- The very best place in the world to find "ripe" and eager JV partners – this is where the real action is taking place!
- Exactly how to write a JV proposal letter – 99% of people "nose dive" any chance of being taken seriously by getting this wrong!
- The most important "thing" you can show potential JV partners – if you want them to open their doors and welcome you with open arms!
- The 7 step formula for setting up profitable JV deals! This will take you right from the "root-to-the-fruit" without any "road bumps"!

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Look – here's just a "taste" of what you're about to learn:

- How to use the billion-dollar secret training technology developed by the Soviets (which put their athletes light-years ahead of anyone else) to put your fighting coordination and speed "over the top"... even if you haven't got an athletic bone in your body!
- Why you should never use your fist in a real street fight! (Even trained fighters make this crucial mistake... and risk serious injury that's 100% avoidable!) There's a better way to do more damage, quicker, with no risk of hurting yourself at all!



- A “lazy man’s” training technique that’s so simple, you can master devastating moves while watching TV!
- How to “expand” your 5 senses so you see everything happening around you, all the time- it’s like having eyes in the back of your head! (This trick can save you enormous amounts of danger and trouble...and make you virtually undefeatable in any head-to-head fight!)
- Secret “2-minute” training techniques (that’s all it takes!) that are guaranteed to make you look ridiculous... but which will pump up your fighting ability (and confidence) 1,000% almost overnight!
- New (and simple) exercises that actually install animal quickness and viciousness directly into your muscles and nerves... leaving it locked there until you need to spring it loose! (Go from calm to frightening in a split second, whenever you choose... or whenever you’re threatened!)
- The “energy conservation” rules of fighting almost every street fighter breaks... leaving you a devastating opening 10 seconds into any fight no one else will see!
- How to use the “two second” stalking test to see how trained your opponent is... and what he’s trained in! (Crucial information to end the fight when you choose!)
- The hyper advanced new fighting stance that negates all others... putting you in a position to keep boxers, wrestlers, and even the dirtiest fighters on the planet off-balance until you decide to strike!
- How to never again feel uncontrollable emotion (or even sweaty palms) in a tight situation... and how to channel all your adrenaline into purposeful energy that will charge you up like a bomb!
- Why your best fighting moves will come completely naturally... for all that martial art nonsense about needing to train for years to do complicated moves! (The best fighters in the world use only a few simple moves... and routinely knock around karate dudes like they were children!)
- How to use the devastating “pop up” push taken from the way tigers hunt in the wild... so effective a 90-lb. woman can use it to send a Sumo wrestler tumbling!
- What to watch when you’re eight feet apart (it’s not his eyes – a terrible mistake most fighters make that gets them hurt)... and what to watch inside the two feet “crunch time” zone... to keep you a precious step ahead of even superbly-trained fighters!

- The number one “Dirty Trick” of dirty fighters who want to decisively end a fight as soon as possible!
- A ridiculously-simple two-finger takedown that will instantly bring any opponent, of any size and weight to his knees!
- Leverage secrets (known only by students of Clugston’s) that multiply every pound of your weight ten times, giving you “Godzilla” advantages against even a much-heavier opponent!

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# 12. Guarantee

Your Membership Is Backed By My...

## "Take-It-To-The-Bank" 100% Guarantee For The First, Full 12 Months Of Your New Membership.

I want you to be as confident as I am, and many of my members are. But just in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I *completely guarantee* your satisfaction. Not for 30 days. Not for 90 days. Not even for 6 months. But for an entire year!

Let me be more specific. Here's my 12-Month Guarantee...

I personally guarantee your satisfaction right down to the very last day of the first 12 months after your subscription starts! That's a whole year! Here's how it works...

Become a member today and listen to every recording, watch every video, read every article, access any of the resources and download every bonus... Right down to the very last day.

If at any time during those first 12 months you're NOT completely convinced The Copy Doctor is worth the price of your subscription many times over, I want you to ask for your money back.

I'll refund you for the entire membership fees you paid during your first year, on the spot.

Fair enough?

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Even if you don't like it, return the package. My 100% Guarantee to You.

**And I will even put \$1,000 of my own money on the line.**

That sounds crazy right. You are going to absolutely adore this package. This is my life's work and I put my heart, soul and my most prized and treasured information and secrets into this package for you. However if for any reason you decide this is not right for you I want you to send it back and *let me give you your money back.*

**Risk-Free Guarantee #1** -- Get your copy of Hypnotic Selling Secrets today, **try it out for 90 entire days**, and if it doesn't double your sales, optins or click throughs - or for any reason what so ever during

that time you decide this is not right for you - I want you to send it back and let me give you a fast 100% refund.

**Even BETTER Than Risk-Free Guarantee #2** -- Get your copy of Hypnotic Selling Secrets today, use it for for the **next 90 days** -- watch the videos, read the manual, do the exercises, follow the Life-Long Learning Guide, and consistently apply this to your marketing for the next 90 days while documenting your before and after results.

If these Hypnotic Selling Secrets do not improve your results, **earning you at least double what you paid**, then I will not only refund your purchase, **I will also give you \$1,000 cash back out of my own pocket.**

Why am I willing to risk so much? Because I believe so strongly in what this information can do for you. I have seen so many other people, just like you, dramatically improve their business in just a few short hours. You can do the same.

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**Remember, these are a "Take-Action" incentive bonus – Yours only if you respond to this offer within 10 days of this letter).** In order to, in essence, shamelessly (but ethically) entice you to give "*The Amazing Mental Secrets of Professional Golfers (A No-Nonsense Guide to Great Golf)* by Mr. X " a chance... a try... a drive around the course, if you will, for the next 90 days, totally at my risk -- NOT YOURS! And if you have not lowered your score and shoot with more confidence on the course, just return your product to me and I'll refund every penny you paid, including shipping! (And there's no one out there who will make that kind of guarantee! Hey, you can even send me a check and post-date it for a month.)

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## **My Unconditional, Risk-Free, Money Back Guarantee!**

**You use the "Mining Gold on the Internet" system risk-free.**

Reserve your spot today, download the manual, read the workbook, follow the checklist, watch the videos and claim your \$2,218.00 bonus package. Even use the \$1,985 in free advertising (bonus #1).

***Use my system for a whole 90 days.*** *If you're not convinced that my techniques are worth thousands of dollars, if you're not making as much money as you think you should (you're the sole judge of how much this should be) or if for **ANY** reason you're not thrilled with my system, just email me within 90 days for a complete 100% refund. Even if you do, I insist you keep the \$2,218 Bonus package as my gift just for trying out the system.*

Of course, you still have my extraordinary offer so "**Mining Gold on the Internet**" **won't cost you a dime:** I'll return your entire deposit when you succeed in making

your first \$1,000, and you submit your success story for me to share with others. You heard that right...you get to make the money (and keep it) and it ends up costing you nothing to discover these strategies that really work.

I'm taking all the risk. You win either way because either way, all the profits you've made, all the secrets you've learned and all the bonuses from my \$2,218.00 Special Bonus Package are yours to keep. And since my step-by-step system is delivered online, **you won't even have to ship it back!**

That's a guaranteed gain, just for reviewing my million-dollar strategies.

**See, you really can't lose!** But, you have so much to gain, because "**Mining Gold on the Internet**" delivers you **everything** you need to become successful on the Internet. Remember, you only get the Special Bonuses **FREE** if you are part of my first 500 group.

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## **Here's The Biggest Most Daring Guarantee Ever Made In The History Of Marketing!**

**(It's Also The Gutsiest Guarantee I've Ever Made. Where  
You Either Walk Away With \$25,000 Or It's FREE!)**

There is no one else in the business growth, marketing or personal achievement field has ever made the kind of daring offer that I'm about to. *But first ...*

It's vital that you know I'm asking you to pay only after you profit at this workshop.

Ok, here's how it works.

**If by the end of the third day, you haven't experienced at least four financial windfall ideas (worth \$25,000 to \$50,000 each) then I insist that you ask for your money back.**

Frankly, if I haven't delivered on my promise, then I'd be embarrassed to keep your money. I'm deadly serious. Either you make money from my teachings or you don't pay.

It's that simple.

Now you might be wondering how I can afford to make such a powerful no-lose guarantee where 100% of the risk is on my shoulders and none is on yours. Well the

truth is, it's not really a big risk on my part. Because I've already had to do it at a much higher level and I've consistently delivered.

**Here's what I mean:** When people pay me \$25,000 to participate in my programs, they're usually looking for a seven figure pay-off for themselves. And that's exactly what I give them. So it's no wonder why a high percentage of my past attendees keep enrolling in my programs, year after year.

So I'm sure you'll agree, if I can consistently produce financial jackpots and cash flow bonanzas at my higher ticket programs (where the pressure is far greater) - then it would be incredibly easy for me to do the same, when attendees have paid much less.

And that means you. Yes you. At this workshop your investment to attend is just a tiny fraction of what I usually charge at my \$25,000 a seat workshops. In fact, below is my official guarantee that **you can print out and keep for your records**.

### **My Famous "You Profit Or I Pay" Guarantee**

Attend the workshop for 3 full days. Listen to every session, network with other attendees, take plenty of notes and ask all the questions you want.

If by the end of day 3, you don't think that it was the most valuable workshop you've ever attended, then just approach one of the organizers and say *"hey, I don't think this seminar is for me, I'd like a refund"*.

Next, you will be given a full 'no questions asked' refund on the spot (a check will be written out for you right then and there). **Plus we will even include an additional \$350 cash** (*that you can spend on your plane ticket back, or anything else you like*) as our way of saying "thank you" for giving us a fair try.

Now, we couldn't possibly be any fairer than that, could we?

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But you won't pay anywhere near that price. First, we want you to experience it for 30 days absolutely free. And after your 30 day vocal makeover, we'll charge you just \$197.

If people aren't astounded by your transformation, you never pay a dime.

If people don't treat you differently, Arthur doesn't want your money.

If you haven't transformed the relationships – business or personal – in your life, gather everything up and send it back.

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## A FULL YEAR Money Back Guarantee

That means you have a full year (365 days) to cycle – and recycle – through all the profitable info packed onto those 12 CD's. And if, in the unlikely event you don't think the info on those CD's is worth at least 100 TIMES more than they cost... just let me know... and you will receive a full and immediate refund (less the small shipping and handling charge, of course).

But, unless you suffer from a “refund mentality”, I'm betting you won't want to do that. I'm betting – that if you are lucky enough to snap up one of the 200 sets – you are going to want to keep those CD's very close to wherever you conduct your business. And each time you listen to them, you'll find another nugget of an idea that you can implement right away, as your Internet business grows and flourishes.

If you're not convinced by now, you never will be. So...

### Here's How To Grab Your Own Personal Copy Of The Internet Marketing Crash Course™ Before They're All Gone And The “Curtain Falls” On This Offer:

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### No B.S., No Excuses 90-Day Money Back Guarantee

Order totally risk-free. Even if you're not sure this is for you, **order and try it**. You can return it at any time over the next 90 days and receive a prompt, courteous refund. No questions asked. And yes, we're that confident **this will work for you**.

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### You can't lose with our 100%, ironclad, money-back guarantee

By the way, **these bonuses -- valued between \$525 and \$875 -- are yours to keep** even in the unlikely event you decide to take advantage of our ironclad money-back guarantee:

**Your satisfaction is assured through our no risk, you-can't-lose, 100%, no-questions-asked, iron-clad money-back guarantee.**

**If for any reason, you aren't thrilled and satisfied with your purchase, just contact us within 30 days and we'll refund 100% of your purchase price.** What we're saying is don't decide now if "**How to Write and Publish your own eBook in as little as 7 Days**" is right for you.

**Try it out for one full month - risk free.**

If it doesn't help you **overcome any stumbling blocks** to writing your own ebook, if it doesn't **guide you step by step** through picking a topic for a market begging to buy it, if it doesn't show you how to **market** your book to the **widest audience** possible, if it doesn't **take you by the hand** and teach you exactly how to get your words down on paper even if you can't "write" or type, if it doesn't make **creating** your own ebook **easier than you ever dreamed possible**, then we don't want your money... we'll give it all back.

**You have nothing to lose** (and a successful, money-making, prestige and self esteem building ebook to gain) **because regardless, the FREE bonuses are yours to keep just for giving us a try.**

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## **Don't Say "Yes." Just Say "Maybe" And Give It a Risk-Free Test-Drive For a Full 99 Days!**

I hate seeing the word "guarantee" everywhere. What is it supposed to mean? Just words. Platitudes to get you to buy. So, I'm making you more than just a guarantee.

**It's a personal promise to you.**

I honestly believe this is the most powerful, intensive yet easy-to-learn course currently available. I would want the ground to open and swallow me whole if I thought you were disappointed. **So here's the deal...**

Enroll in the course today. Try it out for a full 99 days. Pull it, twist it, take notes, mark up your copy, and apply what you learn. If you feel it really wasn't worth the investment, just return the product, and I will deposit your payment right back into your account the very same day if possible...

It's my 99-day — **that's more than 3 whole months!** — risk-free, love-it-or-leave-it, full money-back personal promise.



**So don't wait a second more!** Only the next 230 "early birds" get this package. Click here to enroll right NOW!

However, don't order it with the intention of just skimming it over and returning it.

That's not fair to either of us. I'm confident that these strategies will absolutely work for you -- if you apply them and put them to the test. **But don't order** if you aren't going go through the material or implement any of the strategies.

Let's face it, if you're **NOT** going to seriously test & apply these simple but powerful techniques, and give our course an honest and fair evaluation (or return it in 2 days) - then you're probably not the type of trader who will be successful anyway.

But if you are serious about improving your trading, and really want to give yourself an unfair advantage in the markets, **then now is the time to order. Click here to get your copy**

### **One More Thing...**

I want to be very up-front with you. This was an expensive product to produce, each package is top quality and was our videos were professionally produced -- *this is quality material.*

We have chemically treated some of the pages and had a process applied to the audio and video CD's to detect illegal copying. Any returned unit will be checked. Not only will we then contest your right to refund, we may prosecute the copyright violation. So don't expect to copy the material and return it.

I deeply regret even having to say this, but in recent years there seems to be an upswing in people lacking basic integrity, who are intentionally purchasing, copying ie. stealing information, with the intent of returning it for refund. I've decided not to tolerate it in this case, not once... **But I trust you to be fair.**

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## **You're Also Getting A No-Risk, 90-Day Money-Back Guarantee**

**Try the "XXX" for 90 days.** If, after you put these proven interview techniques to the test and try them for ninety-days, you find that the "XXX" hasn't helped you land the job you want, simply return it for a complete no-hassle refund. And the FREE bonus "XXX" is yours to keep even if you do get your money back!

Think about it:

**The worst that can happen is you'll come out \$7.97 ahead** with the FREE bonus "XXX." There's simply no way you can lose with this iron clad money back guarantee.

Here's how to get going:

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Order XXX now, today. **Try it.** See for yourself how much better it'll make you feel and look. If within one year's time, you're not delighted with the health boosting results XXX brings you or if you're not happy with it for any reason, simply return the unused portion and I'll cut you a check on the spot.

No questions. No hassles. We'll still part as friends. But ... once you try XXX even within a short time, you'll never want to be without it. You'll be thrilled with the health benefits you reap from it. In fact, you'll probably tell your friends about this breakthrough product.

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## **Generous 120-Day Money Back GUARANTEE**

Don't decide to *buy now*. You can do that later. For I'm giving you 120-days to let the XXX help you **significantly re-grow your hair**. But, if for any reason, you're not completely satisfied with the results – I'll refund your money both promptly and courteously with no questions asked.

That's right. Test it. Try it. Use it. Judge for yourself in the privacy of your home that the XXX really will work for you. I'm so certain you'll be amazed by the results – you won't dare give it up. That's how confident I am, and I back this system completely with my personal and corporate reputation.

**XXXXXXXX**, President, XXXXXX

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Simply fill out the FREE AUDITION CERTIFICATE below, and gain instant access to XXX. There's absolutely nothing to decide. Just let XXX work its weight loss magic and **ONLY** then decide if you want to keep the book! But, if for any reason you're not absolutely thrilled with the very significant and dramatic weight loss you experience I'll

refund your money promptly and courteously. With no questions asked and yet, we'll still part as friends.

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**Now here's how your guarantee works:** Watch the tape. Let the lesson "sink in" as you watch. You can do a little practice, if you like (it's not required). For most golfers, the season is pretty much over this month because most courses are closed. Doesn't matter.

Use what you've learned when you do go out the *next* time. **You aren't under any time limit at all.** (Darrell says learning this *now*, before the actual next spring season starts, will allow these secrets to "cook" inside you... so when you do use them, they will just **be** there, like "**magic**", all settled and cozy in your mind. He says this is really the **best** way to do it.)

Now if you **DON'T** break 90... on the **very next round of golf you shoot**, or on **any** round after that... then I insist you send the tape back to me (with your scorecard)... and I will rush you (by return mail) **this crisp new \$50 dollar bill**. No time limit – take all season (and the next one, too, if you like) to make sure the lesson "sticks".

That means, if you choose... your entire "secret" lesson will be **FREE**... and... you'll get a nice **CASH BONUS** on top. Right out of *my* wallet... and into *yours*.

You don't risk a penny giving this amazing breakthrough in low scoring a "look see" yourself... not a *penny*. In fact, because I'm sending you **\$50.00** back, you're actually coming out way *ahead*. Just for trusting me a little bit... and taking *one measly hour* to see what all the fuss is about.

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## 13. Openings

Dear Friend,

Would you like a brand new car?

Would you like it despite your credit, your work status, or the amount of money in your bank?

Would you like to almost magically manifest it?

If so, keep reading...

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Dear friend,

If you'd like to finally get in shape, feel more energetic and look great without knocking yourself out at the gym, then this might be the most important letter you'll ever read.

My name is Jeff Ball. I'm an ACE certified personal trainer and fitness instructor for over 15 years. I'm not a professional ad writer. But what I had to share with you is so revolutionary and so exciting - I just had to sit down and tell you all about it. So please bear with me a little.

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This is not some course or ebook. It's unlike anything you may have seen before. It's a fast and easy way to accelerate your copywriting, boost your response and crank up your sales... *Even if you can't write to save your life!*

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If you want to "fast track" your way to becoming a cash-rich Internet marketer... this will... without doubt... be the most electrifying message you'll ever read!

Here's why:

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Dear Friend.

If you've ever wanted to drive a golf ball with the **explosive velocity of a howitzer cannon** (adding half the length of a football field to your tee shots alone)... while hitting **all** your fairways and greens with *masterful* precision... then this will be the most important message you ever read.

**Here's what this is all about:** My name is Dr. Micheal O'Leary, and until very recently I was your basic "hacker". I have a love/hate relationship with golf – some days I'd be driving like a pro, maybe even flirting occasionally with par... while the next afternoon my game would absolutely go all to hell. I swear I've stood at the edge of the lake, holding my bag overhead, one emotional hair-trigger away from tossing the whole mess and never stepping up to another ball the rest of my life.

Doesn't it drive you nuts? I had no consistency to my game at all, even after 12 years of playing regularly. No way to tell what each round would bring. And it wasn't for lack of trying, either – I'd easily dropped *several thousand dollars* having "pro's" tell me what a horrible hook I had, and if only I would start twisting my body like *thiiiis* on the upswing...

Yeah, right.

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Dear Friend,

How would you enjoy suddenly having a reputation as a "**human launch pad?**"

I'll tell you, as much as I love the *game* of golf... my *biggest* thrill is still on those occasions when I hit a **monster tee shot** that sails straight and true, so far into the distance that everyone has their hands up on their brow squinting to follow the ball. I call it the "**great tee shot salute.**"

That's where you *really earn your respect* on the course – the tee box

And that is why I believe you're gonna **LOVE** this.

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Dear Friend,

With your permission (and with *strict precautions* for privacy), I am going to send you on of the **most important and exciting books** ever released by an American Publisher. News of this surprising “best-seller” is spreading like wildfire among men in *every* age group. In it you will find the **complete “secret” sexual education** that all men desire... including breathtaking sexual facts so powerful... **they astonished the doctors and sex experts who discovered them.**

And guess what? For the next 21 days...

**You Can Read It  
FREE!**

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**Until very recently I was an "unknown."** Nobody but a few friends knew who I was or what I had done. Even though I've made my living online exclusively for over 14 years, I pretty much kept to myself...

*... and I kept my secrets to myself.*

Why? Think about it. If you came across something that made you a lot of money ... something that most people would be able to copy... would you share it openly with the world? **Probably not.**

I never really wanted to tell anyone that I had "figured things out," because I wanted to just keep my mouth shut, continue working feverishly in the dark corner of my bedroom, and keep depositing money hand-over-fist into my bank accounts. And that's exactly what I did for many years. (*Can you blame me?*)

**But making money wasn't always so easy for me.**

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Would you like to...

- Escape the rat race and tell your boss to take a hike?
- Live almost anywhere in the world you'd like?
- Get out of debt and leave money worries behind?
- Work less, play more and **be free** to travel?
- **Make money** 7 days a weeks, even while you sleep?

Does this sound too good to be true? Impossible even? We realize this might sound so extravagant, you'll be tempted to dismiss it as hype. But we urge you to **read on.** You're

going to see that what we're about to tell you is quite simple to master, and extremely profitable.

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You have a great product or service, but the copy in your sales letter, email or website is just **NOT** getting the job done. It's lethargic. Unproductive. Unresponsive. Bottom-line, *it sucks*.

You know that, with just the right adjustments here and the right tweaks there, you could turn curious "tire-kicking" prospects into serious cash-paying customers faster than ever before.

### **But the question is, do you know which ones?**

That's why I recently decided to put together a private members-only website to reveal and show you, step by step, inside secrets and tricks of the trade...

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**If you've ever ever wanted to make money on the internet**, but you have no product, no computer skills, little money and zero experience, then this will be the most important letter you'll ever read. *But first ...*

If you're like me, then you've probably ...

- Bought every "how to make money on the internet" program under the sun. Only to find out that almost all of them are a complete waste of time and money.
- Become sick and tired of all the gurus telling everyone how easy it is to "get rich overnight" especially when you've been trying for years with little or no results!
- Been given advice from so-called "experts" that either flat out didn't work or produced pathetic results. Obviously they keep their best secrets to themselves!

**Bottom line is this:** If you've tried to make money on the internet before ... but failed miserably — then stay here and read this letter, because I've got some great news for you!

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**I've got to tell you the truth...** I *seriously* considered not revealing the “missing ingredient”. This simple secret will **boost your response sky high**, outsell your competition 2 to 1 and make your bank account go absolutely bonkers...

...All within 24 hours after you've put it into action (don't be surprised if your bank calls to ask what's going on).

So, why did I consider keeping this secret to myself?

I'm embarrassed to admit but... I was scared. Yes, scared.

I was scared you wouldn't need my advice anymore. Scared you wouldn't need my writing services again. Scared that revealing this simple secret would literally put me out of business.

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If you want the **financial independence** and **passive income stream** from selling a **popular ebook**, the **satisfaction** and **prestige** that comes from being an author, and if you want to do it while you're still **\*young\* enough to enjoy it...** then this might be the most important letter you'll ever read.

Here's why:

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Dear (client's first name):

As you can see, I have attached a shiny new nickel to the top of this letter. Why have I done this? Actually there are two reasons:

1. I have something *very important* to tell you, and I wanted to be absolutely **sure** I have your attention, and...
2. Since this nickel is going to help me tell you probably the most *amazing* (true) story I've ever heard, it seemed an especially appropriate “eye catcher”.

**Here's what this is all about:** Just outside of Tulsa, Oklahoma, there's a beat-up warehouse where certain “unusual” types of people like to gather. If you're a stranger out here, you're not just unwelcome...

**You're Meat!**



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**Date:** May 06, 2005  
**From the desk of:** Jay L. Abraham  
**Re:** Will you be my next success story?

**Dear Friend,**

**I have no idea if we've ever met, but I do know these three things about you.**

- 1.** You're frustrated because you're not making the kind of money you know you deserve. You're working too hard, too long, and with little financial return.
- 2.** You're sick and tired of wasting time and money on promotions that produce little or no results. You want to take the guess work, uncertainty and ambiguity out of business success and learn what really works today.
- 3.** You want to learn the most effective, high-potent and powerful marketing strategies that are guaranteed to increase the sales, income and profits of your specific business.

If you answered "yes" to any of the statements above, then there's only one place you should be on August 12, 13 and 14th.

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Dear Friend,

Imagine what you could do if you had access to a master copywriter's forbidden collection of secrets. How much would this swipe file of information be worth to you?

How drastically would your sales improve by using just a few of their proven secrets in your sales copy?

Now imagine getting your hands on the first collection of hypnotic words, phrases and sentences that is guaranteed to double -- even triple your sales. As you know, a few simple changes to your copy can mean an immediate increase in sales. So what would happen if you had full access to a master copywriter's swipe file and could use the information in your sales copy?

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From: DJ Richoux  
President & CEO  
Business Breakthrough Technologies Inc.  
Wednesday, 8:32 am  
March 31, 2004

Dear Friend,

I've got some amazing news for you!

If you have been searching for that extra special reason to register for the ***Mind, Money, & Wealth® Super Conference***, you will be pleased to know that I have been working night and day to put together a special, high-powered pre-conference evening called "Discover the Genius Within".

This session is absolutely FREE for all those who are attending the Super Conference. It is not available to the public at any price.

Now, here's why I am so excited...

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Dear Friend,

As you can see, I've attached a US "One Million Dollar" bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something so important to tell you that I wanted to make sure this letter got your attention.
2. And, secondly, since what I have to tell you is about money, and how you can get more of it, I felt that some sort of "financial eyecatcher" was especially appropriate.

Now, here is why I am so excited:

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Dear Friend,

Could this be the vacation of a lifetime?

Just think, NASA's Kennedy Space Center, Sea World, Disney World, Epcot Center, and more are easily within your reach. Imagine, waking up on your vacation - here in beautiful sunny Coca Beach, Florida. You'll have the world famous Coca Beach ready to embrace you each morning.

What will you do? Will you swim, surf, sailboard, sunbathe, or just lie out in the sun and rejuvenate to the picturesque environment that envelopes you?

As you imagine yourself lying out in the sun, it's gentle rays soothing you; you see the beautiful blue ocean before you. Teaming with happy, jovial people enjoying their wonderful adventure. – *An escape from the "real world."*

You may be amazed to see an occasional dolphin and whale manifest itself. You may even see an ocean turtle nesting.

And you'll find yourself enjoying all this and more at the XXXXXX.

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Dear Friend,

The results are in ... and this new 2 in 1 extreme weight loss system combining rapid fat burning with powerful carbohydrate blockers into one little pill -- is vaporizing pounds and inches for virtually everyone lucky enough to try it.

Even the scientists who developed this super weight loss pill are astounded. Just listen to these amazing stories of people who've tried XXX™ ...

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Dear Friend,

Even if you hated the game Monopoly – this can easily be you ...

Imagine having seven or more prime properties in your control. You have a \$300,000 property. Four small homes. Three fields near a fast developing area. And your portfolio of property is getting bigger by the end of the week. Picture this:

You're not paying taxes on these properties nor are you dealing with tenants, rent or any other such nonsense. And, you gained control of these properties for as little as \$10 and your credit didn't matter! Sounds like a dream doesn't it?

But it's not. Not when you know "XXX."

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Dear Friend,

Unless it's already happened to you, plan to be sued about five times in your lifetime. And if you have a lot of "visible" assets (you know, those things you worked so hard for) plan on being sued even more.

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Everybody's mad at me again... because I'm about to "give away the farm" with this amazing new golf video. My partners here at OHP just *hate* the word "free", but I love it. You will, too, when you see the deal I've cooked up for you below.

There is easily the most compact "take a few swings and you've got it: lesson we've *ever* offered... and yet the result will just curl your toes with pleasure. In fact, here's what I want you to do:

Call my office and tell them to *rush* you the special video I've set aside in your name. Watch it. It's only 30 minutes long, but I guarantee you'll be riveted to the tube for every second.

Go out to your favorite range, and place *four balls* next to your practice tee. Just four balls - that's all you need. Hit them using the trick you just learned. Now *immediately* play a round with the *best golfer* you know. A single-handicap ex-pro would be perfect. Ignore any comment he makes about your swing. By the fourth hole, he won't be talking much anyway... because you'll be *out-driving* him, *out-finessing* him, and (unless you absolutely suck at putting) beating the tar out of him.

When you are finished *go to the club house and gloat*.

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Dear Fellow Golf Nut,

If you enjoy a good mystery story, you're gonna *love* this.

It involves "lost: secrets that the old-time legends of golf (like **Ben Hogan**) exploited to become the *best golfers on the planet...* a life-threatening storm that nearly cost me my business... a dark and scary corner of an ancient warehouse... and a lost *fortune* in cash. Also, this story involves *you...* in a way you'd never suspect in a million years.

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Dear Friend,

In just a moment, I hope to make you so angry you'll want to throw a dumbbell right through the wall.

What I have to tell you involves the scandal that's been going on in body building nutritional supplements today. It's a scandal that - - if your like most guys I know - - is cheating you out of good money and (worse!) robbing you of some serious gains and major results you should be getting from your workouts.

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**Dear John,**

Hang with me for just a second here. **And I will show you how to almost quadruple your power to win any fight , against any opponent... using ONLY the skills you possess right now.** And yes even if you've never been in a real fight yet. Simply being exposed tot his "missing link: of fighting know-how will be like force-feeding into your body a pro fighters advanced knowledge of taking apart an enemy as easily and effectively as mowing the lawn.

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# 14. Closes

Think about it. Where will you be a year from now? Will you still be struggling to make online marketing work, while competitors who are web marketing savvy steal business from you?

**Or will you be enjoying the exhilarating feeling of selling your products and services online, automatically, while you sleep?**

The experts have gone through the pain. Now you don't have to. As many as 14 world-class experts give you authentic advice on how to make your online business the success you dreamed it could be. Don't pass up an opportunity of a life-time. You have absolutely nothing to lose and everything to gain.

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Obviously, that guarantee is beyond fair.

So here's the real question:

Are you ready to take action, or are you still letting doubt stop you?

As you'll hear in the teleseminars, doubt is often self-sabotage at work.

Are you going to control it, or let it control you?

The choice is yours.

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Act now to take advantage of this rare opportunity to possess this material (two extraordinary CD's of my clearest teachings, the a bonus report, the special **Automatic Golf Success! How You Can Lower Your Score Overnight** CD) and the transcript of my teachings at such a staggeringly-low price. If you want one or more copies...

**Call 1-800-770-4570**

(Ask for Department G77), and tell whoever answers you want the **Risk-Free deal** on the ***The Amazing Mental Secrets of Professional Golfers (A No-Nonsense Guide to Great Golf)*** by Mr. X. The price is just \$87, plus \$8 shipping and handling (total: \$95), and you can use your credit card when you call. Or, if you prefer, mail a check or money order to.

Golfers Mind  
7777 Davie Road Ext, Suite 202A  
Davie, FL 33024

**Oh, yes -- and finally -- so long as you order the program in good faith, even if you do send it back for a refund -- you may keep the *three bonus gifts* The Mental Mastery Secrets of the Pros Revealed! Inside their heads: A Totally Different Slant On Golf Success, Automatic Golf Success! How You Can Lower Your Score Overnight and the transcript -- for your trouble and effort. *I ask only that you don't take undue advantage of the situation.***

I can't be any fairer than that. This is a massively better offer than I originally made available. I only hope you act quickly -- to assure you get the 3 "*super gifts*" for taking action **within the next 10 days**. I also reserve the right to cancel this offer at any time after the initial 10 day period if it appears to adversely affect my golf consulting practice.

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## Take Control of How Profitable Your Business Can Be — Starting Today!

Now that I've shown you this *no-risk way* to increase the response of every marketing piece you use in your business... And pull more profit with all your marketing... the next move is up to **YOU**.

Seriously, if you've read this far, you know that you have a strong interest in making your copy produce the kind of response and results you really deserve. All that's left is to *take the action* to do it.

If you want to...

- Stop *gambling* on how well your business will do...
- Turn ordinary response into record-breaking *profits*...
- Take *control* of how much more profitable and pleasurable your business can really be (and stop pulling your hair out from frustratingly low sales)...

... Then, you owe it to yourself to take full advantage of this very limited, risk-free offer right now before it's too late, as I will be removing some of the bonuses and **increasing my membership fees very soon**.

(I recently did, and memberships are still skyrocketing!)

So do yourself and your business a favor. Join today, won't you? Major credit cards and e-checking are accepted. I also accept PayPal. Don't delay any further. Every moment that passes by may be another lost sale.

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Simply fill out the attached 30-Day FREE Trail form and mail, phone or fax it in.

Once we hear from you, we'll promptly respond and set up your XXX for you -- so you can get started making money almost *immediately*. It's as simple as that! Thank you for reading this message.

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By now, you may be wondering how much your investment towards a head-turning, healthy slim body will be. Let me put it this way:

When I did private consulting, my clients paid me \$500 an hour to learn these secrets. And my clients often paid me over a span of 12 weeks. But here's what's important to you: You won't pay ~~\$1,000~~, ~~\$500~~, ~~\$197~~, or even ~~\$97~~ to own XXX!

Instead, act within 24 hours – and XXX is yours not for the regular price of ~~\$79.95~~ but for only \$39.95!!! (That's a one-time charge!) But hurry, once 24 hours passes we can't guarantee the reduced price!

Why am I giving you XXX for half its regular price? Think about this:

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## Join the **XXX TODAY!**

### Here's how:

To test-drive the XXX is easy. Simply fill out the Free Test-Drive Certificate below and hit the submit button. Once you do, you'll receive an emailed receipt of your order. And the XXX package will be rushed to your home by Priority-First-Class mail. **This is a 100% safe and secure website to reply to** and your information will never be sold, shared or traded with anyone. We respect your privacy. Here's the Free Test-Drive Certificate:

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## ***Turns You into an Unstoppable “SEX MACHINE”***

### **Here’s What to Do Next:**

There are two easy ways to get your supply of XXX™. First, for fastest service, have your credit card handy and call **1-800-XXX-XXXX** and tell whoever answers how much XXX™ you want.

Or ... make your check/money-order/credit card information payable to:  
**XXX**. Mail to:

**XXX  
XXXX  
XXXXX**

As soon as they receive your order, they’ll ship XXX™ to you discreetly in a plain container. The charge on your credit card will show XXX. And your name *won’t* be put on any sexually explicit mailing lists. Look for XXX™ in your mail.

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But you must call right now. Today in fact. There’s just no way I can hold this offer for you indefinitely. Therefore, the video with your name on it will only be held for the **next 11 days**, and then if you don’t call immediately, it will be returned to the warehouse or given to someone else. Why let that happen? After all...

### **Your Risk Here Is ZERO!**

So call now. I guarantee you’re gonna love what you discover!

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# 15. Story

**Picture this:** Tomorrow morning, rather than fighting rush-hour traffic to get to work, you roll out of bed without the need for an alarm clock. After a leisurely breakfast, you make a five foot commute to your home office. You check your email and discover you made \$375 while you were sleeping.

We're going to show you that it's not only possible, but *easy to do*. The scenario we've just described is not a fantasy, it's a typical day in the life of a successful ebook author.

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Here's the story: two weeks ago a friend of mine came to visit. By the looks on his face I knew something was wrong. He looked gloomy. Depressed. Almost on the verge of breakdown.

"Hey Buddy, what's up?" I said. "Something happened?"

"Yeah, you can say that" my friend John said. "It's my website. Doesn't sell anything. I have plenty of traffic but no sales. Sales are practically zero. And I think the sales copy is great. It should sell but it doesn't."

"Let me see the web copy" I said. I read it through. It was well written. But something was missing.

"Ah, now I know why you aren't selling anything" I said.

"What is it? What is it?" John said.

"You don't have what I call the "missing ingredient" in your sales letter.

"Missing ingredient, what's that?"

"It's a small, but very important piece of information that makes your sales letter, ad, web site or email go from ho-hum to record breaking without any added cost.

It's a secret way of eliminating peoples "Oh my god, he's trying to sell me something phobia". When you use it people like buying from you because they don't feel they are being sold. They feel it is their idea to buy. Big difference."

I then told John what the missing ingredient was. Gave him a 61-page manuscript describing this missing ingredient and sent him home. My last words to him were:

“Read the manuscript and follow the suggestion to the letter. If you do that and your sales doesn’t blow through the roof, I’ll write copy for you for free.”

Then something strange happened.

I didn’t hear from John for five weeks. No phone call. No email. No nothing.

That got me worried. So I called him up. Here’s what he said:

“I’m sorry I haven’t called you but I’ve been so busy fulfilling orders that I haven’t had the time. Joe, you won’t believe this. I read the manuscript, followed the suggestions like you said and... the first day I got 17 sales. Next day 24. And the third day we got 39 sales! Now we have between 50 and 100 sales a day! And my products costs \$497 a pop! Incredible! Thank you so much for helping my out. You saved my company, heck you’ve saved my life!”

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**This story is a bit embarrassing... a little funny -- and an incredible opportunity for you to...**

- launch a golf ball with the **speed and accuracy of a laser targeted missile**
- hit your fairways and greens shots with *complete precision*
- effortlessly sink those impossible putts
- play with the iron-clad confidence that the pros command

Mr. X was the typical golfer who spent a fortune on golf equipment and lessons. He bought every device known to man that was supposed to improve his swing and add yards to his drives. He subscribed to every golf magazine in existence. The only channel he watched on TV was the Golf Channel. And yet, his game was incredibly inconsistent.

One hole he would drive two hundred yards up the fairway with the accuracy of a PGA Pro.

*The next shot would go sailing into the rough.*

On the front nine he might nail all of his putts.

*On the back nine, he would get the yips and triple bogey.*

It drove him insane. Every time he shot a round, he never knew what to expect. All the pros told him that if he could only control his swing, his game would improve. He bought their gadgets, paid for their lessons, and spent hours on the driving ranges and the putting green to no avail.

That’s when he called me and now. **Those days are over...**

You might never notice me at a golf tournament... but I am there. My colleagues and I are at the Masters, US Open, St. Jude, and Pebble Beach. We go wherever our elite clients go.

We rarely appear in public and we never reveal our secrets beyond a circle of pros and seriously dedicated golfers who can afford our outrageous fees. So normally, we are not for everyone. That's why most golfers don't have any idea...

- Why your mind can ruin your game or make you a winner...with just a few simple tricks.
- Why you play so well in practice but blow it on the course.
- How to control your nerves at the tee.
- How your scores can become consistent hole after hole.
- Why you play so badly when you try to impress someone.
- How you can shave 6 strokes from your game even if you don't have time to practice.
- Why your game always gets worse when there is money riding on it.
- Why the advice that every pro gave you about how to treat the hazards on the course was dead wrong.

When I am not working with a pro, the typical golfer I work with becomes incredibly confident on the links, hitting every shot as if you are destined to win. Each shot goes precisely where you intend. Your inconsistency completely disappears. It seems like magic.

***But it's not magic at all!***

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**You may be shocked to hear this, *but* ...**

You'll probably learn my system faster, easier and better, by experiencing my home study course than if I was actually teaching you in person! I know that might sound crazy, but it's absolutely true! Let me explain why ...

If I was showing you my system in person (like at a workshop), then you'd probably go home and *forget* most of what I said.

But because **this program is based on video lessons** where I walk you through and cover every step in intimate detail — **you're able to pause, stop and rewind any time you like!**

During these video lessons, I take you through every aspect of setting up and running a successful internet business — from researching the right niche market to collecting orders and *everything* in between.

I show you how to use secret software programs to build 90% of your website for you. And when you finish the program for the first time, you'll have your very first website drawing you traffic.

You can then repeat the process to build as many more of these websites as you like, again and again!

Here's what sets my program apart from all others: how simply the more complex ideas are explained. Each lesson is recorded and structured in such a way that doing them is as easy as falling off a slippery log. There's no "how to eat an elephant whole" here. The lessons are cut up into easy to follow, manageable chunks, so that everyone can do it.

There's no guesswork required... because you get visual recordings (not just words) that step you through every detail (*you watch and follow along, repeating what I'm doing as I do it in front of you on your screen.*)

When you finish going through the course, you will have a complete website up and running. *It's that easy!*

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But before I get into that - there's been so much 'mis-information' on public domain, I figure I'd better clear up a couple widely reported myths first:

**Myth #1 - Everything on the Internet is free to use and is already in public domain, right?** Wrong! Some people mistakenly believe if something is published online it is free for the taking. No sir! There are very stiff penalties for violations of copyrights.

**Myth #2 - Nothing good is in the public domain:** That's definitely not the case. First off, you should understand all works published in the United States before 1923 are in the public domain. You'll find timeless works from this period including classics by Shakespeare, the Sherlock Holmes mysteries, Benjamin Franklin's autobiography and much, much more...

However, even more exciting is that anything published from 1923 - 1963 (and not renewed) has fallen into the public domain. In fact, copyright experts believe 85% of these works were never renewed (*source: "The Public Domain" by Stephen Fishman, Esq*) so you're looking at an incredible bonanza of free material.

Heck, the film "Little Shop of Horrors" is a quick example of just the kind of gem I'm talking about that is now freely available in the public domain.

**Myth #3 - Nobody would pay for public domain information since it's available for free:** Not so. Every year bookstores sell hundreds of thousands of copies of works that are public domain and simply reprinted. In fact, entire

companies exist that publish almost all public domain material. As long as the information you find is still relevant and there is a market for it you will find plenty of people willing to pay for this.

Okay now with that out of the way let's quickly talk about...

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## How Our Disappointment Led To The Biggest Breakthrough In Internet Marketing History!

**We began asking hundreds of struggling affiliates** what they needed to make money on the internet. But what they wanted simply did not exist. Which of course is ...

A paint by numbers system, which combines all the tools, resources and of course, step-by-step training - from the world leading affiliate marketers - so that average people can finally make a decent income online. **It's never existed before - so we decided to create it!**

**It took seven full months of double-time labor.** Thousands of hours of picking apart the methods of the biggest online earners... digging deep for the most profitable step-by-step processes of the world's super-affiliates... tirelessly testing, correcting our mistakes, and testing again.

And we've finally done it! The worlds first affiliate coaching center, where you get all the tools, resources, tutorials - so that average people could start making a decent income online (*without having to spend thousands of dollars on seminars or e-books*) **And what happened next shocked and surprised us ... (lead in to testimonials from users showing incredible results)**

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### Here's how "Mr. X" let the cat out of the bag... and you are the winner.

Although most of my clients only need to see me once, "Mr. X" became a repeat customer. He dropped six strokes overnight after my first session with him. But he didn't want to stop there. I helped him add 50 yards to his driving game. Consistency to his chipping. And totally eliminated a lifetime of putting yipps. He was serious about improving his golf game and didn't care how much it cost him. All-in-all, he saw me nearly a dozen times and sent me a lot of referral clients.

One day he said he'd decided to take the hours of hands-on education and instruction I'd personally given him and create a "tell-all," "teach-all", "knock-off" version of my

very expensive one-on-one sessions. He said that his material was better organized, better presented, better clarified and better explained so more people could apply my methods of improving the mental golf game more successfully and easily .

**I thought, at first, that he was kidding. But I found out he was not.**

Mr. X was dead serious. He took the project upon himself almost like a crusader on a mission. But, he did it behind my back.

As I learned later, Mr. X spent almost one solid year reviewing the notes of every meeting he had with me, listening and transcribing every minute of every tape of my \$2,000 an hour sessions, and he analyzed nearly every quick-fix consultation I'd performed for a wide range of private golf clients.

He made notes, he called people and followed up on results. He reconstructed virtually one every my important breakthrough concepts and mindset factors that I'd taught him that contributed to his personal golf success. He quite honestly dissected me at a level of explanation and analysis I'd never taken myself to.

**Then he dropped the bombshell!**

I regularly sell consultations for \$2,000 an hour. My customized golf success secrets have never been available to the public.

Mr. X, as a friend and former client, had been given copies of all my materials. **And he decided to sell his abridged "short-cut" version of my golf secrets to the market for a mere \$87.**

You couldn't buy three minutes of my time for that amount.

I was horrified that my secrets would get out -- yet in a funny way, I actually admired the ingenuity and resourcefulness of what he'd done. And then I got my hands on a copy of the tapes. It was hours of my best teachings and is filled with the best golf secrets that Mr. X distilled from me. There isn't one minute of fluff. Not an ounce of filler. Or one word of fat.

I got concerned that that these bootlegs would undermine my own golf consulting activities so I called Mr. X up and -- well let's say "*politely persuaded*" him that clashing swords on this matter wouldn't produce a happy outcome for either of us.

I'll leave out the gory details but I acquired the rights and all his inventory of this key to overnight golf success remaining in existence. It's called . . .

***The Amazing Mental Secrets of Professional Golfers (A No-Nonsense Guide to Great Golf)***

(Bullets)

**My Dilemma**

So here I am with the rights to an invaluable but unacceptably under-priced set that 400 people have already been able to purchase publicly. My intent was to take them off the market -- or reproduce them at a \$1,000 - \$2,000 price tag (remember this set thoroughly explains and embodies the "core essence" and the key elements of nearly every key that is keeping you from the best golf game ever).

What I discovered is that many of the 400 people who purchased this set have called me to schedule one-on-one sessions with me. "Mr. X." turned out to be an incredible stroke of luck. People who never heard of me are buying bootleg copies of this set on the internet for way above the purchase price.

Also, it doesn't seem fair to charge you \$1,000 if some unknown golfer "off-the-street" was able to purchase a copy for just \$87. So I decided -- for a limited time -- to extend to you the chance to purchase one or more copies of Mr. X's set before I restructure its contents or dramatically raise its price. (I already took Mr. X's tapes into the studio and had the digitally recorded on two CD's in my own voice. After all, it is my teaching on these tapes.)

If you'd like one or more (maximum 3 copies per customer) of ***The Amazing Mental Secrets of Professional Golfers (A No-Nonsense Guide to Great Golf)*** by Mr. X, I'll sell them to you for a mere \$87 per copy. Three copies for \$250. (plus \$8 shipping, FL sales tax).

I can promise you that this set is easily worth 10 times the \$87 I'm asking of you -- and it summarizes and explains nearly \$24,000 worth of my teachings. But, I want to make this offer irresistible for you to take action now -- so...

**I am going to shamelessly bribe you into action...and guarantee you will get results like these:**

**(Testimonials)**

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# 16. Pricing

## **Okay Joe, How Much Is Hypnotic Selling Stories?**

Actually, compared with what you get, it's a lot less than you'd expect. Listen, my copywriting fee at the moment is \$12,000 per letter. Yes, per letter. And some of my other products cost as much as \$997.

**But you don't have to pay that much.** You don't even have to pay \$500, \$400, \$300 or even \$100.

The price for "*Hypnotic Selling Stories*" is just...\$49. Less than a dinner for two out on the town.

Why so low? Simple. I don't want price to be an issue here. I truly believe in sharing with both knowledge and money. I believe that's the way to reach unlimited prosperity and happiness. That's why I priced it so low. So money wouldn't be an issue. Besides, if you don't like it for any reason you'll get every penny back.

However, I might change my mind about the price. If I do the price shoots up considerably. So don't wait. Don't fool around.

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Your low investment for my one-of-a-kind membership site is just \$27.95 per month. That's less than a cup of coffee a day!

Consider the fact that a measly \$27.95 a month is peanuts — less than a fraction of the average typical paid critique! (I normally charge \$1,000.00 for a critique, and up to \$3,000.00 for longer copy makeovers.)

I think you agree with me that this is one of the *best bargains* going. Most membership sites charge 3 to 5 times as much. (I've seen some for \$1,000 to \$5,000 a year!)

## **But here's something more important.**

What you really need to consider is what you're getting for your money — because it's more than just a membership.

Not only do you get at least 10 times your money back in hardcore value, but also, and let's face it: Plain, "what-to-do" advice alone just won't get the job done. (I mean, if it did, you'd already be a millionaire, right?)

You need specific, step-by-step details that leave no questions in your mind, so you know precisely what to do immediately to crank out *cash-creating copy*, and turn up your leads, signups, sales and profits right now.

You get all of these invaluable tools and components of success for a paltry \$27.95 a month. I really do mean "paltry" compared to the *value* you pull from your subscription! (Decide today and, for a limited time, you can try it out for free, without restrictions, for a whole 3 days. More on that later.)

Remember, you can cancel anytime.

Your credit card or online checking will be billed every month automatically. No need to do anything. If you cancel, access will be deactivated and billing will stop immediately.

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## **Gain Access Today For A Measly \$1.00 (Act now, before we take away this 14 day gift)**

**You get to try everything mentioned in this letter (*plus much, much more*) for 14 full days for only \$1.00. Then, if you decide to continue you will be charged only \$29.97/month. Which is a drop in the ocean when you compare it to what you're getting. And once you join you'll never have to pay more than \$29.97 per month, no matter how many price increases we have.**

But you better act quickly - because that price will increase to \$34.97 within the next month. And soon afterwards, it will increase \$5.00/month until it reaches \$49.97 per month. And, we will remove the 14 day trial all together...

**Here's why we are increasing the price:** We are rapidly adding such a vast quantity of original educational material, all of which has cost us a lot of time and money. We're giving you so much quality material and coaching. So if we don't increase our prices soon, then we simply won't be making any money ourselves.

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You get to experience the whole event, learn all of my best kept secrets, set up million dollar partnerships till your hearts content, write hundreds of pages of notes, walk away with piles and piles of valuable bonuses, **and your investment for the whole thing is only \$997! (More on that in just a moment)**

**There's nothing else to buy.** And it's absolutely NOT a "pitch-a-thon" seminar. You really are getting a Lamborghini style workshop at just a matchbox car price.

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## **Okay, so what's the bottom line then?**

That's easy. You probably already know most bootcamps would cost you between \$2,500 and \$5000 (plus the cost of travelling, room, meals and incidentals)... and the most personal attention you would get is maybe an hour or two.

And you'd still have to buy their course material, so you'd have something to remember what the heck they talked about (add another \$600 to your bill).

At this rate, something like my program would have to **cost you at least \$7000 to \$8000**. And I'm talking conservatively! *In fact ...*

**I'm not going to charge you anywhere near that amount.**

**Your investment for the entire course is only \$997** (plus a small investment for the software you will need to create your passive profit streams — and, heck, you may already own that software right now!) **But wait ...**

## **SPECIAL UPDATE:**

**I won't be able to offer the course at this low price forever.** This course is so valuable, I was going to ask \$1,497.00...but, I know that's a bit steep for most people who are just getting started. So, I decided to introduce the course at just \$997.

But, I won't be able to continue offering the course at this low price — along with the free updates and ongoing coaching — for very long.

**Order today before the price goes up dramatically!**

Now I'm sure you'll agree that \$997 is a drop in the ocean, compared to what you're getting with this course (the 10 CDs, Workbook, student-only forum, group coaching, and more).

Heck, even if you only ever set up three passive income streams, then you'd *still* have paid for this course. And that's not even including the income it would continue to bring you for the following years to come.

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You *cannot buy* the copy of "**Sex: A Man's Guide**" I have set aside for you at this time. You can *only* receive it **FREE** for the next 21 days. Do not, under any circumstances, send any money now. Simply check and detach the pale blue "**Free Look**" **Reply Card** included with this letter, and mail it in the enclosed envelope. (*I've even paid the postage for you.*) Your copy will be shipped in a discrete unmarked

carton for **maximum privacy** as soon as possible... and you have 21 days to examine it, at your leisure... ***without any risk or obligation whatsoever!***

If, for any reason (or for *no reason at all*), you decide this book doesn't meet your exact needs...simply return it, and you owe nothing. There will be no questions asked, and no hassles. It's a **FREE** look. (I've even sent a special **pre-paid "stamp"** you can use to send the book back with, so you won't be out a penny.)

*There are no stings to this offer.* Other book publishers, of course, are *outraged* that we are letting men read this book, cover to cover for **free**. That doesn't bother me – I believe that giving you the chance to **personally experience** what this astonishing book offers... is simply the best way to "spread the word". I have yet to meet the man who can resist discovering – for **free** - the secrets revealed here. Secrets like...

(leads into bullets)

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### "Okay Jeff - So What's The Cost For This Incredible Program?"

Let's do a quick comparison - last time I checked a NordicTrack would set you back over \$1,000.00. And almost everyone I know who bought one uses it as a clothes rack within a few weeks anyway. Or you could easily pay \$50 - \$75 bucks per month for a gym membership you'll probably go to a few times (that's over \$500.00 per year!).

Or you could hire a personal trainer like myself to work with you. I currently charge a minimum of \$50.00 per hour for personal training. Normally, my clients work out 3x a week with me - so that's \$600.00 per month. This way, I figure at a bare bones minimum you're getting hundreds and hundreds of dollars worth of my expertise and training at your disposal inside the new program.

But I'm not going to charge you anywhere near that amount or even my minimum hourly rate. In fact, your total investment for the entire "Get Fit While You Sit" program is just \$29.95. That's less than one month's membership to any gym without the hassles. You'll never have to search for a parking space, wait for someone to get off the machine you want, change clothes, shower, etc. Plus, what gym have you ever heard of that gives you a lifetime guarantee? (That's right, I'll tell you about that in a moment.)

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I was going to originally price this system at \$2,500. People have told me they would pay 5 times that much for the course and it would still be a bargain!

(And remember, my workshop was \$4,500 per person, with ZERO refunds. In fact, take the case of the attendees I mentioned earlier... would YOU trade a one-time investment of \$4,500 for \$250,000 a year in extra profits? You bet!)

**So if you had \$2,500 (or even \$4,500) to invest in your business to bring you more prospects and hopefully customers... WHERE would you spend it?**

**Here Are Some Choices For You...**

Tiny Yellow Pages ad, local edition (1 year)	<b>\$4,000+</b>
25 radio station spots	<b>\$2,800-3,500</b>
Search engine optimization (3 months)**	<b>\$2,500-5,000</b>
Fax broadcasting (3,000 a month)	<b>\$2,500-7,800</b>
Tiny display ad in a magazine (1 month)	<b>\$2,200-\$5,000</b>
10 late-night leftover TV 30-second spots	<b>\$2,500-3,500</b>
25 radio station spots	<b>\$2,800-3,500</b>
500 direct mail letters (printing, paper, postage)	<b>\$1,700</b>
2,000 direct mail postcards	<b>\$1,400</b>
4" display ad in your local newspaper	<b>\$900-1,600</b>
Classified ad in USA Today (1 week)	<b>\$1,250</b>
2,500 Google AdWords clicks (at \$0.40 each)	<b>\$1,000</b>

**\*\*Algorithms change all the time.** Search engine optimization may bring spurts of traffic (if it works). But you would have to pay SEO again and again just to keep up, as algorithms change every 3 months or so.

Now, what if I could show you and PROVE to you that you can generate 50, 100, and possibly a 1,000 times the number of targeted leads as those one-time purchases would create for your business, for a lot LESS than that... **Would that interest you?**

Look at it this way: would you prefer fishing in an ocean with the best fishing tackle meant for the wrong fish? Or would you rather be taught how to find countless small ponds overflowing with tons of fish for which your tackle was meant for?

When you invest in my course, and what you get out of it — that is, the traffic you generate and the dividends you receive *long after you invest in the course* — is nowhere near anything you get with **other forms of paid advertising**. Period.

The question is, are YOU prepared to pay \$2,500 for this course?

**You should be.**

I'm positive it will come back to you many times over. (It has already for many others who've attended my workshop and paid twice that much!)

I have sacrificed not only many years of my life, but also my health to learn what I know now about the Internet. And I'm not about to just throw it away.

## The Fortunate Thing Is, I'm NOT Going To Charge You \$2,500...

I'm prepared to let go of the packages I currently have available for just \$997.  
Why \$997? It's simple...

1. **It's an absolute bargain** when you compare it to the cost of advertising in a major publication to produce any significant amount of leads — and even then, whatever traffic it will create will be short-lived and *extremely untargeted*...
2. **It's an absolute steal** when you compare it to the strategies and tactics that will not only pay for the course many times over but also stay with you for the rest of your life... ready to be used again and again and again...
3. **It makes it more affordable** for almost anyone to invest in, especially for the people who are currently struggling online and need this course the most (again, with my easy 3-payment plan it makes it lot easier to invest in, too)...
4. **And it's still priced high enough** to make sure that I only have extremely serious students investing in my course (and to weed out the curious tire-kickers, naysayers and freebie seekers who will NEVER use it anyway).

Remember, \$1,000 invested in your marketing and advertising (see the earlier comparison table) that will result in just one-time traffic boosts...

**... and then compare that to investing \$1,000 in the course and how it can bring you a steady flow of hot leads... FOREVER.**

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**But now, the big question...**

**What's The Cost? You Should  
Order Today, And I'll Tell You Why....**

For obvious reasons, we don't want and can't afford to flood the market with too much competition. From day one, we decided to **LIMIT the number of sales of this package.**

Heck, the potential power we're unleashing could lose us profits in the long term. So with that in mind, we decided to only release a limited number of Options University™ and special bonus packages to the **first 230 people only.**

When we hit that number we want to focus strictly on you, our student, with expert guidance and support, and teach you the path to *climatic growth*. So if you want it, buy today because it simply might not be available next week.

**Think about it...**

Have you ever taken other courses like this? If so, you would know that many of them are priced in the \$1,000.00, \$3,500.00, even \$5,000.00 range. Right?

(Plus, that doesn't account for the bonus software, too. I've seen programs like this selling for as high as \$1,000.00-\$3,000.00 a pop — *for a limited license!* In other words, no updates, no technical support, and restricted or time-limited use.)

So there's no need to pay \$10,000, \$5,000 or \$3,000. Not even \$1,000.

Enroll today for the low enrollment fee of only \$497!

Before we go any further, I want to set something straight. Remember, we plan on releasing this *highly sensitive information* to a small fraction of people. When you enroll, you'll be bound to our **non-disclosure agreement**.

**And we will be strictly enforcing our copyrights!**

That's another reason why we're *severely limiting* the number of copies floating around. We don't want just anyone to enroll in our course.

Sure, we will continue to sell the course after we reach 230 enrollments. But we want to make it prohibitive and available only to serious students. In fact, after 230 copies we'll likely **raise the price to \$697** or even higher!

That's why we want to reach that limit as quickly as possible. To do so, we're prepared to make you an offer *you simply can't refuse!*

We're almost giving away the next 230 packages, along with the \$1,015.00 worth of extra bonuses (including a free, full-featured, unrestricted copy of our **proprietary scanning software** program worth \$597.00) for only...

**...\$297! That's \$200.00 Off!**

**The Risk is Nil. The Investment is Small.  
But Your Returns Can Be Mammoth-Sized.**

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So how much is Chris's video course going for? It's cheap — less than you'd pay for two lousy lessons at the local karate school... less than a big meal for two at a fancy restaurant... less even than a decent pair of cowboy boots! Ask anyone who has trained with Chris... they'll tell you how foolish it is to quibble over a few dollars when the result is learning the most effective fighting skills on the planet!

Here's what you need to do now: **Call 1-800-899-8153** and tell the operator you want to order Chris Clugston's "Combat JKD" video course, **Dept CG-2011**. It's important to tell them that code, too – don't forget! You can use your credit card. The price for this amazing 2-video tape package (plus your FREE bonus tape on knife fighting!) is just \$97 plus \$5.00 shipping and handling. (Total \$102) Or, if you prefer to pay by check or money order (payable to Underground Streetfighters Association), simply fill out the enclosed Priority Order Form and send it with your payment to the USA offices at 606 E. Acequia, Viaslia, CA 93292. Either way, your tapes will be rushed out to you by return mail as soon as we receive your order.

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# 17. Bonuses

OK, I'm nearly done, but I want to make a last-ditch effort to convince you. So we have pulled together a ton of bonuses material valued at well over \$1,000.00. Today you **don't** pay if you order. **NO** charge. **NO** fee. **NO** price.

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And when you take advantage of this offer and you'll also get the following **5 free bonuses**:

- **Bonus #1: *Examples of Hypnotic Sales Letters for JV's*** -- Read actual letters that Joe Vitale has used to create joint-ventures -- and use them as a model to create your own hypnotic sales letters. (A **\$11.97 value**.)
- **Bonus #2: *Rewards For Loyalty and Promotion*** -- Get this collection of loyalty joint ventures that Larry and Joe have put together -- and learn how to use them with your customers. (A **\$17 value**.)
- **Bonus #3: *Buying Trances: The Real Secret to Hypnotic Selling*** -- In this report, Joe Vitale shows you how to lead your prospects into a buying trance. (A **\$13.97 value**.)
- **Bonus #4: *How to Create Joint-Ventures Before Your Business Is Even Running*** -- Joe Vitale shows you exactly how to get others to help you make more money. (A **\$17.97 value**.)
- **Bonus #5: *How I Made \$25,000 in 1 Day with a JV*** -- Learn how Joe Vitale made \$25,000 in just one day -- and how the same technique can work for you. (A **\$19.97 value**.)

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(Technique Below... SELLING the Bonus)

## **BONUS #5: Just Added! Uncensored Interviews With Legends Gary Halbert And John Carlton (Over 6 Hours!)**

My mentors Gary Halbert and John Carlton are not only friends who I respect and admire tremendously, but they're also incredibly well-known among copywriting circles.

These guys have written profitable copy for clients that produced *millions of dollars*. Not once but several times.

Each one gave me several hours of their time during very limited teleseminars, where over 1,000 people called in and were glued to their telephone handsets, listening to us answer questions from the audience, rap about copywriting and discuss tried-and-true copywriting strategies.

*In it, I discuss...*

- **Long copy? Or short copy?** This is **THE** single, greatest debate in copywriting of all time since the invention of the Guttenberg printing press. Hear Gary Halbert finally lay to rest this controversial topic once and for all.
- **What to start writing first.** Many people asked, and Gary Halbert exposes for the first time, how he starts cranking out copy with this one tip, which is worth an absolute mint! Find out where to start when writing your own copy that sells. (And no, it's not the headline!)
- **Creating "hooks" that grab readers by the eyeballs.** John Carlton unveils his *most powerful advice* on how to magnetize readers to your copy like flies to a flypaper. (Hint: It has to do with your *unique selling position*.)
- **How to uncover a reader's "passionate sweet spot."** Writing copy that sells requires a bit of detective work. Your prospects need to be honed in like a laser-guided missile that pushes their hot buttons and fires up their hormones. John Carlton exposes how he does it.

And much, much more. (It's almost 3 hours!)

"Michel, I'm finishing up listening to the John Carlton (and Gary Halbert) calls. The calls were freakin' **PHENOMENAL**! I gained so many tips and secrets ... I'm at a loss for words. It was amazing! The info on creating hooks, stalking your computer and breaking writers block was just priceless! Thank you! (Oh, by the way, you wanted to know if I wanted another call -- oh God, YES!!!)"

— **John Thomas**

These interviews are going to be part of a bigger product to be sold on its own website for \$997.00. But as a member, you get access to all 4 hours for free.

**Warning! These calls are "PG-13" and include strong language. They're completely uncensored and unabashed.**

## **Three Super Gifts As Your "Ethical Bribe" & Take-Action Bonus:**

As a "priceless" bonus for quick action... I want to gift you with 3 "*super gifts*" that could easily be worth many times more to you than the price of the set itself.

### **Bonus #1: The Mental Mastery Secrets of the Pros Revealed! Inside their heads: A Totally Different Slant On Golf Success**

The first "super" bonus is a secret report that is not available at any price in which I reveal the mental tricks that the pros use. I fearlessly tell you who is using which techniques on the course. You will never watch professional golf the same way live or in person. And just imagine the results on your game when you start applying these techniques.

You will learn the secrets of Bobby Jones, Ben Hogan, Sam Snead, Gary Player, Arnold Palmer, Jack Nicklaus, Seve Ballesteros, Fuzzy Zoeller and Tiger Woods, that they never thought would be revealed.

**“The game of golf begins in your mind, more than athletic ability, more than technique, more than practice or ability or anything else. The mind-set you bring to the game determines not only the enjoyment you desire from golf but also the level of proficiency you will achieve.” Jim Flick on Golf.**

You will learn what the pros talk about when the public is not around. Hey, it's common knowledge that Tiger uses hypnosis but until very recently, he never admitted it in public.

Here's what Tiger finally revealed in Golf Digest, (December 2002) page 158:

"Woods' ability to produce peak performance by 'willing myself into the zone' is unprecedented... And at age 13, Tiger began mental training with Dr. Jay Brunza, a family friend and psychologist... Among the techniques Brunza used were subliminal tapes and hypnosis. The first time Jay hypnotized Tiger, he had him stick his arm straight out and told him that it couldn't be moved, 'Earl [Tiger's father] says. 'I tried, but I couldn't pull it down. [Tiger says hypnosis is] 'inherent in what I do now.'"

I reveal every mental secret that Tiger and other pros use out on the course. You have never seen or heard of these instant success techniques. And there's more...

### **Bonus #2: Automatic Golf Success! How You Can Lower Your Score Overnight**

I had to think long and hard about including this CD as a bonus in the set. I'll explain why.

Just think about it. Golf has changed drastically in the last twenty years. The clubs have changed and even amateurs learn about altering the angle of their clubs. Composition of the clubs and the shafts have changed. Even the golf ball has changed dramatically. There are great debates on which inner core travels the farthest. Today it's

easy to analyze your swing via video and there are gadgets galore designed to improve your game. And yet, there is no appreciable difference in an average golfer's score – **until now.**

Golf is the most complex sport in existence. You need to control your breathing, stance, swing, and every single muscle in your body. A nearly impossible task and one that most golfers never come close to.

The greatest hypnotist of the twentieth century, Dr. Milton Erickson, used to tell the story of the centipede that was walking along on its hundred legs until it stopped and began to think. I wonder what foot comes next. It was unable to move another inch.

That is what golfers are like. They think so much while addressing the ball that it should be no surprise that their ball sails off into the rough or is drawn magnetically to every hazard on the green.

***This CD teaches you how to make your golf success automatic. I am putting my best teachings on a hypnosis CD and releasing them to the public. If you are one of the people who bought the set from Mr. X, you did not receive this CD from him.***

While it guarantees you will never have a bad day on the course, it could totally eliminate my private practice. So, while doing you a favor, I may be shooting myself in the foot.

### **Bonus #3: Improving Your Golf Game From Your Easy Chair!**

One of the neat things Mr. X. did for himself is transcribe my teachings from "***Amazing Mental Secrets...***" into print. He reviewed, organized, and indexed my materials so that when he wanted to know in an instant what I taught about a specific topic, it was at his fingertips. I guarantee you that in a short time, this will become the most used item in your golf library while – at the same time – your golf handicap drops faster than a lead balloon.

### **All Free -- As My "Time-Sensitive" Incentive To You...**

I want you to have a copy of **The Mental Mastery Secrets of the Pros Revealed! Inside their heads: A Totally Different Slant On Golf Success, the Automatic Golf Success! How You Can Lower Your Score Overnight, and the transcript** because they compliment "***Amazing Mental Secrets...***" so well.

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# 18. "NOT's"

## What this course is not:

- This is **NOT** a get-rich scheme.
- This is **NOT** regurgitated material.
- This is **NOT** simply an Internet marketing "program" or "course." (It's more!)

This is a complete end-to-end guide to get your website up quickly and cranking out money even quicker. This is brand new information which has *never* been shared before.

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## Let Me Explain What This Workshop Is NOT

**You're not going to learn basic "marketing 101"** or any fluff or filler content, either. Nor will you learn any complex marketing *theories* from "pretend experts" who've never done what they're talking about.

**No pie-in-the-sky theory. No puffy promises.** You'll learn real-life, actionable insights and money making strategies, that you can quickly and easily apply into your business and see results in just days (*not months or years like other events*).

**This workshop is not a 'pitch-a-thon' seminar.** Where countless speakers, one after another, get up on stage and deliver 2 minutes of content, followed by a 58 minute long sales pitch. This seminar is not one of those.

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Let me make sure we are clear on one thing...

- **It's NOT about** pyramid schemes, MLMs, downlines, or any of that crap.
- **It's NOT about** selling "how to make money" or "marketing" courses.
- **It's NOT about** buying reprint rights to ebooks nobody wants anyway.
- **It's NOT about** building an opt-in list, spamming, or sending any email at all.
- **It's NOT about** getting tons of affiliates, joint venture partners, or resellers.

It's nothing like you've ever seen before.

In fact, just about everyone we've ever shared it with are raving about how **ethical, easy to follow, do-able, and real it is**. Here's what a few of them said...

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In all honesty, if you understand how to *effectively* and *efficiently* market a product or service... you don't need a product... you don't need name recognition... you don't need special “connections”... and you don't need a lot of money... and... you don't even need a computer...

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# 19. BENEFITS

**On these DVDs, you get a total of  
60+ tutorial videos (or chapters).**

And simply by watching these videos, you can 'download' this system into your brain. And if you ever have a question about how to do something, just pop in a video and you can **SEE** exactly what to do next.

You simply put a DVD in your computer, click on the video series you want to watch and sit back and absorb the information.

**Even if you only "scan" these videos once, you'll be changed forever!**

Why do I say this? Because once you complete your private sessions, you'll instantly know more than 99% of the so-called "experts" marketing online today. No detail is left out and no stone unturned. *Everything is covered!*

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## **"Option Trading Strategies For Safer Investing and Explosive Profits..."**

With the Options University™ Home Study Course and video CD, you can learn how to maximize your investments with the leveraged power of options! With this course...

- **You can trade with peace of mind**, knowing your investments are locked-in tight and securely protected with options. It removes your fear of investing and drastically reduces your personal risk.
- **You gain an unstoppable edge** over 99% of traders — from also-rans to diehard traders — by gaining "leveraged protection" using options.
- **You learn super-fast, simple, effective, strategies** that complement, enhance, and magnify any existing strategies you might have in place.
- **You save with valuable tax-saving strategies** employed by smart traders and professionals "on the inside."
- **You avoid the so-called "mystery"** in options trading, making it easier to understand and put into place... Forget all the theoretical gibberish and complex mathematical nonsense! (It's all laid out in plain language!)
- **You access live video and audio**, showing you step by step trading strategies, tutorials, examples, and other cutting-edge ideas on CD/DVD's, including live screen cam videos, real-time trading examples and in-depth interviews. (Offers multiple learning modalities, i.e., print, video, audio!)

## Finally, The Winning Advantage Can Easily Now Be Yours Today...

... But you have to take some steps in the right direction. All of us here at *Options University*<sup>™</sup> are seasoned traders with solid track records. Everything we share has been **tried, tested and tweaked heavily** by real traders.

It's not in the slightest bit complicated. We have torn down and removed any complexities that restricts you as a trader... **NO** fillers. **NO** fluff. **NO** fat. And no wasting your time covering old ground. *Just the best of the best!*

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## "OK, Brett, But Be Frank With Me... How 'Easy' to Use is it, Really?"

*Simple.* You learn in all in an in-depth, word-by-word, step-by-step and screen-by-screen instruction process so **YOU** can start rolling out these strategies, and feel easy and comfortable doing them for the first time.

Our video tutorials, and live trades with "play-by-play" audio commentary, will demonstrate very clearly how to make it all come together and work for you.

**Even if you are a new investor** you will feel comfortable moving ahead with these new strategies and trading options after completing our simple course.

You know when me and the other two guys sat and planned **the thing out the one thing we spent days** upon days on was ours and others failures.

You see, failures don't simply happen. There is always a reason that they failed. Find the reason and you discover the solution. That's what we did. We came up with an arsenal of easy to apply solutions and strategies that I know you'll love.

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## 20. What's In the Package

### Let Me Tell You Exactly What You Get From The OptionsUniversity™ Course

You get the complete course, which includes your 140 page *Home Study Guide*, printed and bound in high-gloss 4-color heavy paper. You also get a complete interactive CD/DVD with live streaming video tutorials, examples and interviews.

**PLUS**, you get five high-value bonuses (with tips, techniques and strategies that can save you thousands), current trends and trading news, and access to a private members forum where you can rub shoulders with the authors and other likeminded — **and some VERY successful!** — students (and faculty!)

**Here's a detailed look at what the package contains...**

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# Additional Copywriting Resources

The following items are copywriting tools and resources that I either personally use – or have been recommended to me other master copywriters. These systems and tools have been created by master copywriters – and feature some of the world’s top copywriters, giving you their “best-of-the-best” closely-guarded copywriting secrets. While all of them would be valuable additions to your copywriting library, I encourage you to review each copywriting tool – and see for yourself what fits you. After all, none of these products will work for you, if you don’t take the time to put them into action. But if you do, I honestly believe you will double, triple, even quadruple (or more) the effectiveness of your copy – and become an even better, more skilled copywriter. After all, it’s a skill that can cost time and money to learn, but once learned, it can pay off for many, many years, to the tune of millions upon millions of dollars.

## Recommendation #1:

### **Masters of Copywriting**

**If you’re a true student of copywriting, the “Masters of Copywriting” package is a “Must-Have”.** The package comes in two main parts: First, the “Masters of Copywriting” text, which is 393 pages of killer copywriting tricks, techniques, tactics, and secrets – from the world’s greatest copywriters throughout history. Second, you get the transcripts from the “Masters of Copywriting” interviews, which is easily worth many hundreds of dollars by itself. Inside the interviews section, you get killer copywriting advice and jealously-guarded tactics from some of the world’s most highly respected copywriters, including: John Carlton, Dan Kennedy, Joe Vitale, David Deutsch, Joe Sugarman, Alan Forrest Smith, Timothy Warnock, Harlan Kilstein, Clayton Makepeace, David Garfinkel, Scott Haines and John Forde! Plus, there are valuable copywriting bonuses, including MP3’s with marketing experts Mark Joyner, Bob Bly, and Alan Forrest Smith. If you truly want to a great value at what I consider to be a dirt-cheap price, you should check out “Masters of Copywriting” now.

**Click here to go to [www.mastersofcopy.com](http://www.mastersofcopy.com)**

## Recommendation #2:

### **The Ultimate Copywriting Workshop**

**If you're "hard-core" about learning how to write million-dollar sales letters, then you'll want to invest in this huge package.** Weighing over 30 pounds, this "workshop-in-a-box" comes with 3 huge 3-ring binders, 12 DVDs, and a pile of CDs and extras. I'd estimate at least 1400 written pages of material. But the "bulk" isn't what's important (even though it is impressive). What is important is that whether you're a beginning copywriter... or an "old pro"... you'll get more valuable copywriting ideas from this workshop than you'll know what to do with. The complete system even comes with it's own "Swipe File"... including copies of every single thing you need for your Internet business (emails, pops, endorsements, web sites, headlines, guarantees, PPC ads, etc). Created by Yanik Silver, this is truly great up-to-date training for write cash-pulling copy. Best of all, if you're focused on writing Internet copy, you'll get the latest advice and examples necessary to help you create money-making website copy, emails, pay-per-click ads, and more.

**Click Here to check it out at**

**<http://www.writehotcopy.com>**

## Recommendation #3:

### **Web Copy Secrets**

**Another great creation from Yanik Silver, this lower-priced package gives you the opportunity to get 6 hours of in-depth copywriting training from 6 of the top copywriters, including Yanik himself.** You'll discover the most effective copywriting tricks from copywriters Joe Vitale, Marlon Sanders, Jonathan Mizel, Jim Edwards, Dean Jackson, and Yanik. Plus, Yanik goes overboard with bonuses, throwing in everything a new (or old) copywriter could want, including 358 "swipable" headlines, a gallery of 8 copy critiques, a copywriting checklist, and Yanik's own 12-Part Web Copywriting "Success Recipe" (plus much more). You can listen to these interviews and grab your bonuses online (for a discount) – or have them shipped to you for an extra charge. Either way, this is truly a deal at a price you can't afford to pass up. Another great addition to any copywriting library.

**Click here to check it out at**

**<http://www.webcopytricks.com>**