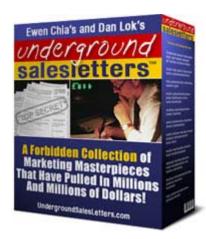
Underground Sales Letters™

"A Forbidden Collection of Marketing Masterpieces That Have Pulled In *Millions And Millions of Dollars*!"

By Ewen Chia & Dan Lok



Important Information:

Click here immediately to register for updates, special offers and powerful resources...plus TWO special unadvertised 'Biz-In-A-Box' bonuses valued at \$324!

(Or send a blank e-mail to uslregister-54@myuam.com)

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Underground Sales Letters Swipe Files by...

→ Carl Galletti: CarlGalletti.com

→ Harlan D. Kilstein Ed.D.C.Ht.: Overnight-Copy.com

→ Jo Han Mok: SuperFastProfit.com

→ Lorrie Morgan-Ferrero: Red-Hot-Copy.com

→ Michel Fortin: TheCopyDoctor.com

→ Randy Gage: RandyGage.com

→ Scott T. Smith: Copywriting.net

→ Trevor Crook: TrevorCrook.com

→ Tony Policci: CopywritingTips.com

→ Yanik Silver: SureFireMarketing.com

^{*} Required Resources

About Your Publishers

Ewen Chia



Ewen Chia has been marketing online since 1997 and is the CEO of **Instant Marketing Secrets Inc.** with dozens of money-spinning websites in its network.

He is an expert information; direct response and super affiliate marketer with a **fiery passion** for creating **unique content** that makes fellow marketers go wow.

Ewen has joint ventured with many of the Internet's top marketers and has produced consistent **5 figure profits**...often **in as little as 72 hours**!

If you haven't experienced his powerful writings and **no B.S. content** that can turn any site into an **over-driven profit machine**, you're missing out! Check out his various free resource sites and e-zines here:

→ "Web Marketing Exposed" → "Marketing eBooks Exposed" → "Instant Free Content"

Ewen is widely known as a prolific info-product creator with a knack for churning out winning idea after idea and converting them into 24/7 profit machines fast.

The speed at which he creates hot-selling products will astound you...for example, in the space of just two months, he launched best-sellers like <u>"Website Conversion Secrets"</u> and <u>"Resale Rights Secrets"</u> back to back!

He is consistently launching new products destined to take the Internet by storm. For example killer products on the line-up include <u>"Instant Graphics Generator"</u> and <u>"Power Affiliate Marketing"</u>.

Check out some of Ewen's products here

Instant Marketing Secrets:

Million Dollar Marketing Secrets Revealed...

Do you want to bank in huge amounts of money online quicker and easier than all your competitors combined? The no-bull life-changing information unleashed within will finally empower you with the exact surefire marketing secrets to do this and more...you'll be raking in huge easy profits for the rest of your life!

"Who Else Wants To Learn The *Hidden*Secrets Of Quickly Turning ANY Website Into A 24/7 Auto-pilot Profit Generator?"



Want to know <u>WHY</u> I've acquired the distribution rights to \$6,997 and 117+ hours worth of exclusive secret audio recordings, rare interviews and word-for-word transcripts from masters like Gary Halbert, Jay Conrad Levinson, John Carlton, Ted Nicholas and much more...

...just so I can give them away to you completely FREE??

Click here to download the motherload: http://www.InstantMarketingSecrets.com

Resale Rights Secrets:

Interested in making massive amount of money from resale rights?

Read on to discover the secrets to easily *transform cheap resale rights products* into *money-pumping machines* anytime you desire...plus a chance to download \$9,700+ worth of resale rights products <u>absolutely</u>

<u>FREE</u> -- but only if you're *quick enough*!

"Discover How To Instantly Pull Massive Profits And Bank In More Money From Simple Resale Rights Products Available Everywhere...In As Little As 72 Hours And Even If You're Starting From Scratch!"



19 resale rights experts confess to making insane amount of money with "dime-a-dozen" resale rights quickly and easily...

...and you can now use these amazing secrets and powerful strategies to outsmart, out market and outsell even your toughest competition - especially if you're selling the exact same products as them!

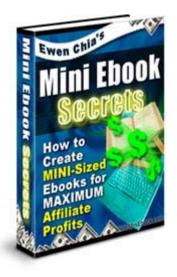
Discover the secrets here:

http://www.ResaleRightsSecrets.com

Mini eBook Secrets:

Promote Any Affiliate Program <u>Automatically</u> Simply By Creating And Giving Away FREE Mini eBooks! It's The Easiest And Quickest Way To Huge Affiliate Checks And Becoming A <u>TOP</u> Affiliate...Guaranteed!

"Finally Revealed! You Can Now Use These Amazing Secretive Tactics To Spit Out Your Own 'Mini' Ebooks In 24 Hours Or Less, Build A Massive Opt-In List, And EXPLODE Your Affiliate Commissions... All At The Same Time!"



- "Mini Ebook Secrets" is a Breakthrough 84 page manual revealing exclusive secrets on how gurus are able to create mini ebooks instantaneously. These ebooks are then used as the ultimate affiliate marketing weapon to:
- ✓ Drive affiliate commissions through the roof month after month...
- Build highly targeted opt-in lists with almost zero effort...
- ...and much more!

More information available at: http:/www.MinieBook.com

Dan Lok

"Who Is This Dan Lok Guy?"

Do you know Dan Lok? Probably not. But if you're a consumer, **don't be surprised** to find you've been "sold" by the irresistible words that he writes.

You see, Dan Lok is the World's First Quick-Turn Marketer, an unsurpassed success in the competitive world of buying and selling, with a proven track record of selling over \$17.3 million dollars 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 your travels on the Internet haven't brought you to his website before, you're really missing something. Dan's offering a treasure trove of priceless marketing knowledge and I suggest you take a look at: http://www.QuickTurnMarketing.com

If Dan is "all that," perhaps you're wondering why you haven't heard of him before. The reason is simple: Dan's never become famous because instead of spending all his time working on his celebrity status, he's out in the trenches day in, day out, working for the little guys. Instead of feeding the "Dan Lok Publicity Machine," he's far too busy helping his small business clients get rich.

You know the expression "Those that can do and those that can't teach"? Forget it! Dan is out there "doing it" successfully every day and this incredibly gifted "can do" guy also likes to teach.. To date, **Dan's strategies have helped hundreds of small businesses**, in 39 different industries.

Dan's strategies and techniques produced such dramatic results -- translation: enormous profits -- and his services are in extremely high demand. He often increases his clients' sales by **double**, **triple... even as much as 417%!**

Dan currently charges \$7,500, plus a percentage of gross sales for any campaign he creates, and \$2,000 for a Quick-Turn Marketing Makeover. And there's no shortage of clients eager to experience the "Lok Magic" -- he is often booked months in advance, despite the fact that he's never advertised his services.

Read What Other Famous Marketers & Entrepreneurs Have To Say About Dan Lok:

"Dan Lok is to copywriting and marketing what Tiger Woods is to golf, or Donald Trump is to Real Estate! I have never seen anyone write with such impact. He has an extraordinary way of capturing people's attention through the written word. Dan knows writing AND he knows marketing. Most importantly, he is a man who can do exactly what he says he can do, do it exactly when he says he will - and do it with absolute integrity and honesty. If you want to Make It BIG in business, Dan Lok is your man. He has my highest recommendation."

-- Frank McKinney

"The World's Premier Creator of Oceanfront Multi-Million Dollar Estate Homes" www.frank-mckinney.com

Best-Selling Author, "Make It BIG!

"Dan Lok tells you critical marketing facts that would take years to learn in the real world. **He pulls no punches** as he shows you clearly how to seriously <u>increase your profits</u> while sidestepping the many mistakes made by ordinary marketers."

-- Jay Conrad Levinson
The Father of Guerrilla Marketing
www.guerrillamarketingassociation.com
Author, "Guerrilla Marketing" series of books
Over 14 million sold; now in 39 languages

"If you'd like to create a **huge**, **electrifying surge in your cash flow**, Dan Lok's Quick-Turn Marketing is an absolute must! It is an encyclopaedia of specific laser beam strategies of how to market your business NOW. I highly recommend it!"

-- Joe Vitale, world famous copywriter, best-selling author of the most influential books on marketing Spiritual Marketing, and Hypnotic Writing, and founder of the renowned The Hypnotic Marketing Institute.

.....

"Dan, you're amazing! I love your work! I'm so impressed with your wizard-like creative abilities! What you called "killer copy" is truly killer copy! I was fascinated reading it! Fact is...I know it may be my own product, but you wrote such a compelling sales letter that I even want to order it from ME! You're first class!!!"

-- Raymond Aaron
Aaron.com
Canada's #1 Business & Investment Coach
Co-Author, Chicken Soup For The Canadian Soul
Co-Author, Chicken Soup For The Parents Soul

"Dan is truly a marketing wizard. He is my 'secret weapon copywriter.' I hire him to write sales letters for all of my products and services. \$20 ebook, \$200 audio program, \$700 home study course and \$3,000 coaching services. It doesn't matter. Dan seems to always find the right "offer" or "angle" or move these goods fast! On top of all his business smarts I have him on my team because he is hard working, reliable, full of integrity and cares about my work and his. These characteristics are a must for having him on my winning team. If you get a chance to hire him...don't think twice! Dan's copywriting and consulting services are essentially free... because he makes you so much more money than you otherwise would. He could charge double what he does now and it'd still be a bargain. I can't recommend him highly enough."

-- Ken Ballard, "Nation's Strategic Mentor"
Author of, Ways of the Wealthy
Author of, The Insider Secrets to Turning Around Any Business in Any Economic Climate

"Daniel Lok is a lean, mean marketing machine!!! Half an hour consultation with Dan today has absolutely exploded my marketing paradigm! My business is now turbo-charged for success. Thank you Dan, the ideas that you shared with me today regarding marketing and copywriting have totally reset my thinking. I would venture to say a 300% increase in my business in the next 4-6 months is within reach and possibly downright conservative. Thanks Dan, you have made my day!"

-- Ted Schredd

www.discoverfun.com

Author of Gramma Knows the F Word Professional Member of the Canadian Association of Professional Speakers Featured on MTV, Mike Bullard Show and Vicki Gaberea

"We are a Canadian based direct response marketing firm that specializes in marketing financial and real estate seminars. We've marketed and produced seminars featuring Robert Allen, Robert Kiyosaki, Harry Dent Jr., Ted Thomas, Ron LeGrand, and many others. Sales copy/letters are one of the key ingredients to our marketing machine. Dan Lok is one of three copywriters I'd consider entrusting with our sales letters. The most recent letter Dan wrote for us overflowed our seminar seats in record time. Because of Dan's sales letter, we made \$115,671.00 in 27 days! If you need a copywriter, you can't go wrong with Dan."

-- DJ Richoux Business Breakthrough Technologies, Inc. One of Canada's Leading Direct Response Marketing Firms

Check out Dan's products here

Wizard Talk:

Hotshot Copywriter Loses His Mind And Gives Away FREE Copies of His Best-Selling Products... Just To Prove He's Really Got The Goods!

"Who Else Wants To Hardwire Into The Greatest Financial & Marketing Minds On The Planet And Download Their Wisdom Into Your Brain?"

"Discover How You Can Gain <u>Instant Access</u>
To The Hottest Money-Making Secrets,
Techniques and Strategies Ever Known To
Man... Without Lifting A Finger!"



Not once... not twice... but EACH and EVERY MONTH! Now, at last, <u>YOU</u> too can become a member of Dan's Elite Group and <u>GET A MULTI-MILLION DOLLAR BUSINESS & SUCCESS</u> Education in the comfort and privacy of your own home (or car)"

For more information, go to

http://www.WizardTalk.com

Million-Dollar Copywriting Secrets:

Attention: If you want to learn how to write mouth-watering copy, if you flunked English or can't sell a 5-star restaurant meal to a starving dieter, this course will shock you when you discover its powerful "inside secrets"!

"EXPOSED, At Last! 14 Of The Most Respected,
Most Sought After, And Most Successful
Copywriters In The World Today Reveal Their Top
Money-Making Secrets...



"... The Same Advanced, Inside Secrets They've Used (And Are Using) To Write Advertising Copy That's Raked In <u>BILLIONS Of Dollars</u> For Every Kind Of Product And Service Imaginable...!"

For more information, go to

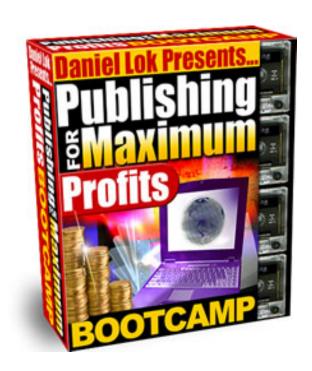
http://www.GreatestCopywriters.com

Publishing For Maximum Profits Bootcamp:

Warning! Before you even think about creating your next information product, you need to read this letter...

"How To Get Filthy Rich Selling Information... Even If You Hate To Write Or Aren't An Expert On Anything!"

"Finally! 12 Of The World's Top Information
Marketers Reveal For The First Time Exactly How
They Become Best-Selling Authors and
Millionaire Info-Publishers - and How YOU Can
Become One, Too - Faster and Easier Than They
Did!"



Get all the juicy details at: http://www.InfoPublishingBootcamp.com

Dan's Rant:

"Now, at last, you can use these secrets too!"

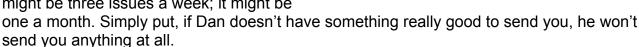
"FREE Inner Circle Newsletter by Marketing Wizard Reveals How to Bring In a Flood of Customers for INSTANT PROFITS and Make Your Competitors Cry for Mercy!"

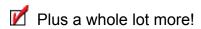
Plus if You Subscribe Now, You'll Get an Exclusive 53-Minute Interview with Daniel Lok, Titled *Breakthrough Marketing: The World's First Quick-Turn Marketer Reveals His Rarest Secrets!*

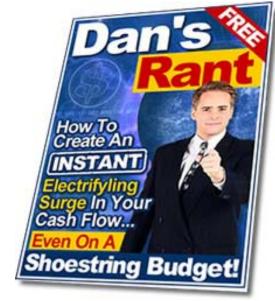
Each issue of *Dan's Rant* is stuffed with specific revelations on writing world-class copy...making your business hum like a well-oiled cash machine...avoiding the really dumb blunders so many business owners commit (which can murder your bottom line)...and learning the real secrets of irresistible salesmanship.

Each issue of *Dan's Rant* contains only ONE single "killer" money-making idea, technique, or strategy. Not 10 pages of gobbledygook you don't have time to read. Just straight to the point. No fluff! No filler!

The publishing schedule isn't fixed. It might be three issues a week; it might be







"Apply to Receive Dan's Rant for FREE by Email Now" http://www.QuickTurnMarketing.com

Introduction

How To Use This Program To *FLOOD* Your Bank Account With Tons of Cold, Hard Cash!

Dear friend,

Congratulations! You've just made a decision and an investment that can help you **make a lot of money**!

Soon, you'll be thanking *me*, but right now... Thank YOU for investing in the Underground Sales Letters™! I'm looking forward to watching you succeed with it.

It's important to us that you understand how these letters work so that you can use them to best advantage. That's why we'd like to take a moment to share with you a **step-by-step program** that'll help you get the **maximum benefit** out of this package!

Five Little Steps That Take You and Your Business Further Than Ever Before!

Step #1: Read the uncensored interview with Dan Lok titled "Million-Dollar Secrets of the Most Expensive Copywriters in the World."

<u>Step #2</u>: Read Russ Phelps's "7 Steps To Killer Copy – Discover How You Can Create Compelling, Impossible To Ignore, Benefit Packed Copy!"

Step #3: Read the Secret Insider Report: "How to Write Web Site That Sells' by Scott T. Smith!

"Hey guys, I thought I was going to be doing... not reading."

Hold on there, partner. You need to blast through these first three critical steps in order to be armed with the **techniques**, **ideas and practical strategies** that can improve your copywriting skills!

Once you've done your "reading," you'll understand the foundation of "salesmanship in print." Then it's up the next level: the "Copywriting Zone."

<u>Step #4</u>: Carefully read through this secret "swipe file" and use these letters as a model and adapt them in your business, and then...

<u>Step #5</u>: After you finish your rough draft, put it through **The Top-Secret Sales Letter Checklist Of Million-Dollar Copywriters** to make sure you don't miss or forget anything that must be in your killer copy!

That's it! If you follow these simple 5 steps, you're guaranteed to get a kick-ass sales letter that sucks in money like crazy!!!

So step up, step lively, and get in step. Because every step takes you one step closer to your final destination: your own private address in Millionaire Acres.

Have fun!

Ewen Chia

Instant Marketing Secrets Inc

an Lok

Quick Turn Marketing International, Ltd

Carl Galletti

CarlGalletti.com

Carl Galletti has risen to the top of the world of direct response advertising, copywriting and Internet marketing, and is now considered by many to be one of the best freelance copywriters and marketing experts in the country. As an author and professional speaker, I've had the pleasure of working with him for more than ten years and I can attest that he is

Carl is unique as a copywriter because his marketing skills are at least as valuable to his clients as his copywriting skills. As the great ad man, Tom Collins, has said:

"I was enormously impressed by Carl's direct-response copywriting skills, his poise and maturity, and the solidity of his marketing thinking...In my experience, it is not common to find all three of these qualities in one person." -- Tom Collins

Tom is one of the all time greats of advertising copy and has, himself, been called "one of the greatest copywriters of all time" (by Ed Nash in his book Direct Marketing, McGraw-Hill). So, he should know.

In fact, many of the top people in direct response advertising turn to Carl to write copy for them. One of them is direct marketing expert Gary Halbert, author of The Gary Halbert Letter, a newsletter on copywriting and marketing. During his past two marketing seminars in which sixty people paid \$6950 each to attend, Gary selected Carl to be a part of a handful of the best copywriters in the country who would write ads for the people attending.

Here is what Gary told his attendees:

"CARL GALLETTI is, perhaps, the most serious student of the masters of marketing I've ever encountered. Tom Collins, who is the co-founder of Rapp & Collins, the third largest direct response agency in the world, considers Carl a copywriting genius. Now, after reviewing a collection of his work, so do I." -- Gary Halbert

And Gary is one of many who consider it a good move to hire Carl nowadays. Jay Abraham is another. Jay is considered to be the top marketing consultant in the country.

He charges \$3000 per hour for his telephone consultations and his seminars cost as much as \$20,000 for five days. Carl has written several direct mail sales letters for Jay.

Carl's client list is diverse. He has worked with authors, professional speakers, publishers, computer companies, contractors, executive search firms, printers, training organizations, jewelry manufacturers, schools, health technology firms, and the American Red Cross.

Anyone can benefit from Carl's advice and copy. As the author, Paul Hartunian, has said:

"Carl Galletti is a whiz! It's that simple. He has had an incredibly steady flow of great ideas for me. He's a brilliant copywriter and a marketing genius. If you should ever meet Carl, don't let him get away. With his talents and abilities, he'll be able to help you make some major advances in your life." -- Paul Hartunian

Although Carl started writing copy back in 1968 (his first direct mail letter pulled an incredible 4% response!), Carl is really an entrepreneur at heart. Perhaps that's why he's so good at what he does. He understands the needs of the entrepreneur -- and isn't that what every successful business person really is?

In 1976 he started one of the pioneering personal computer companies. Two of his proteges went on to make history in the personal computer field. One was responsible for putting Epson America on the map in the United States (spear-headed by negotiating the deal with IBM to use the Epson printer for their first personal computer). The other was responsible for igniting the IBM clone market by being the first to provide the critical software needed to make non-IBM computers compatible with IBM personal computers – which resulted in his acquiring a personal windfall fortune of \$48 million!

Before becoming a freelance copywriter and marketing consultant, Carl spent several years working for the largest oil company in the world, as well as a highly regarded market research firm. He also served as Executive Vice-President for a Madison Avenue advertising agency.

Carl has also worked with some interesting creative talent, such as Ken Kerr, who has this to say about Carl's work:

"As creative director of Epcot Center and all the Disney theme parks, I've had the good fortune to work with some of the best, including Steve Spielberg, George Lucas, Jim Henson and other very talented, although lesser known, people. Many of them are very talented writers and marketing experts.

"These days, when someone needs a good copywriter, the first one who comes to mind is Carl Galletti. He knows how to write the kind of copy that gets results. In my opinion, he's one of the best you can get at any price. So, it will surprise you when you find out how reasonable his rates are, especially when you consider how much money you'll make from his work." -- Ken Kerr

Well, that's about it. You can see by these recommendations and experience that you are getting someone who really knows how to write the kind of copy - and how to come up with the kind of marketing ideas - that will make you money.

Check out his web sites:

http://www.CarlGalletti.com

http://www.AdSecrets.com

http://www.CopyCoach.com

Below are Carl's selections of his own underground sales letters...

Your "No-Selling" Way To Riches!!!

Here's the Information You Requested to Show How You Can Make A Bundle of Money Working As Much Time As You Want and Without Having to Do Any Selling At All...

Dear Friend,

I've got 60 operators and a 35,000 square foot warehouse here to help you make money.

And the best part is: you don't have to do any selling. We'll do that for you.

You don't even have to talk to anyone if you don't want to. You can just refer people to us and we'll do all that for you.

Here's how it works.

Because of my knowledge and experience in the wholesale business I can buy thousands of products at way below wholesale. What I need are dealers who are willing and able to buy from me at these rock bottom prices and sell to wholesalers and retailers.

That's where you come in. All you have to do is advertise for these people and refer them to us and we'll take it from there.

Now, you may be asking yourself "why don't you do that yourself?" That's a fair question. I <u>could</u> do that. But then I'd have to hire someone to place and track the ads. I'd have to manage that person. And I'd have to invest money into the advertising — money that I could be investing in buying more inventory and getting better prices. Or, I could show entrepreneurs like <u>you</u> how to refer dealers for me and share the profits with you. That's what I've decided to do. I'm an entrepreneur myself and this is my way of giving something back to others who are enterprising and want to make a bundle of extra money.

I know you will find my profit-sharing plan very generous.

For each person you refer to us who becomes one of our dealers, we'll pay you \$100.00.

For every product sale these dealers make, whether they sell the products to someone else or buy for themselves, we'll pay you 10% of the sale.

And if YOUR dealers refer other dealers for us, we'll also pay you 10% (\$21.00) of the price of the business package for every new dealer we sign up.

Here's An Example of How Much Money You Can Make

Let's say that over a period of a year you refer 200 new dealers who call our toll-free number and buy our business package. You get \$100 for each one. That's \$20,000.00.

Now, before continuing any further I want to assure you that you will get credit for each new dealer you refer. When they call the Toll-Free number, they have to enter your ID code before anyone will answer. This assures that you will get credit for this dealer. From then on, all the business they generate will trigger commissions for you.

Continuing on, let's say that out of the 200 dealers you refer only 10% of them (that's only 20 dealers) actually take up the business <u>seriously</u>. Even if they only average \$10,000 each in sales a year - not a very large amount - that's \$200,000.00. We'll then pay you another \$20,000.00!!! That's your 10% of their sales. So far, you've made \$40,000.00. But we're not done yet!

Now, let's say that of the remaining 180 dealers who are <u>not</u> taking this seriously, they buy merchandise for themselves or as gifts, just to get the low, low prices they can't get elsewhere. Our prices are so low that many dealers sign up just to buy for themselves. And let's say this amounts to a little over \$100 per year per dealer, average. That's another \$20,000.00 in sales. We pay you 10% of that, or another \$2,000.00!!! But we're not done yet...

Now let's say that out of the dealer you refer to us, 10% (20 people) of them are as industrious as you and refer 200 people each. That's 20 dealers referring a total of 4000 new dealers. We pay you \$21.00 for each one of these for a total of \$84,000.00!!!

Now, let's add up the totals.

We paid you \$20,000.00 for referring 200 dealers, another \$20,000.00 on the sales of the active dealers, another \$2,000.00 on personal sales of part-timers, and finally, another \$84,000.00 on the referring efforts of your dealers. That totals, an amazing...

\$126,000.00 for YOU!!!

Where else can you make this much money this easily? And without having to do any selling.

And that's not all. As a bonus for being one of our referrers you get to also buy at our "below wholesale" prices.

Just take a look at some of these prices and you'll see for yourself the kind of bargains you and your dealers are getting...

- 8-piece Steak Knife Set with Lifetime Warranty. \$37.95 retail. \$16.25 wholesale. Your price, only \$9.48. Your profit is \$6.77 each at wholesale and \$28.47 at retail!!! Sell a couple dozen sets at a flea market and make an easy \$150.00 just from this one item.
- Grandfather Clock. Stands 6'4" tall. \$599.95 retail. \$235.45 wholesale. Your price, only \$144.33!!! Sell this at half-retail and still make \$155.64 each.
- 4-piece Scissors Set with Lifetime Warranty. \$16.95 retail. \$7.52 wholesale. Your price, only \$2.85!!! You make \$14.10 on each set you sell at retail and \$4.67 on each set you sell at wholesale. With prices like these you can see just how easy it is to make money.

Here are a few more...

- Large Waterproof Insulated Ice Chest. Carries two 6-packs. \$21.95 retail. \$9.35 wholesale. Your price, only \$4.55!!! At these prices you should be able to blow out dozens at a time and make some real money. Just compare these prices with what you can get at stores and you'll see how good they are. That's because when you are one of my dealers, YOU are buying at prices comparable to what the stores are paying.
- 16-Function Camper-Style Knife with Lifetime Warranty. \$11.95 retail. \$4.85 wholesale. Your price, only \$1.38!!! These make great premiums. You can sell companies on using them as gifts or premiums for customers when they make a purchase. Give them a "below wholesale" price of just \$3.95 each and you could sell hundreds at a time. And you make \$257.00 for each hundred they buy.

- Automotive Vacuum. Good for wet or dry surfaces. \$21.95 retail. \$9.85 wholesale. Your price, only \$4.60!!! This would be a great item for any automotive oriented company. Or sell them at flea markets. You could easily move a lot of them at the \$9.85 wholesale price and still make \$5.25 each!!!
- Two-piece Stainless Steel Pen Set with Lifetime Warranty. \$12.95 retail. \$5.25 wholesale. Your price, only \$1.93!!! Here's another great premium/gift item that companies often use in the hundreds and thousands. And with the price you can get them for, you can sell them at an attractive price and still make good money.

These are not sale prices but actual prices you can get every single day.

And from time to time we make special purchases on limited quantity items. We'll notify you about these on a regular basis. These are closeouts or special buys we make from stores going out of business who must sell at way below wholesale. We make them available to you as we get them. You'll be notified once or twice a month just what we have, how many and the price.

These are excellent items to buy in bulk and move rapidly at a flea market or over the internet. You've seen people at flea markets and selling over the internet at way below wholesale prices. So, you know it can be done. Now you know where YOU can get the same kind of pricing.

The problem in the past has been that you would have to buy truckloads of one item to get a price low enough for you to compete.

Well, not anymore because now you can get this super below-wholesale discount pricing in any quantities -even one at a time - by becoming a Johnathan Rich Dealer.

It's Easy To Do...

Just fill in the enclosed application and send it with your dealer fee of only \$210. Why do we charge a dealer fee? Several reasons, actually.

First, we want to make sure that we attract only serious dealers. Without this fee we would attract a lot of "wanna-bes" who would end up costing us a lot of money, without moving any product at all. It's only when you have something invested in your future that you are likely to take it seriously enough to do something.

You know, to get this kind of pricing you would normally have to buy hundreds, maybe even thousands of each single item at a time. That would put thousands of your dollars at risk each time. And you would only have a single item to sell.

By being a Johnathan Rich Dealer you have an entire line of hundreds of items that you can sell. And you can even order one at a time, if you wish. All we ask is that your order be for at least \$30. That's not much for anyone wanting to make serious money in this business.

Look At All The Different Types of Products You And Your Dealers Can Buy At "Below Wholesale" Prices:

Address/phone books
Alarm clocks
Alarm clocks
Anniversary clocks
Disposable cameras
Auto accessories
Duffel bags
Backpacks
Backpacks
Binoculars
Binoculars
Bowls
Bracelets
Bracelets
Bracelets
Business card holders
Cameras
Cameras
Camping equipment
Camping equipment
Bright Highway emergency kits
Candy dishes
Car alarms
Car security bars
Car vacuums
Cary-on bags
Carbon
Carbon
Carbon
Carbon
Cardon
Carbon
Carbon
Carbon
Cardon
Carbon
Carbon
Carbon
Carbon
Carbon
Camping
Carbon
Car

Clocks Microwave sets Tool sets
Coffee makers Mirrors Tote bags
Cookware Mixers Trays
Cosmetic bags Mosquito repellents Umbrellas
Cuckoo clocks Necklaces Vacuums
Cutlery Non-stick cookware Voice recorders
Cutting boards Office Supplies Watches

Another reason for the dealer fee is so we can provide you with the kind of support and training you'll need to succeed in this business.

When you become our dealer, we send you our Complete Business Package. This gives you the Insider Secrets you'll need to be a success. It also gives you membership into our Company Profit Sharing Program which is the part that allows you to make \$100.00 on every dealer you refer to us and get 10% of everything they sell.

Of course, if you should choose to sell items yourself, you make even bigger profits.

In this big package we show you how and where to advertise to get results. We show you all the different ways you can use to refer dealers to us. And we show you how and where to sell merchandise yourself, if you want.

Here are just a few of the ways we show you to make money selling our "below wholesale" products:

Auctions
Internet Selling
Consignment Selling
Flea Markets

Garage Sales Home Parties Wholesaling to Retail Stores

The package, in terms of the education you get from it, is worth a lot more than the price you're paying. You could go to college and spend more than this amount for a one semester course. And I guarantee you won't be getting the Insider Secrets that you will get from my package.

All in all, the value of this package should easily be worth ten times what you are paying - in terms of the knowledge you gain and what it will mean to you throughout your life.

Even one day at a seminar would cost you double this amount or more. And the real value is in what you can make by being industrious and following the guidelines in your package. We've already outlined what that can mean to you in terms of dollars. Now it's up to you to take the valuable Insider Secrets in this course and put them to use to make these figures a reality.

Turn the Page for Your EXTRA BONUS!!!

And to make this offer even more attractive, if you respond within the next 30 days, you will also receive our special CD Software Dealership. This Dealership gives you the right to buy our Reprint Rights CD at way below wholesale. This CD easily sells at retail for \$97. Your price is only \$3.00.

It contains over 600 reports, books and manuals covering business, personal and consumer subjects. Plus the person you sell these CDs to also receives the rights to reprint and sell these reports. Individually, each report, book or manual can be sold for anywhere from \$3.00 to \$30.00. Your customers might expect to pay a lot more than \$97 for this. And that's why they're so easy to sell.

If you had to go out and acquire the rights to this CD, you'd have to pay \$895.00. Then you'd have to get at least a thousand of them duplicated to get a reasonable price. But this is included when you become a Johnathan Rich Dealer within the next 30 days.

Another Extra Bonus!!!

And that's not all. I really want you to succeed. So, I am also including our Secret Directory of National Classified Advertising Sources. This 125-page directory gives you all the secret information to be able to purchase classified ads throughout the nation for a fraction of what everyone else pays. For example, you could place a 25-word classified ad in 400 newspapers for just \$360 - that's only 90 cents per paper!

And if you are very enterprising, you can even place classified ads for customers. In the above example, you would charge them 50% over the going rate (\$360+\$180=\$540). Your profit would then be a cool \$180.00!!!

With all of this going for you, the only way you can fail is to not do anything with it. And if you're not going to do anything with it, you shouldn't become a dealer. But that's why I'm charging \$210. The way I figure it, if you invest some of your own money in becoming a dealer, you are much more likely to actually put my methods to work. And I know that if you do that, you will succeed. In fact, I guarantee it!!!

Your GUARANTEE

Just put my materials to work. Use the methods in my program. Give it an honest try for six months. If after that time, you've given it an honest try and haven't made a profit, just let me know and I'll refund your entire dealer fee and it will not have cost you a thing to give it a try. All the risk is mine.

Just one last thing. There is only a limited number of dealers I can accept into this program. After that, I will have to refuse further applications. So, you MUST CALL to confirm that there is space available.

You can call 24 hours and apply by phone and pay with any credit card, including Visa, MasterCard, American Express or Discover. You should still call even if you are paying by check because you need to confirm that there is space left for you to apply. If there is, we'll hold your space open long enough to allow your check to arrive in the mail.

So, do it now. Call, TOLL-FREE, 1-(888) 483-6820. You can also fax your order to 1-(602) 587-9437. For fax orders, you will be notified right away and your card will NOT be charged if we are at our limit of dealers. Act quickly so you don't miss out on this amazing opportunity.

Call right NOW, while you have decided to participate.

Johnathan Rich

P.S. - Remember the example I showed you where you can make \$126,000.00 without any selling or even talking to anyone on the phone. Don't you agree that I was being conservative in my estimates of the number of people involved? That's what makes this opportunity so attractive. We want to make it EASY for you to succeed and we'll do everything within our power to help you when you join us. The first step is yours. You MUST call while we still have room left for dealers.

Attention people outside the continental US: If you live in Alaska or Hawaii, you must have access to a fax machine. If you live anywhere else outside the US, you must have access to receive both faxes and email.

Nobel Prize Winning MD Discovers Amazing Secret That Could Lead To A Longer and Healthier Life for You and Your Family

Special <u>Report</u> and Audio <u>Tape</u> Reveal the Shocking Truth About Your Health

Could This Be The Health Secret You've Been Searching For?

From:

Dr. Ted Broer Friday, 8:30 AM

My Dear Friend,

Dr. Alexis Carrel, noted MD, Nobel prize winner and medical researcher at the Rockefeller Institute for Medical Research produced one of the most remarkable experiments in medical history.

The results of his experiment have been buried for years. But I think you have a right to know about it because...

IT COULD CHANGE YOUR LIFE FOREVER!

His story is an interesting one which reveals a little-known health secret that is sure to SHOCK and AMAZE you.

Here is what he did. In 1912, Dr. Carrel took some heart tissue from a chicken embryo and immersed it in a solution containing nutrients (food).

Then, each day, the solution was changed, taking away the waste products and leaving behind fresh nutrients.

Dr. Carrel predicted that these cells could be kept alive forever.

He even concluded:

"The cell is immortal.

"It is merely the fluid in which it floats which degenerates. Renew this fluid at intervals, give the

cell something upon which to feed and, so far as we know, the pulsation of life may go on forever."

And indeed, these cells were still alive when Dr. Carrel himself died in 1944. Which means...

Those cells lived for more than 32 years!!!

And that is all the more amazing when you consider that the average life span of a chicken is only 7 years!

In fact, the only reason those cells finally died when they did was because an attendant forgot to change the fluid!

Since then, Dr. Carrel's discovery has gone relatively unnoticed by the public. You are now one of a select few who know about it.

So, what can we use from Dr. Carrel's experiment and how can it help you improve your health?

Let me explain.

You see, most of the health information you've received up to now has been focused <u>only</u> on what you put *into* your body. Yet, clearing the poisonous waste products out of your body can be just as important -- maybe even more so (as Dr. Carrel discovered).

Remember, Dr. Carrel's experiment did not <u>just</u> replace nutrients. It also...and, listen closely, because

this is EXTREMELY IMPORTANT...

it also TOOK AWAY THE WASTE PRODUCTS.

That was the key -- taking away the waste products.

And THAT, my dear friend, has been the MISSING LINK in modern health care.

Today, many people are suffering needlessly as a result. I don't want you to be one of them. The time to do something about your health is NOW, before the effects of your past eating habits take their toll.

So, I've prepared two valuable products that can help you understand what you must do to take advantage of Dr. Carrel's discovery.

One is a special report and the other is an audio cassette tape.

Could this information lead to a long and healthy life for you and your loved ones? A life filled with health and happiness -- just as GOD meant for it to be? You must decide.

Just about every day you hear horror stories about people suffering from pain and disease. Medical science seems unable to keep pace with it. And what can you do personally? It all seems so confusing and hopeless. But...

It **Doesn't** Have To Be

You see, getting healthy and staying that way is not as difficult as you've been led to believe. Once you are properly informed, it's really quite easy.

That's what I hope you will learn from this Special Report and audio tape.

This information has been kept from you for far too long and it's about time that you know the truth.

I've devoted my life to the health of others because I believe that GOD put me on this earth for a specific purpose. And that purpose is to show as many people as I can:

How to live a happy and healthy life and to live it for as long as GOD allows

That's why I've spent a considerable amount of time and expense acquiring undergraduate degrees in Biological Science and Chemistry at Florida State University and a Doctorate in Science from Lafayette.

And that's why I built a successful practice as a Nutritionist.

In the past I would see everyone personally. However, because of location I could <u>only</u> see those people who lived close by or were willing to spend hundreds -- and in some cases, thousands -- of dollars for travel, food, and lodging expenses to get to me.

That didn't seem fair to all those people who needed help but didn't have the time or money for a trip to my office in Auburndale, Florida.

Also, because of the demand for my services, there wasn't enough time in the day for me to see everyone who needed my help.

That's when I began putting together a program which could be used by you in the privacy of your own home.

By sending for my Special Report and audio tape you will learn why it is so important to start this program as soon as possible.

It's easy to order. Just call my office at 1-800-726-1834 and ask for the program "A New Way To Improve Your Health." It's only \$19.95 plus \$3 shipping and handling. You can pay with either VISA or MasterCard or we'll give you instructions on how to get it by check or money order.

And if you call within the next 30 days, I'll include an extra bonus. It's a 90 minute tape recorded when I appeared on the Marlin Mattox talk show, Point of View. This is a top rated show that went out to 290 radio stations and flooded my office with 20,000 phone calls from people desperately wanting more information. Here are some highlights of the tape:

Why Do You Have So Much Trouble Losing Weight?
Why Diets Don't Work And What You Can Do About It.
America: Why Is It The Most Overfed Yet Undernourished
Country In The World?
Why Does America Lead The World In Medical Technology, Yet
Also Have The Highest Incidence Of Heart Disease, Diabetes
And Cancer?
Why Do We Spend More Money On Health Care Than Any Other
Country - Yet Have So Many Health Problems?
How Improving Your Health Can Also Improve Your
Relationships
Caffeine - How Much Is Too Much?
Is Bacon & Eggs Really That Bad?
Is Margarine Really Better Than Butter?
How Quickly Will You Feel Better?
Can Childhood Diseases Such As Ear Infections Be Treated
Other Than With Surgery?
And many more

You'll really enjoy this whole package. I guarantee it. If for any reason you are not **ABSOLUTELY SATISFIED** with my program, "A New Way To Improve Your Health," just return it at any time within a year and I'll gladly send your money back. And you can keep the Marlin Mattox tape anyway as my gift for just trying the program.

So, hurry, call my office at 1-800-726-1834 and ask for the program, "A New Way To Improve Your Health." It's only \$19.95 plus \$3 shipping and handling (\$22.95). I'll make sure it is shipped out to you right away. May God Bless You.

Sincerely,

Dr. Ted Broer

Dr. Ted Broer

P.S. - Remember, only your body can heal you and keep you free from disease. This program will show you how to help your body do what it does best.

"Ya Gotta Believe!!!"

The Amazin' 1969 NY Mets Stun Baseball Fans... Win Their First World Series

Dear Sports Collector,

Now you can have a sports collectible that celebrates the great 1969 New York Mets team. Remember?

It is 1969, the Miracle Year for the Mets.

No one in baseball thought it could happen. From 1962 to 1966 they AVERAGED nearly 45 games out of first place. The year before they had finished in 9^{th} place. In fact there had NEVER been a year prior to 1969 that they were OUT of 9^{th} place. And in early August, in third place, 9 1/2 games out of first, no one would have guessed. Yet, they did it!!!

Here are some of the highlights of the season:

Tom Seaver becomes the first Mets pitcher to win 20 games, eventually going on to win a league-leading 25 games (still a club record) and also to be the first Mets pitcher to win the Cy Young Award.

 $\,$ Jim McAndrew ties the Met record of 23 scoreless innings.

Cleon Jones hits .340, establishing a new Mets record for batting average.

And it wasn't until September $10^{\rm th}$ when the Mets swept a double header from Montreal that they moved into first place for the first time in the history of the club.

And, of course, 1969 was the first year they won the pennant and the first year they won the WORLD SERIES!!!

Those Mets were sure Amazin'

That's why we've decided to commemorate the Miracle Year, 1969, with a special limited edition lithograph.

We've held nothing back, choosing the internationally acclaimed, Doo S. Oh, as the artist. You may remember him. He's the one who did our 3000 Hit Club, our 500 Home Run Club piece AND our 3000 Strike-Out litho -- all very popular with discerning collectors.

And now he's produced yet another masterpiece for the most Amazin' season in NY Mets history.

This Limited-Edition will have only 169 regular pieces and only 69 Artist's Proofs.

No true Mets fan would want to be without at least one. But only a small number will have that chance. There are MILLIONS of Mets fans but only 238 pieces available. And you can be one of the lucky ones who owns this rare collectible, if you act quickly.

Each lithograph is 27" high by 33" wide in full color, professionally framed with double matting and protected by UV Plexiglass.

The print is hand signed by the artist AND 31 of the 1969 Mets players and coaches, including Nolan Ryan, Tom Seaver, Ed Kranepool, Cleon Jones, Jerry Koosman, Tug McGraw, Yogi Berra (coach) and many others. However, all players are represented in the picture.

And, as a special bonus because you are a Mets fan, we will include a video of each player signing the lithos!!!

These will go fast, especially priced at only \$1595.00 for the artist's proof and only \$1395.00 for the regular issue. But I'd like to make a special limited time offer to you BECAUSE you are a valued METS fan and should get a special price.

So, if you order your print within the next 14 days, you can have it at a special price of only \$995 for the regular issue or \$1195 for an artist's proof. This special price is only for died-in-the-wool METS fans. But you must act quickly. After your 14 days is up, we will have to

offer it to non-Mets fans at a higher price. And if you decide after that time, you will have to pay the higher non-Mets-fan price. So, by just acting quickly, you can save \$400. That's your reward for being a loyal METS fan.

As usual, this piece is authorized by Major League Baseball and The New York METS -- and is published EXCLUSIVELY by All American Collectibles.

I have one put aside for you for the next 14 days. But you must call NOW to get this unbelievable low price.

Just pick up the phone and call 1-800-778-2847 ext. 3000 or FAX me at (201) 797-3357.

Supplies are VERY limited and this price is a ONE TIME ONLY offer, so you must act NOW.

Sincerely,

Ken Thimmel

Ken Thimmel

P.S. - You can also mail your order in (use the address on the letterhead) but you should first so we can put one aside for you while until your check arrives (maximum of 7 days).

Read the Enclosed Letters, Fill Out a Simple Form and I'll Give You a FREE GIFT Worth \$500.00!!!

Dear Friend,

Enclosed you will find some materials that could be worth a lot of money to you. Please read them carefully.

And, as a reward for doing so, I'll pay you \$500 -- in the form of product value.

Here's what it's all about.

During the Jay Abraham MasterMind Marketing program in May '95 something very strange happened. Right in the middle of the seminar the staff left for two hours.

Where were they? And what were they doing? None of the attendees knew. But you will know. Right now.

They were at a special training session learning <u>secret</u> <u>copywriting techniques</u> from one of the <u>top</u> copywriters in the world, modest little 'ole me, Carl Galletti.

Jay invited me to the seminar and had me give his staff a special guick course in copywriting. I called it...

The Greatest Advertising Secrets of All Time

Fortunately, the two hour session was recorded on audio cassette tape. These tapes have <u>never before been released</u> to the general public and are conservatively worth \$500, probably a lot more <u>when you consider how much you will make by applying these principles</u>. In just a minute I'll show you...

How You Can Get Them for FREE!!!

I have been writing copy for many years. I've written for Jay, Gary Halbert and a host of others. But my real love for the past three years has been teaching copywriting to others through a course I designed called...

The Copywriter Protégé Program

Through this course my protégés have written some of the most successful advertising copy ever! One protégé wrote an ad that pulled a 34.9% response to a seminar. Another got a 90% response to a letter designed to penetrate Fortune 500 companies, get past the gate keepers and get in to see the executives.

You'll find out more about the course later in these materials. But I bring this up now just to show you that I am more than an experienced and effective world-class copywriter. I am also an expert at teaching others. And that's where you can benefit.

In just two short hours I showed Jay's staff the <u>essence</u> of how to write explosive advertising copy.

Although this copywriting seminar was <u>PRIVATE</u> and <u>EXCLUSIVE</u> to Jay's staff, I am willing to distribute FREE copies of these audio cassette tapes to anyone who within the next 10 days answers a few simple marketing questions.

It's easy to do. Just read through the rest of the enclosed materials, answer the questions on the SURVEY SHEET enclosed and mail or fax them back to me within 10 days.

The purpose of these questions is to make sure that some recent changes in them have not ruined their effectiveness. Both of these promotions are tested and get VERY GOOD response. But I've made some changes which I feel are minor and just need to make sure the appeal is still there.

In exchange for your feedback, you will receive the audio tapes of my presentation to Jay's staff. As I've said, these have never before been released to the general public. You will be among the first to get them.

And, as an extra bonus, if you are interested in the two products you will be reading about, you will be able to get either or both ahead of everyone else. This is extremely important because you are most likely not on the list scheduled to receive the roll-out promotion and I am planning to increase prices by 50% after this next promotion. So, your best opportunity, if you are interested, is to take advantage of it now.

The two product promotions you will be reading are:

1. The promotion for the audio/video version of my <u>Copywriter Protégé Program</u>. This is the home study version of the program.

The promotion for this program starts with the page containing the following headline:

"If You Are At All Serious About Knowing How To Write Copy That Could Make You Rich, You Should Be In Carl Galletti's Copywriter Protégé Program" - Gary Halbert

This is a single sheet printed on both sides. Then what follows is my 29-page letter giving the details of the offer.

The second promotion is...

2. The promotion for the <u>Marketing Made-Easy Workshop LICENSE</u>. This is a 10 year license which allows the purchaser to reproduce and sell a \$295 product (the Workshop) that teaches marketing concepts. Included are 4 bonus products, three of which are groups of reports (totaling 303) that you can also sell the reprint rights to. These reports can be included as a bonus with the Workshop and/or sold separately. They can also be given away as premiums in other offers.

The promotion for this program starts with the page containing the following headline:

Act Now...Offer EXPIRES in 6 Weeks! An Amazing New Opportunity for YOU: Reprint Rights Can Make YOU Rich!

After you finish reading these, just briefly answer the questions on the SURVEY SHEET and mail or fax them to me at the address indicated.

My Very Best to You,

Carl Galletti

Carl Galletti

Information you were NEVER meant to know...

The #1 Insider Secret Of Marketing

If you've ever wanted to know the NUMBER ONE SECRET behind the greatest Marketing, Advertising, Copywriting, Publicity and Internet Marketing experts of all time...

If you've ever wondered what they speak about behind closed doors...

If you've ever wanted to know the secrets THEY use to capture millions of dollars in sales and profits...

Then you are about to find out!!!

Dear friend,

Sometimes you need to know "the rest of the story."

During a \$5,000.00 seminar given by Jay Abraham, the top marketing guru in the world, with hundreds in attendance, something very strange happened.

Right in the middle of the seminar the entire staff left for two hours!

Where were they?

And what were they doing?

None of the attendees knew. But \underline{you} \underline{will} \underline{know} . Right now!

The most important HIDDEN SECRET of all marketing is something that most marketing experts either NEVER reveal or only give you incomplete information on.

You see, the most important link in the chain of successful marketing is the ability to write the words that get people to give YOU their hard earned money in exchange for the valuable goods/services you give them.

And that's what Jay's staff was doing during that \$5,000.00 seminar.

It all started when Jay Abraham's personal assistant, Jeff Taylor, called Carl Galletti and invited him to be a guest at Jay's \$5000.00 Mastermind Marketing seminar.

And, "Oh, by the way, Carl," he said,

"We'd like you to give the staff a private consultation on writing copy"

Why would the staff of the world's greatest marketing expert want this? Because they know just how valuable writing copy is to getting outrageously successful results.

It's no secret between the experts. When they are sitting around discussing what works and what doesn't, they know that the single most crucial element is COPY.

And why did Jay's staff choose Carl to train them on writing copy?

It's because of Carl's skill as a copywriter. He has written copy for and lectured for/with some of the greatest marketing gurus, Internet experts and copywriters in the world. People like:

- Jay Abraham the \$5000/hour marketing guru.
- Dan Kennedy Famous copywriter/marketing guru/speaker.
- Ted Nicholas the \$200 million marketing guru.
- Paul Hartunian the publicity guru
- Dr. Rob Gilbert one of the world's top coaches.
- Bill Meyers Mr. Guerilla Video/Marketing.
- Ken Kerr Epcot center/Disney designer.

- Jeff Paul the \$200K/month guru of vertical marketing.
- Ken Varga Mr. Multi-Millionaire.
- Jonathan Mizel Internet marketing expert and advisor to top corporations.
- Robert Allen the New York Times Best Selling author and "No Money Down" originator.
- Corey Rudl Top Internet marketing entrepreneur.
- Gary Halbert the famous direct mail copywriter.

And many more!!!

World's Foremost Copywriting Trainer

In addition, Carl knows more about training copywriters than anyone in the world. He's considered to be the foremost expert on the subject and his "cheap at twice the price" Copywriter Protégé Program is the most effective program of its kind.

Carl's program has produced more professional copywriters than any other program in existence.

So, it's no wonder that Jay's staff wanted him to give them the training session. They wanted only the best.

And that's where they were when they mysteriously disappeared during Jay's \$5,000.00 seminar.

They were at a special training session learning <u>secret</u> <u>copywriting techniques</u> from Carl Galletti.

And because Carl had the session recorded to audio tape, YOU can get the same training that Jay's staff got.

They bartered a \$5,000.00 seminar for it.

But, if you act during this SPECIAL PROMOTION, you will be able to get it for much, much LESS.

Carl called his training session:

"The Greatest Advertising Secrets of All Time."

In just two short hours he showed Jay's staff the essence of how to write explosive advertising copy.

Although this copywriting seminar was <u>PRIVATE</u> and <u>EXCLUSIVE</u> to staff only (Carl was not allowed to release this information until just recently), you will be privy to the same powerful information they received.

It's Like Being A Fly On The Wall Of One Of The Most Insightful And Secret Copywriting Seminars Ever Given.

Jay's staff paid with a \$5,000.00 seminar. If you were to hire Carl to get this kind of information, he'd charge you at least \$1,000.00 (that's only \$500.00/hour).

But, for a limited time only, you will be able to get "The Greatest Advertising Secrets of All Time" for the unbelievably low, low price of only \$100 - if you act during this SPECIAL PROMOTION.

Do it NOW!!!

Well written advertising copy is the #1 secret of achieving MILLION DOLLAR results. And NOW it can all be yours in the most concise format ever released.

Just follow the enclosed ordering instructions and you will shortly have in your hands the secret ingredient to raking in tons of cash...just the way the experts do!!!

Sincerely,

Dr. Rob Gilbert

Dr. Rob Gilbert

PS - Never before has such a program been released. It condenses the most important elements of copywriting into just two short hours of the most intense information ever presented on the subject. You get just the most powerful secrets and only the most powerful secrets. There is no wasted time on these tapes.

FAX: (609) 896-2653

One Paddock Dr., Lawrenceville, NJ 08648

Tel: (609) 896-0245

"If You Are At All Serious About Knowing How To Write Copy That Could Make You Rich, You Should Be In Carl Galletti's Copywriter Protégé Program" - Gary Halbert

Dear Friend,

If you expect to generate maximum profits from your sales letters, ads, and other materials, you need to know how to write ad copy that gets results. That's what you get with my Copywriter Protégé Program.

Over the last twelve years I have <u>dramatically</u> transformed the copywriting ability of people at all levels of writing skill. Results are <u>astounding</u>. Here are a couple examples...

Bob Scheinfeld took my Copywriter Protégé Program and within a few short weeks had applied his copywriting skill to a sales letter promoting a seminar he wanted to put on.

On Saturday morning he mailed his letter to a small list of only 190 people. By the close of business on Monday, 19 people had already responded and signed up for his seminar! And, by the time the seminar rolled around, 75 people had signed up!!! That's an amazing...

39.4% RESPONSE!!!

Neil Brown is another example. After my training he created a sales letter strategy that gets up to a 90% response to a market that has hundreds of other people competing for their attention: top executives/buyers in major Fortune 500 companies.

Another student uses a modified version of Neil's letter (which is now part of the course) and currently brings in \$85.71 in profit from every dollar he spends!!!

Wouldn't \underline{you} like to be able to get results like this? Well,

Now You Can Get The Same Training They Did...

Knowing how to write $\underline{\text{effective}}$ ad $\underline{\text{copy}}$ has made $\underline{\text{MILLIONS}}$ for people who knew it's secrets. And now, you can know those same secrets.

The Best Way To Learn How To Write Copy

The best way to learn is to be taught by <u>someone</u> <u>who</u> <u>actually knows</u> <u>how</u> and is <u>currently</u> getting results. But it goes way beyond that. Just because someone can produce results doesn't mean they can actually show someone else how. It takes a skill very much unlike that of writing copy.

We can speculate about what skill is needed and why but what it really comes down to is whether the students, after taking the course, are actually able to get results from their own copy.

As you can see from the previous examples, my protégés get results. I've had several years experience turning people from absolute beginners into copywriting experts. And I do it <u>faster than anyone else ever has</u>.

If you have not heard of the course before, don't let that bother you. The sales letter I wrote promoting it was \underline{so} $\underline{effective}$ that I had to \underline{stop} sending it out. Now that I've caught up with the demand, I'm ready to sell a \underline{few} more.

The <u>complete</u> course is on video and audio tape and includes over a thousand pages of written materials. Plus you get my personal assistance, one on one, over the telephone for one full year!

The secret to success in <u>any</u> business venture is the ability to create the words that <u>make people respond</u>. This ability is one of the <u>most valuable you can ever acquire</u> and this course will give it to you <u>faster</u> than <u>any</u> other way.

There isn't enough room here to tell you all about it. But if you will give me a call, I'll send you, by express mail, the entire letter that gives you all the details.

Just call me at (928) 649-2407.

My Very Best to You,

Carl Galletti

Carl Galletti

P.S. - This course is \$4997 and includes thousands in extra bonuses, including a one-year telephone consultation with me, one on one, free ad critiques and co-writes. As you can see, this is only for those who are serious about writing effective ad copy. If that is you, give me a call now.

If You Would Like To Write DIRECT MAIL SALES LETTERS That Could Make You Rich, Here Is A 100% Guaranteed Way For You To Get Professional Level Results In The Shortest Possible Time...

From:
Carl Galletti
Friday, 11:11 AM

Dear Friend,

You've studied how to write direct mail sales letters and by now are clearly disappointed as you $\underline{\text{try}}$ to write your own. You know you could be doing a whole lot better

Obviously, the skill is within your reach. It's just that test results from your own letters are ${\tt MOT}$ ${\tt NEARLY}$ as profitable as you imagined and you may even doubt if they ever will be.

Well, it doesn't have to be that way anymore because ${\color{red} {\bf NOW}}$ there is a better way to master the skill of writing direct mail sales letters.

Right Here In This Letter You Will Discover

A <u>Sure-Fire</u> Way To Gain The Letter Writing Skill

That Could Make You MILLIONS!!!

You may even be able to write letters like the legendary greats - people like...

Robert Collier himself, who wrote letters that brought millions of dollars through the mails. Or...

Gary Halbert, who wrote a single page letter which brought in 7,300,000 orders and generated \$58,900,000.00 in CA\$H sales. Or...

Gene Schwartz, who wrote a letter for a health book,

The Encyclopedia of books at \$25 each.

Yes,

THAT'S NEARLY \$50 MILLION DOLLARS!!!

You could do the same. If your sales letter generates \$1,000,000 in sales, you get \$56,500.00 (\$6,500.00 for the up front fee plus another \$50,000.00 from the sales). Not bad, huh?

By the way, in case you're wondering why someone would pay you all this money just to write a letter, the answer is simple:

They expect that your letter will make THEM a LOT OF MONEY

And if you are any good, it will.

If you would rather not deal with clients, that's OK too because then you get to keep ${f ALL}$ the profits - not just 5% of the gross.

Using the above example where your letter produces \$1,000,000.00 in sales -- if it is your promotion -- your typical profit from such a letter could be \$300,000.00 to \$400,000.00!!!

And because you will be writing the letter yourself, you SAVE the \$6500.00 up front fee.

Regardless of how you decide to use your new letter writing ability, you will find that you can pretty much have the freedom to live life as you choose.

You can work where you want, when you want. And you can make just about as much money as your ambition dictates.

In essence, what you become is a direct mail entrepreneur. And as one you are never more than a successful test away from making a bundle.

Of course, getting that successful test is the hard part. But once you get a test mailing that is profitable, you send it to the rest of the list (this is called a "rollout" - there are usually another 50 to 100 thousand, and in some cases as much as several million, names on the list). Then you settle back and get ready to count the piles of MONEY coming through the mail.

Many successful tests result in "roll-outs" that produce...

MILLIONS of Dollars in Profits!!!

And you don't have to roll-out to the entire list all at once. You can do it gradually and let the profits from your sales finance the roll-out. That is one of the many great things about making money with direct mail.

Here's the Secret Ingredient!

The <u>sales letter</u> is one of the THREE $\underline{\text{key}}$ ingredients to getting a successful test. And it is the one that is hardest to do.

The other two (the offer and the mailing list) are easier.

If you know how to select a good list broker, there are plenty of them who will gladly help you select the best MAILING LIST for your offer. And because they get paid by the list owner, you get their services at no cost to you. You pay the same amount for the list regardless of whether you use them or not.

And the <u>OFFER</u> is not much of a problem because it is the one thing you <u>can</u> learn from a book, coupled with diligently studying other successful offers.

But the sales letter?

Well, that's another story. As most businesses discover all too well, you can't just get <u>anyone</u> to write a direct mail sales letter and expect it to be profitable.

In fact...

There Are Only A Handful Of People Who Are Able To Write Effective Direct Mail Sales Letters

There is a very good reason for this.

Most people try to get this skill out of a book. <u>Sometimes</u> it works but usually the person just gets frustrated and gives up.

Don't get me wrong. I'm a BIG believer in books (and tapes) to SUPPLEMENT my knowledge or even to jump start it. But there is no way to compete with the professionals without having a professional coach you.

And that's what I do with you.

Listen, nearly every day, people from all over the world order books from me. And the most popular books are the ones like **The Robert Collier Letter Book**.

Why do they order these books? Because they know just how valuable it is to have this letter writing skill. They want this skill and they want it badly.

Yet, too many people who are trying to learn letter writing from a book - any book - are unable to take the knowledge from that book and transform it into a working skill they can use.

One of the things I discovered was that it was <u>not</u> because of the book.

The Robert Collier Letter Book contains the best information you can get on letter writing.

Yet readers were unable to translate that into the actual skill. Why?

Well, what I discovered is that most people needed **SOMETHING MORE**.

Getting their letter writing skill out of a book was not working.

There had to be a better way.

And that is why I have been researching this subject for the past 7 years.

After these many years of researching, experimenting and developing, I am now happy to tell you that...

I HAVE FINALLY MADE AN AMAZING BREAKTHROUGH

It will mean BIG MONEY for you because, for a very limited time, you can profit from this discovery.

Listen carefully.

There are <u>many</u> things which you can NOT get out of any book. Take riding a bicycle for instance. No matter how much you <u>read</u> about riding a bicycle, you will <u>not</u> be able to actually ride one until you get up on one and try it. Think about it.

Ask yourself this question: Could you explain to someone else how YOU **BALANCE** yourself when you ride a bike? Of course not. It's quite impossible.

Yet, as a beginning bike rider, once <u>you</u> learned how to get your balance, riding a bike was easy.

Books are great once you have the basic skill. Once you can ride a bike, you get a lot more out of reading the books written by expert bike riders. These books give you the more advanced techniques and secrets. They show you how to become an expert. But they can not get you producing professional quality results over a reasonable period of time.

It's the same thing with copywriting (the name given to those who write advertising copy).

Sure, with bike riding you can practice yourself and eventually get the hang of it, but it sure helps to have dad or mom or someone else right there showing you how it's done and holding you up as you practice.

Then one day it just seems to click. Dad lets go and you start riding the bike. And once you've learned...

YOU NEVER FORGET

Among the many things I've discovered in doing my research is that the program which produces the BEST copywriters in the shortest possible time requires TWO VERY IMPORTANT ingredients.

INGREDIENT #1

The first ingredient you need is to be able to talk to and be guided by someone who has actually mastered those letter writing techniques and is willing to show you how it is done...

- ☐ Someone who has had the first hand experience that you can't get out of a book...
- ☐ Someone who is successful at writing direct mail sales letters and other types of advertising copy...
- □ Someone who can "customize" your learning experience so you can get what you need most and when you need it most...
- \square Someone who can point out what is <u>really</u> important and what is not.
- ☐ Someone who can keep you on the right track and keep you moving toward your goal.

In essence: a personal coach who can give you the benefit of a one-on-one approach.

INGREDIENT #2

The second and most important ingredient is a method that actually produces results. A method that actually turns you into the letter writer you've always wanted to be.

This is not easy. It is one thing to know the "rules" and "techniques" of letter writing and quite another thing to WRITE effective letters on your own.

I searched long and hard for the right method. But none existed.

So, I decided to develop my own method using pieces of the puzzle which I had collected from many different sources -- including some which were fully outside the field of direct mail yet had a significant influence nonetheless.

Then I added some significant additions based upon my own unpublished experiments and discoveries.

The end result?

Modesty aside. What I have produced is...

A Method Of Teaching Direct Mail

Sales Letter Writing That Is Far And Away The VERY BEST That Has EVER Been Developed

And I call it...

THE COPYWRITER PROTÉGÉ PROGRAM

In this program I will personally coach a small and <u>limited</u> number of protégés - people who are seriously interested in becoming some of the top writers of direct mail sales letters - and guide them toward rapidly developing their letter writing skill.

You can be one of these people.

It doesn't matter how good or bad your letter-writing is NOW. My method is <u>guaranteed</u> to **transform** you into the <u>best</u> letter writer you can possibly be... and much, much better than you could <u>ever</u> be through the use of <u>any</u> other method.

This program is **MUCH** more than just a one-on-one approach. You will also benefit from the new and unique techniques which I have developed especially for this program -- techniques which you can NOT get anywhere else.

These techniques really work.

They work for beginners and seasoned professionals alike. In fact, one of the major benefits of these techniques is that you can use them for the rest of your life, constantly improving your copywriting skills every time you use them.

You may be wondering just what these techniques are. Well, I can **only** reveal them to you when you are <u>accepted</u> into this program. All I can tell you <u>now</u> is that these techniques are <u>so</u> revolutionary that I am choosing to keep them secret.

In fact, to participate, you must agree to **NEVER** divulge these proprietary secrets to anyone else.

I assure you that this program is $\underline{\text{new}}$ and $\underline{\text{different}}$. The ability you will gain is $\underline{\text{NOT}}$ something you can get out of any book, seminar, or tape program. In fact,

IT IS DEFINITELY <u>NOT</u> SOMETHING YOU HAVE EVER TRIED OR EVEN HEARD OF BEFORE

At a practical level, I recommend that you devote two hours a day to the program, at least during the first 30 days.

After completing your training program, the results you get from your sales letters will be just as good, if not **BETTER**, than any professional copywriter you are ever likely to hire.

Plus, you'll SAVE thousands of dollars in copywriting fees by doing it yourself.

Oddly enough...

You will NOT be required to travel to a seminar or anywhere else

All the work you do can be done in the comfort of your own home. Or anywhere else you choose.

All of your contact with me will be over the phone and through the mail. If you have your own FAX machine, we can also use that, but it is not required.

Essentially, we will be working together much like a master craftsman might work with a beginning apprentice or much like a world-class coach might work with an Olympic athlete.

You will call me periodically, about twice a week. These phone calls are an extremely important part of the program. They allow me to observe your progress and to give you the one-on-one attention that makes this program work so well. The closer you follow my advice, the faster you will advance.

And remember, the faster you get up to speed, the sooner you can be making all that money with your own sales letters.

After you complete this program, you won't have to remember any formulas or rules. You will gain an ability that every good copywriter has, which is a gut "feeling" for good copy.

Just as a professional composer "knows" good music and how to create it, you will "know" good copy and how to write it.

Here Is Just Some Of What You Will Learn:

(Please note: some of these things you will learn are as a result of using the method I have developed, others you will learn from our consultations, and still others you will learn as a result of the SUPPLEMENTARY MATERIALS I give you as part of this program.)

What follows is only a PARTIAL LIST!

	111 Effective Direct Mail Appeals
	How To Solve Every Letter Writer's Greatest Problem
	Direct Mail Alchemy: A Secret Comparable To Turning Lead
	Into Gold!
	A Simple Technique That Gets <u>Up</u> <u>To</u> <u>20%</u> <u>Response</u> From Your
	Direct Mail
	Anatomy of a <u>Million</u> <u>Dollar</u> Sales Letter
	How To Get <u>Testimonials</u> And Use Them To Boost Sales
	A Breakthrough Approach To Organizing Your Letter So It
	Practically Writes Itself
	11 Ways To Formulate A <u>Unique</u> <u>Selling</u> <u>Proposition</u>
	How To Create A Powerful <u>Central</u> <u>Selling</u> <u>Idea</u>
	How To Create An Offer That Is Irresistible
	A Secret Technique That Multiplies Sales From Your Letter
	By Up To 600% - Maybe Even More!
	How To <u>Guarantee</u> That Your Letter Is Received, Read And
	Responded To
	Where To Get The Best Ideas For Your Letter's Central
_	Selling Theme.
	21 Ways To Improve Your Letter After You've Done All
_	You Could To Make It Your Best
	The Greatest Money-Making Secret Of All Time
Ч	The Best Bargain Offered by the US Post Office and How
_	You Can Make BIG BUCKS from it!
	How To Become An Instant Expert On Just About Anything
	How To Get The Best Clients
	How To Get Your Clients To Pay In Advance
	The Most Important Part Of Every Letter You Write
	Why You May Not Want To Write For A Client And How You
	Can Make A <u>Hundred</u> <u>Times</u> <u>More</u> <u>Money</u> By Turning Down Client Work
'	3 <u>Simple</u> Techniques For Generating The Best Money-Making Ideas For Your Own Letters
	How To TRIPLE Your Letter Writing Income Without
_	Increasing Your Letter Writing Income without
	A List Of Words You Must NEVER Use In Any Of Your Letters
	Who Makes The Best/Most Profitable Clients And Where You
_	Can Find Them

	The <u>Magic</u> <u>Triangle</u> And How It Will Skyrocket Your Own Personal Fortune
	One Simple Sentence You Must Never Forget If You Expect
	To Ever Be <u>Successful</u>
	How To Get The Federal Government To Finance Your Growth
	Orders And Your Pockets With CA\$H
	How To Put Selling Power Into All Your Sales Letters
Ч	How To Use A Little Known Technique To Boost Your Direct
	Mail Response Rate Into <u>Double</u> <u>Digits</u> - this is a very successful technique I used to get up to a 15% response.
	The most amazing part of this technique is that the copy
	took all of 15 minutes to write but actually has little
	if anything to do with the response. To my knowledge, no
_	one but me is currently using this technique.
	How To Get A Government Agency To Bank Roll A Major Mailing
	How To Get FREE Publicity - A 77 minute tape done by the
	people who run RADIO-TV INTERVIEW REPORT. These people
	are experts on getting you free publicity through radio
	telephone interviews as well as live Radio and TV interviews. I have at least five clients who have used
	this publication very successfully, appearing on Donahue,
	Sally Jessy Raphael, Heraldo, and many lesser known but
	very profitable shows.
	How Direct Mail Can Increase Your Sales And Profits
	Functions Of Direct Marketing - The 6 Most Important
	Points To Keep In Mind When Planning Your Direct
	Advertising. 10 Advantages Of Direct Marketing
	Effective Formats For Direct Mail
	25 Profitable Ways To Use Direct Mail
	The 7 Cardinal Rules For Direct Mail Success By Ed Mayer
	("Mr. Direct Mail")
	6 Ways To Use Busines-To-Business Mail
	The Cost Of A Sales Call
	5 Common Mistakes To Avoid
	How To Successfully Reply To Inquiries
	How To Address Business Mail
	Which Class Mail Should You Use?
	Direct Mail Opportunities For Retail Stores
	24 Direct Mail Ideas
	Famous Ad Man Offers 11 Tips (John Caples)
	How To Use Direct Mail As A Fund Raiser
	How To Sell Direct By Mail
	How To Use Direct Mail For Market Research

How To Start Your Direct Mail Project
How To Increase Your Direct Mail Results
18 Point Checklist For Direct Mail Promotion
The Best Months For Direct Mail Response
10 <u>Vital</u> Elements In Direct Mail Record-Keeping
What Kind Of Results Should You Expect?
What <u>Pays</u> In Direct Mail
How To Produce A Catalog <u>Effectively</u>
16 Ways To Effectively Use Catalogs And Brochures
How To Get Started On Your New Catalog Or Book
20 <u>Ideas</u> For Preparing A More Effective Catalog
Choose The <u>Right</u> Format For Your Catalog, Book Or Brochure
Should You Use A Self-Cover Or Separate Cover For Your Book?
5 Suggestions For Producing Effective Order Forms
6 Suggestions For Writing Catalog Copy
20 Questions That Will <u>Improve</u> Your Catalog And Direct Mail Copy
How To Prepare Copy For Typesetting
10 Suggestions On Preparing Your Copy
19 Steps On <u>How</u> <u>To</u> <u>Prepare</u> Camera Ready Copy
Artwork And Design, Screens And Tints, Enlargements And Reductions
What You Should Know About Foreign Distribution
What You Should Know About Your Copyright Notice
Basic Elements Of <u>Good</u> Design
How To Get FREE Layout Sheets
How To Add A Second Color For <u>Greater</u> Impact
How To Prepare Photographs
How To <u>Save</u> <u>Money</u> In Artwork
How To Buy Your Printing
What Quantities To Order
Eight Common Mistakes That Must Be Avoided
Planning Schedule For Planning Your Next Printing Job
Printing Catalog With Prices For Books, Catalogs, Brochures, Flyers, Self-Mailers And Tabloids
How To Prepare Camera-Ready Art
Paper And Ink <u>Samples</u> for Direct Mail, Catalogs, Brochures, Flyers, etc.
How To Profit From FREE Publicity
Postage Information
How To Motivate Yourself And Others
How To Get Merchant Status To Handle Credit Card Orders

☐ Twenty-Seven Proven Ways To Answer Objections For Salespeople: Sure-Fire Ways To Overcome The Toughest Objections You'll Ever Get ☐ Proven Sales Ideas You Can Use! ☐ Special Report: "How To Get Anyone To Fall In Love With You Almost Instantly." And how this report can make you a much better letter writer. ☐ How To Get Other People To Finance Your Mailings ☐ How To Get More Than 24 Hours In A Day ☐ Sixteen Reports By Famous People And How To Get Them For FREE As Give-Aways. Famous people include: Walter Cronkite, Malcolm Forbes, Bill Cosby, Kurt Vonnegut, James Michener, Garrison Keillor and others. ☐ The **Greatest** Direct Mail Secret Of All Time ☐ The Prime Motives That *Make People Buy* From You ☐ What Are the Essential Elements in Every Good Sales Letter and How You Can Use Them To Entice The Prospect To Buy From You **RIGHT NOW!** The Almost Magic Technique That Transforms You Into A Copywriting Genius ☐ The Very First Thing You Must Do Before You Ever Write A Word of Your Sales Letter ☐ How To Capture The Skills of The Very Best Copywriters and Make Them Your Own

WHY YOU ARE UNLIKELY TO GET THIS TRAINING ANYWHERE ELSE

All modesty aside, you are **<u>NOT</u>** likely to get this training anywhere else or from anyone else -- here's why.

As you already know, there are very few copywriters who are really good at writing sales letters.

Now, from that group take out all those who are too rich or too arrogant or otherwise unwilling to share their secrets with others...

Take out all those who are too busy to devote time to - or lack the patience for -- the intensive one-on-one training required...

Take out all those who haven't the slightest clue about how to transfer their skills to others...

Take out all those who haven't done the research and experimentation necessary or who don't have enough interest to develop a working training method.

And who do you have left?

I dare say that WHO you have left is only one person! Me. Carl Galletti. And that's very good for <u>you</u> because before this you had <u>no</u> <u>one</u> with this type of program. Or any other program that could even come close to matching the effectiveness of this program.

The reason I am saying this is NOT to brag BUT to show you that I am someone who is capable of delivering what I am promising in this letter.

Let me continue just a little longer. Again, NOT to brag BUT to assure you of my qualifications.

- ☐ I am an acknowledged expert in the direct mail field.
- ☐ I am an acknowledged marketing expert
- ☐ I am an experienced entrepreneur
- ☐ I have been very successful in coaching others and in fact have been trained by the world's foremost expert on personal coaching.

All of these things are important for the person who will be delivering this training. If you need any more information on me, take a look at the Short Bio I've enclosed.

I have a knack (and a past history) for transforming other people into successes.

For example, a few years ago, after seeking my advice, four separate clients became first-time millionaires, all in the same month!

Another went from being heavily in debt and living with his parents (of necessity) to buying both the car of his dreams (a Porsche) and the home of his dreams (a big, expensive house at the top of a mountain in Palos Verdes, California - a very exclusive community).

Another went from being a teaching assistant at a college to starting his own company. The proof of his success is documented in one of the books sitting on my shelf. It shows that his stock in the company is worth...

\$48 MILLION!!!

Could you be just as successful as these people?

Well, THAT I can not guarantee. I CAN guarantee that I will be trying to exceed my previous successes and this much

I can tell you: The training you will be getting will be a LOT better than what they got.

ACCEPTANCE STRICTLY LIMITED

Naturally, I will have to limit the number of protégés I accept into this program because I can <u>only</u> devote about a third of my time to it (the other two-thirds of my time have to be devoted to writing letters for clients and my own projects, as well as running my book business).

So, if you are interested, you should respond quickly. After all spots are filled, I will have to turn away any further applicants.

WHY YOU SHOULD ACT AS SOON AS POSSIBLE

I am currently in a transition phase. During this time I will be switching my work load from $\underline{\text{client}}$ work to writing for my own products.

When that transition is complete, my own project load will grow even further. At that point I will <u>not</u> have the time necessary to take on any new Copywriter Protégés.

Right now I don't know how long this transition will take. But I CAN tell you that, if you haven't taken advantage of this program by the time the transition is complete, there will no longer be any opportunity to do so.

I tell you this because I want you to know that there is a window of opportunity here which will NOT remain open forever. And I don't want you to be upset if you lay this letter down -- thinking you will eventually get to responding to it -- and then discover that no more applications are being accepted.

By acting quickly, you can avoid that possibility.

Of course, there is a money back guarantee.

YOUR GUARANTEE

I believe that, after completing your Copywriter Protégé program, you will be able to write letters that are just as good, if not **BETTER**, than ANY professional copywriter you are ever likely to hire.

In fact, I am \underline{so} sure of it, that I want to put the \underline{entire} risk on me by offering you this strong guarantee:

After you finish this program, you MUST be a better direct mail sales letter writer than you could ever be, regardless of whatever other methods you used...

And your letters MUST be as good as, or better than, any of the professional writers you could hire...

And they MUST be good enough to make you the kind of money that until now you've only dreamed of...

Or your entire fee will be cheerfully refunded.

You will have 6 months after completing the program during which you can request a refund. All I ask is that you at least give your new letter writing skill an honest test by actually writing a sales letter and mailing it to at least 1000 prospects and then tabulating the results so you can judge it's success for yourself.

Remember, YOU are the judge as to whether the results are acceptable or not. All I ask is that you test your new skill and be honest in evaluating the results.

Of course, if you ask for a refund, you must still agree to never reveal or use any of the proprietary techniques I taught you.

But, you won't have to worry about this because my system $\underline{\text{does}}$ work and the skills you acquire will be $\underline{\text{far}}$ $\underline{\text{more}}$ valuable to you than the price you pay to get them.

You can see from this guarantee that you have nothing to lose. If it doesn't work for you, you get all of your money back.

THE RISK IS ALL MINE

Get in on this amazing new program and get in on it SOON because you $\underline{\text{may never}}$ have another opportunity like this.

Now let's get down to the bottom line here. How much will this extensive and personalized program cost?

Well, there are several worthwhile and valuable "boot camps" you could attend that would cost you \$5,000.00 to \$20,000.00 (plus the cost of traveling, room, meals and incidentals) and the most personal attention you would get is maybe an hour on a "hot seat."

At this rate something like THE COPYWRITER PROTÉGÉ PROGRAM would cost you \$50,000.00!!!

But you won't have to pay anything near THAT amount.

In fact, your registration fee will only be \$4997. (You will also be expected to pay for the long distance calls you make to me. You should be calling me about twice a week, so you should also figure in the cost of these calls.)

My time permitting, I place no limit on the length or number of these calls. You may call me as often as you need and I will make every effort to devote as much time to each call as your needs require.

I only ask that you not abuse this privilege and that you allow me to balance our time together with my other duties and other protégés.

And don't worry about huge phone bills because most of the important advances you make will be during the "off-thephones" segments of this program.

During both the "on-phone" AND "off-phone" segments you will be personally guided through the maze of obstacles every aspiring copywriter must walk. A journey which would otherwise take you many years to get through, if ever you did get through.

You will benefit from the secret techniques which I have discovered and which will transform you into a copywriting **genius**. These skills you acquire will serve you for the rest of your life and, when put to use, will multiply your personal fortune and skyrocket your success.

RESPOND NOW AND GET THESE EXTRA BONUSES

If you act quickly... if you respond to this offer within the next 15 days, I will also include the following:

After your training is complete, you will get:

- ☐ 3 FREE Ad Critiques where I will evaluate an actual promotion that you have written and give you specific advice and instructions on how to improve it (value: \$495.00 each or \$1,485.00 total)
- ☐ 2 FREE Co-Writes where I will actually co-write an ad with you (value: \$3,000.00 each or \$6,000.00 total)

- ☐ A thick, bulging pile of SECRET materials worth hundreds of dollars if you could buy them (but you can't). And when you consider how much they will be worth to you in increased income, they are easily worth thousands of dollars. (Value: \$1,000.00)
- □ A set of direct mail sales letters that form a complete promotion which is currently earning \$60,000.00 to \$100,000.00 each and every month. You can use this as a sample of a recent campaign that is working like gang busters. (Value: \$1,000.00)

So, you get the Copywriter Protégé Progam (Value: \$4997), the 3 Ad critiques (Value: \$1,485.00), 2 Co-Writes (Value: \$6,000.00), plus the secret materials and the gang-busters ad campaign sample (Value: \$1,000.00 times 2) - a total value of \$14,482.00 - for only \$4997.

Don't miss out on these valuable extra BONUSES. Respond NOW while it is fresh in your mind.

Just Pick Up The Phone And Call Me At:

(928) 649-2407

You can pay with VISA, MasterCard or American Express.

Or you can send a check or money order. If you order this way, however, you must still call me to verify that there are spots still open and to get me to hold your spot until your check arrives.

DO NOT FAX ME YOUR ORDER because, regardless of how you order, I MUST first speak with you over the phone. This is so I can make sure that we will be able to work together and to verify for myself that my methods will work for YOU. If they can't, I won't take your money. So, remember, CALL FIRST.

And do it NOW: (928) 649-2407. I'm waiting...

My Very Best to You, Carl Galletti
Carl Galletti

P.S. - You're probably wondering how long this will take. Well, I can't tell you! That's right. You see, every person is different. In fact, the method I use has to be custom tailored for each person. In essence, it is a different program for each person. This is necessary to get maximum benefits in the shortest possible time. It is also the main reason why you can't get this training from a book. In general you can count on spending anywhere from two to four months on the program and most people will be able to start writing significantly better letters within the first month.

Please note that I have included some additional materials which include a short biography, a few of my writing samples, and a list of references you can call so you can assure yourself that I **REALLY DO** know what I am talking about.

Carl Galletti

A Short Biography by Dr. Rob Gilbert

Carl Galletti has risen to the top of the world of direct-response advertising and is now considered by many to be one of the best freelance copywriters and marketing experts in the country. As an author and professional speaker, I've had the pleasure of working with him for more than a year and I can attest that he is.

Carl is unique as a copywriter because his marketing skills are at least as valuable to his clients as his copywriting skills. As the great ad man, Tom Collins, has said:

"I was enormously impressed by Carl's direct-response copywriting skills, his poise and maturity, and the solidity of his marketing thinking...In my experience, it is not common to find all three of these qualities in one person."

Tom is one of the all time greats of advertising copy and has, himself, been called "one of the greatest copywriters of all time" (by Ed Nash in his book *Direct Marketing*, McGraw-Hill). So, he should know.

In fact, many of the top people in direct response advertising turn to Carl to write copy for them. One of them is direct marketing expert Gary Halbert, author of The Gary Halbert Letter, a newsletter on copywriting and marketing. During his past two marketing seminars in which sixty people paid \$6950 each to attend, Gary selected Carl to be a part of a handful of the best copywriters in the country who would write ads for the people attending. Here is what Gary told his attendees:

"CARL GALLETTI is, perhaps, the most serious student of the masters of marketing I've ever encountered. Tom Collins, who is the co-founder of Rapp & Collins, the third largest direct response agency in the world, considers Carl a copywriting genius. Now, after reviewing a collection of his work, so do I!

"How good is he? Well, to give you a clue, I've decided to hire him myself!"

And Gary is one of many who considers it a good move to hire Carl nowadays. Jay Abraham is another. Jay is considered to be the top marketing consultant in the country. He charges \$3000 per hour for his telephone consultations and his seminars cost as much as \$20,000 for five days. Carl has written several direct mail sales letters for Jay.

Carl's client list is diverse. He has worked with authors, professional speakers, publishers, computer companies, contractors, executive search firms, printers, training organizations, jewelry manufacturers, schools, health technology firms, and the American Red Cross.

Anyone can benefit from Carl's advice and copy. As the author, Paul Hartunian, has said:

"Carl Galletti is a whiz! It's that simple. He has had an incredibly steady flow of great ideas for me. He's a brilliant copywriter and a marketing genius. If you should ever meet Carl, don't let him get away. With his talents and abilities, he'll be able to help you make some major advances in your life."

Although Carl started writing copy back in 1968 (his first direct mail letter pulled an incredible 4% response!), Carl is really an entrepreneur at heart. Perhaps that's why he's so good at what he does. He understands the needs of the entrepreneur -- and isn't that what every successful business person really is?

In 1976 he started one of the pioneering personal computer companies. Two of his proteges went on to make history in the personal computer field. One was responsible for putting Epson America on the map in the United States (spear-headed by negotiating the deal with IBM to use the Epson printer for their first personal computer). The other was responsible for igniting the IBM clone market by being the first to provide the critical software needed to make non-IBM computers compatible with IBM personal computers - which resulted in his acquiring a personal windfall fortune of \$48 million!

Before becoming a freelance copywriter and marketing consultant, Carl spent several years working for the largest oil company in the world, as well as a highly regarded market research firm. He also served as Executive Vice-President for a Madison Avenue advertising agency.

Carl has also worked with some interesting creative talent, such as Ken Kerr, who has this to say about Carl's work:

"As creative director of Epcot Center and all the Disney theme parks, I've had the good fortune to work with some of the best, including Steve Spielberg, George Lucas, Jim Henson and other very talented, although lesser known, people. Many of them are very talented writers and marketing experts.

"These days, when someone needs a good copywriter, the first one who comes to mind is Carl Galletti. He knows how to write the kind of copy that gets results. In my opinion, he's one of the best you can get at any price. So, it will surprise you when you find out how reasonable his rates are, especially when you consider how much money you'll make from his work."

Well, that's about it. You can see by these recommendations and experience that you are getting someone who really knows how to write the kind of copy - and how to come up with the kind of marketing ideas - that will make you money. If you need further information or just want a "live" recommendation, give me a call, Dr. Rob Gilbert, at (973) 743-4428.

REFERENCES

- Gary Halbert, 3101 S.W. 34th Ave. Suite 905-467, Ocala,FL 34474, FAX: 352-861-1665, Phone: 305-534-7577.
- Loretta Duffy, c/o Thane International Inc., 7808 Calle Estado, LaQuinta, CA 92253, Phone: 760-777-0217 x403.
- Jay Abraham, 609 Deep Valley Dr. Suite 310, Rolling Hills Estates, CA 90274, Phone: 310-265-1840.

Registration Form for Copywriter Protégé Program

Dear Carl,

I have talked with you on the phone and you have agreed to accept me into your Copywriter Protege Program. I am enclosing my check for \$4997 and understand that I will also have to pay for the phone calls I make to you as part of this program.

I further understand that you may be making audio tape recordings of some or all of our sessions on the phone and I do hereby give you permission to do so and agree that you will have full ownership of these tapes to do with as you please.

I understand this program will normally take from two to four months to complete after which I will have six months during which I will give my new letter writing skill an honest test by actually writing and mailing it to at least 1000 bonafide prospects and tabulating the results. I must be satisfied with the results or I will notify you within 60 days of the mailing date and you will refund my fee in full.

I also agree that any of the proprietary secrets, techniques, methods, ideas, procedures or materials that I receive will be kept in strict confidence and not revealed in any form to anyone else without your written permission.

I further agree that, should I ask for a refund, I will continue to maintian this confidentiality and further not to use any of the secrets, techniques, methods, ideas, procedures or materials that I received as part of the program.

Signature:		
Name (print):		
Address:		
City/State/ZIP:		
Phones (Day/Evening/FAX):		
Email:		

Copywriting SAMPLES

from

Carl Galletti

PO Box 3934 Sedona, AZ 86340

Tel: (928) 649-2407

Email: Carl@AdSecrets.com

Web site: http://www.CarlGalletti.com

Please note that <u>only</u> the FIRST PAGE of each letter is included. This is so you can get a sampling of my work without having tons of material to wade through. Realize that each letter is intended for a specific audience and to get the full impact of the letter you must assume the viewpoint of the typical person who is receiving it.

* * * * * * * * * * * * * * *

Many People Have Spent \$40,000 To \$50,000 Or More And 4 or More Years of Their Lives Going to College... Yet, They Still Do Not Earn

\$75.00 An Hour!!!

And They Certainly Do Not Have The Freedom To Work
Whenever They Want!
BUT Now You CAN because...

Now, For Very Little Money, You Can Get Into The Very Profitable Business Of Cleaning Computers And Realistically Earn \$75.00 An Hour!!!

(And, Yes, You WILL Have The Freedom To Work Whenever You Want)

* * * * * * * * * * * * * * *

Dear Friend,

Make \$75.00 per hour? It may sound unbelievable. Many people thought so when they first heard about cleaning computers. However, after I showed them my insider secrets, they changed their minds.

Then they went out and were actually able to make \$75.00 each and every hour they worked. Just like I did. And just like I believe YOU can do, if you try it.

Work full-time: say 40 hours per week... and you will make \$3,000.00 <u>each</u> week!

That's more than \$150,000.00 a year!!!

You should know that \$75.00 per hour (it takes an hour or less to clean the average personal computer) is realistic because that's what I've charged from the beginning and I always have more than enough customers willing to pay it.

I've also trained other people to clean computers and their letters to me state they found it easy to make this much money. You will, too.

Top Wrestler, Lee Kemp, Reveals All Those Secrets That Raised Him From "Average Wrestler" to World Champion...

"With an 11-8 Record During My Freshman and Sophmore Years in High School, I Was 'Just Another Wrestler.'

"Then I Learned Something The Next Summer That Changed Me Forever

"In My Junior Year I Became the <u>UNDEFEATED</u> STATE CHAMPION

"Since Then I've Become a 3-TIME WORLD CHAMPION and Many Experts Consider Me to Be The World's Greatest American Wrestler of All Time!"

-- Lee Kemp

Dear Wrestler,

You are probably wondering what changed during that summer to turn me into a champion wrestler.

Many coaches, wrestlers and their parents have asked me that same thing over the years. And I always try to give them my best answer in the brief time we have together.

But, you know what? It just isn't enough time to properly explain and teach the principles and, more importantly, to cause the explosive changes necessary to transform them into champions.

And that's why I got together with Dr. Rob Gilbert, the world's leading expert on sport phsycology and wrestling.

Dr. Gilbert was able to sit down with me and extract every last detail that you need to know to become a champion wrestler.

You know, it's funny but he was able to get me to recall some very important things that I had either totally forgotten or assumed that everyone knew (they didn't). What we have put together is a program that is SO powerful, SO effective, and SO easy to learn that you get this spectacular GUARANTEE:

The Center for Sports Success

91 Belleville Ave. Suite 7 Bloomfield, NJ 07003 (908) 743-4428

How To Get Your Athletes To Perform Their Absolute BEST When Everything Depends On It:

The 7 Secrets That Can Make You A Winning Coach

Dear Coach,

After hundreds of hours of preparation -- one single play often makes the difference between winning and losing.

You work too hard as a coach to have <u>any</u> of your athletes choke when it counts the most. That one crucial "make-it-or-break-it" play often determines the outcome of the whole game...maybe even your <u>entire</u> <u>season</u>.

That's why you'll be happy to know that Dr. Rob Gilbert, one of the world's foremost authorities on Sport Psychology and author of <u>How Sport Psychology Can Make You A Champion</u>, has discovered...

THE 7 CRITICAL THINGS <u>YOU MUST DO</u> TO GUARANTEE THAT YOUR ATHLETES WIN UNDER PRESSURE

And he's about to reveal them to you in a special training session that is limited to the most promissing coaches, ONLY. That's why he is inviting you and other talented coaches to this unique event. At this session you'll discover:

	The 14 "killer" words that you should never use
	because they will instantly destroy any athlete's
_	performance
	A simple yet powerful training system that will help
	your athletes develop the winning self-confidence of
	a Muhammad Ali
Ш	The amazing coaching technique that will help you to
_	instantly motivate any athlete or any team
Ш	And much, much more!!!

If you expect to be a winning coach, these 7 techniques will prove to be SO POWERFUL and EFFECTIVE for you that you will be using them for the rest of your coaching career.

"My School Teachers Said I'd Never Amount To Anything... But I Raised Myself From A Dead End Job To Making \$16,000 A Month (\$192,000 A Year)!

You Can Too If You Use My Secret"

Dear Friend,

My teachers said I'd never amount to anything. Now I make more money than any of them could ever imagine.

And let me tell you, it was not because of anything I learned from them.

In fact, I was aimlessly wandering from dead end job to dead end job, pretty much as my school teachers had expected.

Then one day I stumbled onto a way to make BIG money and it put an end to all my money worries... and the hopelessness my teachers saw in me.

By the time I caught my breath, I was making about \$16,000.00 a month!!! (That's \$192,000.00 a year)!

Could you use that kind of money? I hope so because, with your permission, in the return mail, I will send you complete details on how you can get into the very same business that made me all that money. And the best part is...

It Will Be Entirely At My Risk!

I'm so positive that my program will work for you that I'll let you test it at my risk. I'll send you my start up package in the return mail. Then, you follow the simple instructions I give you and see for yourself just how fast and easy the money comes pouring in.

I'll let YOU be the judge. If you are not absolutely amazed and astounded at the income you generate, just return my program -- ANYTIME -- for a fast and courteous refund. Do it anytime. This is a **LIFETIME MONEY BACK GUARANTEE**.

How To Sell More Dresses At Full Price In A Shorter Period of Time Than You Have <u>Ever</u> Done Before

Amazing New Technique Has Customers Flooding Your Store To Buy More Dresses, Suits, and Combos Than Ever...

And At Full Price!!!

Dear Dress Shop Owner/Manager,

If I could show you a low cost way to bring your customers into your store in droves and clamoring to buy everything in sight, would you be interested in that?

If so, then pay close attention as you read the rest of this letter because you are about to be introduced to the biggest money-making technique to come your way since the invention of the sewing machine.

First, let me reveal to you one of the most powerful secrets of retailing. It's this: you can get 10, 20, up to 50 times more sales by selling to your past customers than you can by trying to attract and sell new customers.

Why is this? Simple. Because, if you have delivered a quality product and a good value to your past customers (and I assume that you have), they now trust you.

They trust you to be fair with them. They trust you to deliver good quality merchandise. They trust you to give them a good value.

And the most difficult (and expensive) thing for any retailer to do is to acquire a new customer. So, once you have them, what do you do?

Well, the truth is, most retailers do nothing!

That's right. They just wait for that customer to come wandering back into the store. They depend upon the customer's memory to remember that they had a good experience the last time they were in the store.

Sorry. It doesn't work that way. As a retailer, you have to capture the names and addresses of every customer who has ever bought from you and then you have to periodically promote to them. If you do, the rewards will be staggering - you will have more sales and more profits than you have ever imagined possible.

Jay Abraham's *NEW* MASTER MIND Summit

"Last Year, During The Deepest Recession Of The Decade, I Made More Money Than 95% Of The Forbes Magazine Top 800 Most Powerful CEOs

"This Year I Would Like To Reveal The Secrets Which Made This All Possible To A Select Group Of People Like <u>YOU</u>

"And To Make Sure That You Get The Most Out Of It, I Have Created A Unique New Coaching System Which I Believe Makes It Almost Impossible To Fail —

"If You Qualify, You Could Be On Your Way To More Riches And Success Than You Have <u>Ever</u> Dreamed Possible..."

Dear Friend,

I have just created a unique coaching system that I believe is a no-fail way to teach others to be as successful at applying my principles as I am.

You are invited to be the first of a <u>select</u> group of people in the Los Angeles area to have the opportunity to participate in this intimate, once a month, live consultation/master-mind/ training session with me.

In this intensive half-day session you will learn how to <u>solve</u> your greatest marketing problems and how to take advantage of the *opportunities* and *resources* that have been lying hidden in your business <u>and</u> your life — opportunities and resources that, once released, will **SKYROCKET YOU** into the realm of big-time riches and success.

Each session will be strictly <u>limited</u> to **50** highly-motivated, no-nonsense people who are committed to <u>applying</u> the secrets they learn at each monthly session and who are serious enough to follow-through over a solid year of these

Yes, YOU <u>Can</u> Learn to Paint Works of Art that You Can Be Proud of and that Others Will Admire

Now, at last, the Lela Harty School of Art offers you the most complete, most informative, most useful video course in painting instruction available anywhere...

And once you have learned this method of painting, you will be able to paint anything and paint it well

Dear Friend,

Thank you for inquiring about this fantastic course.

For years, all painters -- beginners and professionals alike -- have had to learn their art techniques in bits and pieces from information they would get in various "how-to" books and magazines. They had to make do with a tremendous amount of poor instruction.

But, not anymore.

Now, you can get all the information, instructions and techniques that the masters used. And you can get it in one complete course -- the Lela Harty Oil Painting Course.

In this easy-to-understand video course, you follow a method that has been evolved and honed by the old masters but until now has been the guarded secret of a very few professional artists.

All you need to do is follow this method and you will begin to paint with great confidence and skill. People will think you've been painting for years, even if you've never painted a stroke before!

In 8 simple and easy to follow lessons you will learn the secrets that the old masters knew about how to easily create beautiful oil paintings.

WARNING!

This is NOT just another set of video tapes showing an artist at work. No. Instead, you will see actual students in the process of learning. And all the while, Lela Harty, a master artist herself, will be teaching the student -- and you, the viewer -- just what to do.

Before you know it, you'll be creating works of art that are so fantastic, you'll hardly believe it was you who

Nobel Prize Winning MD Discovers Amazing Secret That Could Lead To A Longer and Healthier Life for You and Your Family

Special <u>Report</u> and Audio <u>Tape</u> Reveal the Shocking Truth About Your Health

Could This Be The Health Secret You've Been Searching For?

My Dear Friend,

Dr. Alexis Carrel, noted MD, Nobel prize winner and medical researcher at the Rockefeller Institute for Medical Research produced one of the most remarkable experiments in medical history.

The results of his experiment have been buried for years. But I think you have a right to know about it because... IT COULD CHANGE YOUR LIFE FOREVER!

Dr. Carrel's story is an interesting one which reveals a little-known health secret that will SHOCK and AMAZE you.

Here is what he did. In 1912, Dr. Carrel took some heart tissue from a chicken embryo and immersed it in a solution containing nutrients (food). Then, each day, the solution was changed, taking away the waste products and leaving behind fresh nutrients.

Dr. Carrel predicted that these cells could be kept alive forever. He even concluded: "The cell is immortal. It is merely the fluid in which it floats which degenerates.

Renew this fluid at intervals, give the cell something upon which to feed and, so far as we know, the pulsation of life may go on forever."

And indeed, these cells were still alive when Dr. Carrel himself died in 1944. Which means...

Those cells lived for more than 32 years!!!

And that is all the more amazing when you consider that the average life span of a chicken is only 7 years!

(NOTE: Remaining pages of this letter are NOT INCLUDED)

Harlan D. Kilstein Ed.D.C.Ht.

Overnight-Copy.com

Writing So Compelling, It Sets Your Greed Glands on Overdrive

Some sales letters set out to convince and to prove. Others induce curiosity and thought. Letters written by Dr. Harlan Kilstein induce a secret trigger in your customers' brains so they say, "I have got to have it!"

Forget all that you've heard about pricing. Disregard everything you've been taught about hoping a buyer reads through your sales letter or web page. Kilstein's work launches a wanton buying state in your prospect. *All you need to do is point them in the direction of your product.*

Dr. Kilstein is the only copywriter who is a master of persuasive language and hypnotic story-telling, which forms the foundation of his uniquely powerful copywriting.

His doctoral thesis studied how precisely written stories with hypnotically compelling language could produce a specific set of behaviors. After his doctorate, he completed his studies at the Harvard Graduate School of Education.

It's easy to understand how Dr. Kilstein produces these results time and again. He is a master trainer of Hypnosis and Certified Modeler of Neuro-linguistic Programming. But above all, he is a master of persuading people other than consciously.

During his career in business, at one point he owned the largest and most successful hypnosis center in North America. At this center, he trained and developed a Sales Technique known as C3P4 which persuades on an other-than-conscious level.

While other copywriters attempt to get readers to take action, a noted persuader noted the difference: - "The difference between a master copywriter and one who is just fluid in copywriting techniques is similar to the difference between an writer who knows how to write and a novelist who sells millions of copies. Harlan can find the big idea and bring it to life. He finds the emotional hot button and pushes it like crazy. If you really want a master to write your next marketing piece, he's the one.. He won't be cheap. But if you understand the massive return on investment from well written copy with a BIG IDEA then you will gladly pay the price. Lesson to be learned: If you want a best seller, hire a best selling writer." —

Christopher Tomasulo (Dr. Sulu) - Master Persuader

What the Pros Say About Harlan's Work Guarantees Your Results!

- "A smart marketer would hire Harlan Kilstein to write their copy because he is only copywriter I have discovered who is thoroughly grounded in my breakthrough strategies, business insights, and integrates them seamlessly into his writing. His copy is compelling, engaging, and persuasive." Jay Abraham
- "Harlan is one of the few people that I see as an expert at persuasion. His unconscious skills are extremely powerful. I won't let anyone else write for me."
- Kenrick Cleveland
- "You have extraordinary talent!" David Garfinkel, Master Copywriter
- "The copy is slamming! Excellent job. I can't believe you sat in front of your computer for 12 solid hours cranking it out. I just want to thank you personally for all the help you are providing us." Stephen Pierce (Author of The Whole Truth)
- "Harlan has displayed extraordinary energy and talent in his copy skills and he's a writer to watch out for. A client would do well to hook up with him before success goes to his head." John Carlton, Master Copywriter

Harlan's Track Record in 2004 (A small selection):

- A website he did this year set an Internet record for a teleconference. His copy brought in over \$600,000.
- A single email brought in nearly \$150,000 in product sales.
- An email for an unknown writer had a 15% sales rate. The client is still in shock.
- An email campaign brought in nearly \$100,000 for a seminar.
- An email campaign sold out a coaching program.
- An email campaign had a staggering buy rate. 50% of everyone who opened the email bought the product.
- Every campaign has been a winner. Aren't those the results you want for your business?

When everything rests on your copy, http://www.overnight-copy.com is the site you want to visit and Harlan Kilstein is the copywriter you want to hire.

Below are Harlan's selections of his underground sales letters...

How to turn your business into a cash machine overnight.

A simple and easy way to turn your business into a money-sucking machine overnight.

How to solve all of your sales, advertising, and marketing problems, fast and forever.

93 Proven Ways to Create Sales
Letters and Web Sites That Reach
Out and Suck Money out of Peoples'
Wallets Like a Vacuum Cleaner –
How many of them do you want to
know?

Incredible secret reveals exactly why some businesses are winners and others never make a nickel. Here's how you can tap into that goldmine with no effort at all.

Dear Friend:

Have you ever questioned, as I have, what makes a business either a success or a failure? Hint - it isn't what you think.

It's not your location. It's not your price. It's not your customer service.

If you have the right direct response letter and the right offer, you can sell sand in the desert.

But if your letter is weak, you couldn't even give dollar bills away for free. People would suspect a trick.

The difference lies in how your words grab the hearts, minds, and wallets of the reader. And compel them to read, believe and buy. Again and again.

Every element of your letter has to work. Copy, offer, and guarantee. Miss just one of those crucial elements, and kiss your sales letter goodbye.

The same exact principles work online or off-line. Except that online, research shows that the average Internet surfer spends 30 seconds on a site before moving on unless it grabs their attention and holds them hostage through the entire sales and order process.

How to ensure that every sales letter out pulls, out sells, and humilates the competition.

Remember the Flintstones cartoon? It was a direct copy of the old Honeymooner's television show. It generated hundreds of millions of dollars for Hanna-Barbera. In fact, it's still making money today.

It was based on a proven model. No need for creativity. Just apply the model.

Hanna-Barbera did it again when they cloned the Jetsons. Worked like a charm again.

Don't invent the wheel. Just clone it for your business.

Even if you've read the books on writing good ads and sales letters and spent months studying all the strategies and formulas, actually sitting down and creating your own sales letter or web site can turn out to be a miserable frustrating experience.

You no longer need to waste your valuable time staring at a blank sheet of paper. There is a better way.

You no longer need to do expensive tests to find out that your best effort was a failure. There's a fool-proof method that has been used by the savviest people in marketing.

Just clone the best selling sales letters that have mailed successfully and have been proven to work. That's what the best professional copywriters do.

All you need is what the pros have. They call it a swipefile. Literally, they swipe the best sales letters and web sites and clone them. But if you haven't kept a swipe file, what can you do to short cut your way to success?

Here is your Instant Sales Success Kit:

The Greatest Direct Mail Sales Letters of All Time



This book is on the shelf of every single great copy writer. This is where the pros go to get ideas and inspiration. Now, because of an exclusive arrangement with the publisher, you can download it in minutes.

Because you are getting the letters in digital format, you can search, copy, and paste to produce your own winning sales letters. This is the

one case where owning the digital is better than a hardcover. (And you're only paying a fraction of the price - if you can find a copy.)

Imagine your sales when the top copy writers in history share their thoughts and ideas with you. And they effortlessly display how to write the most effective sales copy for your business.

Writing killer copy doesn't get any easier than this.

This is an unbelievable collection of the 93 greatest sales letters of all time. Each one a proven winner and each one can generate the same success that has in the past.

The Greatest Direct Mail Sales Letters of All Time book is your answer. Each letter has been mailed and proven a success by the top direct marketing companies in the world including:



The Wall Street Journal



Reader's Digest



Prevention Magazine

American Express

Newsweek

AT&T

Westinghouse

Time Life Books

These companies have used these letters over a period of decades to generate billions and billions in sales. They could afford to hire the best talent in the industry to insure their success. Here's just one example.

One Letter Generated Over One Billion Dollars for the Wall Street Journal

Possibly the most famous sales letter of all time was written by Martin Conroy for the Wall Street Journal. Author Denny Hatch calculated that this letter generated \$1 billion in revenues for the Wall Street Journal. In fact, the Journal mails this letter to this very day for one reason — it sells.

The Wall Street Journal letter has been adopted over the years to sell a widely diverse group of products. It has sold weight loss programs, investment courses, and even copy writing courses.

The reason people use the Wall Street Journal letter is because it works. If it didn't sell, the Wall Street Journal would not keep mailing it. If you know the right steps, you could simply adapt this letter and watch the sales pour in.

In fact, if you sign up for our free newsletter, I'll email you the original Martin Conroy Wall Street Journal letter for free.

Click here to sign up.

Are you satisfied with your business performance?

You don't need to do any fancy calculations to answer this question. Just look at the bottom line. Are you making serious money? If the answer is yes, imagine how much more money you can make when the reatest direct sales writers in history go to work for you. But if your business is doing well yet, I'm going to tell you why...

Powerful Persuasive Letters That Sell

- ✓ Rapidly attract new customers to your business...
- ✓ Watch your bank account surge with massive levels of cash..
- ✓ Humiliate competitive businesses...
- ✓ And take <u>your business</u> -- from start-up to startling success in a matter of weeks or month.

And the slightest mistake in phrasing means that even if people come to your site. They won't buy. It means, they don't believe you or your offer.

Could You Use Expert Advice to Help Your Marketing Campaign – For Free?

Have you ever priced a top copywriter for your site? Typically, they take about \$15,000 for your letter or website up front and than a 5% royalty on every dollar you generate as a result of their letter.

When you hire a top writer, be prepared to pay and pay way into the future.

Or perhaps, you could find a discount copy writer. Maybe one that's just starting out and pay less. But when you pay peanuts, you sometimes get elephants and monkeys.

Or, make a super huge mistake and try to write it by yourself. Ouch! (Ever try to cut your own hair? It may look okay up front but you can't cut what you can't see!)

Who else wants the top direct sales writers in the world as your personal advisors?

Look, by now you realize that your copy is what is going to grab your reader, turn him upside down, and shake his credit card out of his pocket. And I'm about to deliver the best copywriters in the world right to your computer.

By cloning their work, you are going to create the perfect sales letter for your business that is going to make the cash register ring time and again. And you are going to harness their expertise to create success after success for you. So that your business grows exponentially.

Introducing...Your Dream Team of Skilled Writers

- ✓ Ed McLean who wrote the famous Newsweek "If the list I found your name letter" which is the most copied lead paragraph of a letter in history. Warning! If you only copy the lead paragraph and miss Ed's secret, your sales letter will sink like a lead balloon.
- ✓ Walter Weintz whose famous Penny Letter for Reader's Digest was one of the most successful mailings in history and generated thousands of paying subscribers. The Kingston Boys' Club build a club house just with the returns of the Penny Letter. You'll

be shocked when you discover how many ways you can apply this letter. Combine this with a dollar bill and watch you results pull.

- ✓ John Yeck, a member of the Direct Marketing Hall of Fame, whose Church organ letter is the greatest fundraising letter of all time. It's sheer simplicity brought forth stunning results.
- ✓ William Trembath's letter for American Express that mailed for more than 8 years and led to over a billion dollars in charges for AMEX. Here's how to bring that kind success to your business.
- ✓ Frank Schultz who put Ruby Red Grapefruit on the map with his successful campaign. You'll salivate when you read this letter that put it in the copy hall of fame. You can use this letter with "juicy" results to introduce any new product to a market.
- ✓ Rodale Presses "Grandmother Letter" sent for Prevention Magazine. It's a masterpiece begging to be replicated.
- ✓ An incredible follow-up letter published by Champion Printing for people who did not respond to an initial letter. You'll add this to your internet auto responder campaign immediately.
- ✓ The famous "Just Suppose" letter that turns tire-kickers into buyers. Jim Kobs masterful letter still pulls and pulls.
- ✓ Clark O'Neill's letter designed to get the attention of busy physicians AND get them to respond. It was a near impossible task but

this letter did it. Are you trying to get the attention of someone on the who is busy. This letter spells it out.

- ✓ The amazing "S. Mouse" letters that were not only humorous but were effective for years. These legendary letters grabbed the reader and pulled them into the story. Can you imagine clients looking forward to getting a sales letter?
- ✓ And eighty-three more letters written for the top businesses in the world.

And this is how you will profit...

- ✓ The secret that makes your business sell and how the change of even one letter can mean success or failure. You won't believe the results that can cause your sales to surge.
- ✓ How to apply what has been proven to rake in the cash over and over again. No need for experimentation or expensive testing. Simply follow the advice these experts give and you're on the way to higher sales.
- ✓ Simple and instant sales letters that almost always give you a huge boost where it counts in the bank account. These letters have been tested and used effectively for years and now they can work for you.
- ✓ How the lessons proven time and again by these letters can affect your business. You'll learn why the decision to buy is often made in a split second and how you can keep

people involved in your message until they buy.

- √ Why the number of visitors to your web site is meaningless. The only thing that matters is sales. Here's how to harness the internet to deliver double digit sales off your site.
- ✓ How to maximize your site for sales. Forget what the experts say. This secret is so effective and so profitable; your sales will go on auto-pilot.
- √ How to skyrocket your closing ratio
 of people who read your marketing
 piece.

All yours for you to easily adapt and apply to your business!

When you get these sales letters, you're going to want to start using them right away. Is that legal? Can you use them in your business?

Oliver Wendell Holmes once said: "To take someone else's idea and claim it for your own is stealing. But to take ideas from two or more sources and combine them - that's creativity."

Effortlessly, use these letters as a model and apply them to your business. It's 100% legal and mega effective. And then... just sit back and count the sales. It's as simple as that.

Instead of hiring a top copywriter for \$15,000 (plus royalties) who may hit a home run or strike out, now you can bring the very best in a sales letter to your computer in just two minutes.

One of the greatest copy writers of all time, Gary Halbert, wrote "Every copywriter in the world...no matter how great he is at his work...will always write a few ads that don't generate a profit."

Today you can hire a copy writer on the Internet for a few hundred dollars. The problem is that they've never written a million dollar letter in their life. And they probably never will.

Babe Ruth hit 714 homeruns in his career. He also struck out 1330 times. This package gives you all of the home runs and none of the strikeouts.

Click here to order now.

The Easy Way To Clone a Proven Million Dollar Sales Letter

Imagine your sales when the top copy writers in history share their thoughts and ideas with you. And they effortlessly display how to write the most effective sales copy for your business.

Writing killer copy doesn't get any easier than this.

This is an unbelievable collection of the 93 greatest sales letters of all time. Each one a proven winner and each one can generate the same success that has in the past.

The book includes all types of letters:

- ✓ Consumer Mail Order
- ✓ Circulation & Book Promotion
- ✓ Fund-Raising
- ✓ Business-to-Business
- ✓ Inquiry & Lead-Generation

- ✓ Retail & Service Letters
- ✓ Personalized Letters
- ✓ and several other types of letters that you can plunder for ideas.

With this book, you can have a classic proven sales letter on your web site or as a direct mail letter in minutes. Not the days or weeks that a top copywriter would take. And without the fifteen thousand dollar price tag! Nothing but home run after home run!

It's just \$49 delivered digitally to your computer. It's formatted and ready for you to use in your favorite word processor in seconds.

Are you ready to jump start your success?

The Greatest Direct Mail Sales Letters of All Time is a priceless asset to any business. Ready to start making serious money?

Click here to order.

The lazy man's way to direct marketing riches!

I'm going to make your success idiot proof. I'll not only going deliver the letters directly to your computer, here's a real deal sweetener:

Bonus # 1 How to Start A Letter. Whether you letter or web site is a success or failure is a decision that is made in seconds. Here's how to insure that you only have winners. If you just have 30 seconds on the web to capture attention, here are no fail methods proven to work again and again.

Bonus # 2 How to Close A Letter. Your offer is the key. Make it compelling and they'll pay whatever

you want. Let them wiggle off the hook and you'll never see them again. Here's how you can close sale after sale with compelling offers and iron-clad guarantees.

Bonus # 3 100 Tips for Better Direct Mail Sales Letters. After reading these tips, you'll never make these mistakes again. Your dream team gives you pointers they had to learn the hard way. Now, you are actually immunized against failure.

And, if you order right now, I will throw in one more incredible bonus

Bonus # 4 The most widely mailed letter in history. It was so successful, that an entire floor of a bank was dedicated to just opening and counting the money.

Click here to order now.

Your success is guaranteed!

This purchase is 100% risk free. In fact, I won't even consider it final for 60 days. Download the book; use it to build your next million dollar business. If this book isn't everything I've said it is, I'll buy it back from you!

Click here to order now.

It's time to count your money!

In order to build your successful online business, you need the right tools. The Greatest Direct Mail Sales Letters of All Time is a tool you will turn to again and again. At only \$49, with my no risk guarantee, there's no reason not to **order now**.

Click here to order.

Yours in prosperity,

Ken Odiwe

P.S. The Greatest Direct Mail Sales Letters of All Time has turned businesses around literally overnight. It's time to make your site sell and your bank account swell with cash.

Click here to order.

PPS. Remember, order now to get your four incredible bonuses and your book will be on your computer in just minutes. It's like having the Dream Team write your sales letter. Order your copy now.

Click here to order.

How Psychic Are You?

In this amazing free (note this has to be a graphic!!!!) teleconference, the secret to being "psychic" is revealed!

You'll discover how to use your own psychic awareness to make important decisions, avoid danger, begin a new career, improve your health, find a soul mate, and realize your lifetime dreams.

Did you know your soul sends you messages constantly – and you can tune in and listen to them.

Dear Friend,

You may not be aware of it yet, but you have an extraordinary gift inside you. You are already psychic.

Think about it. Haven't there been times in your life when...

You were thinking about a person, and suddenly the phone rings, and it's them?
An answer to a problem suddenly came to you, when you weren't even thinking about it?
You meet someone knew that you have a sense you met years before?
Something – even a funny feeling – told you to avoid something?
Something happened to you just at the right time in a totally unexpected fashion.

I know exactly what I'm talking about. I'll tell you why...

Each time something like this has happened to you, you were using your natural psychic sense even without knowing it.

Maybe you didn't use the word "psychic" to describe these kinds of situations when they have happened before.

Maybe you used words like "intuition," "gut feeling," "sixth sense," "premonition," or even *deja-vu* to describe them.

Whatever you call these special moments, when you have them you are connecting with a higher intuitive source of knowing.

We all have special psychic moments-flashes of insight that can't be explained with our rational mind-that we *know* or feel in our hearts.

The question is no longer whether you have a sixth sense, but rather, how does it work? Even more importantly, how can you use your psychic sense to make better decisions, create new possibilities, attract the right people, and live a happier, more fulfilling life?

It's true that in our society the word "psychic" has become a dirty word. People think of 900-number telephone scams or outrageous ads promising to bring back lost loves in the back of the National Enquirer.

But in truth, "psychic" simply means of the soul. When I use the word "psychic," I mean being in a state of heightened receptivity and awareness-being aware of the energy around you so you're able to receive the messages that are being sent to you from your soul.

I Want to Register for the Free Call

When people come to me for readings, I show them how to awaken to the wisdom of their Higher Self, so that they can tune in to their own source of guidance, rather than be dependent on my advice. I describe how the universe loves them and how there's an infinite amount of support available to them, whenever they ask. That's what a psychic is to me.

I like to think of my soul as my personal advisor. Your soul can be your best advisor, since it sees the "big picture," much more readily than your conscious mind.

Your soul understands the meaning of each moment in the context of the greater whole. It sees any setback you experience as only temporary -and that it really isn't a setback at all, but an opportunity to grow.

Your soul knows that there is an endless supply of love and support available from the Universe to help you succeed.

In fact, when you listen to the guiding wisdom of your soul and act on it, something magical happens.

You immediately discover new opportunities for creativity, friendship, and adventure. You become your own voice of authority, rather than depending on others for direction or security.

You find that making decisions becomes easier, and your life comes into better balance. And it all seems so effortless-and fun!

My name is Sonia Choquette, and I've been psychic all my life. And I would like to invite you to discover your own psychic abilities that lay dormant within you.

Your own psychic skills have been guiding you for your entire life. You can repress them. You can deny them. But they're still there.

Most children are open to these messages. As we get older, we are trained to pay less attention to our psychic selves. And so we distance ourselves from our true essence.

You may have even learned that psychic ability is bad or dangerous due to all the things you hear about "The Psychic Network" or charlatans like "Madame Cleo." That's not what we are talking about here.

Being psychic is as important to your ability to lead an effective, positive, and productive life as is any of your other senses-even more so. And if you've give me the most exciting hour of your life, I'll prove it.

I Want to Register for the Free Call

I'm doing this call because Conscious One asked me to do something special for their members. So I'd like to personally invite you to join me on an amazing journey.

To reclaim your psychic powers-and begin hearing the guiding messages of your inner soul, join me on this journey.

Being Psychic Isn't Predicting the Future It's Creating It!

Being psychic is not really about making future predictions - it's about accurately reading the energy that is already in progress.

What this means is that your future is not predetermined.

Think of your life as a movie. The role of the psychic is to help you see your movie in the snaking. The psychic can see your movie in production. Predictions are like sneak previews of continL attractions, but they're not the complete movie.

When you get caught up in your life and lose perspective, you're unable to see the big picture. For example, when you feel that you are the victim of unfortunate circumstances, you may lose sight that you're the one directing your movie and that your life is not just happening to you. Most people don't feel that they can direct their lives so it will work out. They're looking for clues from outside of themselves, which is why they seek out a reading with a psychic in the first place.

When I do a reading, I can access my client's full spectrum of past events and offer feedback and guidance based on the feelings I am picking up about what they have told me. I help people get in touch with the real questions that are lurking behind the questions they originally come to me with.

Look, I'm not going to have you run out and get a crystal ball or tarot cards. That's not my style.

I am going to show you how you can tune in to your inner self.

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

"My Name Is Bond - James Bond"

"Arthur Joseph started as a teacher of mine years ago. Over these years, he has become a good friend whose teachings of Vocal Awareness have become a constant in my life. He enlightens with compassion and understanding of the human spirit and above all else, it works."

- Pierce Brosnan, Actor

His name is Hollywood insider's secret. His phone number is memorized by every Broadway actor. Singers, TV announcers, Broadcasters, and Politicians vie for his time...because they respect his power.

Arthur Joseph is a modest and soft spoken man whose private client list is a "Who's Who" of the entertainment world. For 33 years, Joseph has investigated the connection between language, breath, and psychological response. His research is startling...

"I'll Be Back!"

"Arthur's Vocal Awareness techniques continue to help enhance my vocal stature. The orderly step-by-step exercises give me usable tools to repeatedly grow in voice, clarity, range, and power."

-Arnold Schwarzenegger, Actor and Governor of California

"In everyday communication, only 8% is based on the words we speak. 38% is based on the sound of our voice, 54% on body language." When you consider the time spent on the phone, 92% of the information is communicated by the sound of our voice.

Chicken Soup for Your Voice!

"...Arthur Joseph's proven techniques will make your voice heard and get you where you want to go!

Jack Canfield, Co-Author, Chicken Soup For the Soul Series

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.

Now for the first time, you can discover:

- The one mistake **even professional singers make** that *drains the power from their voice...* and the secret pencil trick that shortcuts your way to a voice that commands respect.
- How to master your natural voice in the shortest time possible... while you improve your level of communication with everyone you meet! (You'll learn everything those stars paid thousands of dollars for!)
- Why "beginners" are able to use these simple techniques to quickly surpass more experienced professionals... even if you sound like the Wicked Witch of the West!
- How an ordinary pillow helped all-pro linebacker Dick Butkus transform from football star to television analyst. (Not one voice coach in a thousand even suspects the power of this simple technique!)
- A stunning secret revealed by singer Mel Torme which offers an insight into his lifetime success
- How to instantly diagnose mistakes in your voice so you'll never have a communications problem again. No one will ever mistake what you are saying.
- How Lucie Arnaz overcame an allergic reaction in which she her swollen larynx and vocal cords would not let her vocalize and used an instant mind-body secret to sing like a nightingale!
- How you can dictate your own identity to the world as you want it to be and not have it dictated to you.

The Secret to Unlimited Power!

"I was able to learn an incredible amount about my voice and about how to have a great impact with more pleasure and less pain."

Tony Robbins – Success Coach

Isn't it frustrating? You speak as clear as a bell and people misunderstand what you say. Even worse, people misjudge you for no apparent reason!

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!

Arthur Joseph is prepared to use all of his wizardry and spill the beans on all the insider secrets ... and you'll experience the magical power that your natural voice commands.

But it's not magic at all! You see, what you'll discover from Arthur has almost **nothing** to do with traditional voice coaching... and **everything** to do with the amazing techniques he has developed over the years. He calls it **"Vocal Power"**, and has used these techniques to provide an instant boost to the careers of Hollywood's most famous and now, **he's doing it for you!**

Conquer Communications Challenges

Look, would famous singers like Pat Boone and Pete Seeger work with anyone but the best? Would Yale University invite Arthur Joseph as a visiting artist if not for the proven track record he has developed over the years? Would corporate giants like Disney and Toyota let their executives work with the second best? No way.

You will master techniques to eliminate common vocal communications problems including: fear of public speaking, use of a weak "little girl" or "little boy" voice, remove hoarseness and tension, and enhance your body language.

Never Have to Raise Your Voice Again!

A number of years ago, Arthur performed an incredible demonstration for Tony Robbin's trainers. He walked down a long hallway while maintaining the level of his voice. Even though he walked quite far from the trainers, his voice never wavered – effortlessly. His natural voice projected a long distance. He is perhaps...

The Most Sought-After Voice Coach In The Country!

Quite frankly, Arthur could have gone on teaching his exclusive group of Broadway and Hollywood stars. The corporate world could hire him to work with their CEO's and hot shot executives, but Arthur believe that everyone should have an equal chance to forever change the way people see you. And best of all, you can experience the dynamic changes the pros line up for...

You Can Uncover Your Inner Voice - Absolutely Free! (link)

In a special relationship with Conscious One, Arthur Joseph has agreed to a deal – possibly even better than some of the biggest stars enjoy.

Here's what this is all about: Arthur is going to let you harness the power of your inner voice and boost your self esteem as your life transforms in just minutes a day by participating in the Vocal Power program.

Discover the Sound of Your Soul

"If you're searching for the power within, through Vocal Awareness, you can find the sound of your soul."

Quincy Jones, Musician, Composer, Producer

This is an extremely limited offer so you'll have to act quickly ... but we're taking all the risk.

I'm Ready to Transform My Voice!

You'll participate in 2 fascinating teleseminars calls with Arthur Joseph. (And we can't reveal which stars are already besieging our offices seeking to get on the lines.) In these 90 minute calls, Arthur will coach you to a more powerful, commanding, natural voice. These calls are valued at \$250 – which is far less than Arthur charges his Hollywood clients.

You'll participate in the powerful online Vocal Power course. Just log in to the Conscious One site and participate in 9 steps to transform your life. You'll work with Arthur via video throughout the course and keep record of your astounding transformation. Through breakthrough techniques, you work with Arthur in your home of office, wherever you access the Internet. Sneak previews to this course have produced rave reviews. This course is a \$75 value.

You'll also get a copy the Vocal Awareness video so you can view up close the techniques that will forever change the way you interact with the world. This video is in the homes of actors and broadcasters, now it can belong to you. Packed into this amazing video is exactly everything you need to know to master the **Vocal Awareness** program in the shortest time possible. Nothing has been left out... you get the **same instructional format** that Arthur uses for his hyper-expensive personal lessons... with the *added advantage* that you have it all on tape, so you can rewind and go over any part you like until it becomes second nature! This video is a \$29 value.

But we're not finished yet. We have a copy of **Vocal Awareness** of cassette for you so you can take it with you in your car or on a plane before your next important meeting. This set reveals all

the secret techniques the stars line up to learn. Now, they are yours in this package. This cassette set is valued at \$59.

And there's more: You also get a copy of Arthur's Vocal Power book. It details the entire Vocal Awareness System to integrate your mind-body-spirit awareness. Scattered throughout are stories of Arthur's work with Arnold Schwarzenegger who learned to transform the only "weak muscle" in his body. This book is a \$20 value.

You'll also get a wisdom flash and motivational screen saver to keep you focused on your goal.

Get Me Started Right Now!

All in all, this package is worth over \$433 but it may be worth much more if it uncovers what's been holding you back in your life.

Uncover the Champion Within!

"They always say that what comes out of your mouth is who you are...well, Arthur is going to make it sound great and make t mean something.

Pat Riley – NBA Coach

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.

Give me the Hollywood Voice Makeover!

Are these stars any different than you? No, they are not. They represent professionals, amateurs, beginners and people committed to lifelong personal growth.

The *only thing* they did was to put their doubts aside... and give Vocal Awareness 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 hear *for yourself* just what it's like to use your voice like a Stradivarius violin... speak with commanding authority... and eliminate people misunderstanding what you say.

Even Better, You'll Get The Same Vocal Power Techniques For A *Fraction* Of What Everyone Else Had To Pay!

Listen: A *lot* of big shots all over the world are going to be furious with us for sharing their "secret weapon" with you... (and I am not looking forward to tangling with "The Terminator") especially since **you** won't be paying even part of what *they* had to shell out for *one* lesson!

But that's just too bad. It's been a secret for too long. Oh, it'll take a while for this program to become so common you'll see it taught in all schools and colleges — but you'll have it right now.

So let me tell you what the deal is: So if you are ready for a risk free life transformation and you're ready to experience the power of your inner voice, you're ready for **Vocal Awareness**.

This special Conscious One price wouldn't even buy you 15 minutes with Arthur at his regular fees — the thousands of dollars that people have been giving him for over 30 years for personal lessons. Yet, when you consider the value of transforming your life... with this comprehensive program, the price isn't a drop in the bucket.

Get Me Started Right Now!

That, my friend, is the bargain of a lifetime for someone who wants to transform their life for new vistas. What's more, there's no risk because you get to try it free.

Now I'm looking a list of top professionals who are proud to call Arthur Joseph their coach. I'm looking forward to seeing your name join that elite list.

Sincerely,

Scott Martineau President Conscious One

P.S. *Please* order right now, while you're still reading because quantities are limited. There's no risk, no reason at all *not* to try this amazing package for yourself... and yet this deal may never be offered again!

PPS. When you order right now, I'll throw in the list of all the stars Arthur has worked with. It's fascinating reading and unlike the tabloids, it's absolutely true.

I Want to Boost My Vocal Power!

PPPS. Yes, it works on teenagers too! You'll be astounded at how they respond to you!

Jo Han Mok

SuperFastProfit.com



Jo Han Mok sharing a quizzical moment with his mentor and co-author of the E-Code, Dr Joe "Mr Fire" Vitale!

Visit http://www.SuperFastProfit.com to get "115 Free Marketing Tips" and find out how Jo Han can help you explode your business under 7 days!

Who Is Jo Han Mok?

Jo Han Mok is a 25 year old dude from Singapore who is a frequent guest and featured speaker at Internet Marketing bootcamps and conferences on subjects such as copywriting and Joint Venture Marketing.

He specializes in showing you 'simple but unorthodox shortcuts' that you can apply to your marketing immediately to explode your sales and income now!

This is street level stuff that you will NOT find in books.

"Jo Han is a marketing genius! He created ad-copy for me that literally made my business boom OVERNIGHT!"

- - Roger Dawson, author of Secrets of Power Negotiating

Jo Han is also known for his ability to write six figure pulling copy that hits prospects directly between the eyes and is paid as high as \$20,000 to write a single sales letter. Just one of his sales letters grossed 6 figures in less than 4 weeks and more importantly, he has successfully imparted his copywriting system to many others.

"We were personally shocked after doing an infomercial with Jo Han. He has applied all our secrets of Making Money In Your Underwear and taken it almost to the nth degree! This guy has an uncanny understanding of human behavior, and we are impressed with his killer copywriting skills, joint venture techniques and all other areas of marketing intelligence. Jo Han is a Internet Marketer we'll give two thumbs up!"

- - Jeff Paul and Jim Fleck, KillerCopywriting.com

He is a sought after Internet Marketing consultant, and has co-created highly successful books and info-products including the Killer Web Copy software, Proof that Hypnotic Marketing Works, and his latest book, co-authored with Dr.Joe 'Mr. Fire' Vitale is the E-Code: "47 Surprising Ways To Make Money Online, Almost Instantly!"

"Jo Han is the KING of Joint Ventures! He has nailed the art of Joint Venturing into the most profitable science to be applied to Internet Marketing. Don't even think of doing a Joint Venture without listening to what Jo Han has to say!"

- - Mike Litman, The Mike Litman Show, mikelitman.com

Remember to visit http://www.Superfastprofit.com to get "115 Free Marketing Tips" and find out how Jo Han can help you EXPLODE your business under 7 days!

Below are Jo Han's selections of his own underground sales letters...

Frustrated With The Outdated *Rehashed* Stuff That The 'Gurus' Have Been Pitching, A 'Fired-Up' Real Estate Maverick Reveals...

"How To Get Rich In Real Estate Using A Little Known Simple Secret That Has Been PROVEN To Get RESULTS, And How You Can Put This Secret To Work For YOU!"

You'll be astonished at how easy it is to make a fortune in Real Estate when you discover this simple secret... (And you don't need money or good credit to get started!)

Dear Friend:

I'm so steamed up that I have to get this off my chest before I explode!

Have you ever seen those infomercials about programs that show you how to buy and sell real estate, such as how to take over undervalued real estate, refurbish it, then sell it for a profit?

I'll put this to you bluntly.

Most of it is **crap** that doesn't work today! Sure it might have worked 10 or 20 years ago, and I hate to tell you this, but it ain't working now!

I mean, think about it *rationally* and *logically*, if it's really as easy as buying their 'how-to' courses, then why is it that we don't see as many 'Real-Estate' success stories as we are supposed to?

FACT: You JUST can't do it using the dumb, head-in-the-sand tactics everyone else uses!

Really...

Most Real Estate courses tell you <u>what</u> to do, but they **never** reveal to you how to **do it profitably** without **wasting thousands of dollars** in <u>unnecessary</u> and <u>expensive</u> experimentation.

It's a mess.

But... here's a shocking truth:

The Real Estate industry has created more millionaires than any other area of business!

And for good reason. You **don't need** any special education, and it **doesn't matter** if you have a **bad credit history**. All you need to know is <u>exactly</u> HOW. And you want to learn it from someone who has been there and done that!

You'll be surprised when you realize that a lot of people give up on getting rich in Real Estate because they fall for *outright lies* like:

- You need to have good credit
- You need to have lots of capital
- Real Estate is a high risk business

- You need to have some sort of special arrangement with your bank
- You need to be adept at 'fixing' up houses (I'll make sure you never have to pick up a hammer or a paintbrush!)
- It's hard to succeed...

All these are **blatant myths and lies** that have been blown outta proportion by people who have been LIED TO, and think they are doing the world a service by propagating these fallacies!

You Get Real-Life Advice From The Trenches — Not From Some Late Night T.V Know-it-All Guru...Who Promises You All That Make A Million In Real Estate In 5 Minutes Crap!

I'm Just An Ordinary Guy With A Regular Day Job Like Everyone Else!



My name is Jeffrey Adam. And I want you to know that I'm <u>not</u> some **self proclaimed guru** who wants to claim that I have a 'new' method of making an outlandish fortune in Real Estate.

In 1995 at age 30, I was making \$40,000 a year as a fireman, but I was **drowning in \$50,000 worth in credit card debt and ready to file for bankruptcy**.

Most of my debt was incurred through me spending *thousands of dollars* on buying how-to courses, attending seminars which have yielded me **nothing** but **chronic frustration!**

I tried a *myriad* of money making schemes, and all sorts of so-called 'business opportunities' and of course, Real Estate, which was my main interest.

Guess what?

The only thing that happened was that I got EVEN **deeper** in debt.

All I wanted to know was **how to buy and sell real-estate** in **today's real-estate market**, not what worked **10, 20 years ago!** I guess that's like trying to **find a needle in a haystack**.

I have to admit, there were times that I felt really low and depressed.

I cried, and it still brings tears to my eyes whenever I think of those times!

God, I hated those times.

And...it wasn't until that one eventful day, that my life started to turn around...

Here's The Story That Usually Gets My Friends Howling In Disbelief And Rolling On The Floor With Laughter Until They Get A Sneak Peek At My Bank Account...

I had just finished lunch, and I was browsing in this used-books store, and there was this book with an ash grey cover that was almost 'beckoning' me to read it.

I kid you not. But I opened up the book and flipped through the pages.

It was an **old book** on marketing and advertising, and it didn't seem *remotely* interesting.

Just as I was about to close the book, **a word** caught my eye, and I examined the paragraph which contained that particular word, and *I almost knocked down the entire shelf of books!*

I mean, I've never come across such information in my entire life!

Those few words in that old book opened up an entirely **new realm of possibilities!**

What if ...

What if...

I *thought* to myself... what if I **applied this information to Real Estate?** *The results could be astounding!* Will it possibly be the missing link to my success?

Well, there's only one way I could find out.

I applied the 'simple secret' that I discovered and made a profit of \$12,000, almost overnight!

I **laughed all the way** to bank and I'm not kidding when I say that. I literally did laugh my way to the bank. I laughed because I thought, "this is **just WAY too good to be true!**"

I was **really skeptical**, and thought that it was probably a fluke, so I went ahead and **applied that 'secret' again**. This time, it brought me \$15,000!

I was really on to something this time...

To cut a long story short, I continued doing multiple deals at one time and became a millionaire at age 34.

Sounds like a page taken outta some fairy tale huh?

I know you're **skeptical**, and that's perfectly *healthy* and *normal*.

Why Should I Listen To You Jeff, And How Do I Know If Your 'Simple Secret' Works? I Mean, Where's The Proof?

Let's face it, any Tom Dick or Harry can read a few books, attend a few seminars and claim to be the new Deepak Chopra of Real Estate, but can they show that they **walk the walk** instead of just **talking the talk?**

Let Me Put The Money Where My Mouth Is!

I'm consistently closing 3-5 deals a month, and here are some checks I have received...

	DNYARIO ESCROW SERVICE, INC. NORTH EUCLID AVENUE 568-7458 ONTARIO, GALIFORNIA 91753-0239	GOLDEN PACIFIC BANK
Υ	THE SUM 32253	
		7
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9 days later, I got another check for \$43,442.32!

That's a total of \$168,159.39!

(It's no mystery, you'll be able to look over my shoulder to *exactly* how I do it!)

Seen Enough? You Too Can Laugh At Money Worries When You Discover My Simple Secret!



My startling 'discovery' has enabled me to drive the car of my dreams...



In fact, I recently bought a <u>hummer</u> too...



Years ago, I could only dream of living in a house like this...now it's my reality

Imagine, being able to duplicate my results painlessly and effortlessly with this secret...

I've Made Applying The Simple Secret As Easy As Connecting The Dots, And I've Held Nothing Back!

Announcing...

The 'Simple Secret' Affiliate Program!

(By the way, my wife and accountant think that I'm nuts for disclosing this information for less than a tuna sandwich a day! But it doesn't really matter. All that <u>really</u> matters is your desire to get on the bus!)

You see, my clients have *begged* me for a really long time to create a program like this, and I **finally gave in!**

Dealing With Never-ending Requests to Reveal My 'Simple Secret' Became Tiresome...

At this moment, I am <u>accepting applications from people</u> who <u>SERIOUSLY</u> want to get rich in Real Estate, and have a **burning desire** to make a *healthy* **six figure income** in the coming 12 months.

I have done over 300 deals in the past 10 years and I will show you how to make money in today's realestate market, not what worked 10 or 20 years ago!

You don't need any more new-fangled theories on how to get rich quick in real estate...You need concrete steps and *specific directions* to take to build and market your business for maximum profits with *minimum* time and money.

Most importantly, you need a **SYSTEM**. Not just any pie-in-the-sky type of system, but a pre-tested, proven **system that actually WORKS!**

I have created a comprehensive **Turnkey Marketing Program** like no other that will show you my paint by numbers approach to how my simple secret works, and more importantly, how you can simply 'plug and go' and be **making maximum money in minimum time**.

It is specially designed by me to ensure so that you can get into the Real Estate market easily and painlessly with a minimum of expertise or effort!

... Even a newbie can learn how to guickly apply my Simple Secret!

But make no mistake. I'm not gonna give you any *fluff* or *filler* material that will waste our time. I'm gonna load you up with **pure fat-free useable information that works in tandem with a powerful marketing system** that will have YOU **laughing all the way to the bank!**

You'll get **cutting edge marketing tools**, my million dollar rolodex, Real Estate Investing Articles from some of the best Real Estate Investors in the business, a monthly Real Estate Riches Insider Report (think of it as an executive summary of 'what's working in Real Estate'), listings of wholesale properties, and laser focused, pragmatic advice from me that will make your success in Real Estate as simple as connecting the dots! More importantly, you'll able to tap into a network of the most successful investors in the nation and be able to mastermind with them and gain priceless insights from their experiences.

It's almost like having your own <u>high-priced think-tank</u> of hardcore Real Estate money making 'attack dogs' working with you, side by side, as you are made privy to some of their jealously guarded secrets!

Remember, your network determines your net worth!

I want you to use me, and tap into my personal network of contacts and resources!

Consider These Turn Key Tools And Proven Ads I'm Handing To You On A Silver Platter For Your Ready-To-Go 'Real Estate Business In a Box!

Imagine For A Moment...Getting No Holds Barred Access To My 'Simple Secret' Marketing Toolbox:

My Proven "Simple Secret Marketing System" That Works For You!

- Confidential Prospect Criteria Information So That You Can Laser Target Your Prospects and Get Them Pre-screened As Soon As Possible!
- 7 Different Lead Generation Letters That Will Help You Attract Leads Like A Ten Ton Magnet!
- Ready To Go "Power Ads" With Proven Million Dollar Sales Copy
- Property Inspection Forms You Can Use. (All That Red Tape Is Handled For You!)
- **Powerful Offer Forms** You Can Use That Are So **Compelling** That Virtually No One Can Resist Them!
- Proven Telephone Scripts That Make Sales Calls A Complete No Brainer!
 You Can Practically Recite It In A Monotone And Still Close Your Prospect!
- Postcards That You Can Simply 'Plug And Play'. Just Fill In Your Name And Go!
- Unusual Marketing Widgets Like Door Hangers That You Can Shamelessly Copy!
- A Full Business Jump Starter Of 100 Business Cards!
- A Data-Base Access Application Form That Will Allow You Access To Confidential Information, Revealing Who Owners Of Properties Are, Their Mailing Addresses And Property Values.
- A Data-Base Access Application Form To Find Out The Phone Numbers Of Owners So That You Can Contact Them Directly And Make A Fortune!
- And Much Much More!

Can you picture how <u>easy</u> it is to succeed when you have all these <u>ready-to-go marketing tools</u> at your fingertips that will work for you day and night 24/7 and never call in sick?

If you think that's swell, you ain't seen nothing yet!

I'm upping the ante, and this is gonna make your head spin!

You'll Get Your Very Own "Real Estate Profits Multiplier!" To Charge Up Your Real Estate Business With An Explosively Staggering And Dynamic Power!

It's a *hush-hush* trade secret, that is **jealously guarded** by the **real players**, but I'm gonna break all the 'rules' and reveal it to you. (I never cared much for all these 'rules' anyway!)

The "Real Estate Profits Multiplier" is a <u>special</u> website that will **double** the **effectiveness** of your marketing, **double** your **time off**, **increase** your **profits**, **slash** your advertising costs and **lower** your **stress levels!**

Skeptical? Let me explain...

Ask	yourself this. Have you encountered any of these situations? (Check them as they apply)
	Spending too much time on the phone negotiating deals that will net you peanuts like \$10,000
□ mer	Entertaining the 'merely curious' who are basically 'time wasters' who rob you of precious time, not to tion money.
	Getting <i>frustrated</i> with being unable to 'close' people on the phone.
	Feeling like you simply just do not have time to concentrate on the real money making activities.
□ goir	Passing on deals with people in foreclosure who owe pretty close to what they are asking rather than ag after the big payday and doing a Short Sale.
□ you	Buying houses that won't make you at least 20-25k. (If you're not used to dealing with big numbers, soon will.)
□ plac	Failing to have 'top of the mind awareness' because you don't have a strong "follow-up" program in be.
□ of b	Not being in your local realtors back pocket . (It's a big mistake because you don't get the privilege eing presented deals before they get listed.)
no d	Competing against other investors by bidding on the same houses instead of creating your own list with competition.
□ thei	Not utilizing a simple marketing technique that has homeowners calling you <i>first</i> before contacting r local realtor.

Well if you've checked any of the above boxes, then you might not realize it but you're actually suffering the consequences of the **deadly housebuying mistake**.

The **Deadly Housebuying Mistake EXPOSED!**

You know what's the problem?

You're not using a SYSTEM to qualify your leads.

You see, people are by nature skeptical. You might have a really good lead generation ad, and you might have gathered a lot of leads, but they are just leads!

A lot of them still have reservations about doing business with you, and require more information to do business with you.

Here's A Ten Star Tip: The More You Tell, The More You Sell!

You will need to **separate** the **prospects** from the **suspects**, to **get them to raise their hands** and by itself, it not exactly an <u>easy</u> process. (Despite what so many of the 'pros' tell you...)

Without a SYSTEM that does this 'sieving' process for you on autopilot, you'll be spending quite a lot of time licking more stamps and entertaining a lot of phone calls.

I've been there and done that. It SUCKS!

But the good news is, with the Internet, you CAN have a SYSTEM that will take care of this whole 'sieving' process on auto-pilot for you!

I Think It's Possible There's Nothing Quite Like My "Automatic Real Estate Profits Multiplier Anywhere Else In This World!"

Imagine...

- Having a website with a top level domain name which attracts hoards of pre-qualified traffic like a ten ton magnet on steroids! Talk about FREE Advertising!
- Having a **direct response** website with proven killer copy that sells and graphics that you can call your own! (It could cost you thousands of dollars to have a similar website created!)
- Getting **Special Reports** into the hot little hands of your prospect IMMEDIATELY without having to lick a single stamp!
- Getting Inquiries from homeowners ready to sell, sent to your personalized email account immediately upon submission, 24 hours a day. (You get all your prospects all red and flaming hot!)
- Having your prospects followed up on auto-pilot round the clock, 24 hours, 7 days a week! (Gone are the days of time wasting phone calls and sheer frustration)
- Prospects having the opportunity to have their real estate questions answered by their local real estate expert...YOU!
- Being able to advertise the website as your own!
- Having secure web-based access to all the leads you get from the website! (And you own the leads!)
- Not having to pay crazy franchising fees and having suffocating advertising restrictions.

Picture this... in just three minutes from now, you <u>could</u> be part of a network of the most successful Real Estate investors in the country.

Can you see what this means for you?

I've literally <u>"cloned" my business for you</u> so that you can be get started on the fast track to Real Estate Profits almost immediately!

Cloning my business, its income and my lifestyle can hardly be any easier!

"Hmm... That All Sounds Too Good To be True..."

Here's The Truth About Why I'm Offering to Help You at a Fraction of What It Would Cost If It Were A Franchise!

I'm doing this because I **know** from **firsthand** experience that it doesn't matter how talented or gifted you are. It can be <u>lonely</u>, <u>frustrating</u> and <u>difficult</u> trying to achieve success by yourself! It's like a grinding, almost uphill battle.

It's true! I want to share my unique system with you so that you don't have to go through all that needless frustration.

FACT: If you want to achieve success, model success! Don't invent mediocrity!

My system works, and you have seen proof that it works. While I cannot legally guarantee that you WILL make any money at all (I don't know you from a bar of soap), I will tell you that you CAN make money if you use my system just like many others.

Why am I doing this? Well, to tell you the truth, I get a huge 'kick' out of helping budding entrepreneurs make the 'big-time'. That's just what 'drives' me nowadays. It's fun!

Plus, it's a real win-win situation for me as I've figured out a nice way to be compensated for setting people up in this incredible business. But that's not nearly as important as that fact that my system helps people in a HUGE way.

You see, most people know WHAT to do, but do not DO what they KNOW.

The 'Simple Secret' Affiliate Program is designed to successfully <u>plonk you in the Real Estate</u> <u>Business</u>, right from the get go!

So you really can't help but succeed...in fact...

The truth is, I've already done 99% of all the work for you! And I'll be making sure you have absolutely no problems implementing the remaining 1% that is to come from you.

I Don't Care If You've <u>Never</u> Had a Formal Education. You Don't Need To Be Eloquent Or A Computer Genius To Do This. And You Can **Do This All Part Time**, Like I Did!

You Too Can Create An Atom Bomb Type Of Income Explosion In Real Estate! Here's Just a Small Sampling Of What I'll Be Revealing To You When You Enroll In My 'Simple Secret' Affiliate Program...

- A Knockout "Marketing Approach" that will have the phone calls and emails coming in like crazy! (The secret is so sneaky, that you'd never have thought of why you've never thought of it first...)
- How to **sell your houses faster** than you EVER thought possible for more money than you expected so you can make the big payday's quickly.
- How to get an avalanche of referrals using a little known technique. (You'll be amazed at how fast it works compared to the other methods out there)
- How to find out who owners of properties are, their mailing addresses, phone numbers, run comps from the luxury of your own computer! (This makes a critical difference in the successful people in real estate and the not so successful...)
- The little known method of **getting local realtors** in your area to **contact you first** before putting their listings on the market!
- The must have mindset you need to have to succeed in Real Estate. (If you
 don't have this, failure is almost a certainty!)
- My fail proof formula for doubling your income and your time off!

business with you!

- Create Foreclosure profits from thin air, as if by magic! (You do it using or none of your money, with zero credit and with hardly any risk!)
- Learn how to beat the competition and purchase houses from people in foreclosure and receive huge discounts from banks using my short-sales system.
- The **ONE thing** you absolutely need to know about getting rich in Real Estate. Miss this and you're **doomed to a lifetime of frustration**.
- How to use the power of the internet to find motivated sellers, eager buyers and a lot of valuable information.
- The Biggest LIE that's out there that 97% of all people in the Real Estate believe. I'll be exposing that and you'll wonder how you ever believed that crap in the first place!
- The single most important thing in knowing exactly where to find foreclosures. (It's a hush hush secret in the Real Estate Industry)
- How to buy properties with no money down and no credit using strategies like subject to, lease option, lease purchase and contract for deed.
- Know with laser like precision which foreclosure stage is best for investment (93% of most people screw up on this part)
- Use my 'Crystal Ball Technique' to <u>determine</u> whether a property has profit potential, with an accuracy of a staggering 100%!
- Use the little known secret of being able to invest in foreclosures with no money down! (You'll be shocked when I reveal how easy it is...)
- How to successfully market homeowners so that they contact your first before listing their houses.
- How to intercept big money properties before other real estate professionals even know about them! (Many didn't even think it was possible!)
- The real deal on 'flipping properties'. You'll amaze yourself at how fast you can clinch your first deal!
- Learn how to wholesale properties to other investors; it's a great way to make fast cash without the liability.
- Locate <u>hidden</u> properties that virtually no one is competing for so the sellers are practically forced to negotiate.
- The incredible way to have automatic "robots" tirelessly working for you day and night bringing you qualified customers and hot deals.
- My 'Miracle Method' for raising private money for your real-estate deals.
 (without spending a dime of your own)

Membership To My Affliate Program Is Only Granted To Doers, Not Dreamers!

If you can follow instructions, you can literally 'trip' your way into success, guaranteed!

The 'Simple Secret' Affiliate Program puts you right in the driver's seat. How much money you want to make, the lifestyle you want to lead, is entirely up to you! Yes, you are in charge!

Here Are Some Results My Clients Have Obtained With My 'Simple Secret' Affiliate Program:

"35 houses last year.\$327,000 in our pockets. Jeff said we could do it and he showed us how! Thank you very much. We are looking forward to another prosperous year!"

- Dave and Lisa Ellers, Tampa, FL



"My profit last month was \$27,000. Jeff showed me how to do it without any of my own money. I didn't think it was possible but it is.

- Mike Jackson, Riverside, CA



"I am a seasoned Real- Esate investor who thought I knew it all. I started using Jeff's System and my business exploded. Unbelievable! I wish I could have been introduced to Jeff's System years ago.

- John Barros, LasVegas, NV



"My first year in real-estate I bought and sold 10 houses. Then I was introduced to Jeff's direct marketing system and we did 27 deals last year! I would highly recommend Jeff to anyone who wants to learn how to buy and sell houses."

- Angello Confer, Denver, CO



"I bought a property for \$85,000. I took over the existing loan of \$74,000 subject to, paid \$7000 to reinstate their mortgage and gave them \$4000 to walk away. I cleaned up the front yard and painted the outside and sold it out of the local paper to a first time buyer for \$130,000. Jeff's Marketing Systems are amazing!"

- Brian Paul, Petulama, CA



"I found a seller who was behind in ther payments and foreclosure. They had a property worth \$150,000 and they owed \$142,000. Using Jeff's short sale system, I was able to get the bank to discount the mortgae to \$111,000!"

- Mike Ryder, Phoenix, AZ



"I spent thousands on courses and seminars from the local real estate guru's. What I found was that their systems simply did not work. As a last resort, I tried out Jeff's program and my life has changed. I have purchased 7 houses in the last 6 months for 65% of market value! I sold 2 for a profit of over \$27,000 and rented out the others! I highly recommend Jeff's program to others who want to get into real-estate and don't want to spend a fortune"

- Scott Cheramie, Alta Loma, CA

I'm Making <u>Absolutely Sure</u> That Cost Is Not A Factor In Preventing Anyone Who Is Absolutely Serious About Being Successful From Participating! (hardly any 'guru' will dare make such a gutsy claim...)

Listen, if you've made it this far, you **MUST** be seriously interested in making money in Real Estate.

I have made my fortune, and I've helped many others.

It's your turn now!

I know that <u>my program</u> can HELP You make money in Real Estate, but the god's honest truth is, I really can't prove it to you.

Only you can prove it to yourself.

And here's how I intend to help you do just that:

It's No Typo, You Can Get Started Immediately for Just \$3.95!

For a measly \$3.95, you'll get to test drive my 'Simple Secret' Affiliate Program for a full 10 days! You get full access to the entire program for pennies on the dollar! In other words, take 10 full days to completely check out my Marketing System. You'll be blown away! In the unlikely event that you think that "Jeff is full of beans", you can cancel your membership anytime within 10 days, and you will not be billed again. I'm so confident of the value of this program that I want you to keep any bonuses I offer as my gift for trying us out.

Click Here To Get Started Immediately!

Did I Neglect To Mention That The 'Simple Secret' Affiliate Program Comes With An In-Built Opportunity That Could Be Potentially Worth Millions To You?

We're willing to reward you handsomely for any deals that you bring to the table.

How does "HALF THE PROFITS" sound?

You make a whopping 50% of the profits on each deal that you bring to us. All you have to do is find motivated sellers. And guess what? We'll actually **show** you how to find these motivated sellers. (It's simpler than you think!)

Imagine just how fat your bank account will be if you partner with us on a million dollar luxury house...

We're talking about potential 6 figure checks here...

Your 'Simple Secret' Affiliate Membership would have more than paid for itself many times over and to make it as risk free as possible for you to join us...

All You Need To Say Is 'Maybe'...I'll Sweeten The Pot!

I'm throwing in **3 giant bonuses** to prove to you how **serious** I am in **over-delivering**. These could be potentially worth **tens** and **thousands of dollars** in value to you.

Giant Bonus #1 - Special Report "Short Sales Made Simple".

Learn how to receive huge discounts from banks on defaulted mortgages. With my short sales system, you will learn how to **get banks to rollover** and **cough up huge discounts** on mortgages that are in foreclosure. Learn how to get the discounts that the super-successful real-estate entrepreneurs are getting. Foreclosures are at an all-time high and **it's an incredible opportunity for you if you know how to do a short sale**. With my short sale system, you'll be ahead of the competition and making money on deals they pass on.

In the last three months I have received the following discounts:

\$117,000 discounted to \$86,000 - **net \$31,000** \$135,000 discounted to \$97,000 - **net \$38,000** \$110,000 discounted to \$67,000 - **net \$43,000** \$127,000 discounted to \$92,000 - **net \$35,000**

That's \$147,000 on 4 deals!

I usually sell this course for \$295.00, but if you act now, it's yours ABSOLUTELY FREE!

Giant Bonus #2 – Short Cut To Real Estate Riches Blueprint

I have included a **detailed blue print** to tie everything together and give you a specific **paint by numbers approach** to follow. Getting started is as easy as 123. I'll be dissecting the 'frog' and leaving nothing whole. **100% 'Don't Make Me Think' compliant.**

Giant Bonus #3 - Quantum Leap "Jump Start" Coaching Call.

I normally charge \$300.00 - \$400.00 per hour for consultation. I am taking the **first 100 people** who sign up for my program and I'll **devote a full hour** to showing you how to **leapfrog your way to the top!**

Here's My Take It to the Bank Guarantee!

Listen.

I know that you may be *skeptical* or that you may have been **burned in the past**, and I know exactly how that feels, and that's why I'm **offering you a 100% Risk-Free Guarantee!**



In fact, I'll take it up a notch, and here's my 100% Better-Than-Risk-Free-Take-it-To-The-Bank Guarantee:

"I personally guarantee that if you **make** an **honest effort** to try just a few of these totally proven secrets in your free time, you'll be completely convinced that will justify every last cent. If you're investing in my 'Simple Secret Affiliate Program' for profit, you'll see a handsome return. You've got a full 10 days to prove to yourself that my 'Simple Secret Affiliate Program' works. But **if you aren't 100% satisfied**, let me know and I'll **issue you an immediate, no-hassle refund right on the spot**." - Jeffrey Adam

Plus, the **bonuses are yours to keep** regardless, just for your trouble.

You be the sole judge of it's value.

Don't Leave Yourself Out In The Cold. You'll Kick Yourself in the Butt If You Miss Out On This!

FACT: There is **no other** Real Estate affiliate website offers it's affiliate a turnkey business-in-a-box and provides the type of training resources that we do!

Sign Up For Your Risk Free Membership NOW!

Yours In Success,

Jeffrey Adam

P.S. Don't miss out on this **systematic** method for getting rich in Real Estate. It has <u>worked</u> for me, and **it CAN work for you too! Eliminate all the guessing and gruntwork NOW!**

Absolutely Ridiculous But True...

"How A Fractured Foot Can Result In A Massively Successful Internet Business That Spits Out Profits For You 24/7 On Auto-pilot, Even While You're Sleeping!"

(And How You Stand A Chance Of Having Your Online Empire Custom Built <u>FOR</u> You, If You Act Fast Enough!)

"You'll Want To Read This Letter Now As You'll Only Be Able To Do So For The Next 72 Hours..."

From: Jo Han Mok, Easter Sunday, 1:03pm

Dear Friend And Valued Subscriber,

I know this sounds completely ridiculous...

What does a **fractured foot** have to do with Internet Marketing any way?

Let me explain...

You see, my good friend Alex T, short for Alex Tan, had just fractured his foot and is under the doctor's strict instructions to stay put at home for 8 weeks. (As you can tell, it was a pretty bad fracture... 8 friggin weeks...)

And really, that's wonderful news for you! : -)

Why? Because Alex is as good as 'bed-ridden' for these 8 weeks, I've convinced him to conduct a private 7 week E-Coaching Program together with me.

Who Is This Alex Guy And Why Should I Listen To Him? I've Never Even Heard Of Him...

You'll be able to read Alex's story here.

While you're reading his story, there's something you need to know.

Alex was the one who started me in marketing.

I would never be where I am today without Alex.

In fact, here's the truth. He INSPIRED me to go into marketing. Why?

Picture this...

We've just finished swimming at our pool. Alex picks up his cell phone and checks.

21 missed calls.

21 calls... every single one of them made by people wanting to engage his services as an entertainer.

We go out shopping. His phone rings almost every 10 minutes, and he rejected almost every one on the phone simply because he was already fully booked till December. (And it was only May then)

It gets better. This guy doesn't work on weekdays. He does ANYTHING AND EVERYTHING but work. He only works on weekends.

Yet he routinely and consistently makes up to \$30,000 a month.

Would YOU be inspired? How the hell does this guy do it?

The Million Dollar Secret Exposed...

It's simple.

His secret lies in solid 'Old School' Direct Response Marketing.

Unlike Internet Marketing, offline Direct Response Marketing is a different ball game altogether.

It costs money to mail your marketing materials.

It'll cost you if your campaign flops.

Which is no wonder why, Alex is so fixated on marketing scientifically, and psychological motivators that **get people to take action...**and getting the marketing RIGHT.

He needs to.

He's not selling a 'must-have' product. (Who the hell needs magic?)

He's not selling a low ticket item. (His illusion show costs thousands of dollars)

He has lots of competition...

Talk about needing to have solid marketing chops and balls of steel...

When Alex Speaks, I LISTEN...

Wouldn't you?

I benefited greatly from his wealth of marketing knowledge.

For example, he was the one who instructed me in my earlier days to use the word "investment" in lieu of the word "price".

It was something so simple, yet it made a whole lot of difference..

He showed me the importance of UGLY marketing. (We did a campaign of envelopes with coffee stains on them and these envelopes were CRUSHED with our hands prior to being mailed...)

He also pointed out that "How To" headlines connoted "work that needs to be done" instead of a cookie cutter type of proposition...and why you should use "How To" headlines with caution...

It's All Stuff That Is Pulled Right From The Trenches! You Won't Learn This Stuff Anywhere Else! The Proof Is In The Pudding...

You don't need me to tell you this.

I write copy different from other people, thanks to Alex.

I get comments like "Your sales letter set my hair on fire while I was reading it halfway..."

But that's not important.

The bottom line is, does it get results?

One of my previous controls brought in over \$104,000 in sales in 4 weeks.

One of my emails brought in \$16,227 overnight.

The conversion rate for one of my latest controls that I wrote for a client was 7.5%. The price point of the product was \$49, and there was an upsell for \$97.

Guess what? The upsell rate was a whopping 100%.

So that's a visitor value of \$7.25.

And this is a cold mailing. NOT a warm mailing. A recent warm mailing for this product **converted 45**%!

More interesting stuff: I recently tweaked a Google Adwords campaign for a client of mine, and all he does now is spend \$12 a month for his Adwords Campaign and it brings him a minimum of \$1200 a month. (It used to bring him only \$48)

\$12 into \$1200.

That's a 1000% ROI.

I'm not saying all this to toot my own horn. Why should I, I didn't 'invent' this stuff. I'm using proven and tested principles.

These principles are to my knowledge, not very well known.. that's all.

Does this stuff work? Listen to what others have to say...

"The road to Internet Marketing Success is riddled with thorns and broken glass. In a world where new 'gurus' appear out of the woodwork, it can be difficult to know who to trust. In fact, I lost \$15,000 to a so called "guru" who promised killer web copy and ended up throwing away his career for that measly sum! \$15k later I found the REAL DEAL...his name is Jo Han Mok. With your product and Jo Han's sizzling web copy you simply CANNOT lose. His borderline illegal copywriting techniques and "easily implementable" promotional nuggets will fast track you in a virtual stretch limo all the way to your pot of gold!

Harsch V. Khandelwal, MarketingSuccessTips.com

It's one thing to be able to 'do' this stuff and another to be able to teach it.

"They say that true genius is the ability to take something that is complex and make it simple. Before I found you and the loads of amazing 'stuff', doing business on the internet seemed very very complex, now I see that it is EASY!

I love your technical information as well as the ever important psychological support (I have learnt as much about my self as I have about the internet). It gives me great certainty that what I am doing will work and will help a lot of other people to do the same. Having joined your membership list has been the single most important thing that I could have done to start making \$\$\$ via the internet. Interestingly enough it is also BY FAR the most economical/value for money of all that I have seen.

What makes it even more tangible is that I know that you are in your early twenties and although you have only started a little while ago, you are now an international pioneer and leader on making \$\$\$ on the web. If you can do it than so can I, and I have a much Bigger advantage than you do! I have the experienced Jo Han Mok to help ME!."

Your friend and Fan

David Dugan, Australia

Here are some documented results that my students have achieved:

I received a letter from a GA publishing company by snail mail, soliciting their latest book. The letter began, "They laughed when they heard I." I couldn't believe my eyes! If I had not participated in this

eye-popping bootcamp class, I never would have recognized this phrase. I quickly read through the letter to see how many other "secret lines" I could identify. To my surprise, I discovered there were many.

I couldn't help but wonder who was paid the big bucks for actually writing it.

Since studying this course, I've been made aware of the importance of the opening line, the catch phrases, the hidden story, the guarantee, and the P.S.'s. As with the snail mail letter, I now recognize immediately the writings taught by these masters. When seen in print it definitely separates the professionals from the amatures. No question about it. There is absolutely no comparison.

Sharon, InnerLighthouse.com

P.S. I can even recognize the same style or pattern, used on websites and ezines from some of the top copywriters on the internet! All I can say is, "WOW! Go for it!"

P.P.S. What are you waiting for?

"Thanks Jo Han for your very direct and powerful advice. It helped me to concentrate on what really matters, excites people and forges the connection. You heard my copy and you talked!... Now I **write at least 20 times better** than before."

The bootcamp was a marvellous experience and already I can feel the power that has been added to my marketing materials. Using just a fraction of what I've covered in the course - the rules of Sincerity and Speaking in Parables from Bruce Barton's 7 Secrets of Success - I have just written what colleagues have said is my finest ever follow up sales letter. And it has already achieved 50% more customers than my last mailing. The Bootcamp is easily the best investment I've made all year.

Fraser Neilson, LivingFree.net

Your FREE Easter Gift!

Download A Private Coaching
Session Alex And I Did For A Client
Of Ours And How We More Than
Quadrupled His Response (A \$127
Value, Yours Absolutely Free As
Our Way Of Saying Happy Easter
And For Reading This Letter...)

Right Click Here To 'Save Target As'

Note: You'll Need Adobe Acrobat Reader To Read The Transcript. <u>Click HERE</u> To Get It Free!

If That Sort Of Personalized Coaching Interests You And You're Seriously Interested In Creating Exceptional Income Online And Offline Without A Gun, You're Invited To Join Alex And Myself For 'Ninja Marketing 2004', A Never To Be Repeated, Intensive 7 Week Training And Personal Coaching Event Held Entirely Online!

Here are the nuts and bolts of this exciting event:

Firstly, we're only allowing 17 people in this program.

Why? Quite frankly, it's only because that's the most number of people we can comfortably devote our unwavering attention to. You'll get Personal coaching and feedback on all written assignments as well as unlimited access to a special private forum during the training period (Commencing April 19th, 2004).

Secondly, you're gonna learn hardcore 'non-traditional', 'battle tested', real world marketing tactics that work. Make no mistake. These is the stuff

that WORKS. It's not some 'pie-in-the sky' pipe dream theory that will only work if we live in a perfect world.

Wake up and smell the coffee.

You get a **complete explanation of how every integrated element fits together** and delivers results alongside demonstrable unequivocal evidence of how it works and that it works.

Thirdly, as an attendee of this monumental event, you WILL abide by the gentleman's agreement of promptly completing your custom-designed assignments with due diligence. The reason for this is three-fold.

- #1. I'm not gonna bullshit you. The assignments are where the REAL learning will take place. Knowledge is NOT power. Knowledge is merely potential power. REAL power comes with CORRECTLY applying the new-found knowledge. Alex and I will walk alongside with you to make sure you're applying the knowledge effectively. But that can only conditionally happen if, and only IF, you do your part.
- #2. Don't join the rest of the fish. Be a salmon. Dare to swim upstream. Be a doer. Action is the key. By doing the assignments, you will be able to internalize what you've learnt, and make it part of you, which is ultimately what I hope to help you achieve.
- #3. Doing your assignments is the <u>only way</u> you can get feedback from us, and get the most out of us, so that you will not be wasting your own time and money.

Of course, Alex and I will NOT be breathing down your back and harassing you for your homework assignments. We won't do that. Firstly, we do not have the time for that. Secondly, we're all grown ups, and we all should be responsible for where we are and where we want to go in life.

But I assure you if you do your assignments faithfully, you WILL learn from them and you will be able to reap the full benefits from this program.

However, I wish to point out that your assignments will be privy to only the marketing eyes of Alex and myself, and there's no need to feel ashamed or exposed. All feedback will be kept strictly confidential. It's only between you and us. Let's face it, would you rather <a href="mailto:na

Before I tell you what it is, let me tell you what this program is NOT:

This program is NOT another ebook: This program has NEVER been conducted, and will give you a complete paradigm shift, opening your mind to non-conventional, streetsmart, savvy marketing tactics, broadening your overall strategic awareness; thus presenting you with a myriad of possibilities... empowering you to choose the combination most appealing to you. Incorporate them into your business, outmaneuver the competition, decimate and dominate your marketplace.

This program will NOT: Have you sitting there and staying where you are. You WILL be proactively involved in the interactive learning process, and be able to instantly apply the principles that Alex and I will be teaching you.

This program will NOT: Have another "I forgot what I learnt" scenario. Every lesson will be archived for for you to refer to in years and years to come in an easy to access digital format. The whole idea of the course is that you will be able to internalize all that you've learnt so that making accurate business decisions become second nature to you. No more "I just flushed money down the toilet bowl syndrome anymore!"

This program will NOT: Be another "do this, then do that" kind of mechanized route learning procedure. I'm a firm believer of teaching people to fish and feed themselves for life. After this course, you will be able to apply your skills to ANY product, or ANYTHING you wish to sell because you've grasped the whole understanding of the marketing so well.

Bottom line is, I don't want to teach you only copywriting. I want to help you BECOME A MARKETING NINJA.

It's an outrageous claim, but if you faithfully apply what we teach you, do the assignments, and start taking massive action, you WILL become a Marketing Ninja with a 'midas touch' capable of marketing any business in any niche, growing it exponentially and geometrically, making it massively profitable.

Here's Your Complete Non-traditional One On One Interactive Learning System!

Home Study Materials:

You Get Jeff Paul's Instant Profits Marketing System (\$495 Value) Delivered Right To Your Doorstep.

Click HERE to view everything included in this gargantuan package.

This is the foundational course which is a MUST in your marketing arsenal, and will give you a FIRM GRASP of direct marketing concepts that you must understand in order to apply the **advanced marketing strategies** that Alex and I will be personally revealing for the first time

Weekly E-Coaching:

Every week, you will have a lesson delivered to you via email.

Each lesson will consist of 3 main modules:

Module #1: Road Rules Of The Marketing Game

You'll learn how the whole Marketing Game is being played. Imagine being able to re-engineer offers, reposition products, uncover the 'hidden

benefit', completely change advertising strategies... get spectacular results from fewer dollars at the click of a mouse because you KNOW HOW.

Need to be an inventive sales thinker? Engineer irresistible offers? Make astute business decisions?

You'll be able to do all that equipped with this unfair advantage...

Module #2: Promotional Peel Away

You'll love this. Alex and I will dissect promotional campaigns that I've successfully ran, and you'll get a complete 'behind the scenes' look at the psychological motivators that make the piece work. Each block of the promotion, every strategy and technique is fully explained and every question you could imagine is answered.

It's like looking through my marketing with a microscope.

You'll be able to shamelessly rip me off, and 'steal' the winners I've created for yourself and watch how they work like gangbusters.

It's an 'Insider's Opportunity' of a lifetime.

Module #3: Step By Step, Hands On Training

Attached with each lesson is a practical assignment which you are expected to complete and submit for critique at the end of the week.

All lessons are conducted on Monday morning, and all practical training assignments are sent to a special email address, and they should reach that email address by 11 PM E.S.T on Sunday night.

How Much Is This Gonna Cost?

Quite frankly, that is the wrong question to ask, but I don't blame you for thinking about it. Most people will think about it.

Here's something that I learnt over the years from all the successful people I've hung out with. In order to get the right answers, you need to ask the right question. You do it with a technique used in Neuro Linguistic Programming called Reframing.

If you reframe that question, you'll be asking yourself:

"What's it gonna cost me if I don't participate in Ninja Marketing 2004?"

Think about it...

This whole program is about YOU.

Here's why:

There are ebooks, and courses which you can purchase anywhere from \$37-

I'm not interested in selling you another ebook, and giving you some rehashed info that has been around for decades. Alex and I are interested in giving you the cutting edge knowledge that you will not find in 'normal' books or tapes on marketing. But more importantly, we want to give you our most precious asset. Time.

"Remember that time is money, lost time is never found again" --Benjamin Franklin

A fair price tag?

We'll cut the ra-ra stories. If you've made it this far, you $\underline{\text{MUST}}$ be seriously interested in being part of this program, and you would already know how much value there is in this one-time-only joint coaching program between Alex and myself.

Alex will be 'going back to his passion' after the end of these 8 weeks, and there's no way he'll be doing this again. unless... he fractures his other foot.. which should be highly unlikely considering the heavy calcium supplementation he is undergoing.. and the truth of the matter is, it doesn't really matter to him whether you take this up or not.

No offence. He doesn't know you. He's only doing this because of me.

And I know firsthand, how much **you can benefit from this**. More importantly, I cannot conceive how anyone who's been on my list will not **rush to secure** their seat in this program.

You've made it this far. Let me put the money where my mouth is when I say that I care and supply an impetus to secure your seat now.

Here's the deal: If you're one of the first 5 registrants, I will throw in, my Killer Web Copy Protégé Program (\$494 Value) as well as a copy of a recent "Copywriting E-Workshop" I conducted (\$697 Value). While I can certainly stop there, I am not going to because I want to make sure everything you need to achieve the success you deserve is stacked in your favor. So if you're one of the first 5, you'll get my Killer Web Copy Protege Program, My Copywriting E-Workshop, AND a custom designed 5 Page Website (\$997 Value) that has an in-built, ready-to-go backend profit center that will bring you multiple streams of income right from the get go.

Your investment, if you're one of the first 5, is ONLY \$777.

To recap, here's what you get alongside Ninja Marketing 2004:

Instant Profits Marketing System	\$495
Killer Web Copy Protégé Program	\$494
Copywriting E-Workshop	\$697
Website With In-built Profit Center	\$997

Total Value EXCLUDING Ninja Marketing 2004 (E-Coaching Program)

\$2683!

Click On The Button Below To Secure A Seat:



If you're one of the remaining 12, your investment is only \$1397 without the bonuses mentioned above.

We will refund your payment of \$777 if you're not among the first 5 registrants. However you may consider taking up one of the 12 remaining seats at \$1397, if any are available. Our deepest apologies in advance if we have to turn down your registration application. However, if you'd like to, you may pre-pay \$1397 to secure your seat, and we'll refund you the balance if you happen to be in the first 5.

Click On The Button Below To Secure A Seat:



Good luck with your reservation!

Respectfully,

Jo Han Mok

Jo Han Mok

P.S. You probably do not need me to tell you this, but people have been lining up to literally **beg** me to teach them how to write killer copy, and like a pack of hungry lions seeing a slab of bloody meat, they will **chew it up in seconds**.

Here's what Robert Boduch, Author Of Great Headlines Instantly and numerous copywriting books says about the Killer Web Copy Protégé Program

Just wanted to say that your "Killer Web Copy Software" program is terrific! I've been playing around with it a bit and I've got to tell you -- I love it! Talk about a time saver. The first step in your easy-to-use system is right on the money. You don't waste any time in getting right down to a practical, hands-on "blueprint" to use as the basis of any sales letter -- or any advertisement, for that matter. Step one gives the user a solid foundation from which to grow as much as they want. Then... your "plug n' play" component solutions make it easy-

valuable tool with many applications and uses -- worthy of a prominent place on any marketer's PC. Take a bow, Jo Han!

Thanks again for sharing your creation.

Sincerely,

Robert Boduch

<u>Disclaimer</u>: This could easily be the most politically incorrect letter you'll ever come across in your life. It's harsh and completely uncensored. If you're easily offended, I suggest you stop reading now. But if you're <u>seriously</u> interested in how you can succeed online without getting hustled into 'down and dirty' scams and shams, you'll find some very useful tips and strategies as you read on...

"EXPOSED - The Fastest And Hands Down Most <u>Easy</u> Way To Succeed Online!"

"It Doesn't Matter If You Have No Product, No Website Or No Money. I Can Show You How You Can Be Potentially Making Money Within The Next Few Hours, Even If You Know Jack About Computers - 100% Guaranteed!"

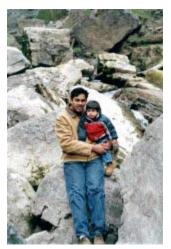


Click here to print this page

From: The desk of Harsch V. Khandelwal

Dear Frustrated Friend:

■ ■ OW WOULD YOU IIKE TO (Check the following boxes.)		
	Fire your unreasonable dominating and overbearing employer	
	Achieve financial independence.	
□ you L	Work from anywhere with nothing more than just a laptop AS and <u>wher</u> LIKE	
	Have thousands of people marketing and selling your product while you	



If you have answered "Yes" to any of the above, and you're ready to cut through all the myths about making money on the Internet and literally **start sucking hoards of cash**, then this could just be the most *important* letter that you'll ever set your eyes upon.

Please read this letter VERY CAREFULLY.

just sit back and receive your profits

There Is No Reason For YOU To Be Left On The Sidelines Watching While <u>Other People</u> Make Such Huge, Almost 'Obscene' Amounts Of Money On The Internet!

Picture what it would be like to live the life of your dreams...

Imagine waking up as late as you want every morning without having to report for a mundane boring, time consuming 9 to 5 job to a grouch of a boss and finding hoards of money automatically deposited in your bank account all without you lifting a finger.

<u>FACT</u>: As **amazing** as it sounds, this is **possible** because as you were sleeping, customers from all over the world were giving you money.

You Can Realize Your Dream Of Owning A Website That 'Spits' Out Profits On Autopilot! Set Up As Many Of Them As You Want!

This is because your computer does all the work for you.

Here's what really happens behind the scenes: It takes the order, processes the credit cards, and then deposits money in your bank account.

You could think of it as having your own perfect moneymaking machine working for you tirelessly day and night. It sounds like 'dreaming the impossible dream' but it's the honest to goodness truth!

You Can Work From Anywhere You Want, Anytime! (And you never have to talk to anyone if you don't want to!)

Thanks to the Internet, I've been able to actually **make money** while I've been **vacationing** at exotic places like India, Trinidad, Hollywood, Estonia, Russia, Vegas and all armed with nothing but my **trusty laptop** and an **Internet connection**, and I never worked more than 60 minutes a day on my Internet business! (I currently reside in Toronto Canada, but technically, I can be *anywhere*.)









here we come!

I'm all *revved up* to share the secrets of how I did it with you. I know that if you <u>apply</u> these strategies, you will be well on your way to Internet Riches and a lifestyle envied by almost everyone you meet.

I know what you're thinking at this point: "Yah right! Sounds like a whole load of B.S"

On the Internet, it's a real toughie to know exactly who to believe. There are so many people making messianic claims to the Internet, it borders on the ridiculous...

It's a mess really...

Now, I know you're probably *skeptical*. That's **normal and healthy**. It's like day after day, you get hit with hype pitch after hype pitch.

In a moment, I'll tell you <u>specifically</u> what I can do for you. But **first**, here is why you should **believe me** to begin with:

Let me give you three good reasons I can back up what I claim:

Three Good Reasons Why You Should Believe What I Say ...

One: I walk my talk. The money is right where my mouth is.

Here are screen shots of 3 of my websites that are **actually bringing in money** as we *speak*. As *simplistic* as they look, you'll be *surprised* to know that it's these 'ugly' websites that are **ramming the cash into my bank account**. I'll show you how you can setup these little 'Autopilot Money Making Machines' with complete ease. **It's so simple even a child can do it.**



Website #1: Wholesale-Booster.co



Website #2: GetMedicine.com



Website #3: BookMyVacation.com

These websites don't get much traffic, but you'll be surprised at what you can make when you have a website like this just 'squatting there'.

Do the math:

Say on average, each website brings in a VERY conservative \$300 a month. **5 of these websites will bring in a cool \$1500 without you doing anything.** And I seriously mean WITHOUT doing anything.

Set and forget! (And profit of course...)

Notice that there is **nothing fancy** about the websites, and they're all very simple 1- 2 page websites. You **don't need to be a technical genius** or a rocket scientist to get a website like this up, and it hardly takes much time and effort. Yet, there is something about these websites you need to know. Miss out on this, and you'll fail! (I'll reveal the exact steps you need to take to ensure that these little money machines grease your bank account)

Guess what happens if you have 20 of these websites?

Two: I happen to have a **very successful business life** outside of selling you products on how to get rich on the Internet. I have applied the <u>VERY SAME</u> secret techniques that I am going to share with you with EQUALLY AMAZING RESULTS.



As featured in KW's (Canada's Silicon Valley) Technology Spotlight (Can you spot me on the left?)

In my early 20s, I developed a hand-held solution for authenticating and verifying encoded ID cards. The product I developed not only verifies IDs (catching numerous fakes in the process), but it also captures consumer information stored on the card. This allows the owner of the establishment to do direct marketing to his consumers and conduct analysis on his customer demographics, determine peak attendance timings for staffing etc.

Beyond geek-speak and techno-babble, what it means is I 'struck gold' simply by helping others get what they want.

The product did so well, it received coverage on ABC and FOX news, and our current clients include some law enforcement agencies and major cigarette and alcohol companies.

Not *sure* if these techniques will work for you?

<u>FACT</u>: When I was a kid, I was considered a 'slow' learner, but once I applied the same step-by-step methodical approach to my academic studies, the results were **astounding** to say the least!





I was awarded the Nationwide Gold Medal by the Canadian Society of Mechanical Engineering

What does this mean for you? It means, that if a person like me who has **no talent** can succeed, literally <u>ANYONE</u> can! *I'm living proof!*

Three: In fact if you're *skeptical*, you don't have to quit your day job at all. (even though I reckon you eventually will.....) Try the outlined strategies and there is absolutely no conceivable reason why you shouldn't start making decent amounts off the Internet.

You could use it to supplement your income to such a large extent that you don't even need your day job at all but you simply work because you love your job. Cool huh?

"Hmm..... sounds like I need a PhD of some sort to utilize Internet Marketing tools...what the hell is Internet Marketing.... I've never studied marketing and I don't even know what HTML stands for.... This is definitely not for me.."

Let's not get ahead of ourselves and deprive ourselves of the **greatest opportunity of our lives**. Stick with me, and I'll show you how anyone... literally **anyone** can make a cool steady stream of profit in a short period of time.

I Stumbled Across The Secret To Internet Marketing Success...

You see my friend, when I heard of people making a lot of money on the internet I was **just as skeptical** as you are right now.. but I decided to do a little investigation of my own.

To my incredulity I discovered that.... it's possible!

It's no big secret. The fastest way to success is proper guidance from someone who has actually "been there" and "done that" ... so the key ... is actually mentoring.

Someone to guide you along every single step of the way.....

Someone to prevent your foot from being dashed by a rock....

Someone to show you exactly what to do, how to do it and most importantly WHY he does it.

Couple that with equipping you with a killer set of Internet marketing resources and ... bamm!!!

You're on the fast track to Internet profits!!

You see, here's the thing the 'gurus' don't tell you. Things change so rapidly on the Internet that most "secrets" are only valid for a very short period of time.

And no number of secrets will help you unless you develop them into a specific cohesive system for delivering results together with someone who actually SHOWS you how to USE this system.

That's why there are so many people out there who have listened to audios, read ebooks, attended seminars and all that jazz, but have made nary a dime online, because there is no one there to help them **implement** all that information.

But here's the good news...

"Not Only Would I Like To Hand You My 'Step By Step, Everything-You-Need-To-Know Personal System For Generating Massive Wealth Online, I'll Actually Take You By The Hand And Lead You, Guide You And Walk Beside You!"

You get a **multi-modular**, **methodical mentoring profit system** that includes <u>everything</u> you need for outrageously successful marketing on the Internet.

It includes a **massive arsenal** of marketing knowledge and even builds customized strategies tailored for your business, *guaranteed to deliver results!*

It's true! I'll give you all the nuts and bolts that make the cash register sing on a silver platter!

I mean don't you want something you can use to make money without all the hype and B.S?

You'll Have A Backdoor Access Pass To See All The Behind-The-Scenes Secrets You'll Ever Want!

In essence, I'll personally show you how to literally *print all the money you want* legally, and **getting started** is as easy as 123, but first...

Let's Rip Apart These Deadly Internet Marketing Myths:

Deadly Internet Marketing Myth No #1: You need to spend lots of money to hire a web-designer...

Nearly **anyone** can design a simple 2-page web site for you if you can't do it yourself. With the easy web design tools available for download now you could be up and running for free!

I'll reveal the best WYSIWYG editor that you can download for free and create your own site in minutes!

In fact, if your web designer does not **know anything** about **marketing**, chances are he/she will create a website that will cause you to **LOSE** money instead of making money, and I'm **dead serious** when I say that.

Deadly Internet Marketing Myth No #2: You'll become a slave to your computer...

That's one of the most ridiculous things I've ever heard! I choose exactly WHEN I wish to work. If I want to stop, I simply switch off the computer.

It's completely *up to you* when you want to work!

Choose your hours, choose your dress-code (I wear boxers), choose your working environment (I occasionally work from the kitchen table)

It's all up to you! No one can tell you what and when to do what you need to do. You're the boss!

Deadly Internet Marketing Myth No #3: You'll need to have a winning idea first...

Hogwash!

I'll show you how you can actually start making money, even if you have no product, no website and no money!

It can be done, and I'll reveal exactly how!

No stone will be left unturned.

Deadly Internet Marketing Myth No #4: With so many websites out there, you'll need a huge advertising budget to have your website noticed...

I'll be spilling the beans on how I managed to drive thousands and thousands of visitors to my sites using free and very, **very low-cost marketing methods**.

In fact, one of my biggest secrets is to use direct response marketing methods to make the sale.

It costs virtually <u>nothing</u> and yet is probably the **most effective marketing method** in the world. *Pictures don't make the sale, words do.*

Quite simply - there is no better opportunity right now than selling an information product. I turned a profit after the first few weeks and now it just keeps growing and growing.

Just last month my sites brought in a giant pile of dough and I'm still only working just a few hours a week from the comfort of my own home office.

Read On To See How You Can Learn What I'm Doing...

I'll give you a 'paint by numbers' approach on how you can literally <u>clone</u> my business and my lifestyle! It'll be as easy as connecting the dots.

Because let's face it.

All that Internet Marketing stuff out there really does nothing more than confuse you. I know I was.

It's so frustrating because you don't know what 'really' works, and it's a case of the blind leading the blind. How much have you already spent on useless junk that doesn't work?

Let me save you from that agonizing experience!

I mean, are you still looking for the "final opportunity" that will make you rich?

It's doesn't exist!

Forget all that crap!

You need a system for building your business. If you're looking for an 'opportunity' you're probably better off buying a lottery ticket!

Let's get down to brass tacks shall we?

For many people, the thought of building a business 'terrifies' them.

You don't have to be.

I've created a system which is completely 'don't make me think' compliant! You get a complete moron-proof blueprint for success, and the only 'work' you have to do, is to follow the instructions. (So simple even a nine year old child could do it)

It's a great alternative to tearing your hair out trying to figure out what works!

Every step is carefully explained. Nothing is left to your imagination to guess how to put it all together or which tools to use.

I literally 'dissect the frog' and leave nothing whole!

What You Will Not Find In My System...

First of all, I want to be upfront and honest about what this program is not:

It is not a get-rich quick scheme.

It is not a product claiming to promote your business without any effort (no such thing really exists).

It is not a tool to learn how to send spam email or spam the search engines (these things will do more damage than good).

And, it's not a collection of irresponsible "tips and secrets" for tricking unsuspecting customers into buying valueless products.

You WILL NOT find that stuff here.

However: When you want the genuine, "no B.S." methods for promoting and marketing on the Internet used by actual high level marketing executives and successful entrepreneurs that enable you to duplicate their success, you are in the **right place**.

This system is based on tiring research and hard work in the field.

When you're ready for the "real deal", my 'filled-to-the-rim' system will reveal secrets like:

Module #1: Selecting Your Business Idea

- Why the rifle approach is the absolute key to business success if you're a 'little guy'!
- What laser targeted focus can achieve (You might amaze yourself in the process)
- The little known 'commissioned salesperson' secret
- How to ship items without stocking any inventory!
- The jealously guarded 'idea generation' process. (It's so simple that a child can do it, but few know the exact process)
- The secret of the getting the 'Insider's First Crack" to a hot niche market!
- How to pretest your ideas to see if they will work and thereby saving you thousands of dollars in the process! (even if you have no friggin clue at all!)
- Why the supply and demand analysis procedure will determine if you make or break!
- The ONE thing you need to know about Ebay that no one's telling you about!
- The key to making HTML work FOR you, and not against you!

The real stuff no 'phony-self-confessed guru' has every told you!

Module #2: Opening For Business

- What it means to secure a piece of virtual real estate!
- The critical process of selecting the right domain name!
- The one killer mistake everyone makes when creating their website
- Where to get domain names for under \$8!
- Slash your website design costs by up to 927%!

- Accept Credit cards from your website and actually get PAID for doing so!
- The down and dirty on setting up payment processors
- How to access thousands of products and be making money off them instantly!
- The REAL key to getting rock solid hosting!
- How to create PDFs absolutely FREE! (No, you don't need to use any of that overpriced software out there)

Module #3: Promoting Your Business

- The no-brainer to branding yourself to the bank just by using normal email!
- How to dominate the search engines without bursting any veins!
- What you must do to maintain a high search engine ranking
- The short cut search engine submission process! (Only a few savvy webmasters know the real key to making this work)
- The truth about Pay Per Click advertising (It's quite shocking really...)
- How to compile keywords and phrases that will magnetically attract visitors with laser targeted precision
- Slash your Pay Per Click advertising campaign by up to 77%!
- How to get free traffic to your website by a reciprocal linking technique (It's not what what you think)
- How to get the greatest ROI when you run an ezine ad!
- Why you can advertise absolutely free, and still get a response that outpulls paid advertising!
- Sneaky ways to promote to newsgroups without getting flamed!
- The daunting problem about traffic that people simply cannot figure out!
- How to make money without a product or website! (And without spending a dime!)

- How to generate profits on Ebay in 48 hours or less!
- Use some 'easy' website design tricks to generate enough money to make a car payment! (You absolutely do not NEED talent!)
- Why the SARS epidemic could actually make you rich!
- The two letter word that could potentially make you a fortune online!
- How to monetize your 'exit' traffic!
- The 3 best ways to generate additional income from your website!
- Advanced Search engine tricks and strategies!
- The 4 types of websites that are perfect 'bait' for search engines! (this is real sneaky stuff, and you'll amaze yourself at how easy it is)
- The one tool you need that will make you money round the clock (heck, this is more important than a website)
- Mailing List Management tactics drawn right from the trenches!
- Advanced Email Marketing Strategies. (this is real cutting edge stuff)
- Useless techniques that are a complete waste of time, and how to avoid them like the plague!

And much much more!

The truth of the matter is, all this is just scratching the surface! There really is WAY too much for me to list over here! The truth is, it's not important what's in my system. What's FAR more important is the RESULTS that people are getting with my system.



Click Here To Order My Program Now!

Don't Just Take My Word For It. See What Others Are Saying About My System!

"I was looking for a way to earn extra money and it had to be something I could do from home so that I could be with my kids. I wasn't sure what these manuals could teach me...BOY was I surprised. **They showed me how to start an online business that made me money**. Wow! These manuals are the answer to my prayers. Now I earn money right from home."

- Tracy Teskey Teskey Consulting



"My concern was that since I <u>did not</u> have much **computer experience**, I would not be able to use the information from the manuals. I was wrong. The information is clear and easy to follow. I had no problem. It walks you through each step. It even includes a section on now to make html changes to your web site so that you don't have to pay someone to do it for you. With these manuals, I am no longer in the dark about how to market my business and how to make money online."

- Melanie Shantz ReMax Twin City



"I knew I had a great product but I just wasn't getting the results. The course materials gave me what I was looking for and helped me understand internet marketing. **The manuals are to the point, easy to follow and packed with relevant information**. <u>Anyone</u> can use these manuals to learn the ins and outs of how to start and run a successful internet business."

- Vern Findlay Usana Health Science

Click Here To Order My Program Now!

To Get You To Say 'Maybe', I'd Like To Grease Your Greed Glands With The Following *Almost* Shameless But Ethical Bribes!

Shameless Bribe #1: How To Turn Your Ordinary, Poor-Response Ads ... Into Killer Money-Making Machines ... In Just 30 Minutes

An amazing opportunity!

Sit there stunned as you go behind the scenes with one of the world's best copywriters, and see how his mind solves the marketing problems that stump people like you and me ... and how he does it in just 30 minutes!

Who's this copywriter?

He's Australia's Top Copywriter Brett McFall, also known as "The 30-Minute Marketing Genius." Often bringing in results like:

"\$142,263 in just 10 days"

"\$28,600 in 9 days"

"\$289,500 in just 3 weeks"

"\$3,105 a week for just \$600 spent on advertising"

"\$1,477 a week from just \$55 spent on advertising"

"\$33,420 in just 10 days!"

"I've used advertising writers for over 11 years, and Brett McFall is without doubt the best. One campaign alone netted my business \$33,420 in just 10 days."

- Michael Katsis, Business Opportunity Center, Victoria

These are results which very few business people know how to achieve.

BUT ONE THING'S FOR SURE: It's not your fault. You've just never been taught how.

But what if you were **given an exclusive insight** into how Brett McFall achieves these amazing profits? How much would it be worth to you to discover how you can apply his *stunningly* unconventional strategies to YOUR business for mega profits ... in a way that's never been used before?

What if you could get his **amazing** techniques that people pay him thousands of dollars for, but get them at an absolute bargain rate? Is this what you've been hoping for?

To put it simply ... it could literally revolutionize your business, couldn't it?

The greatest way to learn is to discover how the BEST of the BEST do it. Because then, you can just apply their master strategies to your own business, right? Simply plug in the system and off you go.

Trouble is, to get that sort of one-on-one help from a marketing genius would normally set you back thousands of dollars. Until now, that is.

Let me ask you this...

Ever seen those life-style shows that tell you how to build a shed ... paint your house ... or buy a property? In a similar way, Brett lets you see how he helps business owners turn their 'loser ads' into piles of cash - in just half an hour!

You'll actually listen-in as Brett McFall takes what REAL business owners have produced for their marketing, and see him analyze it ... re-strategize it ... fine tune it and make-it-over ... on the spot.

To be quite honest - he tears the ads apart. But the funny thing is ... the business owners he's talking to LOVE EVERY MINUTE OF IT!

This is LIVE - no editing ... no polishing -- just real down-and-dirty LIVE coaching sessions.

What's more - you actually get to see the ad that Brett is talking about (while you hear EXACTLY how to turn it into a smash hit!). **You'll have the ad right in front of you.**

You'd have to agree that this is the sort of **powerhouse lesson** that every business owner would **give their eye for**. That's because, you and I both know, that this sort of privileged information could literally make you hundreds of thousands of dollars.

It's one thing to learn from looking at a 'good ad' - but to see a very 'ordinary' ad and discover EXACTLY how to turn it into a blockbuster ... well that's a lesson which truly gives you the 'goose that lays the golden egg'.

(And by the way ... switched-on entrepreneurs regularly pay Brett \$1,500 per half hour for the privilege of having their own powerhouse private session - well worth it when you realize that he reveals how to instantly make tens of thousands of dollars in extra sales!)

Let me paint you a picture ...

This experience is like taking an exam in school where you're wondering what the hell the answers are (that is, you're wondering how to sell more of your product or service). EXCEPT imagine you're sitting next to the smartest guy in the class and he's showing you ALL the answers! In fact, it's unfair to your competition to have this marketing genius reveal the secrets he uses to create million dollar ads! You get the inside advantage normally reserved only for the rich who can afford the one-on-one help!

To put it simply, it's like having:

David Beckham teaching you how to bend the ball into the net ...

Tiger Woods showing you how to add another 30 to 40 yards onto your drive ...

Michael Schumacher revealing how to wipe seconds off your race speed -

-- EXCEPT the killer secrets you're getting are all about making your ads pull MEGA response ... and MAXIMUM money - using low cost ... and sometimes no-cost ... methods!

You get all this in:

POWER COACHING SESSION #1 - How To Create A Simply Irresistible Offer (\$1500 Value - that's how much you'd pay to have a one-on-one session with Brett)

POWER COACHING SESSION #2 - The Art Of Knowing WHEN To Tell People WHAT You Sell (\$1500 Value)

POWER COACHING SESSION #3 - How To Quickly And Easily Turn A Massive Failure Into A Huge Success (\$1500 Value)

BONUS - "The 7 Secrets Of Money-Making Advertising" (\$99 Value)

And the great part is, you not only get all this incredible program in clear audio, but you also get the full transcripts of EVERY single word (including the actual ads being critiqued!). So you won't miss a trick.

Shameless Bribe #2: 113 Minutes Of Exclusive Selling Strategy Coaching Videos

You get a total of just under two hours of exclusive marketing videos ... covering two case studies in great depth and going all the way through to exactly how to quickly and easily create **more profit** from <u>every</u> visitor to your site!

Case Study #1

Listen to this:

A successful membership site was offering all new members a 10 day trial for only \$1. After that trial, if the customer chose to stay a member, the subscription would continue at the normal monthly price.

What the site owner chose to test was to get rid of the trial to see how this would affect sales and profits.

What do you think happened? Sales could perhaps slow down. Sales could perhaps even dry up completely!

Well ...

It was a very successful test.

It increased the revenue and profit of the site almost overnight, for very little effort.

With these videos you'll discover *exactly* the changes the site owner made and WHY.

AND - even more importantly you'll discover how to make these little-known changes to your own sites to **grow** your profits quicker and easier than you may have ever imagined possible!

Case Study #2

"Website Selling Digital Product Bundle Boosts Revenues 33.4% (Without An Increase In Traffic)"

Now once again I'm going to keep many details of this website private - for now. Get this set of videos to find out the full details.

Here's what happened ...

A website was very successfully selling a digital product bundle. This offer was selling for \$29.95 by the bucketload.

Now - the site owner chose to change a few carefully chosen parts of the offer and put the price up to \$39.95.

Do you think this reduced sales? Well...

Sales stayed the same, and the site owner now took home 33.4% more revenue from the site!

Easy money. Right?

With these videos you'll discover *exactly* the changes the site owner made and how you can profit the same way from your own sites.

And as you'll discover - making considerably more income from your website really doesn't have to be hard at all (despite what people may tell you)

Shameless Bribe #3: 192 Minutes Of Exclusive Auction Coaching Videos

You get a total of over three hours of exclusive eBay coaching videos ... starting with the basics, and going all the way through to advanced traffic generation techniques, and how to profit from your visitors and customers long after your auction has finished.

When selling on eBay you don't even <u>need</u> a web site, and you won't need to mess around with managing affiliates, search engine submissions, pop ups, or any other of those hassles.

What's more, you ALSO get:

- An exclusive set of templates so that you can just fill in the blanks and have your own professional looking eBay pages within minutes.
- The complete source text to two fantastically informative info products ... this immediately gives you
 two products you can sell and profit with.

Shameless Bribe #4: 473 Minutes Of Exclusive Web Master Coaching Videos

You get a total of well over **seven hours** of exclusive webmaster coaching videos ... starting with the basics, and going all the way through to **accepting payments**, how to **capture email addresses** from your visitors, adding popups ... and much more.

And to make it a real no-brainer for you, I've included:

- An exclusive set of templates so that you can just fill in the blanks and have your own
 professional looking web pages and ezine up and running very quickly.
- The HTML and JavaScript source code to a bunch of very useful additions to your web site.

Shameless Bribe #5: 310 Minutes Of Exclusive Reprint Rights Coaching Videos

You get a total of **over five hours** of exclusive reprint rights coaching videos ... starting with the basics, and going all the way through to traffic generation, calculating Return On Investment, finding the best products, consistently growing your business profits ... and much more.

You'll see:

- An Introduction To Different Kinds Of Reprint Rights You Can Purchase Online
- Some Examples Of People Very Successfully Profiting Online With Reprint Rights
- Why All Traffic Is Not Created Equal
- How To Get A Constant Stream Of Profitable Traffic From Overture
- How To Spend <u>Less Money</u> On Overture And Get Higher Sales
- What To Look For In Reprint Rights Products If You're Really <u>Serious</u> About Making Long Term Profits
- An Easy And Proven Way To Get Quality Traffic Through The Search Engines
- How To Research Your Search Engine Keywords And Competition To Help You Get More Traffic
- A Step-By-Step Case Study Putting Together A Niche Content Site For The Search Engines

And that's just the tip of the iceberg!

The Total Value Of All These Ethical Bribes Is Conservatively Estimated To Be A True \$297 Value!

All Just For Saying Maybe!



Click Here To Order My Program Now!

In Fact, I'm So Confident Of My System That I Invite You To Take A Full 90 Days To Take A Test Drive!

"Yes, I'll remove all the risk from you and lay it squarely on MY shoulders!"

Here Is My 90 Day "You-Must-Be-Perfectly-Satisfied" Guarantee!

"I invite you to study my system, and put the strategies, tactics and tools to work for yourself and be the sole judge of it's value. If you've followed the steps and still do not see any results and prove to us that you've tried and failed, you'll be refunded every single cent. And this goes beyond a guarantee, it's a promise!"

- Harsch V. Khandelwal

What Happens After You Go Through The Modules?

I concur that if you study the lessons, complete the homework assignments, and apply what we work out together <u>faithfully</u>, you will 'graduate' with all 3 of the following tangible, touch it, feel it, take it to the bank benefits.

Giant Benefit #1. You'll have a fully developed, custom-designed for you, step by step "action plan" for exactly what to do to skyrocket your sales, income, profits, and increase the quality of your personal and business life in 12 months (or less)

Giant Benefit #2. You will have mastered a Turnkey repeatable "system" you can use over and over again and harness at maximum efficiency- with the greatest of ease.

Giant Benefit #3. You'll have a business that is literally 'recession proof'. Externalities play little or no part over the control you have over your business.

Plus, you'll also leave with:

- More 'moneymaking creativity' to help you generate that BIG idea
- A whole new approach towards business growth dynamics
- A new system of doing business that could bring you the reputation of having the 'Midas Touch'
- A renewed sense of 'business priority'. Think of it as hyper sensitive business acumen.
- Accurate thinking skills that help you zone in on what 'matters most' in your business
- Tools that save you time, money and energy and accelerate your success!

Here's what Michael Rasmussen, author of many top-selling ebooks and software products who earned \$443,298 last year on ClickBank had to say about Harsch V. Khandelwal's <u>Total Marketing Success</u> Package:



"I just got finished reading your Total Marketing Success marketing course and I'm completely blown away! This course is exactly what I needed when I started my online adventure!

You've created a true **step-by-step guide** to online marketing success. You <u>cut right to the point</u> and don't leave any stone unturned. It's an easy read with **pearls on every page**. You show your readers **exactly how** to build and grow a profitable **Internet business from scratch**, that will spit out crazy profits for years to come. My only question...

Why couldn't I find a resource like this when I was getting started?"

Michael Rasmussen

BulletProof Marketing, Inc. http://www.bulletproofmarketing.com

Click Here To Order My Program Now!

How Much Is A System That Can Potentially Bring In \$300, \$500, \$700 (Or More) Each and Every Day Worth To You?

I've personally spent over \$20,000 on marketing materials, to create, test and perfect my current system.

I've been scammed before of \$15,000 by a so called 'guru'. (This is a verifiable fact)

I trusted him with a copywriting assignment that he never did deliver. (plus I thought he was making big bucks, so it never did cross my mind for a second that he would want to lay his repute on the line for a paltry sum like \$15,000)

I stand corrected.

It caused a big hoohah in the Internet Marketing community. But what caused a further uproar was my nonchalance towards losing \$15,000. (Most people shocked to say the least...)

I really appreciated all the *sympathy* and *empathy*, but honestly, I was nonchalant because I had plenty more of where that \$15,000 came from, and it angers lots of those 'gurus' out there because for a lot of them, they've probably **never even came close** to 'smelling' this amount in a year. (Which gives you a good idea of how much they're REALLY earning)

Bottomline: The truth is, I've gone through all this, so that <u>YOU</u> don't have to!

At the end of the day, despite those minor setbacks, my system has **paid off handsomely** for me, and it can do the **same** for you too! (It's still paying off handsome dividends)

That's why you can lay your hot little hands on my system for only \$49.

I know what you're thinking: "This is ridiculous!", "It's too good to be true"

Let me confess exactly why I can do this for you:

There are two very good reasons why I'm doing this.

Reason One: My wife has recently taken an interest to online marketing, and she actually assisted me on this very website that you're looking at.

She is of the opinion that this package should be priced at \$127 or more, and she thinks I'm crazy for pricing it at \$49.

And when I explained to her that I can **increase sales volume by creating an irresistible offer** (The very one you're looking at), she decided that I was full of beans, and that I was off my rocker!

I insisted that I was right, and she said, "So be it!" (Unfortunately, I had to suffer the consequences of my bravado and she made me sleep on the couch that night).

I should have just given in...

But I didn't.

She woke up the next morning, looked me in the eye and said, "Hey Mr 'Know-It-All, I think we should have a little bet. I'm sure \$127 will outpull \$49. Women have a much better intuition than men."

I said "We'll find out soon enough!"

So I took on her bet, and we had a mutual agreement to let the 'proof be in the pudding' by testing both prices. (She got a little more *peeved* when I told her, intuition is pretty much a lousy gauge of results regardless of your sex. The key is to TEST scientifically, and **eliminate all the guesswork** from your marketing!)

So, if you're able to read this now, you're in full position to **take advantage of this marketing test**, and you **really should!** (She promised to buy me dinner at my favorite revolving restaurant if I won the bet, so do help me win this bet. It really is to our advantage! You get my program at a low price, and I get my dinner.)

It makes absolutely no sense to purchase my product at my wife's price when you can access the same package in the next 3 minutes

I suggest you go for it!

Reason Two: Unlike the other 'gurus' online, I can do this because I honestly do NOT need your money. I've made enough money online to own assets that provide pure passive income for me - specifically Real Estate Investments.

Technically, I can just sit back and just collect the rent, and I'll still be 'richer than the average bear, even though I'm doing nothing'.

Plus, my product is 100% digital, so I really have no physical costs and delivery costs to speak of, and that's why I am able to pass those savings on to you!

Before you start protesting...

Let me tell you why I will <u>NOT</u> give you my program free. You see, people attach a value to what they pay for. If I give you my course free, you wouldn't think it's worth anything would you?

If it's free to you, how much value does it have in your eyes?

Heck you probably would think it's crap that even your kid brother could write. So as far as I'm concerned the best price point for this program would be \$49. It's just under \$50, and it's something that is not too small a sum to trivialize, yet is not too big a sum that would cause ANY damage to your pocket at all. (Actually, my program will actually help line your pockets with much more moolas!)

It's the best price to signify a commitment to YOURSELF.

Click Here To Order My Program Now!

Here's What The The Internet Has Brought Me!







Skeptical? Click Here For Absolute Proof That Every Word I Say Is True!

<u>FACT</u>: I wouldn't be able to enjoy all this without the Internet! Yet, I am just an ordinary guy with almost zero talent who just managed to do 'something' right. You can choose not to let success elude you today by taking action now!

Click Here To Order My Program Now!

Don't Envy My Wealth And My Lifestyle. Join Me!

I say this not to brag or to boast. I'm just telling the honest to goodness truth. I established my system to help other people. I'm not a saint, but I do believe in giving back, and because the Internet has been so good to me, I feel that it's only right for me to give back.

I've been duped, I've been scammed, and I've wasted lots of money online. It's time some faith was restored to the system, and because of my experience, I've resolved to help people who genuinely <u>want to make an honest living online</u>.

But enough about me. I've already made my fortune online, and I'm enjoying the sweet fruits of my results.

What about you?

Are you gonna continue sitting there on your duff, or are you gonna do something about it?

FACT: Out of every 100 people entering online marketing, 94 will fail, or at best break even, while only 6 will go on to become a real success.

Click Here To Order My Program Now!

Here's Your Ticket To Be Among The Elite 6% That Succeeds!

If you think you can do it all on your own, that's great, I wish you all the best, but ask yourself this, are you really willing to go through all the false starts and all the stumbles?

The ball is now in your court, You alone will have to decide whether to wander the *long* and *winding* path, or take the straight road to internet success!

I sincerely hope you **choose the latter**, and if you do, I'll be there for you.

Respectfully,

Harsch Khandelwal

Harsch V. Khandelwal

P.S. #1: \$49 for this mother-lode of stuff is a steal! Heck you probably spend more on a date with your loved one. This painless drop in the bucket could pay off, like it has for others. **Your profits could potentially add up to thousands, tens, or possibly hundreds of thousands of dollars! I have supplied everything you need**. The tools, the know-how. What I cannot supply though, is the action and most importantly, YOU.

P.S. #2: Between the both us, we both know that if you've made it this far, you **must be seriously interested** in improving your **business** and **personal income**. You can do that by **clicking here!**

P.S. #3: I <u>seriously doubt</u> that there is any other program out there that **comes close** to the kind of value I'm offering to you at \$49. I personally would have killed for a **resource like mine** when I started out!



Lorrie Morgan-Ferrero

Red-Hot-Copy.com

I'm a trained journalist and a freelance writer, but before 1999 I had never even tried doing the kind of writing I'm now known for – copywriting.

Clients kept coming to me for their copywriting because my marketing campaigns were consistently successful. I have to admit, at the time it was dumb luck. I've done my homework now by studying and emulating the master copywriters.

The tone of my copy is conversational and relationship-building.

"It's almost like she's talking you through it," said one client. "Lorrie keeps your attention from the first word to the last." From my past reporter days, I love to deeply research my clients' industries, trends and competition.

Bi-weekly I distribute a highly acclaimed newsletter called "Copywriting TNT - Tips N Tactics" and have written a book for copywriters and entrepreneurs alike called, "Red Hot Copy to Woo Your Target Market". Watch for my copywriting teleclasses - announced in my ezine.

(Are you signed up yet? If not, click here: http://tinyurl.com/9gon)

A Tae Bo and fitness enthusiast, I live in sunny Los Angeles with my husband, two sons, a cat and the coolest dog ever.

PARTIAL LIST OF CLIENTS/EXPERIENCE

- Les Brown
- John Childers
- Equity Marketing
- CIGNA Healthcare
- 101 Communications
- Mark Victor Hansen
- Tom Antion
- Alexandria Brown, "The E-zine Queen"
- Why Communications
- NEW Entrepreneurs
- Lunchbox Daily Specials
- KDM Cleaning
- Joel Christopher

- Cleaning Out the Closet of your MindPlus many more...

Visit Lorrie's website:

http://www.red-hot-copy.com

Below are Lorrie's selections of her own underground sales letters...

http://www.red-hot-copy.com lorrie@red-hot-copy.com

Upgrade Your Lifestyle by Turning Your Mind Into a Powerful Cash Generator

Let me ask you something. Do you have all the money you could ever want to spend?

No? Would you like to?

If you knew you didn't have to do anything illegal, dishonest or immoral, would you say, "yes" to having more? My name is Debbie Friedman (click here to read more about me). And I'm going to show you exactly how to have more money pouring into your bank account than you can keep up with. But first I have to tell you something about human nature...

Most people live their lives in sleepwalking mode. They get up. Take care of their obligations. Eat. Sleep. And start all over again the next day. I know because I used to live that way too.

Seems so long ago now, but my life was once very different than it is today. Several years back, I went through a dreadful divorce. My friends helped me **have a garage sale just so I could buy food for my son and me.** I was recovering from an operation. My mother died. I was doing work I didn't like. I had to put my 17 year old dog to sleep. My life was like a country western song. I was unhappy, unfulfilled and unsuccessful financially.

Then I Discovered the Secret...

One day, I realized I had the power inside me to live life differently. A power I could tap into and change everything. It's called the subconscious mind. It's nothing magical or mystical. I'm talking about **scientifically-based techniques** that are proven to access your deep strength within. The strength that creates permanent change and results! The good news is you have this same power in you RIGHT NOW. You just need to learn how to access it.

So, to make it incredibly simple, I've created a powerful system on how to attract wealth and keep it in your life. I draw extensively from my own experience in teaching and personal development. I'm proud to introduce this collection of tools guaranteed to turn your financial life around. I call it the **Super Starter Pack**. And get ready, because when you use this system, your life is about to START!

http://www.red-hot-copy.com
lorrie@red-hot-copy.com

By using this system only minutes per day, you will learn how to:

- Bring focus into whatever area of your life you want to see immediate change.
- Recognize what does and doesn't work in your life quickly, shaving years off your learning curve.
- Improve your ability to relax and focus so you can receive information easily.
- Attract wealth to your bank account like bees to honey.
- Get out of your own way by removing blocks to your success.
- Release old ideas and beliefs that simply hold you back.
- Gain freedom from fears and the courage to move forward.
- Let go of the past hurts and focus on your perfect present and future.
- Bring in new, powerful, positive experiences that accelerate your success in creating enlightened wealth and abundance!

So How Does It Work?

Napoleon Hill said it. "Think and grow rich." Mark Victor Hansen believes it. "Your belief determines your action and your action determines your results, but first you have to believe." And of course the timeless quote from the Bible, "What the **mind believes** and perceives, the body **achieves**."

It's a fact. If you change your mind, you change your life. Do you realize that **90% of our brain works on autopilot?!!** We are perfectly happy tapping into only 10% for rational thought and decision-making. The 90% I'm talking about is called the subconscious. This is where we store information about how the world works as we're growing up. For example, if a child touches a soft kitten and it purrs, that memory gets filed away as positive. If the same child touches a kitten and gets scratched, guess what? General negative feelings about cats. Does that mean all cats will scratch? No, but this is a simplified example of a **belief** we hold in our subconscious mind (until it is replaced by another one down the line).

Our subconscious holds on to old memories and beliefs long after they've served us. Much like we hold on to old clothes in our closets we no longer need. Once you open the door to an overstuffed closet, it's like Pandora's Box. Things topple from the shelves. Clothes slip off the hangars – or get shoved to the back of the closet. Worst of all, there's no room for anything new! **Beliefs are the same way. They**

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turn into useless piles that need to be purged over time. When you clean out the closet of your mind, you make way for brand new experiences and beliefs. And that is **WHEN** wealth can happen!

So, What Does This Have To Do With Getting Rich?

The answer is **EVERYTHING**. See, wealthy people think **differently**. To attract wealth, you must learn to think the same way. I can show you how. The keys are all right here in **Super Starter Pack**.

Here's what you'll get:

- The ENTIRE Cleaning Out the Closet of Your Mind for Wealth CD series including:
 - Cleaning Out Old Beliefs and Programming
 - o Increasing Self-Confidence and Self-Esteem
 - o Removing Blocks to Your Success
 - Gaining Freedom from Fear
 - Attracting Abundance
 - Magnetizing Wealth
 - Focusing On Your Future Vision
 - Connecting with Intuition and Wisdom
 (sold separately, these CDs are a \$278 value)
- The Cleaning Out the Closet of Your Mind Success
 Workbook: 21 Ways To Let Go and Grow (\$47.75 value)
- The Cleaning Out the Closet of Your Mind Success Journal (\$27.75 value)
- The *Manifesting Made Easy* book (\$12.75 value)
- The Manifesting: The Step-by-Step Process for the Secret of Success CD (\$34.75 value)

But there's more...As an added **BONUS**, you'll receive a special **Guide To Cleaning Out The Closet Of Your Mind** that will tell you how you to integrate these powerful tools to accelerate your success in creating enlightened wealth! (\$24.97 value)

To make this an even more incredible offer, as an **extra BONUS** you will receive a personal one-hour consultation with me, Debbie Friedman, by telephone too! (\$150 value)

http://www.red-hot-copy.com
lorrie@red-hot-copy.com

Add this up and you'll see we're talking \$600 worth of product. **But** you aren't going to pay anywhere near that price. In fact, I'm absorbing over half the cost to offer it to you at the **special price of** \$297 (more than a 50% savings!). WHY would I do this? Because I know there are a lot of people out there (you may be one!) who need to know they have the power to create the life they've only dreamed of until now. It IS attainable. And with this system, it can be effortless. You CAN realize your financial dreams.

Money Back Guarantee

You **risk absolutely nothing** because if you aren't happy with your purchase, I will cheerfully refund your entire investment (less tax and shipping) within 30 days of purchase. Simply send back the Super Starter Pack for a no-hassle refund. If you're not completely satisfied, I don't want your money. I want you to be happy.



I'm Not the Only One Who Recognizes the Power of this System!

You'll get back tenfold what you invest in this wealth-magnetizing system. But don't just take my word for it. See what best selling-author Mark Victor Hansen has to say.

"Awesome! Cleaning Out the Closet of Your Mind is a series of CDs that will help you obtain true wealth and abundance by enlightening the subconscious mind."

Mark Victor Hansen Co-creator, #1 New York Times best-selling series Chicken Soup for the Soul ® Co-author, The One Minute Millionaire

And best-selling author Robert G. Allen says this:

http://www.red-hot-copy.com
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"If you're ready to transform your life and create financial freedom and unlimited success, Debbie Friedman's **Cleaning Out the Closet of Your Mind** is for you. Debbie has helped others get healthier, wealthier, and have the life of their dreams. I know she'll help you, too."

Robert G. Allen, New York Times #1 bestselling Author of *Nothing Down*, *Creating Wealth*, and *Multiple Streams of Internet Income*

The **Super Starter Pack** is designed to create a state of balance in the mind, body and spirit. When you're integrated on every level, success is inevitable. Because we all learn differently, I use a variety of teaching techniques. Even if you've never been exposed to this kind of work before, I'll teach you to effortlessly use affirmations, energy movement, breathing exercises and much more. You'll be moving out negative beliefs and replacing them with positive energy. Make room for riches!

- ✓ YES, Debbie! This is a great deal! I want to start increasing my wealth today. Normally priced over \$600, you're letting me have all this for only \$297 (a savings of over 50%!!) I'll get the ENTIRE Cleaning Out the Closet of Your Mind for Wealth CD series, the Cleaning Out the Closet of Your Mind Success Workbook: 21 Ways To Let Go and Grow, the Cleaning Out the Closet of Your Mind Success Journal, the Manifesting Made Easy book, the Manifesting: The Step-by-Step Process for the Secret of Success CD. Plus the free BONUSES, the special Guide To Cleaning Out The Closet Of Your Mind that shows me how to use this system and the free one hour phone consultation with you! Order now!
- ☑ No thanks, Debbie. I'm happy with my income.

Don't wait to order. You owe it to yourself to turn your life around sooner rather than later. What's on your wish list? Watch it come true when you use the **Super Starter Pack**.

To your prosperity,

Debbie Friedman

P.S. Pay attention closely for a moment. This is important. If you **feel** around carefully, you'll notice the energy of something. Be still. You have to be very aware. Do you feel it? It's called opportunity. You're surrounded by it. It can change your life if you'd only learn to recognize it. You have the power. Always have and always will. Will you recognize this opportunity to improve your life or continue doing things the same old way? Don't let this one go by. I urge you not to wait. Order the **Super Starter Pack** now and save over 50%! Normally \$600 this entire system is yours for only \$297. Click here now to order the **Super Starter Pack** and prepare to attract abundance into your life!

POP UP BOX

Cash Flow Problem?

Ironic, isn't it? That's exactly why you **need this system**! Let me help you out. Just pay \$147 up front. Then \$75 a month for the next two months. Now isn't that painless?! Don't wait for wealth to HAPPEN to you. Take control of your life today. Click here to take advantage of our payment plan.

ALTERNATIVE OFFER:

How to Go from Broke to Stoked

Against the advice of my accountants, I want to make you an unusual offer. I'm so confident in the power of this system, I want you to try it free for 30 days! Simply commit to using the program and follow the easy instructions. The results I've seen in people using this system are nothing short of remarkable.

The Amazing Story Of A California Woman In Her Mid-30s Who Stumbled Upon The Greatest Health And Nutrition Secret Of All Time!

Dear Friend,

I haven't treated my body as well as I could have in the past, but I try. My name is xxx and I'm the mother of two young, growing boys. I'm in my mid-30s now and have always been interested in health. I take vitamins everyday and work at eating well and exercising. I've found that the older you get, the harder it is



to get results quickly. Which is why I'm so excited about discovering Body Balance, a liquid vitamin solution that's absorbed 98% more than any vitamin in pill form.

My Experience

Face it, there are scams everywhere you look that want to separate you from your hard-earned cash. I completely understand how difficult it is to tell fact from fiction. That's why I want to share with you some of the benefits **I felt right away** using Body Balance:

- ✓ Increased energy
- ✓ Feeling of health and vitality
- ✓ An "even" feeling like a stress reliever a peculiar calm
- ✓ Elimination of menstrual cramps and PMS
- ✓ Change in appetite less cravings for unhealthy foods and increase desire for health foods
- ✓ Regulation of bowels
- ✓ Improved skin condition
- ✓ Increased hair and nail growth

Other customers have reported these benefits as well (results of effectiveness vary from person to person):

- ✓ Reduction of unpleasant menopausal symptoms
- ✓ Decreased cholesterol levels

- ✓ Decreased blood sugar levels
- ✓ Radical reduction of many symptoms associated with MS & Chronic Fatigue

Body Balance actually makes my body feel nourished round the clock. I lie in bed before the morning alarm clock goes off and am surprised by how **great** I feel. I don't need coffee anymore to get me going because I wake up refreshed. Other vitamins never did that for me.

I used to wake up in the morning just as tired as when I went to bed. I'd be sure to set the clock extra early so I could hit the snooze alarm a couple of times and feel like I was stealing some extra sleep. After forcing myself out of bed, it would take a long hot shower to get the blood flowing enough to fix my morning pot of coffee. I'd start waking up around the second cup of coffee, especially those days when I would have a sweet muffin or Danish to pump up the energy. Problem was I would crash from the sugar high about an hour later, feeling more tired and miserable than ever. The rest of the day didn't go much better and by nightfall, I was overtired, making it difficult to fall asleep.

Since taking Body Balance, I **feel** like I'm getting all the nutritional requirements so I'm actually eating less! This healthy feeling is addictive. I actually crave healthy foods and snacks. I wouldn't go back to the way I used to feel for a million bucks.

Here's why...

Money Down The Toilet



I was stunned to learn that The Physician's Desk Reference says that only 10-20% of vitamins in pill form are absorbed! Imagine my surprise to find out all my good intentions were literally being

flushed down the toilet! All the pills I was taking to make me healthy ended up as very expensive

urine. Of every \$100 I spent on

In Tacoma Washington, 250,000 pounds of undigested vitamin and mineral pills are pulled out of the sewers every six weeks. And in Salt Lake City, over 150 gallons of vitamin and mineral pills show up in their filters every month.

"vitamins," \$90 ended up in the sewer. It goes on to say that only liquid vitamins are absorbed 98%! Hmmm. So all those muscle magazines I read about athletes drinking vitamin packed shakes were for a reason! Liquid vitamins also quickly go into the blood stream without having to pass through the digestive process.

Click here to compare the cost of Body Balance to regular vitamins.

What's In This Stuff?

More than 6,000 medical professionals for over 20 years have been recommending Body Balance to their valued patients with great success. Body Balance delivers power-packed absorption of 121 nutrients in every ounce. And it's 100% organic. In fact it's a food that tastes so great, my sons gulp it down. Thousands have already benefited immensely from this **revolutionary product.** And just why is that??

Well, Body Balance is harvested from both land and sea. It's a whole food supplement solely crafted from nine distinct Sea Vegetables, pure Aloe Vera juice, Black Cherry Essence and a touch of Honey. This synergistic combination naturally provides over 121 documented essential nutrients (including vitamins, minerals, amino acids, fatty acids and enzymes) in every serving. It even provides dietary fiber. No artificial or synthesized ingredients are ever added. These essential "nutraceuticals" are organically bound in a natural ionic liquid format, making them completely bioavailable for immediate assimilation and use at the cellular level.

In other words, it's pretty awesome!

When is the last time you had an orange that only provided Vitamin C and nothing else, or a carrot that only contained Vitamin A? Obviously, nature doesn't work that way. Unlike the foods we eat, most vitamin and mineral supplements are isolated and then synthesized in a laboratory setting. These manhandled supplements are difficult for the body to digest and use. In contrast, Body Balance draws from the most nutritional foods on earth to provide the body with the kind of whole nutrition it is designed to digest & assimilate.

The Ocean Mirrors Our Cellular Content

Our bodies consist of approximately 70% water. Not ordinary water, but salt water. The human body contains the same salts that exist in the ocean in almost the exact proportions. Both the ocean water and the water within us contain 80% sodium, 4% calcium, 4% potassium and 12% sulfur, right down to almost the same exact mineral concentrations as the sea. **Unlike minerals from the ground, nutrients from the sea are recognized by our cell receptors and are allowed access into our cells.** This is why there's a surge of interest in using vegetables from the sea for our health, like Body Balance.

Mineral deficiencies can cause problems from leg cramps to heart disease, but the proper intake of minerals can boost both physical and mental health. The minerals in sea vegetables are in a colloidal form, which means they retain their form while remaining in liquid suspension.

I really believe that you can't get all of your vitamins from the food available today. Look at all the pesticides that are used which undoubtedly reduce the quality of nutrition in the food you eat (by the way, salt in the sea actually protects vegetation from pollutants!) As fresh produce and meat sit on the shelf, they lose more and more of their nutritional content. That means that one head of lettuce doesn't necessarily have as many vitamins as one sitting next to it. How can you be sure? To be healthy, you must supplement with other vitamins.

** Note **Actual time to experience **noticeable** results will vary by individual from just a few days to a little longer largely depending on how in tune you are with your own body. But whether you notice it right away or not, be assured that your **body** will notice the difference. The point is that by feeding your system Body Balance, you are helping every cell in your body function optimally by providing them with ALL the essential vitamins, minerals and nutrients possible in the most efficient format you'll ever find.

So How Much Is This Incredible Product Going To Cost You?

The real truth is, Body Balance isn't going to cost you...it's going to save you tons of money while improving your health like nothing you've ever experienced.

Lorrie Morgan-Ferrero Tel: (818) 508-1108 http://www.red-hot-copy.com

lorrie@red-hot-copy.com

Body Balance Cost vs. Local Health Food Store

I did a little experiment to find out just how much money I was saving by using Body Balance. Here are my findings. Body Balance has all of the ingredients listed below. Your local health food store also has most of these ingredients, but not in the convenient form that Body Balance provides, with an unbelievable 98% absorption rate. And certainly not in the cost-effective from that Body Balance provides...

Item/Brand	Supply/Price	Price/Day
Sea Vegetation-Futurobiotics	120tabs \$14.95/2/day	\$0.25/day
Aqua Green	-	· ·
Aloe Vera Juice-Alvero	(not 100% pure	\$0.13/day
	32.0z/\$8.49	
	(1/2oz./day)	
	Preservatives added)	
Vit A-Allergy A Twinlab	100 caps/\$3.71 (1/day)	\$0.12/day
Beta Carotene- Kol	250SG/15.99 (1/day)	\$0.12/day
Vitamin B6- Twinlab	100cap/\$5.21 (1/day)	\$0.17/day
B-Complex-Schiff	100SG/\$12.14 (1/day)	\$0.40/day
Vitamin C – Twinlab (liquid C)	16ounces/10.46 (1/2 ounce/day)	\$0.34/day
Vitamin D- Twinlab	100SG/\$3.67 (1/day)	\$0.12/day
Vitamin E- Schiff	100SG/\$12.07 (1- 2/day)	\$0.40/day
Vitamin K- Twinlab (liquid)	16ounces/\$6.71 (1/2 ounce/day)	\$0.22/day
Bioflavonoids- Nutritional Dynamics	90tab/\$7.92 (3/day)	\$0.26/day
Amino Acids- Twinlab	60tab/\$51.71 (2/day)	\$1.72/day
Enzymes- RC Gardens	180 cap/\$39.96	\$1.33/day
Quadro-Zyme plus	(3/each meal)	, ,,,,,,
EFA- Source Naturals	100SG/\$8.41 (2-3/day)	\$0.28/day
Bee Propelis- Country Life	100cap/\$13.20 (2- 3/day)	\$0.44/day
Calcium-	. , ,	
Copper-		
Iodine-		
Iron-		
Magnesium-		
Manganese - Vitamin Shoppe	100 cap/\$4.50 (2- 3/day)	\$0.15/day
Phosphorus-		
Potassium-		
Selenium-		
Zinc-		

http://www.red-hot-copy.com lorrie@red-hot-copy.com

Item/Brand	Supply/Price	Price/Day
Trace Minerals-Source Naturals	16ounce/\$30.38 (1/2 ounce/day)	\$1.01/day
Fiber- Fiber Force 6	100caps/5.37(2- 3days/day)	\$0.17/day
TOTAL # OF PILLS EACH DAY		35 PILLS
TOTAL OUNCES OF LIQUID NUTRIENTS/DAY		2 OUNCES
TOTAL DAILY EXPENSE		\$8.04/DAY

COMPARE TO BODY BALANCE

Total # Of Pills Each Day	0 (ZERO) PILLS
Total Ounces of Liquid Nutrients/Day	2 OUNCES
TOTAL DAILY EXPENSE	\$1.40/DAY

Your Daily Savings \$6.64/day

That's a savings of \$199.20 a month!

The equivalent of almost 5 bottles of BODY BALANCE!

Do you have an extra \$199.20 a month? Do you have the time to take 35 pills a day necessary to equal all of the ingredients found in only 2 ounces of BODY BALANCE? I know I don't!!! It's your Choice... You can spend \$8.04 per day for a handful of horse pills your body won't even recognize as food with only a 10-20% absorption rate. Or spend \$1.40/Day for all the convenient benefits of Body Balance...The most powerful WHOLE FOOD nutrient known to man, in nature's perfect balance.

Incredible FREE Bonuses Guaranteed When You Order By 11:59pm @ Today's Date

Ok, here's the deal...

If you take me up on my 100% guaranteed offer of these fantastic products, I'll include **4 exciting bonuses** after you place your order as a sincere token of my deepest gratitude for simply TRYING the product. I know firsthand that this product works incredibly and if you just try it, you will understand why I'm such a big advocate of Body Balance.

Click here now if you are **NOT** interested in learning about the **FREE Bonuses**.

FREE BONUS #1

FREE Preferred Customer Lifetime (PCL) ID Number - \$39.97 value

Incredible Savings, Unlimited Usage, and Complete Access! No monthly or yearly renewal fees! Order not only Body Balance, but have access to a wide range of proven high-quality health and nutrition products at factory-direct, wholesale prices. Many companies make similar offers -- but they only allow access at certain inconvenient times. You can use your PCL ID Number 365 days a year, 24 hours a day - and this number will be good for your lifetime. (Please note: Only 1 ID number can be issued per household.)

FREE BONUS #2

FREE Vacation Certificate - \$297 Value

Your choice of 23 world-class destinations for a 3 day/2 night vacation including:

- Las Vegas, Nevada
- Cancun, Mexico
- South Padre Island, Texas
- Lake Tahoe, Nevada,
- Honolulu, Hawaii
- Atlantic City, New Jersey
- New Orleans, Louisiana
- Palm Springs, California
- Daytona Beach, Florida...

Click here to see entire list.

You **also** have your choice of these sunny exotic 4 day/3 night vacation packages:

- Orlando, Florida
- Puerto Vallarta, Mexico
- Mazatlan, Mexico

Click here to go directly to the order form now!

FREE BONUS #3

Exclusive Health Report - \$17 Value

This report reveals yet another incredible breakthrough substance that tastes great, is very inexpensive and easy to get. It may be in your household right now! This simple ingredient can solve MANY of your health challenges including weight loss, lack of energy, digestive problems, skin conditions, and many other health-related issues. It's powerful, yet safe, but many people are completely unaware of its usefulness. In this exciting report, you will learn about this substance and why you should make it part of your daily diet.

Click here to go directly to the order form now!

FREE BONUS #4

Exclusive Weight Loss Report - \$49.95 value

Discover the secrets you MUST know when trying to lose weight. With this report you will be utterly prepared to make this weight loss effort your **last diet ever!!** Find out:

- The **deadly mistake** made by 92.7 % of the people trying to lose weight and keep it off.
- The absolute WORST foods to eat while trying to lose weight.
- All about a non-profit group that will help you in your quest to lose additional weight.
- What you MUST know before taking any weight loss products.
- Where to get a list of great tasting foods that will aid in your pound shedding efforts.
- The one key to losing weight that almost everyone forgets about.

Click here to go directly to the order form now!

FREE BONUS #5 - \$19.95 value

Audio Research Report titled: "What You Don't Know Can Be Devastating To Your Health."

In this incredible and shocking report you will discover:

- ✓ How over 17,341 lucky people keep healthy every single day, and how you can get "it" without spending thousands of dollars and lots of time.
- ✓ The surprisingly simple reason why you might have problems sleeping at night and get up feeling tired in the morning (it's not what you are thinking).
- ✓ What foods you are eating on a daily basis that may be
 SERIOUSLY dangerous to your health.
- ✓ The shocking reason so many healthy people die every year, and what questions you can ask yourself to determine if YOU are at risk.
- ✓ An amazing discovery that a very brave doctor made and reported (but has been kept under wraps by the medical establishment that didn't want YOU to know about it)! This discovery can dramatically improve many of your health problems safely, quickly and best of all inexpensively.
- ✓ A little mistake that could ruin your health almost instantly, and what you can do about it.
- ✓ What the most nutrient-dense food on the planet earth is, and how you can avoid the thousands of dollars in fees that it usually costs to get it.
- ✓ Something so sinister, it almost seems to be straight out of the movies! Discover, for the very first time, what a leading researcher predicted could have the same health impact as the fall-out from 72,500 Nuclear Bombs. This part of the report is downright scary. Schools certainly don't share with you this kind of information, and neither does the government.
- ✓ The findings of a secret, confidential Senate correspondence with the Department of Agriculture. This part is TERRIFYING, but what you don't know CAN hurt you! Knowledge is power!!

And much, MUCH more!

Click here to go directly to the order form now!

How You Can Qualify More FREE Bonuses With Life Force's 100% Hassle Free Auto Ship Program

Here's why choosing auto ship is the only way to go! Life Force found that **over 79% of customers reorder Body Balance every single month**. (Once you try it, you'll understand why). But here's what happens when they get calls every month from the same people to order the same product:

- Life Force has a lot of unnecessary administrative and billing costs for doing the same job over and over again each month. That's not an efficient use of time for anyone!
- Customers may miss some regular doses of Body Balance by waiting for the next delivery, therefore reducing the build up effect in their system they worked so long for.

So as an incentive for customers to get their product without any lapse in delivery or extra paperwork on the part of Life Force, they make it almost dummy-proof to order any other method besides their FREE, no hassle autoship program and pass the savings back to you.

Here's why you should get on autoship today:

- Save up to 16% each and every month;
- **Flexibility** of being able to change your order each and every month if you want or even skip certain months;
- **Fewer hassles** for you! You don't have to bother with placing orders each month or wonder when and if your order will show up;
- **Absolutely no risk to you**. You can cancel at any time.

To get the full effects in the quickest time possible, I recommend starting out with a half-gallon each month and increasing your dosage as you see fit. If that sounds like a lot, let me assure you that you will use it (and wonder how you ever got by so long without it!) I know this because as I've said, I use this product myself and found that when I started out, taking it twice or even three times a day really kicked my energy level into high gear.

In fact, what I do is get several small 8-ounce plastic bottles with tight caps and funnel my Body Balance into them. Then I transport the bottles to wherever I spend my time that has a refrigerator like my

office, my gym and my upstairs bedroom. Then I have Body Balance available to me in a convenient form to take no matter what time of day. I even take it on trips and vacation by packing it in an insulated thermal bag in my carryon luggage. It sure beats stuffing a dozen pill bottles in my suitcase!

Trust me, one-half gallon autoship is the simplest, easiest, most cost-effective way to go.

If you have any more questions, click here for answers to the most frequently asked questions about the autoship program.

Here are the FREE Bonuses we guarantee if you order using the simple NO risk autoship program.

FREE BONUS #6 - \$49.95 value

Subscription To The Fat Burning Tips Newsletter

You'll get 39 incredible, immediately useable tips for burning off more body fat than you ever dreamed possible. This is not available anywhere else and is only being offered to new enrollees in the autoship program.

Here are just <u>SOME</u> of what you'll discover with this incredible resource:

- The ultimate fat burning snack.
- How to burn 27% more fat in the morning.
- What you should never drink if you want to lose fat.
- How to eat junk food and still burn fat.
- Why diet pills don't work and what to take instead.
- Which fat free foods will make you fat, and why.
- The secret substance to add to water and burn fat.
- How you can eat foods all day and still burn fat.

FREE BONUS #7 - \$59.95 value

Subscription To The Health Tips Newsletter

Think you know all there is to know about getting and staying healthy? Subscribers to this newsletter tell me they are amazed every month by

the information they get here! They haven't even seen these tips in the most up-to-date health articles and magazines!!

- **Hidden dangers** (that almost nobody dare talks about) lurking in your kitchen and how to avoid them.
- A four letter word that can spell **trouble for you**...learn it and how to avoid its deadly consequences.
- What you absolutely need to know before you go out in the sun again (learn this or else).
- What you should never ever drink if you want to lose fat.
- Why fat may be healthy for you.
- New ways to quit smoking naturally.
- Proven formula to naturally improve your memory.
- Which fat free foods will make you fat, and why.
- The secret formula to sleeping better.
- How to reduce your stress naturally.
- How to make your skin look and feel great using the latest natural secrets.

and TONS more exciting BRAND NEW health tips, tricks and secrets.

100% IRON CLAD "NO QUESTIONS ASKED" GUARANTEE!

Still have lingering doubts? Well Life Force doesn't want that! That's why they make trying Body Balance or any of their products **TOTALLY RISK FREE**. So if Body Balance isn't living up to this special report, send it back for a complete, **NO-QUESTIONS-ASKED REFUND** of the purchase price (*less shipping and handling*). If you are not totally satisfied, simply return the bottle (even if it's completely empty) and you will be issued a courteous refund. NO questions asked! And, there are NO strings attached to this guarantee!

Concerned About This Company Being Reputable?

Click here to review the Better Business Bureau Reliability Report on Life Force International.

1000% Better-Than-Risk-Free Guarantee

If you aren't 1000% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot. You have a full **45**

days to try Body Balance. If for some reason you return the product, ALL the FREE Bonuses are yours to keep regardless, just for your trouble. This offer is better than Risk FREE because even if you are disappointed for some reason, you will still walk-away with incredible bonuses.

Don't you think that is completely fair?

Powerful People Should Be Required To Try Body Balance For At Least A Month!

It's amazing to me that more people don't know about this stuff! I was truly stunned that I had been feeling so run down and **didn't even know it until I felt the difference with Body Balance!** I think it should be a requirement that everyone try this for at least a month. If people in positions of power, would take Body Balance, I know from my own experience they'd be better rested, have more energy and be able to think more clearly. Imagine how much better our world would be.

That's why I'm sincerely hoping you'll take me up on this offer **today** so you can start feeling better now! I'm so sure that you're going to love this stuff that I recommend you go for it and start out on a half-gallon auto ship. Remember, you'll also get the FREE bonuses I told you about just for trying it! So now you know how you can have increased energy through the roof, less cravings for fat-loaded garbage, as well as nourish your body unlike it's ever been.

Don't wait another second! Place your order right now, while the idea is fresh in your mind. You have absolutely nothing to risk at all. @Order now by clicking here.

Sincerely,

Xxx xxxx

Lorrie Morgan-Ferrero Tel: (818) 508-1108 http://www.red-hot-copy.com

lorrie@red-hot-copy.com

P.S. Once you experience the **vitality, energy, and peace of mind**Body Balance provides you, no one will be able to pry it away from you with a crowbar. Don't let the opportunity for maximum health pass you by. <u>Take action now</u> and use this product every day for the rest of your life. You will not be disappointed. I promise!

P.P.S. Remember, you get **4 FREE Bonuses** for ordering by **11:59pm @today's date** and **2 ADDITIONAL exciting bonuses** for getting on the autoship program. You get a revolutionary product for your heath with Body Balance and these **FREE** bonuses worth hundreds of dollars. This is an offer you cannot afford to pass up. Why have you waited this long?? Place your order right now!

<u>www.red-hot-copy.com</u> <u>lorrie@red-hot-copy.com</u> Copyright 2003

The Essential ONE DAY, Hands-On Workshop Guaranteed to Painlessly Take Your Business On The Internet!

If You're Not Online, You're Losing Money

It's not rocket science.

There's a direct correlation between increased use of the Internet by small business and sales. According to a 2003 Gallup Poll, 41 percent of small businesses reported an increase in their sales volumes **since going online**. In fact, 55 percent say their web sites have generated a profit or paid for themselves! And of the small businesses that still are not online, 26 percent said they plan to make the leap this year.

"Having a 'traditional' sales background, I know the value of a list, but I didn't know how to build one on the Internet. Joel's 12 Step program teaches you exactly how to build a massive opt-in list and grow your Internet business. I'd recommend his program as the first place to start if you want to mine some Internet Gold."

Mike Wilmot http://www.imarketinginfo.com/

Why Should You Be Online?

Everyone agrees. Economic times are tough right now. In fact, the 2003 Gallup Poll also shows the economic recession has negatively affected profits in 4 out of 5 small businesses. Yet, a full **96 percent plan to put more money into an Internet presence** by the end of this year. Another **54 percent** of small businesses will add a list of products or services on their Web site in 2003.

Obviously there's good reason to be online. Businesses that are on the Internet simply outperform businesses that solely operate offline. Will your business be the one with the edge over the competition? It can be. Sample Of Sales Letter By Lorrie Morgan-Ferrero Red Hot Copy

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Don't Know How To Start?

Meet Joel Christopher. A former physical therapist and pretty normal guy who was broke a few short years ago. Still, he desperately wanted to be a success for his family. He has no marketing background, no technical or writing skills and English isn't even his first language. Yet, he increased his customer base list to over 90,000 prospects in **less than 6 months.** That's over 90,000 new people to market his products to! How would you like to have nearly **100,000 new customers** to sell to in less than one year? It can be done.

Joel knows firsthand how frustrating it is to not know the steps to successfully get your business online. He also knows the wearisome process of trying to figure out what works once you finally ARE online. There wasn't a handbook on the ins and outs of Internet success when Joel began. He learned everything through hit and miss. And he lost a fortune...at first.

Luckily, Joel learns from his mistakes and has since turned his business into one that is highly respected by many successful marketers, both on the Internet and off. In fact, big businesses now hire Joel to teach them the "secrets" he learned about how to increase his customer base and get online fast. He's also used his knowledge to self-publish and co-author, "Mining Online Gold With An Offline Shovel." (His book went to the number one spot on Amazon in less than 24 hours with a ZERO advertising budget, making over \$30,000).

Joel literally blazed a trail to Internet success in ways that had never before been tried. He kept what worked and tossed what didn't. Now he wants to share this information with those who need it most – the small business owner who doesn't have anyone to guide him or her to the next step of setting up shop on the Internet.

There Really Is A Fool-Proof System To INCREASE Your Business Without Increasing Your Workload

If there was a way for Joel to personally coach you, hold you by the hand and show you step-by-step HOW to do exactly what he did it...If there would be no guess work involved and Joel would be in the same Sample Of Sales Letter By Lorrie Morgan-Ferrero Red Hot Copy

room with you to answer your specific questions...Would all of that be enough for you take your business to the Internet??

Well, now there's a way. Joel is taking his show on the road – all across the U.S. – to teach small businesses the simple, but vital steps of how to get online successfully and thrive. (Congratulations to businesses that are already online, but this information is for you too if you're interested in racking up the profits!)

Introducing Joel Christopher's One Day Regional Master ListBuilder Workshop! The sole purpose of this all day event is to help small business owners take away invaluable information that can be used right away. You see, Joel has personally reviewed over 16 seminars, superconferences and bootcamps in the last two years and talked at length to attendees. What he discovered was that 3 vital things for business success were missing from many of these events:

- # 1) Immediately-Usable Income-Producing Content
- # 2) Live, HANDS-ON Sessions
- # 3) Organized Networking and Joint Ventures

Hence, Joel Christopher's **One Day Regional Master ListBuilder Workshop** was born!

No, it's NOT a seminar.

No, it's NOT a conference.

No, it's NOT a bootcamp.

No, it's NOT a speaker 'sell-a-rama.'

No, it's NOT a boring lecture.

It's much more! It's a chance for small business owners get a leg up and learn to sell their products/services on the Internet. (Hint: It's easier than you think).

In just ONE DAY you will learn how to:

Sample Of Sales Letter By Lorrie Morgan-Ferrero Red Hot Copy

- Get more clients
- o Make more money while **reducing** your advertising costs
- Get more REPEAT business
- Make more money from your existing customer base
- o Increase your revenue without increasing your work load
- √ YES, you will learn how to build your customer base and grow it fast!
- √ YES, you will discover many ways to profit from your email list and milk it for everything it's worth!
- √ YES, it is a Live, Hands-on WORKSHOP where you do what needs to be done DURING the event while Joel is there to help you.
- √ And YES, you will be personally coached by Joel, considered in this industry to be The Master ListBuilder.

Who Should Attend?

Small business owners who have thought about being online as well as those who already are. No matter where you fall in the spectrum, you will take back practical information, that can be integrated with your existing business THAT NIGHT! Anyone who wants to substantially increase their incomes by learning the secrets of online success will leave satisfied.

Who Should NOT Attend?

Please do **not** attend this event if you don't have an open mind or think you should be running this event yourself. If you have all the answers, that's great. Please allow Joel to concentrate on those who are interested in learning how to implement ideas that he has proven work already. Give his system a shot and you'll be amazed.

So, How Much?

At this point, you're probably wondering how much it's gonna cost you to attend this **Live Hands-On Workshop.**

Well, realize that this valuable information could easily sell for thousands of dollars. Joel has spoken at LIVE Bootcamps and SuperConferences where people paid up to \$1,997 to attend.

If he were to charge you what he charges his coaching clients by the hour to pick his brain about his "SECRETS as a Master ListBuilder" you'd be forking over \$350 an hour. That's because **this information doesn't exist anywhere else.** Many people even placed a bid of up to \$6,500 to be personally coached by Joel.

These action-oriented steps are like little golden nuggets to your business. VERY valuable in terms of the money and time you'll SAVE by learning them from **someone who's done it** instead of doing it on your own by trial and error.

Frankly, because this is a personal and live hands-on event, Joel could charge thousands of dollars for admission and fill the room. In fact, one of Joel's coaching clients recommended that he should charge at least \$2,500. Another said not a penny below \$3,000.

But he's not gonna charge you anywhere near that amount! Why? Because he wants to give back to the people he knows really NEED this information. When you meet him, you'll understand his mindset. "There is no one out there today ready to help small businesses who are at a loss as to how to function in the new technology," said Joel. "I've been there. I know how maddening it is. And I truly want to help get you on your feet much faster than I was able to."

\$297 for your EARLY BIRD admission when you decide RIGHT NOW to take action! But you must act now. The amount of information you will get from this one day event is priceless for your business.

IMPORTANT!! Because this is a *HANDS-ON* workshop, there is very LIMITED SPACE.

It's crucial that you act now!

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"I've spent over \$40,000.00 to find out the secrets of the Marketing Masters...everybody from Jay Abraham to Dan Kennedy...from Corey Rudl to Marlon Sanders and more. Each and every one of them is excellent. And they all stress you're in the business of acquiring customers.

But it took Joel Christopher waking me up to the greatest moneymaking secret of my lifetime for me to finally get, "... It's the List, Stupid!!!"

Why didn't I quite "get it" before?

Because I never had the opportunity to listen to somebody who could so effectively communicate that building my List is the total, absolute answer to my entire Business success.

Where before I was uncertain, now I know exactly what to do. I've been on a high ever since.

It's like I've had my eyes opened to the Holy Grail of making money! Because now I can see so clearly that the money is in the List!

But don't just listen to me. I'm only relaying a message. Joel Christopher's THE Messenger. And wait till you hear what he's got to say. I guarantee you that he's going to open up a whole new world for you. One where you honestly

achieve the enviable position of making money and genuinely helping people in a total win/win scenario."

- Michael Parsons,

http://www.tranceformationalpress.com

IF there are seats left over on the day of the workshop, (which is doubtful) they will go for \$397. Keep in mind that **Joel turned away over \$18,000 in profits** at his last workshop because he promised his clients that he would keep the attendance small. Once all the spots are filled, there will be no opportunity to attend. (Sorry, but there's only so much of his personal attention to go around).

So sign up now while there's still time!

Click here to sign up now!!

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In a single day you'll learn principals and methods you can apply immediately to get a burst of new business! Discover:

- How Joel tripled his customer email list from 10,292 to 30,903 in 99 days and how you can too!
- The 6 strong reasons why you must build your own customer email list
- How to effectively target buyers to your products or services
- How to capture the attention, minds, hearts and wallets of your target market
- How to guarantee sales in your own profit pipeline
- How to use your web site's traffic to help build your business
- How to use traffic from other sites (for FREE) to build your business
- The secret of how to milk more money from your email list
- The unspoken secrets to making your competition want to do business with you

Don't wait for success to come to you! Go after it! This workshop WILL sell out. Don't be one of the ones who's turned away. Sign up NOW before this workshop is sold out.

Best of Success!

Joel Christopher, ePublisher WebMaster@SuccessAccess.com http://www.SuccessAccess.com

Tel #: 1(877)232-4002

P.S. Sometimes an offer seems too good to be true. This is NOT one of those offers. Yes, it's rare that someone else actually wants to share hard-earned knowledge to HELP you. What's in it for him? It's simple. Joel understands how frustrating it is to not know where to turn when you desperately want your business to succeed. It's very easy for him to pass on his expertise in a way that business owners

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can understand. You'll be able to implement his ideas, no matter what your level. Words of warning...Don't wait...those who hesitate **will** lose.

Click below to sign up now!!

P.P.S. Still skeptical? Don't take our word for it! Read what a few of the many people Joel has helped in the recent past:

Click below to sign up now!!

"Your presentation at the seminar was handled much like our telecoaching call with you. You were helpful, caring, knowledgeable, and sincere and this was clearly conveyed to everyone in the room. I know that you will continue to have a positive impact on thousands of people.

I look forward to continuing our relationship together.

Thanks so much.

Kind regards,

David Peha

http://www.infoproductsmarketing.com

Click below to sign up now!!

Joel was recently interviewed on a radio show called "How To Get Rich On The Internet". Here's what the host, Ted Ciuba, said:

"Rush, go get a couple pens, a highlighter, and a legal pad...Pour a cup of coffee and glue your butt to making thorough notes!

If building your "list" is the most important thing you can ever do to ensure you can earn Internet Money On Demand, this is one guest you don't want to miss!!

Joel Christopher reveals how to build your 100% opt-in list so that you can make a

Money-On-Demand Machine!"

Michel Fortin

TheCopyDoctor.com

"Who In The World Is Michel Fortin?"



A direct response copywriter for close to 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 **millions of dollars** worth of products and services for a wide variety of clients stretching close to 200 different industries.

But Michel's highly sought-after selling and writing skills did not appear overnight. In fact, **they stemmed from** a personal, burning <u>desire</u>. "That's why copywriting or even selling," says Fortin, "is not something you were born with... **It's a learned skill."**

From Humble Beginnings

Michel speaks from personal experience. Born with a minor physical disability, he was abused by an alcoholic father who simply could not accept that he "failed." To him, Michel was a "failure."

As a result, he **lived a secluded childhood** in an attempt to avoid his father (and the rest of the world) as much as he could, and fought an overwhelming fear of rejection. (Even today, his father is institutionalized with an alcoholism-related mental illness.)

One Day, A Quote Inspired Him

The quote was from Thoreau, which said, "Do what you fear and the death of that fear is certain." So, **he plunged into sales** in order to fight his fears head-on. But his lack of sales forced him to file for bankruptcy at the still young age of 21.

Fueled by his unique ability to write persuasively, Michel finally discovered the key. By using **compelling copywriting** and lead generation techniques, he began to attract qualified clients.

The result? Michel became the top sales producer for a Fortune 500 company. In the last decade alone, he generated over \$35 million in sales for numerous employers and clients all over the globe.

"The Copywriter's Copywriter!"

Today, Michel Fortin is a sought-after direct response copywriter, even writing copy for the world's top copywriters and marketers whose reputations would shrivel in a heartbeat if their followers ever found out **someone else** wrote their own copy!

His extensive and increasing portfolio varies from individual entrepreneurs, Internet marketers and small businesses, to large multinationals. He has written copy for the likes of...

- Yanik Silver
- Simon Grabowski
- Stephen Pierce
- Jay Abraham
- Kirt Christensen
- Terry Dean
- Ted Ciuba
- Frank Kern

- Shawn Casey, Esq.
- Jason Potash
- Dr. Neil Shearing
- Nitro Marketing
- Mark Joyner
- Miguel Alvarez
- Bill Hammond, Esq.
- Holly Cotter

... And so many more!

A Natural Born Teacher



Michel speaking at a recent \$1,500-a-seat conference.

What's more, Michel is known for his remarkable teaching ability. He's a former college teacher in *Marketing*, *Personal Selling* and *Internet Marketing*.

But his love is **coaching individuals** how to write copy. As an in-demand speaker, he often talks at conferences and seminars around the world charging as much as **\$3,000 a seat** to attend!

"Online" Since 1991

Today, Michel is the **author of several books**, including the freely available *The 10 Commandments of Power Positioning* and *Power Positioning*, as well as a 3-hour, 2-DVD course, "Copy On Fire! How to Write Profit-Pulling Copy In 3 Simple Steps."

He has also appeared as a guest on several talk shows and radio programs, including *Small Business Heroes* (CFRA Radio in 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.

A Recognized Expert

Owner of The Success Doctor,[™] Inc. since 1997, his consultancy is based in Ottawa, Canada. He is also a member of the HTML Writers Guild and International Webmasters Association since 1998, and the Association of Internet Marketing And Sales since 2000.

In 2001, **Michel was bestowed the honor** of being inducted in the *Who's Who Historical Society*, a prestigious and highly recognized organization that documents and publishes the biographies of the world's most prolific business professionals since 1928.

Michel's Personal Side

Michel currently lives in Ottawa, Canada with his wife Rhonda and daughter Megan. He is also a musician and the drummer in a local band, playing top 40 hits and alternative rock music. And if you're lucky, you may catch him **singing Karaoke** from time to time.

Visit Michel Fortin at http://www.TheCopyDoctor.com

Below are Michel's selections of his own underground sales letters...

Income tax breakthrough! Find out...

"How A Divorced, Devastated Attorney – Left For Broke And Heavy In Debt Discovered A Tax Savings System That Guarantees You An <u>Extra</u> \$10,000 In Your Pocket This Year..."

"Learn the secret tax savings the IRS does not want you to know (even your accountant has no clue on 271 of these savings)"

It's tragic, but true. A whopping tax bill can bring instant financial hardship to your family and your business. When you've been notified that you owe the government tens of thousands of dollars in taxes for the year – nothing is safe. Your home, your business and all your personal assets are in danger.

Yes, it can happen to you – don't make that mistake thinking it couldn't. The solution and answer to this potentially devastating situation is preparation <u>before</u> it happens.

If you're tired of handing over all your hard earned money to the tax department then this revolutionary system will be the most excited news you've ever heard.

You are about to save at least \$10,000 this year in taxes... and I guarantee it.

My name is Drew Miles and I've been in your shoes. As an attorney, my tax bill used to be staggering. There were months I paid more in taxes than some people make in an entire year. I'm not sharing this to brag – it was actually *disgusting* paying them that much – especially when they waste it away like they do.

10 years ago my wife left me and it destroyed me in numerous ways. Not only the associated emotional pain but the financial pain was unbearable. She took everything – house, cars, money, toys – everything – <u>except</u> for the debt. She was kind enough to leave me with all of that.

And that was almost enough to crush me...

After months of soul searching I came to many conclusions. First off I was adamant that this type of financial set-back was never going to happen again. I started developing a new approach.

That approach is the foundation for what you are about to learn.

You see, the government does not want you to know about a system like this.

Why?

Because it works!

It'll save you 50 - 70% on your annual tax bill and will put at least \$10,000 in your pocket at the end of the year.

The IRS hates this because it takes money out of their pocket and puts it back in yours... where it should be!

Even your accountant has no clue on 271 of these write offs... and I can prove it. You see, after this divorce I dug deep into my entrepreneurial background and upbringing and devised a plan that would literally revolutionize the way entrepreneurs structure and manage their income, their expenses and... their taxes.

Announcing the "Millionaire Maker Mentoring Program"

It's going to force you (not against your will though) to run your business in the most tax advantaged way possible.

Look at what happens when this system is applied....

"saving me about \$45,000"

"In only a few short sessions, Drew helped me shift \$96,000 from a high tax structure to a tax advantaged structure saving me about \$45,000 in the process."

Dr. Perry Cammisa Lisle, Illinois

"a refund of \$5,980.87"

"Whenwe signed up for Drew's program, during our first session, Drew told us that because we had a business, we could have a medical plan through that business that meant we could deduct any medical expenses that we deemed necessary for our health and well-being. This meant that items that we had not been able to deduct in the past could be deducted. We went through all our expenses back to when we started the business in August, 2000, then filed amended state and federal returns for those items that were not previously deducted. We found over \$12,000 in additional expenses, which amounted to refunds due to us of \$2,452. This more than covers the cost of Drew's program. Thank you, Drew!"

Carol Rundle Lilburn, Georgia

"You saved me over \$10,000 in my first year!"

"Thank you for setting me up with my new LLC and explaining what I needed.

Although I did not understand much when it was initially set up,, all the things you explained became clear. The money I paid to you came back to me... and then some.

I also feel more secure with my rental properties held in my LLC instead of my personal name. I have learned how to keep my personal expenses separate from my business ones and how that will benefit me. You have saved me more than \$10,000 in my first year!"

Maureen Hogan San Rafael, California

And there are *many more* entrepreneurs that have had enough of the tax bill, and decided to do something about it – joining my Millionaire Maker Mentoring Program has saved them, collectively, millions of dollars in taxes.

You are guaranteed to save at least \$10,000 this year... if you don't you'll get an entire year of one-on-one mentoring that will show you:

- How to capitalize on your business structure
- How to protect your privacy in this day and age of easy access to information
- How to eliminate your personal and business debt
- How to protect your assets from lawsuits, creditors and insurance companies
- Create an additional profit stream that will be your lifetime legacy to leave for those your love

Imagine \$10,000 - \$20,000 in additional cash in your pocket **every year** for the rest of your business life.

What does that add up to be?

Most entrepreneurs I work with calculate it at approximately \$350,000 – factoring in savings plus interest that YOU earn (not the government) on the additional tax savings over a business life time.

What this mentoring program is not...

If you're looking for someone to set up a corporation for you and send you on your way – sorry. We can recommend you to others that specialize in only that. Trust me though – you want much more than that!

You want to save 50-70% on your taxes is what you want!

That's my specialty.

And that is the most difficult area to find expertise like ours in. Think about it – typical accountants have 20 – 30 tax write offs they apply to most businesses. That's all they know so they have to bend and twist those write offs a little to apply to each company and give the maximum write off that they can manage.

This was glaringly evident just after finishing school and starting my practice...

When I started my practice, every now & then, when I spoke to my accountant I starting testing him. I'd just be really keyed into the whole idea of being able to get the most tax advantages that were allowable for businesses.

So I'd call him up & ask "did you know that such-n-such was deductible?" He'd say Gee, no, I didn't know that.

And a month or 2 later, I'd come across something else in my reading & I'd say "Did you know that this was deductible?" "No, I didn't."

That happened 3 or 4 times and the real defining moment was when I called and the conversation went like this: "Were you aware that C-corporations pay only 15% tax on their first \$50,000 of net income? Way less than what we're typically paying; the average American paying between 42% & 55% between Federal, State & SS taxes. Social Security tax, when you figure both sides is over 15%. The accountant answered, Well, of course.

My next question was, Well, why don't I have a C-corporation?

It was in this moment that I realized that this wasn't the accountant's fault; it was that I expected him to do something that was not his job.

Accountants & CPAs prepare your tax return based on the information that you give them. Yeah, they will make some suggestions to help you.

But it's not their job to figure out step-by-step all the deductions that are available or all the asset-protection strategies that you need.

That's when I realized that business people needed a resource to take them through this process step-by-step-by-step so they can have a very firm financial foundation.

We use 300+ write-offs for your business!

We don't have to bend any rules or regulations – we have 271 more that we can legally use – ones that your accountant has *no idea on*. They may not admit it to you, but they do not study the tax laws nearly as extensively as we do – we have an entire team of strategists that work year round on maximizing our client's tax write offs.

That is why we have 10 - 20 times more write offs to use in our Millionaire Maker Mentoring Program.

The frightening trends and solutions you are faced with...

There are many new situations happening daily which can put all your assets in jeopardy. The average American gets sued 5 times in their lifetime now!

Scary but true.

You must protect yourself, your family and your business – or you will lose everything at some point in the future. You need to cover all your bases in this day and age – for instance:

- What should you do if your liability coverage does not cover the entire amount of a lawsuit... and lose
- What steps you must take today to prevent your creditors from seizing assets held in trusts
- How to maximize the personal benefits to you of corporations and partnerships for full tax write offs
- How to stop the IRS from seizing your personal and business assets when you owe them money
- Where should you incorporate? The answer will surprise you and benefit you at the same time.

Who needs this Millionaire Maker Mentoring Program?

Entrepreneurs, executives, accountants, home-business owners, directors, corporate officers, CPA's, doctors and other professionals, concerned households, consultants, independent contractors, bankers, lawyers, insurance agents, financial advisors, business coaches...

... And any other person that has assets to protect and is sick and tired of paying the government so much in taxes year after year.

You worked hard for your money, your savings and investments and all your personal assets. You may not even realize half the assets that you have in your possession – most people don't – until we show you how to properly calculate them. The actual amount can easily double what you initially think it is. If you own a business, this can be staggering how it impacts your personal net worth!

Here's a small sample of the topics we'll cover in the Millionaire Maker Mentoring Program.

The "How-To's" of slashing your taxes by up to 50% - 70%, saving you \$5,000.00, \$10,000 up to \$40,000,or more. Most of these savings occur year after year with no additional effort on your part.

- You'll learn the 300 deductions that are available to you and what you can do to take full advantage of them.
- How to "Audit Proof" your records so you have nothing to fear from the I.R.S.
- How to convert personal expenses into deductible business expenses

- What the "invisible wealth-killer" tax is and how to minimize it
- How to "upstream" income and how it can save you thousands and thousands of dollars each year
- The Nevada/Wyoming Advantage and how to put it to work for you
- How to make your next "vacation" tax-deductible
- The importance of keeping your privacy and how to maximize it
- How your hard-earned assets are at risk and what to do about it
- How to protect your loved ones from the creditors and predators of the world
- What trusts are and why they are essential to your total wealth strategy
- The incredible power of multiple corporation strategies and how they can significantly benefit you
- Why you should hire your children (grandchildren or nieces/nephews) for their benefit and yours
- The steps you need to take to deduct all of your medical expenses, including those that insurance companies won'tcover.

Here's what the Millionaire Maker Mentoring Program consists of:

- One on one coaching with the master tax strategist (that's me). I will take a look at your specific situation – your company structure, revenues, expenses, profits, exposure, liabilities etc
- 2. **One on one coaching time with my team of tax strategists**. They know exactly what works for specific business situations and income levels whether you are earning \$36,000 per year or \$36,000,000 per year we will save you at least 50 70% of what you're paying now in taxes.
- 3. **Regular teleseminars** ongoing training throughout the year to teach you advanced techniques for your business, your personal assets and your financial growth
- 4. **Private newsletters** covering additional strategies and breakthroughs throughout the year

Now, I understand that this is an area that you could put off, delay and plan to get to – one day.

First though, let me tell you the sad story of a close personal friend of mine...

My friend Pat, entrepreneurial guy, was very free-willed. He didn't want to take anybody's advice, particularly a close friend's. He had built a multi-millionaire dollar sales organization in the boating field and the marina and a ½ million dollar showroom & real estate & parts department.

So he had about 6 or 7 different businesses that he was running and disregarded my advice to have them as different entities.

Long story short, one of the businesses had a problem and there was a judgment entered against him. One morning I got a call from him, 2 sheriffs were at his front door with papers and guns on their hips. They were there to seize the assets of that business.

What Pat later found out was that at that very same moment, other sheriffs were at his other businesses – they were at parts store, at the land storage, the warranty shop with the same paperwork, shutting down all of those businesses at once.

Like one of these that you see on TV with a SWAT team!

Pat went from having a \$4 or \$5 million conglomeration of businesses to 6 months later, the businesses were no longer in existence - they were gone.

They filed corporate bankruptcy and had to file personal bankruptcy and when the dust finally settled...

he had gone from having multi-million dollar businesses to having over \$4 million in personal judgments plus the \$10 million in lost revenue.

It all could have been avoided!

If he had just done what I suggested and put the different businesses in different entities. What would have happened was that the one business probably would have gone out of business.

But he could have then, literally, opened up another sales office around the block and in the meantime, his other businesses would have survived, unscathed.

That's the difference when asset protection came up between doing it right and not doing it.

And that is what you'll learn when you join our **Millionaire Maker Mentoring Program**.

We will look at your exact situation with an unbiased, independent view. Feel free to share with us all your background, your concerns, your dreams and aspirations. From there we will be able to determine the best means you have at your disposal to protect your assets and minimize your tax liability in the upcoming year.

You will save at least \$10,000 this year – probably much more. Look at some of these comments from more satisfied business owners...

"saving me thousands of hard earned dollars"

Drew is THE asset protection and tax saving expert in this country He has saved me thousands and thousands of dollars while helping protect myself and my intellectual property."

Mike Litman, Radiotalk show host and best-selling author

"took care of everything"

"Even though I always had several Florida corporations, my eyes were opened to the advantages of Nevada corporations -the main appeal for me being privacy. Drew set up my corporation, took care of all the paperwork and provided continuing support for my questions so that I didn't have to worry about anything.

Thank you for helping me keep my business private."

Craig Talkington, Real Estate Investor

"peace of mind"

Drew is at the top of his game personally and professionally in asset protection and entity structuring. His strategies will give you peace of mind by protecting you and your family and will save you tens of thousands tax dollars each year. His process helped educate me so that I may enjoy the fruits of my hard labor. Listen closely to what he says and don't waste any more precious time~ implement his strategies now.

Dr. Renny Edelson

"thanks for educating my accountant"

"I want to thank you for the guidance and advice with your asset protection program. When I approached my C.P.A. about my decision to take your advice and create my LLC, he thought I might have made a bad decision.

This forced him to research LLC's and "C " corporations. I will save at least \$10,000 this year in taxes thanks to your ideas. Thanks for educating me (and my accountant)."

Jan Hrkach Entreprenuer

"invaluable information"

Drew, Thanks for your invaluable information. Just the info about the sole proprietorship deductions has saved me more than the cost of your services.

I hope you and your family have a great Christmas & New Year. I look forward to taking the next steps towards financial freedom with your help.

Dr. Neil Gordon

It's Decision Time. Are <u>You</u> Ready To Move To The Next Level Of Business Success?

There are two common characteristics of highly successful people:

Highly Successful People are <u>ACTION-ORIENTED</u>. This means they take action <u>immediately</u> when a good opportunity presents itself.

Highly Successful People are <u>EDUCATION-FOCUSED</u>. This means that they take it upon themselves to know everything they possibly can about their field, and they learn from many different sources.

Are you Action-Oriented? Are you Education-Focused? Are you a Highly Successful Person? If so, the choice is clear: You've got to reserve your spot in the **Millionaire Maker Mentoring Program immediately.**

We only take on 27 clients at a time in our mentoring program as we need to guarantee that you receive the one-on-one personal time with myself and my team of strategists. As soon as you sign up we will contact you with the grounding materials, set up a time to meet and get your savings started immediately.

Remember though, the unique qualities of this program are the highly skill team of tax strategists, combined with the \$10,000 savings guarantee and the small group size.

The combination of these 3 areas makes this program worth tens of thousands of dollars!

Think about it, when you start saving \$10,000 a year in taxes and that savings will stay with you as long as you are in business – will that not add up to \$50,000? \$100,000?

If you stay in business for 25 years – that is over a *quarter million dollars* in savings! Not including the interest you gain on the money saved!

So really, what's that worth to you?

Here's the deal on the Millionaire Maker Mentoring Program:

Sign up today at this link, be one of the next 27 to be taken on and we will give you a 400% return on your investment!

For only \$2,497 you are **guaranteed a 400% return on your investment** – don't you wish you could find more of those guaranteed returns in a year?

Honestly, a four fold return on your money is guaranteed. If you don't save at least \$10,000 you will get an education of a lifetime – for FREE!

As a business owner, you are always on the lookout for good investments in your future success – here is one of the best you will find anywhere. Reserve your spot today among the next 27 and we will begin immediately.

Wait! I have also decided to throw in some extras to make your decision even easier.

THREE Special Free Bonuses For You When You Sign Up Today!

Special Free Bonus #1

Free audio download of Tax Loopholes of the Rich the incredible teleseminar with Drew Miles and Radio talk show host and co- author of the best –selling book "Conversations With Millionaires" Mike Litman.

During this amazing ninety minute teleseminar Drew and Mike will share with you the secrets of bullet proofing your assets, how to deter creditors form attacking you in the first place, how to save thousands of dollars each year in taxes, the Nevada-Wyoming advantage, how to make yourself audit proof, and much, much more.

Special Free Bonus #2

Access to Drew's archive of important and hard to find incorporation forms and documents.

In this archive you will find items such as:

- LLC application
- 2553
- SS-4
- 8832
- Land Trust
- Medical Reimbursement Plan
- Expense Reimbursement Plan
- Instructions for Setting up Your Corporate Kit
- Application for a Corporation

- 300 C corp deductions
- 75 S corp deductions

Special Free Bonus #3

Access to Drew's newsletter archive. Here you will get the jump on your education with articles and exercises that can help you to realize over \$10,000 in tax savings.

In this archive you will find newsletters covering topics such as:

- How to get the most from your Travel and Entertainment Deductions
- The control Group problem What is it and how to avoid it.
- Handling Your Corporate Formalities
- Maintaining Privacy in a post 9/11 world

That makes this package deal an incredible investment in your future, your financial well being and your peace of mind. Reserve your spot today and let's get saving you some serious money this year!

To your success,

Drew Miles

Millionaire Maker Mentoring Program "Building and Protecting Your Wealth for Generations to Come"

P.S. Imagine. You get one-on-one private mentoring with myself and my team of highly skilled tax strategists. You are guaranteed to save at least \$10,000 on your income taxes this year. You will learn how to protect all your personal and business assets so they cannot be touched by anyone and you will learn how to create a perpetual stream of additional bottom line profits. All this for only \$2,497 – and it's completely guaranteed to give you a 400% return on your money.

P.P.S Your investment in this program is ALSO tax deductible... only adding to the benefits. <u>Let the IRS pay</u> for your education and your future \$10,000 per year windfall tax savings. The ultimate revenge against the IRS.

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Exclusive Reservation Form

[] YES! Drew, I am tired of paying so much tax and I want you to help me save at least \$10,000 this year. I love the sound of having 10 times as many write offs to use and I am ready to join your Millionaire Maker Mentoring Program. Drew, from what I see here, I honestly believe you will save me far in excess of \$10,000 this year, yet, I will hold you to your very generous 12 month/\$10,000 guarantee. Either you save me \$10k this year, or I

get all of your Millionaire Maker Mentoring for free. I am very excited about starting with you so let's get going!

I understand that I will receive all of these bonuses in addition to the 12 month Mentoring program and that these bonuses alone are worth....

I am ready to pay my \$2,500 and I look forward to starting immediately. I want to be one of the 27 you are taking into your program at this time so please, reserve my spot immediately!

Building and Protecting Your Wealth for Generations to Come



Imagine... Getting your hands on a whopping \$1,000,000.00! Finally, it's possible. With my proven program that offers the right product, the right support system and the right wealth strategies — all rolled into one! — you can not only become **FREE** from debt worries but also create **NEW** and lasting wealth! *Listen up...*

You not only get the tools to do it but we also show you how to...

"Become A Millionaire Using The Combined, Accelerated Power Of Our Network Marketing Program Offering The Highest Payouts In History AND Our Exclusive, Private, Membership-Based Mentoring System Offering Tightly Guarded Secrets Of The World's Wealthiest People!"

"Imagine... YOU, A Millionaire!"

It's all here! Finally, there's a system that lets you dip into a monthly income pool potential worth of a **staggering \$1,000,000.00!** You read that right... Those zeros spell out an extraordinary **one million dollars!** In a moment, *I'll show you how...*

"It's The Most Lucrative And Certain Spillover In History!"

"Wow! This amazing company provides you with the most lucrative and most certain spillover factor in marketing history! If you've ever wanted to get in where you are guaranteed to have people put right under you, look no further. This revolutionary new system eliminates the reason 97% of people did not succeed in network marketing before. Now your income can grow -- and you can count on it!"

— Joe Vitale, President, Hypnotic Marketing, Inc. #1 Best-Selling Author of "Hypnotic Marketing"

Read this special report. In only a few, short minutes, you will learn exactly how, after <u>SIX</u> years of thorough research and continual testing, it's possible for <u>YOU</u> to

become a millionaire faster than you ever imagined! I guarantee it.



STOP! Are You Skeptical? In A Hurry?

"Try It For 14 Days For FREE... A Full Two Weeks!
There's Absolutely NO Obligation, NO Long Term
Commitment And NO Experience Necessary!"

I highly suggest that you try it out for 14 days at my risk! You can access the entire members site, check out the products, download all the tools and see the potential waiting for you! Click here for your 14-day free trial! Then judge for yourself.



You don't like it? No worries. Simply cancel and you don't pay a single **RED** cent! *It's 100% guaranteed.* Plus, be one of the **next 500 people** to sign up, you'll also gain **instant access** to a massive **FREE bonus treasure trove** worth \$247.00!

You don't have to say "Yes." Just "maybe." **After 14 days, then you decide.** So, if you're in a hurry and want to skip this letter, **click here for your 14-day FREE trial!**

From: Steve Scott

Dated: January 1st, 2003, 5:04 PM, EST.

Subject: An Exclusive Program That Offers A Million-Dollar

Combination!

Dear friend,

Becoming a millionaire was once a difficult task. *Not any longer*. It's easier than you think. The fact is, there are **MORE** millionaires today than in all of history!

When you have the right tools, leverage and know-how, it's even easier!

But another fact is, other statistics show that debt is a problem that's **spiraling out of control...** Bankruptcies are at an **all-time high...** Most of the western world is **struggling with debt...** So, why is it that the gap is widening?

The Difference Between Those Who "Make It" And Those Who Don't Is Simply One Thing And One Thing Only... <u>LEVERAGE!</u>

Let me ask you, do **YOU** want to **become a millionaire?**

Are **YOU** suffering from **ongoing debt problems?**

Are you looking for an effortless, easy-way out?

And are you tired of all the *empty promises* and *misleading programs* — especially on the web — that **suck your bank account even drier** than before?

I know how it feels. I really do. I tried **everything under the sun** to get out of a mountain of debt. **I mean, I was suffocating!** So, I tried countless programs, business opportunities, marketing schemes... **You name it!** Did it work? Well...

I still had \$270,000.00 of debt hanging like a black cloud over my head!

But what I'd like to share with you is something totally amazing. It's a system that I spent **six long, grueling years creating** to create, which released me from the shackles of debt, and finally showed me the light at the end of the tunnel.

I have now paid my mortgage, credit cards, loans and everything else I was owning at that time. I currently have <u>NO</u> debts... <u>ZERO</u>. Nothing. Nadda. Zilch!

You can be the same! Like many others, you, TOO, can be a millionaire!

Imagine... Being totally debt-free — plus earning even more money to finally be <u>FREE</u> to live the lifestyle you truly want, are passionate for and deserve... A nice vacation, a new car, a new home... Whatever your heart desires!

Finally, You Can Get Your Hands On An All-Embracing And Scrupulously Researched Million-Dollar-Making Product!

We can help. With our help, you not only make money. You not only get free from debt. And you not only free up more time. You can also become a millionaire!

How? We give you the products, the opportunity, the tools and the strategies. But we give you more... A whole lot more! We give you <u>LEVERAGE!</u>

We show you how to **create or redirect multiple streams of cashflow** into your life through **sweeping personal re-education** — a program that shows you, step by step! — and simplified affiliate marketing with **pushbutton convenience!**

By doing all the research for you and testing everything out...

... We save you from all the unnecessary guesswork and gruntwork!

In other words, we supply you with a variety of carefully handpicked, empirically proven and virtually **microscopically dissected, thoroughly tested high-yield moneymaking programs** from which you can choose! *It's all done for you!*

Plus, we help you generate strong leads and get paid <u>FAST</u>! What do <u>YOU</u> have to do? Simple. The more sub-affiliates you sign in — it's easier than you think! — the more <u>YOU</u> get paid... It's really that simple! But it gets even hetter...

... The more sub-affiliates that sell, **the more <u>YOU</u> earn!** If you are a sub-affiliate, too, you also earn from those <u>ABOVE</u> you! **It's truly a win-win-win situation!**



As A Member Of My Exclusive, Members-Only Program, You Get Overwhelming Personal Returns! Here's Just A Brief Example...

My system is **new**, **proven and extremely practical!** In fact, you not only get a rock-solid system but also here are some of the benefits you get **when you join...**

- Gain "real" financial freedom...
- Become a millionaire faster than you ever imagined...
- **Retire** in only 8-14 short months (or even less)...

- Finally quit your day job and start enjoying your life...
- Clear all debts using a sound-tested and well-used plan...
- Uncover the secrets to managing your money...
- Get your current money making MORE money for you...
- Use your very own financial consultant...
- Make the very best of a new business opportunity...
- Generate up to 20 different, overflowing income streams...
- And much, much more!

You're on your way to not only making riches...

... But also making it the easy way!

STOP Right Now!Before You Read Any Further...

I want you to know I am sick-to-death of all the scams around that are *just loaded* with empty promises. I know! Personally, I "tried them all" and and invested a lot of time and money, and got burned far too many times to count



That's why I registered my program to be part of the highly recognized and trusted *Scam Free Zone*. Why? It proves that our program was **tested**, analyzed and genuine.

Plus, it shows my complete commitment to **YOU!**

As an act of complete trust and faith in my product, I am willing to let you try it for two full weeks — **that's a whole 14 days!** — before you pay one single cent.

Top Information... Top Products... Top Dollars... Using Our "Good-as-Gold Formula" That Guarantees YOUR Success!

<u>Sign up</u>, get in and access all the materials, the product, the opportunity, the tutorials, the wealth-building secrets and the million-dollar resources at your

disposal. If you are impressed after 14 days, start paying the monthly amount...

... If not, cancel it and don't pay a single cent. It's really that easy!



FACT: I'm passionate about service and helping others. In fact, you may not know this, but years before founding my company, *Cash Flow International, Inc.* I spent much time in a monastery in the mountains of Colorado... And I went to a seminary to study my self, people and the nature of things. I carry into this company my vision and dedication to great service, moral values and the goal to help others **achieve their dreams** and to live life abundantly. To me, it means a lot. That's my personal, heartfelt commitment to you.

Don't Confuse Us As Just "Another Affiliate Program!" We're A 100% Reliable, No-Sweat, Turbo-Charged Business Opportunity!

Sure, we have all seen it all before.

And that's why top marketing wizard and **number one bestselling author** of *Hypnotic Marketing*, and *Spiritual Marketing*, Joe Vitale, could confidently say this is "the most lucrative and most certain spillover factor in marketing history!"

A power-charged and sweeping system that delivers freedom from your *cash troubles* and **brings you closer to millionairedom** by revealing closely guarded wealth-compounding secrets **AND** paying the highest of any known program...

... We pay the highest commissions structures on the Internet today!

"I've Got 28 Signups And My Downline Grew To 212 Down Six Levels In Less Than The First 10 Hours!"

"I must congratulate you an an excellent program. When I saw the ad in my mailbox at around 6:00 pm last Sunday, I just felt that it was the program that I had been looking for for some time. I signed up, within two minutes... And I contacted **two other webmasters** right after and got going with advertising it. I could not believe how quick the signups started coming in — so much so, that by Monday Morning 8:00 am, I got my first 28 signups and my downline grew to **212 down six levels!**

"This has <u>NEVER</u> happened to me in my life before, but this was proof of my initial assessment that the program was indeed a new benchmark for the Internet. I have no doubt that it is indeed the **best on the planet!** In fact, three days later my downline reached the **500 mark on seven levels** — and I cannot wait to get the next 500 in the next seven days. Keep up the good work and best of luck. You are tops!"

- Paul Morel, Seychelles

"OK, So What's This Program All About," You May Ask? Well, Before I Explain It, Here's Exactly What You Get When You Join...

This system is more than just a moneymaking system. **Much more.** I go out of my way to give you, at your fingertips, **tons of tools and tips** to get you started, and a **bullet-proof system** that's completely integrated and instantly shows you how to...

- **Get started for** <u>FREE</u> and then moving with hardly any investment at all...
- Access <u>OVER</u> **3,000 whopping pages** of materials and information that will solidly educate you in *real-life solutions* to money problems, cash crunches and situations involving money...
- Get your hands on a <u>FREE</u> online calculator that helps you get a grip on figures fast — an invaluable tool to understand how money works...
- Make the maximum from out of a combined **FIVE dimensional force spillover** (while some programs offer one or two, we offer five!)...

- <u>DOUBLE</u> your coop advertising, so whatever you put in **we add the same** (rarely do you see this with other traditional network marketing programs!)...
- Make the most of up-to-the minute marketing training programs
 that are tested and <u>DO</u> work you're never left out in the cold, by
 yourself...
- Use automated follow-up tools to beef up your chances and boost signups — put the whole thing on autopilot and just watch the cash roll in...
- And a whole lot more!

Is it really **THAT** easy?

I mean, do you have to do anything apart from signing up? *Sure, you do.* After all, for the system to work it is **dependent on <u>YOU</u>** doing your share, learning the ropes and then applying what you learn through my program.

For example, If I saw a **hairdresser making wads of cash** doing great haircuts, and if I bought the same pair of scissors he used, would I instantly make loads of money, too? **Of course not.** It takes more than just having the tools...

... You have to learn **HOW** to use them, and then... **USE** them!



Dramatic Results. Breathtaking Profits. Astonishing Changes. And It Couldn't Be Any Easier For You! Here's Why...

The principle is exactly the same as the hairdresser example. **I provide you** with all the tools you need. And they will give you monumental results. So...

- 1. You have to **LEARN**.
- 2. You have to **APPLY**.

3. You have to **PRACTICE**.

For example, this **debt-releasing system** has taken me over *six grueling years* to research, complete and test. It has been thoroughly **tried**, **tweaked and refined...** In the trenches of life, on the battlefield of the marketplace.

And simply, it works!

I can't promise you a miracle **if you do <u>NOTHING</u>**. Practice what you learn, apply what we teach and use what we provide for you.

You may — or may not — get rich quick...

... But armed with the right tools, you can certainly get rich QUICKER!

That's why **most affiliate programs fail**. They give you the tools but leave you high and dry with the rest. With us, on the other hand, we are offering you a 100% rock-solid, established business proposal... **With tools, know-how and more!**

The massive rewards for you personally include...

- Complete and total financial freedom and control...
- Staggering, state-of-the-art help for your new business...
- Value like gold and mega-bucks flowing into your bank account...
- More time to **revive your life** and enjoy the things that matter...
- Less stress, headaches, hassle and pain...
- Freedom from debt bondage including horrible, harassing phone calls from nasty creditors, lenders and collection agencies...
- Attain the lifestyle you want like taking countless vacations, traveling more, buying that car or home of your dreams, and especially quitting your job...
- And much more!

<u>FACT</u>: I was once \$270,000.00 in debt! It was the springboard that pushed me to develop this system. That debt is gone, now. I don't even have a mortgage or credit card! Not only that, but I

also understand money. That's why I not only show you how to make money with my system, and give you all the tools and tips to help you get there, but also I show you **how to become a** "debt survivor!"



You're One Step Closer To Your \$1,000,000.00! It's So Amazingly Simple And Outrageously Easy, It's Child's Play! Let Me Explain...

I have **five core strategies** in place, all designed to help you achieve maximum success with maximum profits, in minimum time with minimum effort **I call it...**

"... Our Five-Dimensional Force Spillover Factor!"

All five forces are designed to work together, just as **all the parts** of a **well-oiled machine** will only work when they work together, in harmony. So without further ado, let me **break them down** in straightforward terms for you...

Dimensional Force #1The Power Of Multiple Streams Of Income AND Leads.

How many paychecks are you currently bringing in each month? One or two? How about having **3**, **4**, **7**, **8** or even more paychecks coming in <u>EVERY</u> month?

That's the power of multiple revenue streams!

The facts are, most everyday people are trained to live their lives with **just a single** monthly wage. That's how it is. People are used to that idea... **Like a bad habit!**

We are never taught any different. Most people trade time **FOR** money. Sad.

Now, this is the exciting part. As a member, you have the enormous potential of getting paid with up to **ten or more streams of income WHILE** at the same time you receive **thousands of highly qualified leads** per month, *every month!*

The leads go into your automated signup system that we provide you. This means you **DON'T** have to **pay for advertising at all**. It's done for you.

In other words, you can build your downline and sub-affiliates in the most **powerful and lucrative system** on the planet... For FREE!

Next, your downline or sub-affiliates receive **thousands of <u>FREE</u> leads** through their efforts each and every month. But then, an incredible "ripple effect" occurs...

... You also receive 1,000's of highly qualified leads per month from them!

Let's do the math.

If you have 200 people in your downline, each receiving 1,000 leads per month, that could be a **whopping 200,000 highly qualified leads** per month for **YOU!**

That's a titanic earner every month for you. But it doesn't stop there... Not only do you get those leads for <u>FREE</u>, but you will also be **paid from these free leads** that you receive every month. **The result? Massive, continuous spillover!**

Dimensional Force #2

Your Upline (Person Above You) Earns Cash For YOU!

We have set goals that are essential for your success. Achieve these goals and your results will be **massive**, **automated and nonstop!** *Here's an example...*

Get **five signups within the first month** and you'll be *instantly eligible* to get paid on the 6th level! Not only are you eligible for 6th level commissions, but you also get paid **\$4 per person instead of \$2!** It's our fast-track "double" bonus!

The importance of this bonus can't be underestimated!

Plus, this encourages new members to **take action immediately** upon joining. But let's go a little further... To get paid on the 7th level, you have to get 100 personal signups. For the 8th level, you need 250 personal signups. And so on and so forth.

And remember, these are **personal signups** and **NOT** a result of spillover...

... It can be easily attained through coop, your own advertising or BOTH!

I'll come back to the issue of coop advertising later in **dimensional force #5**— which includes an **awesome formula** that's exclusive to this program. But for now, realize that your upline's personal signups create **massive spillover for YOU!**

For example, if the person above you gets **250 personal signups** and the person above them gets **250 personal signups as well**, not only does the person above you receive massive spillover but **YOU do**, **too!** You simply can't lose!

Dimensional Force #3

Your Downline Also Earns **YOU** Regular Cash!

Of course, there's your downline.

Since your downline will be receiving spillover from you and your upline, they will be making a profit and therefore motivated to take action — which helps you! And the more they do, the more they earn... And the more YOU earn as well!

<u>PLUS</u>, there's an added "byproduct." As a result, they will have more money to **spend on advertising** and will in turn create spillover for their downlines, thereby creating an **unbreakable**, **unstoppable**, **unmovable**, **moneymaking** force!

Our powerful, proprietary system will kickstart your success by helping you signup **FIVE people in your downline** and help each one of your downline members find their five people through each of the six levels! Take a peek at our traffic stats...



Alexa® is a system that rates websites according to **their traffic level**. Out of a billion websites, **we're number 11,548!** Why? Because we get *thousands of hits* each hour... That's how popular and **potentially profitable** we will be for you!

You "piggy-back" on our success as we jumpstart your downline for you!

Dimensional Force #4

Your Own Marketing Efforts Pay Off!

Needless to say, I want to emphasize the importance of learning how to become a **master marketer** and putting effort into the program — <u>as a member</u>, you will get your hands on hundreds of tools and systems to help you **get there for FREE!**

The system works beautifully if you and **everyone else is contributing** to the building of the matrix. If everyone just sits around and waits for someone else to do something for them, then nothing will ever happen... **And stagnation is the result!**

We arm and equip you with all the tools, systems and know-how you need to boost your downline *blazingly fast* and **kick your your income into high gear!**

It's easy, and we'll show you how... We'll guide you every step of the way!

Finally, Dimensional Force #5

Co-op Advertising System Works Amazingly Hard For **YOU!**

Coop advertising helps to build you and your matrix. But it will do more...

If you choose to become a member of the coop, half of a very small, monthly \$15 investment goes towards building your downline, and the other half goes towards promoting a **brand-NEW proprietary product** that will blow your socks right off!

In fact, commissions on this new product will be humongous!

As soon as it is ready, only our exclusive, private site members will be privy to this **never-released moneymaker!** It's a **SECRET**, but for now all I can say that the commissions through all of the **eight levels are extremely high!** Way high!

As a member, you'll be first to know, and you get a first "crack" at it!

Due to the high commission structure of this soon-to-be-released product, it will cause all the members to want to be a part of the coop — a <u>BIG</u> plus for YOU!

Why? If the base of 5,000 members are all in the coop, that's \$15 times 5,000, which is \$75,000 worth of advertising power each and every month! This will even create even more spillover, profits and commission checks for YOU!

SIDENOTE! The above is just a **brief explanation** of our five dimensional forces for you. But if you need to have **any point clarified** or any further information, then **email me now** and I'll answer you as soon as I can. Don't be shy. **Fire away!**

FACT: This program far surpasses the other programs like *Cash Evolution* and *Pure Investor!* Why? First, the payout is over 100 times higher. Second, we have a well-established product with over 3,000 pages of financial information. And third, our system, with the combined power of the **five dimensional forces** to build your downline makes it so easy anyone can be successful, not just "pro network marketers" like the other programs. They developed the business opportunity before the product. With us, it is the *other way around* as it should be! **There are not other programs like this!**

The Explosively Staggering And Dynamic Power Behind This Program is Designed to Help You Become Debt-FREE Forever!

"(It) Combines Sound Financial Strategies With The Income-Generating Power Of Network Marketing!"

"Hey Steve, this is very impressive work. The **Private Members Site** is topnotch. In fact, I think it may be the best that I've seen
— and I've been in quite a few programs! I'm very excited about the Debt To Freedom Program since it combines sound financial strategies and techniques with the income-generating power of affiliate programs, network marketing and residual income. It's a great combination. Super job!"

— Al Crisp III, CPA, http://www.acrisp.com



You Might Say At This Point, "Fine, But How Much Money Can I Realistically Earn?" Let Me Show You In A Bit More Detail...

Remember what I said... Our unique system will help you to quickly and easily **signup five people in your downline** and help each of your downline members find their five people through each of the six levels. In terms of cold hard cash...

... You can potentially earn \$43,000.00 of residual income every month!

But that's not all! In fact, our system is designed to help you get five people for you in **EACH** of the nine other affiliate programs that you signup for as well!

We will help your five downline members signup their five members until finally you have a **mammoth-sized downline** in all ten network marketing and affiliate programs! **Imagine the horrendously high profit potential YOU get!**

Here's why we are the **highest paying commission structure** in Internet history.

FACT: U.S. Government statistics tell us that over 90% of the population will never achieve financial independence. That means that less than 10% will reach this goal and live their dreams.

Take a look at the table, below. This "at-a-glance" income table shows you what you can *realistically make* with our program alone — and bear in mind that this is **NOT** including the **other nine** network and affiliate marketing programs!

Not only is it the the **most lucrative compensation plans** available, but if you capitalize on the **Fast Start Bonus** our compensation plan provides an income that can exceed — OK, get this! — \$1,000,000 a month!

Yes, One Million Dollars!

Level Number	Maximum Members	Earnings Per Member	Maximum Payout	Total Monthly Income
1	5	\$10	\$50	\$50
2	25	\$5	\$125	\$175
3	125	\$10	\$1,250	\$1,425
4	625	\$2	\$1,250	\$2,675
5	3125	\$3	\$9,375	\$12,050
After 50 personal sales (or five "Fast Start" referrals) you are now eligible to get paid six levels deep!				
6	15625	\$2 to \$4	\$31,250 or \$62,500	\$43,300 or \$74,550
After 100 personal sales you are eligible to get paid seven levels deep!				
7	78125	\$2	\$156,250	\$199,550 or \$230,800
After 250 personal sales you are eligible to get paid eight levels deep!				
8	390625	\$2	\$781,250	\$980,800 or \$1,012,050

SIDENOTE! With the **Fast Start Bonus** you are eligible to get paid \$4.00 on the sixth level. In the above compensation plan analysis, the term "personal sales" refers to how many sales have been attributed by you specifically. *But don't fret...* There are a **VARIETY of ways** to make personal sales, such as from your own efforts, from the coop advertising, from using our **FREE** viral marketing tools, etc, etc, etc...

Quite simply, the potential is **GIGANTIC!**

<u>PLUS</u>, You Also Receive Commissions For Just Selling Memberships to This Private Website!

You can can become eligible to **earn commissions** on a limited amount of "sales representatives" you bring into the company defined by our **five-by-eight matrix**.

However, **revolutionary to our program** is that you can receive commissions on the sale of our private membership site, or our other products and services...

... To an unlimited width down through the nine levels!

There is **NO limit** to the **amount of memberships** you or your downline can sell. For example, you can have someone on your third level make a **hundred sales** of our membership site. You will receive **\$10 per sale** from that one person's efforts!

The total is staggering.

A massive payout of \$1,000 per month! Moreover, that's with one person alone! Do the math... With twenty, thirty or more, it's big bucks!

The Million-Dollar Question Is, "Will You Become a Millionaire If You Do What I Tell You?" Maybe. But It Is Indeed Possible!

I can't make promises. I wish I could. But what I can tell you is this, though. If you're serious about your success, **follow this program through** and put in the necessary effort — **which is, by the way, very little!** — chances are high that

... You certainly WILL become financially independent!

Here's Staggering Proof...

<u>FACT</u>: Can you really become a millionaire? Forget the money you will make with our program. Let's just use our Debt-Elimination Plan, for now. This strategy alone <u>WILL</u> make you a millionaire.

Here's how. We constructed this average American family from data published by the U.S. Census Bureau, the National Association of Realtors, Chicago Title and Trust, Bankcard Holders of America, and RAM Research. This included household income, credit card bills, car loans and leases, mortgage balances, and so on...

• Total Annual Household Income: \$47,211.00

• **Total Debtload:** \$108,080.00

• Accelerator Margin: \$390.00 (i.e., how much money we freed up up every month)

• **Debt-Freedom Date:** 7 years and 7 months (that's 20 years and 90 months faster than normal)

• Interest Saved: \$105,407.00

- Money Accrued in 28 years: \$494,531 (using traditional financial planning)
- Money Accrued in 28 years: \$1,278,260 (using our exclusive *Debt-Elimination Plan* to which you gain immediate access when you become a member!)

In both strategies, i.e., the traditional way versus our membersonly, *Debt-Elimination Plan*, each family will pay out a total of \$550,800 of their lifetime income during this 28-year, 4-month period.

SIDENOTE! The *Debt-Free And Prosperous Living Debt Elimination Strategy*, is just one of hundreds of different strategies you will be privy to when you join!

We see that, by following the *Debt-Free And Prosperous Living Debt Elimination Strategy*, the second family will come out an incredible \$783,729.00 ahead then following traditional financial planning. **Each of them spent the same amount of money!**

The average person can make over a million dollars following the principles using the money they already make. If they make money in the **DebtToFreedom.com's powerful business opportunity** even just a little more than what they are making, the rate at which they will become a millionaire **increases EXPONENTIALLY!**

With my program, and my help, you **CAN** become a millionaire...

... And it can be done by anyone. Including YOU!

You can earn **colossally huge bucks** with our system. But you have to remember that this is a long term plan for getting out of debt and not just a "get-rich-really-quick" program. If you're looking for overnight wealth... **Sorry, were not for you!**

But if you are looking to get rich quicker, and more specifically **get out of debt** quicker, then this program is **perfect for <u>YOU!</u> Here's what some people said...**

"Wow! No Other Program Has Generated That For

Me In As Few Mailings! Exciting Stuff!"

"Just thought I would let you know that I have sent out some mail to one of my lists and have received six <u>FREE</u> position members from that one initial mailing. Wow! No other program has generated that for me in as few mailings! The site works great at getting their attention. Now, I just have to keep working to get them all into a paid position so their wealth generation can begin! Exciting stuff! Keep up the good work! Have a profitable day!"

— Wes Engbrecht

"DebtToFreedom Outscores CashEvolution!"

"Steven, what can I say... **DebtToFreedom outscores CashEvolution** in every category! I mean, a wealth of golden financial information, free advertising and an incredible growth potential, which is unlike any other program! The member's account management system is much more professional and has every tool needed for success. I'm please I looked at this opportunity! It's the best home-based business you will find!"

— Daniel B., Minneapolis, MN



Don't Wait Any Longer — Not One More Day! — Because You Can Finally Take Control of Your Financial Situation, Fully Obliterate Your Debtload And Make Your <u>FIRST</u> Million!

Are You Ready For The "Nuts And Bolts?" Here's Exactly What YOU Get...

1. A compelling, realistic program that shows you, step by step, how to retire in <u>ONLY</u> 8-14 short months, or less!

With the help of our **high-powered training program** that clearly explains to you, in a step-by-step fashion, how to get to the point where you can finally **QUIT your job** and have your business on autopilot and tirelessly — and automatically! — generating **multiple streams of income for you!**

The program is **extremely well laid-out** for you, in plain English, and teaches you the simplicity of cash management, personal development and marketing techniques that work... **And that you can use immediately!**

2. FREE! Subscription to the "Upper Room Newsletter."

This **power-packed newsletter** delivered to our **private members only** reveals tons of timely, practical and **proven "insider secrets"** that the wealthy use to become *financially independent*... Often, very quickly!

Plus, we also show you where <u>YOUR</u> cash is slowly being wasted away, and offer specific strategies on how to recover it. Frankly, you won't find these pearls of wisdom anywhere else! (This is an awesome \$97 value!)

3. FREE! Subscription to our "Safe-List."

You will be able to advertise direct to thousands of potential buyers at no charge... **Absolutely FREE!** This safe list compiles only double opt-in, targeted opportunity seekers. **No spamming. (A whopping \$37 value!)**

4. **FREE!** Viral marketing tools!

"Viral marketing" means a specific marketing strategy that leverages your exposure in some way so that it spreads by itself... Like a virus! You get tons of <u>FREE</u> tools that will spread your business rapidly faster than the plague! (Never been sold separately but has a huge \$77 value!)

5. FREE! Weekly marketing training to boost your business!

As a private site member, you get top tips, techniques, ideas and tactics — some never-before revealed! — on how to build your business faster than a rocket on high-octane, turbocharged fuel! (A big \$47 value!)

6. Advertising for **YOU!**

We will advertise the affiliate program for you through our website and newsletter — as well as the nine other highly profitable systems —

<u>UNTIL</u> you have **five downline members** in each program! This is done through the coop advertising and our **other "secret forces"** mentioned earlier!

7. Advertising for **YOUR** affiliates!

The same as #6 will happen for member of your downline, which will produce more advertising for you and more streams of income! We back you 100%! If your affiliates get signups, they win, you win, we all win!

8. **DOUBLE** coop advertising.

You get to join our powerful coop advertising where, whoever contributes, we match it and advertise for <u>YOU!</u> The results are split among those who contribute. If you put in \$50 for one particular week, we match that with \$50 out of our own pockets. (Give \$50, get \$50 more!)

9. FREE! The hottest, most current ebooks!

We have purchased the resale rights to many of the most popular, redhot, hard-to-get ebooks available on the Internet... And it's all yours absolutely <u>FREE</u> when you become a member! Consider that resale rights vary between \$50 to \$5,000... Or more! (So, you can imagine the value!)

10. Subscription to "Wealth Crusaders" private members site!

We save the best for last... This totally amazing, exclusive private members website contains **over 3,000 crammed pages** telling you what to do with the money you already make and **how to build incredible wealth!**

But it doesn't stop there! It will also teach you a proprietary **four-step system** on how to get out of debt in **five to seven years** using the money you make — and how to become a millionaire faster than you ever dreamed possible! (This membership alone is an incredible \$247 value!)



Click to sign up for our 14-day FREE trial!

OK, Let's Wrap This Up... Are You Ready to Take A Leap Into A Millionaire's Life?

You're only moments away from joining the web's most jam-packed, tip-filled, content-rich, highest-paying programs... And one step closer to your million!

Yes, An Amazing \$1,000,000.00!

Sure, it's a leap of faith. **But you can give it a try first!** Isn't it time you get the wealth and debt-freedom you truly deserve? **Order right NOW!**

Become A Member Today And You'll Gain Instant Access to a Massive Bonus Treasure Trove Worth \$247.00!

Not sure yet? Still skeptical? I understand.

Remember, as a member you get a **FREE Bonus Subscription** to our overflowing, phenomenal "Wealth Crusaders" private members site. To give you a sneak peek, **here's what it contains...**

- As I mentioned earlier, as a member you will be privy to a real easy-to-follow four-step system to create personal wealth for you and your family, using the money you already make!
- How to have your very own Personal Financial Consultant online for just pennies a day... But not only that, you'll also discover how to even further reduce this cost to ZERO!
- How to have your very own Personal Wealth-Building Plan prepared for <u>FREE</u>! It's your blueprint for financial success.

- How to **efficiently manage your money** thereby creating "Power Money" to begin the **wealth-building process!**
- How you can make <u>TRUE</u> residual income by helping others to build wealth just by sharing this program with them.
- How to live at your current lifestyle but with significantly less income, thus leaving more money for investing purposes!
- How to reduce stress in your life by paying off all your debts, including a mortgage, car loan, credit cards, in record time!
- How to protect you and your family during rough financial times, in economic downturns and with unexpected layoffs.
- How to get your **money to work for <u>YOU</u>** instead of all the credit institutions that are **silently stealing** your future wealth!
- How to live "on cash" using simple, commonsense strategies, and thus <u>NEVER</u> needing a <u>credit card or a</u> <u>loan</u> again!
- How to have all the time and freedom you want and need in order to do the things you've always wanted to do!
- How to become financially independent and retire with the lifestyle you deserve faster than you ever dreamed possible!
- How to get answers to questions related to tax,

accounting and financial issues affecting you and your business with our special feature, "Ask The CPA!" If you know how much CPAs charge these days, you'll appreciate the value of this <u>FREE</u> bonus! (We're talking hundreds to even thousands!)

- The Wealth CrusadersTM Library and Reading Room. Enjoy weekly articles on a variety of topics, such as *Internet Marketing, Webmaster Tips and Tricks, Promotion, Biz Tips, Health and Fitness, Thoughts and Inspirations* and more! This alone is worth the cost of the membership!
- Access our links and resources page where you'll find a
 plethora of sites offering <u>FREE</u> tools, including
 calculators, retirement planners, checklists and so much
 more!
- "Walk into" our jam-packed Marketing Resources
 Center where you'll have access to many terrific tools
 including web page optimizers, meta tag analyzers, HTML
 tutorials and easy one-step submission and "add URL"
 links to the major search engines to make registering your
 site a snap!
- Grab dozens of reports, ebooks and other resources on a variety of financial, business and marketing topics...
 FREE!
- The Wealth CrusadersTM Ezine! Get tons of tips delivered straight to your email inbox on a variety of topics, including...
 - Personal money management,
 - o Operating a home-based business,
 - o Investing tips and strategies,

- o Wealth preservation and tax reduction planning,
- And a whole lot more!

• And much, much more!

And we have plans for **much more** as our membership grows! We're adding stuff almost every week... **You always get fresh content!**

We are totally dedicated to getting you there. This **red-hot offer** and our scam-free authentication reflects that! Become a member now, and you get all of these extra special killer bonuses for FREE!

Building wealth is not rocket science, nor is it just for a chosen few. It can be done by **ANYONE** who is willing to learn new strategies, change spending habits and **dare to go against the grain!**

That's who we are... Wealth Crusaders!TM

Usual membership price alone is... \$247.00!

Plus, add all the other components you get with all the freebies, you're looking at an estimated...

... Total Value of \$577.00 MINIMUM!

That's a wealth of information, training and resources all wrapped up in one huge, **power-packed program!** You could easily pay **thousands of dollars** for the information and services provided here! **But the question remains...**

How much do you think all these, including access to the members site, is worth? Do you think \$1,000? \$800? **How about \$500? Not even...**

Just a monthly investment of <u>ONLY</u> \$39.95! \$29.95 for the next 500 signups! But you better hurry... <u>Process your FREE-trial membership right now!</u>

I Have 100% Confidence in My System And Want You to Have The Exact Same Level Of Confidence I Have! That's Why I Offer My...



Two-Full-Weeks — That's 14 Days! — Like-It-Or-Leave-It 100% Satisfaction GUARANTEE!

My guarantee to you is this.

Order today. Try the program out for 14 days. Have a look behind the scenes, access all the tools, download all the information, and give it a stab to see if it lives up to my promises. Use it to is to its full potential during that time.

Sure, you can't expect to see miracles in just 14 days.

But the whole point is to let you at least have a good taste of what I offer, and start to unleash the power of our program to see for yourself where it can lead you... I am completely, 100% confident you will be very impressed!

Don't pay a single red cent for a full two weeks. And if I don't overdeliver after the **14-day FREE trial**, simply let me know. Your credit card will **NOT** be billed...

... NO hard feelings. NO questions asked. NO hassles or headaches.

Take control today. You owe it to yourself! **Become a member today** and you're on your way to never having to worry about debts again, live the life you always wanted and be one step closer **YOUR first million dollars!**

"You, Yes <u>YOU</u>, A Millionaire!"

Only \$29.95 Per Month, Billed After The 14-Day <u>FREE</u> Trial If You Decide To Stay, But Only For The Next 500 New Members! You Can Give It a Try for <u>FREE</u> for a Full Two Weeks... At Our Risk!



You'll be redirected to our secure sever.

Click here to give us a try for 14 days... Absolutely FREE! It's only \$29.95 a months thereafter... Cancel <u>ANYTIME!</u>

Warm Regards,



Steven ScottPresident and CEO

- **P.S.** Remember that you can become **financially free and independent** in 8-14 months... **You** <u>CAN</u> **be free** to be with your family and friends, travel where you want to (all you need is a laptop) and <u>NOT</u> have to worry about finances anymore!
- **P.S.S.** Also remember that the **special, limited-time offer of \$29.95 a month** (that's \$10 off the standard access fee, and you can **cancel <u>ANYTIME</u>**) is only available to the next 500 new members only... **No exceptions!** So, I urge you to act quickly... **Become a member right now, before it's too late!**
- **P.P.S.** One final note. The system is set up so that your upline doesn't succeed unless **YOU** do. We have **purposely structured** it that way so that you will get all the help and support you need. **That way, you're backed 100% all the way!**

To receive all the help, tools and leverage you need to become financially <u>FREE</u> to quit your job in 2003 and be one step closer to <u>MILLIONAIREDOM</u>, join us today... <u>FREE</u> for 14 days!

I'd hate to see you miss out!



Click to sign up for our 14-day FREE trial!

"Even The Most Inexperienced People Can Succeed!"

"Steve, I did it! I was with another company for three months and got only one signup... And here, in about three weeks, **I've gotten FIVE!** Wow! All five of them are people I have sponsored from my website! Steve, thank you so much for making this possible for me and everyone else! You have living proof, right here, that even the most inexperienced people like myself can succeed! **God Bless You!!!**"

- Britt Morris

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Questions? Email me NOW with any questions you might have.

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Reserve Your Copy Now! | Print Page



QUESTION: You've worked hard to create a legacy for your loved ones, but have you done all you can to protect it? Why pay a lawyer \$175 an hour to merely "educate" you (and still coming up short) when you can learn...

"How To Protect Your Children And Their Inheritance From The Trials Of Probate By Following Practical, Step-By-Step Tips In My Paint-By-Numbers Estate Planning Kit, And Avoid a Lengthy And Costly Catastrophe!"

"Don't Let Lawyers, The Government, Or The Courts
Decide What To Do With <u>YOUR</u> Money And <u>YOUR</u> Assets!
I'll Show You How To Protect Them And Your Children,
Step By Step. (Even Little-Known Tricks You've Never
Heard About!)"

Think about it... \underline{NO} more sleepless nights. \underline{NO} more worrying about your hard-earned estate. \underline{NO} more wondering if you thought of everything.

Finally, in this tell-all, fill-in-the-blanks package from Estate Planning expert Jeff Radich, you get everything you need to build a complete, comprehensive, ironclad and virtually "government-proof" estate plan that protects your assets and your children (before it's too late)!

Read on for more, or click here to reserve your copy today!



From the Desk of Jeff Raddich Estate Planning Professional December 20, 2003, 4:15 PM



Click "play" to hear Jeff Radich (2 minutes)

Dear Friend:

T KNOW THIS IS GOING TO SOUND ALARMING. In fact, quite alarming. But I want you to know something deeply important. Hear me out for a moment, OK? Look around you right now and answer these questions:

• Are you at home? Do you own your home?

- Is there a car in the driveway? Two? Three?
- What about your possessions? How hard did you work for them?
- Do you have bank accounts? Savings? Stocks? Bonds? Annuities?
- And what are you doing to protect them?

If you're like most people, you lock your doors at night to protect yourself and your hard-earned wealth and possessions.

And why not? No one wants to be robbed, to wake up one day and find the things you worked so hard for, the life you fought so hard to achieve, the loved friends and family you try so hard to protect...

... Gone. All gone.

So insurance, locks, maybe even alarm systems, they're all part of your strategy to protect what's yours and save you and your loved ones from the grief of having someone steal from you.

Forgive Me For This Shocking Tidbit, But...

- ... It isn't enough. It's NEVER enough.
 - Did you know that if you don't plan properly, you WILL be robbed?
- Did you know the government, through probate court and estate taxes, WILL take up to 10% or MORE of everything you've worked so hard to accomplish if you don't take steps right now to stop it?
- **Did you know** that your children **WILL** spend as much as 2 years fighting to preserve your legacy? (That's right, 2 years!)
- And most importantly, **did you know** that you can easily prevent all of these things from happening? Steps you can take right now?

I know this whole thing may seem like some kind of scare tactic designed to pull you in. I understand that no one wants to believe that everything they've worked for and everyone they love is on the firing line.

And I recognize that nobody wants to think of the government as a vulture just waiting to pick the bones of your estate.

I know all that, and yet... I also know that it is absolutely TRUE. How?

My Name is Jeff Radich, And I'm An Estate Planning Professional

As the president of EstatePlanCenter.com and an estate planning professional, I see the entire range of estate settlements, from the good, to the bad, to the ugly...



... And to the very, **VERY** ugly.

I know that the key to making sure your estate transitions smoothly -- the key to protecting your children from probate and estate taxes -- is planning. Right now.

The plan? To keep your children out of a fight they can't win. All too often I see clients who are fighting their way through probate. Sometimes they are all fighting the system together, and that's bad enough.

But when a loved one dies, it's a very emotional time.

And when you add emotions to assets, you often end up with the grieving children fighting each other, in the courts as well as with the courts.

At a time when they should be coming together to deal with their loss and celebrate your memories, they are fighting instead... Fighting over the choice of lawyers, dates for court, distribution of legal costs.

They may even be fighting over your assets.

When you started building your legacy for your children...

Is This What You Had In Mind? Well, It Doesn't Have to Happen.

Maybe you've got a will. Maybe it's completely up to date. And maybe you've taken steps to ensure that the will is clear, concise, and uncomplicated. But the question you've been asking yourself is...

... Is it enough?

- It's the question all of my clients ask.
- It's the question responsible parents have to ask.
- And in far too many cases, the answer is NO.

How do you know when you've covered all the bases?

Who will help you through the process? Where can you find a complete guide to building an ironclad estate that transitions to your children smoothly, so they can celebrate your life when your time comes -- rather than battling the government over your legacy?

What if you could eliminate all the confusion once and for all about estate planning? What if you could easily master the fundamentals and learn to avoid common mistakes -- mistakes than be dreadfully expensive?

And what if a step-by-step guide could take you there? All for less than



the price of going out to a nice dinner!

The Estate Planning Organizer $^{\text{TM}}$ turns the confusing process of creating a solid will or living trust into a simply accomplished task.

"You Saved Me a Lot of Money!"

"Without a doubt you saved me a lot of money. Your whole package of information showed me the entire picture of estate planning, I was able to think everything through, by taking me through simple steps and practical lessons. You also showed me the importance of other additional documents I had never considered. And one more thing you did that was great... You helped ME make the decisions. I am smarter and ahead of the game because of your materials. Thanks, you have a great business."

-- Henry Klein, Alexandria, VA

"The Estate Planning Organizer" has been my 'Bible' for setting up a plan smoothly. At the same time, my two married children have found the Organizer to be an "eyeopener" and are using it for planning"

-- Clarice MacGarvey, Miami Fl

The Confusion Ends Here. The Answers Start Now.

Over the years, I have worked one on one with literally hundreds of individuals, helping them build a strong estate plan. I have spoken directly with thousands more people about wills and living trusts.

I know that...

- You have nagging questions and you need answers.
- You have serious concerns that you need help solving.
- You have decisions to make but you need clear information.

Think you're alone? Think again.

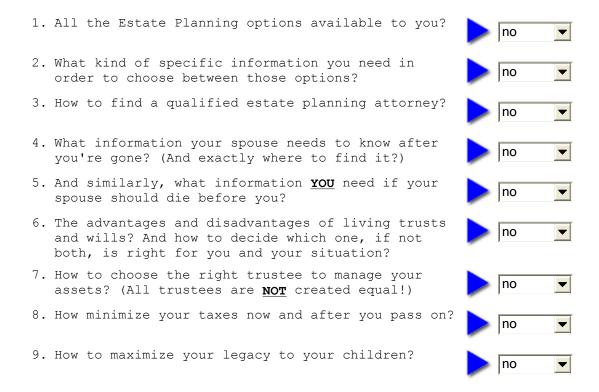
Everyone has concerns like these, whether your estate is worth a few hundred dollars or a few million. It doesn't matter.

No one likes the idea that the government will take a sizeable chunk of their estate -- the legacy you spent your life building for your kids -- and drag their children through probate court for 6, 12, even 24 months.

Are Your Heirs And Assets In Danger? Take This Short Quiz...

Take a deep breath, and then ask yourself:

Do you know...



Not knowing the answer to even one of these questions could cost you, your spouse, or your children thousands of dollars. And the danger goes up exponentially for every additional question you can't answer **TODAY**!

And if you don't know the answers, you worry about it. Your friends worry about it. Your neighbors worry about it.

Even My Parents Used To Worry About It. They Don't Anymore.

How My Parents Became My Clients

My parents own a small restaurant in a little town 40 miles north of St. Paul, MN. They have been working their business successfully for almost 35 years and are closing in on their retirement.

Well, about 2 years ago, I got a phone call from my mother with a question I never thought she would ask.

The phone rang, I picked up, and heard my mother's voice on the other end of the line. For a few minutes, we talked just like always...

... You know, "How's the weather," "how's the family," "how's the dog." Normal, everyday mom-and-son stuff.

Then she dropped the bomb.

"Your father and I were talking yesterday and we agreed that we need to sit down and re-write our 20 year old will. You know, get our affairs in order. But we're stumped. We don't know what to do or where to start."

As you can imagine, I was stunned. Even though I am a well-regarded and experienced estate planner, it's always a bit of a shock to have your parents call you and ask for your help in planning that sort of thing.

To make matters worse, I'm very much a face-to-face kind of guy, and my parents are some 2,300 miles away. Needless to say, the distance created a new problem.

I Needed a Solution, So I Took A Few Days To Think About It...

My parents run a busy restaurant, so I know they have a lot of records. And as we all know, it can be hard to keep things in order.

So the first question I realized that needed to be answered was, "How would we know where to look if something happened to either one of you?"

You see, my dad is the businessman while my mother handles all the bookkeeping. It's a great relationship that's served them well for years.

However, my father doesn't know where mom files things or how to take over if something happened to her. My mother, on the other hand, wouldn't know where to look for the business accounts, credit, investments, and so on if something happened to my father.

And what if something happened to BOTH of them?

I didn't want to think about any of these things, but my mother asked for my help, so I took off my "Son"

hat, put on my "Estate Planner" hat, and went to work.

First Step? The Information For Survivors Workbook

Because gathering information is the first and most important step to creating an effective estate plan, I developed and put together a workbook for them.

I called it, "Information for survivors."

This book asked questions about everything we would need to know about my parent's affairs in case we ever needed to manage their estate for whatever reason.

The workbook I created is a very practical system that my mother used (and still uses) to outline and keep her records updated. In the workbook, I outline a number of issues that are vitally important for the survivors.

In my personal experience, the information in the workbook is an absolute requirement if you want to save your family from trying to make sense out of all the paper trails -- which can be quite a task.

Here are some the things included in the workbook:

• Location of vital documents (e.g., birth, death, marriage, divorce, and adoption).

Like most people, my parents have accumulated a lot of information about their lives over the years, but only they know where any of it is. This part helped them to identify the documents we might need, and to tell us where they are.

Do you have documents like: birth certificates, marriage certificates, and divorce and adoption papers? They all could be important to making sure your wishes are followed and your estate resolved the way you want. Do your kids know where to find them? And what will it cost them if they don't?

• Location of deeds and asset information.

After my mother filled in this information, I realized that my parents had several places I didn't know about where they stored deeds, bank account information, that sort of thing. Without

the workbook, all of that -- and possibly several thousand dollars -- would have been lost.

How well documented are your assets? And where are those documents? For instance, if you were incapacitated tomorrow, would anyone know where to find them? And how much time and money would your family lose if they couldn't find them?

Information about employee disability, social security, pension plans, and survivor benefits.

How many insurance policies, IRA's and benefit packages can you accumulate in your lifetime that your children are not aware of? I had no idea of what my parents had built into their estate, and I was surprised to see the amount of information in this section when my mother finished it.

Most children never ask questions about these things, because they're hard questions to ask for any number of reasons. But if you've built these up, they are part of your legacy. Why not make sure they go to the right place? Communication is key to saving your legacy.

Burial and/or funeral plans, prearrangements and final wishes.

I consider our family to be pretty open and honest with each other, but I **NEVER** knew what my father wanted us to do with his body after he passed. After reading what he wrote, I discovered he wants to be cremated. I'm more than happy to honor his wishes -- now that I know what they are!

Do you know what you want to happen when your time comes? And do your children? This is a very tough topic to discuss with your kids, but the workbook made it easy for my parents to document their wishes in a place where I could see and honor them when the time came. If you don't tell them what you want, how can they give you what you need?

• Safe deposit box location.

One of the biggest, most preventable and most common losses families suffer when a parent dies is the loss of recoverable hidden assets. You hear stories all the time about children discovering safe deposit boxes they didn't know existed, and it makes you wonder: "What didn't

they find?"

In my work as an estate planner, I have seen too many children surprised by holdings they didn't know existed, so I added a special section where I thought of every piece of important information that I have seen in my years of estate planning.

My parents went through the list, and came up with safety deposit boxes, insurance policies (all kinds, like home, car, health, long-term care, etc), social security, credit cards, liabilities, you name it.

Do you have a complete list of all these assets and liabilities? Would your children know where to look? What to cash in? What to shut down?

It was a pretty detailed list that took me quite a while to build. But as a professional estate planner, I knew it didn't stop there...

(This is just the tip of the iceberg of the many things will learn with <u>The Estate Planning Organizer</u> kit.)

From Helping My Own Parents To Becoming a Complete Planner

As I was creating the information workbook for my parents, I soon realized that they are not at all unusual.

For instance, they live a regular existence, they work at their regular business, they accumulate regular wealth and possessions, and they have very specific -- but not unusual -- wishes about what they want done with their estate and their own bodies when they are gone.

Not so different from you and me.

My parents had a long list of needs to establish and maintain their estate plan -- and so do you. But have you thought about all of the issues in the workbook I created for my parents?

Most people haven't, it's just **SO** overwhelming.

Will a lawyer help? Of course.

But keep in mind that, at \$175 or more an hour, how many hours would it take? And do you really want to pay him to ask you these same questions?

All of the answers to your questions, from the simple to the complex, are

available in The Estate Planning Organizer™ -- for a lot less than \$175.

Nevertheless, it doesn't stop at the Information for Survivors workbook. Because my parents needs didn't end there. And yours don't either.

Who Uses The Planner? I Do. Every Single Day.

I use <u>The Estate Planning Organizer</u>TM every day in my own office to help people discover for themselves the best tools available to them for managing their estates. It discusses:

- ullet Wills and trusts, what they are and what are the differences.
- What it really means to name a trustee and executor.
- How power of attorney affects asset management and health care.

I wouldn't let my parents make these decisions without understanding their options. I don't let my clients do it.

And I don't want you to make that mistake either.

Why take that chance, end up with the wrong tools managing your estate, when the information you need is here, all in one place?

I work with real people just like you every day, so I see the things they forget, and I see the things that end up costing them and their children grief -- not to mention time and money.

And I pack all of that knowledge into this simple, easy-to-use planner.

"Your Understanding Eased The Process Greatly!"

"The thorough knowledge you provided not only gave me the best direction but also simplified the process of setting up my living trust. Your ability to understand my needs and wants eased the process greatly. Every time I called, you always answered as soon as possible. I am very satisfied. Thank you very much."

-- Qian Brone, Ann Arbor, MI

"... The more I can have already laid out for my children when I die, the better they will be able to handle my death along with all the responsibilities that go along with claiming my estate. I have begun to actually take inventory of my estate using the Estate Plan Organizer from Section 2. Now that I've compiled all of this into my Organizer, I can use it as a reference whenever I need to, and my children will have it to refer to, which will be very helpful to them."

See The Difference Experience Makes.

"I want to make sure that I think of everything." Have you said that about your estate plan? Is that why you haven't done anything yet? Is that why you've left your children, your assets, your wealth <u>unprotected</u>?

Look, no one thinks of everything on their own.

But after hundreds of clients and thousands of people surveyed, I have assembled all the information you need to ignite your brain, get you thinking, and access the answers you need to completely protect the people and things that are important in your life.

After years of research I developed a step-by-step, "paint by numbers" Estate Planning Organizer $^{\text{m}}$ (downloadable directly from this site) that ensures you will succeed at understanding and preparing a solid plan.

The Estate Planning Organizer $^{\text{TM}}$ is a simple and easy way to ensure that you, not the courts or the IRS, control the distribution of your assets.

Your peace of mind and that of your children is in your hands. So take control now.

Because only knowledgeable, careful planning can ensure that your house, your car, your personal collections, your stocks, your money, your savings or your bank account -- all the important things you have worked hard for -- end up in the hands of the people you choose...

 \dots And $\underline{\mathtt{NOT}}$ in the government's coffers!

Download immediately in Adobe® PDF format while you're waiting for the book to arrive!



The Estate Planning Organizer™ The Most Comprehensive Way To Protect

Your Children and Your Assets TODAY!

To make planning your estate simple, <u>The Estate Planning Organizer</u>^m is broken down into 4 comprehensive step-by-step sections that get you thinking seriously and actively about the things you need to know -- and tell your children and your lawyer -- to complete your estate.

Section 1: An Introduction to Estate Planning

If you want to build an airtight estate plan, you need to know and understand the basics. So **Section 1** gives you a step-by-step basic explanation of what estate planning is, what the options are.

Know your options.

The property, possessions, and assets you have accumulated over a lifetime (and hopefully will continue to accumulate for a long time to come!) will at some point need to be disposed of.

- How will you do it?
- What tools will you use to manage your estate?
- And how will you keep your heirs out of probate and your assets out of the government's hands?

Section 1 of The Estate Planning Organizer™ includes a complete introduction to wills, living trusts, and other estate tools, including the advantages and disadvantages. It explains estate taxes.

Seek Good, Solid Professional Help (And Avoid The Not-So-Professional)

Another important component to your estate plan is your lawyer: Choose the right one and you get an ironclad estate that minimizes or eliminates taxes and avoids probate. Choose the wrong one, and...

... Well, consider this story from one of my clients.

The Reason Lawyers Have a Bad Reputation

I went to a client's house a little while ago to discuss his probate case. It seems my client's father paid a local attorney over \$1,500.00 to have his living trust prepared. The attorney convinced him that everything was fine and that he did a good job for him.

About 6 months before my client called me in, his father died. And that's when all hell broke loose.

The children found out that the house was never transferred into the name of the deceased father's trust, and since the trust name was not on the deed to the house and the father's name alone was still on the trust, the house had to go through probate.

The children <u>CANNOT</u> transfer title of the property to their own name until probate is complete -- which typically takes as much as 2 years, and can cost as much as 10% of the value if the property in question!

My client could not believe what was happening!

His father had supposedly done the right thing -- he had hired and paid for an attorney \$1,500.00! So how did this all go so terribly wrong?

So he confronted the lawyer, demanding explanations, looking for some help in cleaning up the mess made by the incomplete work the lawyer had done on the estate.

Believe it or not, the attorney responded by offering to handle the probate -- at a reduced rate! Go figure.

Not all lawyers are that bad, and in fact, many of them dedicate their lives and their practices to ensuring that their clients never see the inside of probate court.

The question is: How do you find the good ones?

Section 1 helps you choose the best attorney you can find. It shows you how to locate attorneys, and tells you the questions to ask that help you determine if they will help you or not. And Section 1 shows you how to check them out before you give them any money.

Talk The Talk -- And Understand When The "Pros" Talk Back!

Let's face it, dealing with your estate can be difficult for any number of reasons. Maybe you have a lot of ground to cover. Maybe you don't like dealing with issues that you associate with your own mortality.

Whatever the reason, it can be difficult.

And one alarming trend I see every day is that all it takes is one confusing issue to completely shut a lot of people down.

But estate planning is too important to put off, so I won't let a little confusion stop you from protecting your family and your assets. That's why **Section 1** includes a glossary of commonly used terms that explains the words and "legalese" that everyone uses -- but no one understands.

The glossary alone is worth the price of admission, but as part of the Introduction to Estate Planning, it's absolutely invaluable.

- How <u>MUCH</u> time would you spend trying to learn everything that's in this fast-paced, fact-filled introduction to one of the most important things you'll do in your life?
- How MUCH money would you unnecessarily waste with your lawyer while he teaches you -- or not -- what you need to know? (You're paying him to do a job, not to teach you, which he will also charge you for!)
- How <u>MUCH</u> grief and aggravation would you save your husband, your wife, your kids, and your family, if you only knew everything you needed to know to make an informed decision?
- How MUCH will it mean to your family when they're in a vulnerable state, and you're still there for them, making it easy for them?

If you already know how much, then click here to order now!

"The Organizer Saved Me \$2,000!"

"The Organizer dispelled several estate planning myths and clarified the necessary steps to do my own planning. As a result it allowed me to identify weaknesses in my parent's existing Family Living Trust and begin to setup my own without hiring an attorney. I estimate I saved \$2,000 assuming I had an attorney spend time educating me and gathering the same information. Thanks!"

-- Bruce Beighle, Boyd, MT

Section 2: Gathering The Information You Need

Section 2 is an information assistant that asks you the questions to help you create a comprehensive list of information and assets. It helps you gather all of the information you need for an ironclad estate plan, and helps your estate plan start to take shape.

Why is that important? Because if you don't think about the main issues, you may not make great decisions. Section 2 introduces the main issues you need to consider, and gives you a platform to think out loud.

When you complete **section 2**, you have an outstanding outline for your attorney to evaluate and proceed with practical and logical advice.

Maximize your time with your attorney: Why waste time and money with your lawyer by being unprepared? Section 2 of The Estate Planning Organizer™ helps you cover all the bases and make sure you think of everything beforehand, so you get the MOST out of your "paid" attorney time!

But you might be asking yourself...

"Why Should I Think This Through? Isn't That Why I'm Paying My Lawyer?"

No, it's not.

A lot of people assume that they should just let their lawyer tell them what to do, because they're the experts. Worse still, a lot of lawyers feel exactly the same way. But who is really the expert here?

You are.

No one knows your assets, your family, your wishes -- heck, your life -- better than you. So \underline{YOU} are the expert. Section 2 prepares you to find the best possible lawyer, and to tell them what \underline{YOU} want to do.

As a professional estate planner, I know that the best estate planners don't tell you what to do, but instead, they educate you so you can make the best, most practical decisions possible. The first step to making the decision is to assemble all the facts and all the information you need.

That is what I did for my parents, it's what I do for all my clients, and it's what I want to do for you.

By the time you've finished **Section 2**, you'll have an excellent understanding of your options, and an accurate picture of your life and your wishes so that your lawyer can identify the important issues for you, and help you reduce or eliminate threats to your estate.

Take control -- and keep it: Whether you let your attorney or your government dictate your estate, it amounts to the same thing: They're in charge, not you. Why give up control when it's your life?

Because you're the expert on your life, and your lawyer is the expert on how to protect it. So why not rely on the right expert for each job?

Give Yourself (And Your Lawyer) The Edge.

Not all attorneys are bad -- in fact many of them are very good.

But far too often, attorneys never even have a chance to create a solid comprehensive estate plan, because their clients are not aware of which issues they need to address in their own specific situations.

They can only work with what you tell them.

Look, no one knows your situation more directly and more intimately than you do. A good attorney should ask all the right questions, but why take the chance? It's your life and your children we're protecting here.

Section 2 tells you what to bring to your attorney, and shows you how to calculate your net worth. Use this information to help your lawyer understand what you have and devise ways to protect it.

For example, if you have \$1 million life insurance policy, one strategy for maximizing that asset might be to place it into a special trust to prevent it from increasing your estate tax bill. But your lawyer can only suggest that strategy **IF** he knows about the policy.

That's why <u>The Estate Planning Organizer</u>™ helps you to organize your information into a simple, comprehensive format that helps you and your attorney communicate effectively.

- Be PREPARED to make sure you cover all the bases when it comes to protecting your legacy and your children.
- Be <u>PREPARED</u> so you know if you have the right lawyer, and you know how to give him the information he needs.
- Be PREPARED to take -- and keep -- control of your life.

If you're ready to see how well you can be prepared, then <u>click here to</u> <u>order The Estate Planning Organizer™ now!</u>

"The Organizer Saved Me \$2,000!"

"The Estate Planning Organizer" puts you in much better shape to get the most from your attorney, as quickly and efficiently as possible. (Those with very simple estates who are inclined not to consult a lawyer will find this process very educational and useful.) The information gathering that the Organizer guides you through will be a godsend to your survivors. You'll recognize that fact, and find peace of mind because of it."

-- Michael T. Palermo, Attorney at Law, CFP and author of "Crash Course in Wills and Trusts," Lexington, Kentucky

Section 3: Information For Survivors

It's amazing to me how many people just assume that their children will know instinctively how to handle their estate when they die.

That's **NEVER** a good assumption to make.

Because the truth is, most people do an absolutely *lousy job* (most of them unintentionally) of communicating with their kids about what they want, how they want it done, and where to find the paperwork.

Your assets took a lifetime of thinking, working, saving and planning to

accumulate. They represent your life's energy and hold your entire life's dreams. Why risk losing everything through poor planning, making the wrong choices or worse, having no choice at all?

Decisions about your estate and the people you leave behind <u>will</u> get made, because they have to. Question is, who do you want to make them?

- The government?
- The courts?
- An attorney?

... Or YOU?

If You Don't Specify How To Divide Your Estate, The Government Will.

And that costs your children time, money, pain.

Every week, I hear another sad story about a husband who is in real danger of losing his home, his car, his whole life, simply because he doesn't know where his wife -- who had managed the check book for years before she died -- kept the bank accounts.

In one case, the husband actually had over half a million dollars in cash and liquid assets, but couldn't pay the utility bills because the newly widowed man didn't know where his wife had stored the money.

And it's not just about banks and bank accounts.

Maybe you have stocks, bonds, or life insurance. Maybe it's pension plans. And maybe you have other places to keep money for a rainy day.

People do keep money in some unusual places. Listen to this:

Where Did the Money Go? Two Cautionary Tales

Emergency Cash And An "Electrifying" Surprise

About a year ago, I visited a client who told me about their dad. After he died, they prepared to sell the house. At the last minute, however, they decided to paint, because dad had smoked, and they wanted to clean it up to get top dollar for the house.

Well, when they started to paint the house, something happened. Her husband took a faceplate off a light switch and uncovered a bunch of \$100 bills!

Excited and overwhelmed, they went through the whole house unscrewing switch plates and plug covers, and under every one they uncovered hundreds of dollars.

\$5,600 in all, to be exact.

But dad never told them where he kept emergency cash. In fact, dad told them nothing at all. And a year later with the house sold and gone, they still wonder if the new owner got a hidden "rebate" they might have missed.

Do you have hidden stash? Maybe in a safe deposit box? Or someplace a little more creative? Consider this...

But What Did She Keep In The Jewelry Box?

This story comes from my own mother in law.

It seems the mother of a friend of hers died a few years ago. After a long and painful probate (in fact, the children didn't speak to each other for some time afterwards) the kids decided to sell the family home to pay the legal bills and estate taxes.

And then split the proceeds.

Before putting the house up for sale, they decided to clean thoroughly so the house presented well.

At one point, the daughter took the lace curtains that were hung all over the house to a dry cleaner to have them spruced up before putting the house on the market.

To her surprise, she got a phone call from an honest cleaner, asking her to come down to the shop right away. When she arrived, the dry cleaner showed her the curtains and asks if she notices anything peculiar.

She didn't -- at first.

Then the dry cleaner drew her attention to the shiny speckles on the lace curtains that everyone had assumed were sequins that were part of the fabric.

It turns out they were something more.

To her amazement, those shiny speckles were diamonds mom had collected over the years and woven into the

lace, but **NEVER** informed the kids about!

Now all the children live with that nagging doubt:

They'll never know what was in the comforters they gave to Goodwill or the carpets they simply threw out. Maybe something, maybe nothing. But they'll never know.

Information Now Means a Trouble-Free Estate Later

At a moment when your children are reeling from the loss of a parent, at a time when your husband or wife is devastated by the passing of their mate, at these moments your family is at its most vulnerable.

Have you ever met anyone who truly thinks clearly at a time like this?

I haven't. That's why my clients trust me.

That's why I created *Information for Survivors*. Not just for my parents and their needs, but for everyone who cares enough to care for their children and protect their assets when they are at their most vulnerable.

It contains all the information survivors need after a death to make sure that your wishes are honored and that no assets are lost or misplaced.

Think about all the places where you have assets. Every year, millions of dollars just vanish because no one knows they exist, much less where they are. And I'm not just talking about cash. For instance, do you have...

- A special Christmas, vacation or "rainy day" savings account somewhere unknown? What would happen to that cash if you died today?
- Real estate? Would your heirs benefit from the full value of that property? What about other properties, or the worth of any add-ons?
- Insured assets, like cars, boats, recreation vehicles? Would your heirs know how to stop or cancel payments on insurance policies and such? Or where to find payment information to avoid having a bank repossess them over a couple of missing payments?
- Valuable possessions and certain "invisible" assets? Would you sell off any piece of antique furniture, artifacts, paintings, or family heirlooms that might be worth far more than what you'd thought?
- Retirement savings plans, annuities, stocks, bonds, investments, pensions, or other benefits? Would they go uncollected because you haven't told anyone where to look for them?

We will all someday leave what we have to our heirs: Do you also want to leave your estate to the to the government, the courts, the banks?

Cover Your Assets In a Few Easy Steps.

Information for Survivors is one of the most important sections of the complete $\texttt{Estate Planning Organizer}^{\texttt{m}}$ kit, because it outlines your assets and your wishes, and it ensures that your heirs know exactly what you have, where to find it, and what you want done with it.

It contains the following...

Part 1: Personal Information covers your history in detail. It includes occupations, family history, desires, wishes, even funeral arrangement information.

It also informs your children about your social security, and any benefits that you receive that they might continue.

Part 2: Estate Plan Information outlines where all of your information is stored, whether it's diamonds in the drapes, dollars in the electrical sockets, or some more standard storage like cash in a safe deposit box.

This section outlines your entire strategy for preserving your legacy, and names your estate planner, your lawyers, and anyone else who might help in distributing the estate.

Part 3: Your Assets stores a list of your assets for estate tax purposes, income taxes and possibly probate. Because these things need to be valuated in a very short time after your death, a list of your major assets and their location is perhaps one of the most valuable gifts you can leave your bereaved children.

At a time when they are working through a major loss in their lives, you save them the grief of a government-mandated -- and possibly painful -- hunt for your assets.

Part 4: Your Debts deals with your debts, outlining everyone you might owe money to. When they distribute your assets, your children will want to pay off your debts first.

If you don't list them somewhere, one of them can easily come back to haunt your children -- often with a much larger price tag than the original debt. (Believe me, I see it all too often!)

Part 5: Personal Effects describes your personal property, pinpoints its location, and specifies bequests. If there are family heirlooms that need to go to a specific person -- and especially where ownership of that item might cause a battle among your kids -- this is where you make specific wishes known.



Part 6: Location of Important Papers tells your heirs exactly where to find all the supporting paperwork for your estate. It's absolutely incredible how many of my clients' parents had a filing system that made perfect sense to them, but remained a complete mystery to everyone else. Often, that "filing system" was not located in one single location but all over the place.

And after the parents are gone, it's too late to ask for an explanation. Instead, save your kids the trouble of trying to read your mind: Tell them where everything is.

This and many more are covered in $\underline{\text{The Estate Planning Organizer}}.^{\text{TM}}$ The kit is richly detailed in actionable, practical terms. Plus, remember that...

... It's Not Just For Your Children: **Your Spouse Needs Protection, Too**

A key issue most people face when planning their estate is that, as a couple, they won't necessarily pass together. In fact, statistically, it's pretty unusual for both parents to go at the same time.

That's one more reason why The Estate Planning Organizer's Information for Survivors section is so important. You needn't pass this one up.

You'll learn what to do when your spouse passes away.

There are so many issues and things to think about after a death that people don't realize will come up until it happens. This section is simply a "checklist," if you will, of things to do in the event that one spouse passes leaving the other to deal with the situation.

Losing a loved one is hard.

And no loss is harder to manage than the loss of a spouse. Will you or your partner be thinking straight? Calm? Cool? Collected?

I highly doubt it.

The time to plan for the practical issues that will come up then is right now, while you have time to think, discuss, plan together, especially before something happens -- including the a possibility that you become incapacitated or unable to speak for yourself.

If or when that happens, it will be far too late.

Your life together is a partnership: Shouldn't the decisions about your passing also be made with your partner? It should.

> The Estate Planning Organizer™ Has It All... It's All In There!

One of the common -- and most easily preventable -- problems I see when helping people through probate after they lose a parent is missing or forgetting information in their parents' paperwork.

It's too easy to forget something important, or neglect something that needs attention -- and so a lot of people do just that.

But even the most carefully planned estate can land in probate and end up paying too much in taxes if crucial information is missing.

Make all that hard work planning the estate pay.

The Estate Planning Organizer $^{\text{TM}}$ is not just a place to store the elements of your estate plan. It is an organized approach to your estate planning that leaves nothing to chance, and ensures that you cover all the bases when you set up your living trust, your will, or whatever tools you use to ensure your legacy goes to the people you choose...

... And **NOT** the government!

"What Do Attorneys And Professionals Say About The Estate Planning Organizer?"

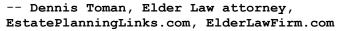
"(It) simplifies the entire estate planning process. Jeff Radich's Estate Planning Organizer™ simplifies the entire estate planning process from start to finish and breaks it down into easy bite-size pieces. You'll sleep well knowing you've protected your family from the twin



terrors of taxes and probate, without missing a single opportunity."

-- Edward A. Lyon, Tax Attorney, Author, Speaker

"Your guide is a must for anyone looking to prepare a living trust. No one likes wasting hours surfing the Internet for information especially on wills, living trusts, power of attorneys or living wills. People need accurate and helpful step by step information to help them get the job done right... it's all right here. As an experienced Elder law attorney with a lot of experience with estate planning, your guide is a must for anyone looking to prepare a living trust. Good job."







"The Estate Planning Organizer provides a <u>comprehensive</u> tool for people to approach estate planning. It walks you step-by-step through an explanation of the estate planning process, organization of information needed to facilitate that process, and key decisions that you need to make in order to formulate an effective estate plan. The Estate Planning Organizer will efficiently and effectively guide you through the estate planning process."

-- Jason E. Havens, Attorney at Law, Hall & Runnels, P.A., Destin, Florida, jasonhavens.net

You Can Get It Done -- At Your Own Pace!

Open <u>The Estate Planning Organizer</u>, TM go through the materials, and get ready to really plan your estate, your wishes, your legacy. **Effectively**.

The Planner asks you every question that you might need to consider, and because it's essentially a workbook, you have the time to consider every answer, and think about every issue before you make decisions.

No one makes his or her best decisions in a rush or at qunpoint.

I know that, which is why I designed <u>The Estate Planning Organizer</u>^m to let you work as fast or as slow as you want, at a pace you're comfortable with, and to make whatever changes as time passes and situations change.

And when you're done, you'll breathe easier because you prepare your will and trust, and organize your assets and paperwork...

... And sleep better at night, knowing you've covered all the bases!

You're not in a rush.

You work at your own pace, as you prepare to build an absolutely ironclad estate plan. Keep your kids and your property out of probate and minimize or even eliminate the government's share of your estate.

You can do it. Easily. Quickly. Today.

- NO assets forgotten in your complete estate inventory.
- NO rushed decisions because you're paying a lawyer by the hour.
- NO questions unanswered, no stone left unturned.

Just the...

... Best-Organized, Best-Documented,

And Best-Prepared Estate Plans.

After years of research, surveys and study, I've created a comprehensive, step-by-step, fill-in-the-blank **Estate Planning Organizer**.

It's downloadable directly from this site, and ensures you will succeed at understanding and preparing a solid plan. I built it to safeguard my parents, so you know I believe in it. Now it's your turn.

But if you're still unsure, remember that you also get...

My No Risk, No-Questions-Asked, 100% Ironclad, Money-Back Lifetime Guarantee!

"Don't Just Take 30 Days To Go through The Estate Planning Organizer... Not Even a Whole Year...

... Take The Rest of Your Life!"

Your satisfaction is fully assured through the no-risk, you-can't-lose, 100%, no-questions-asked, ironclad Lifetime Money-Back Guarantee.



Yes, your entire lifetime!

If for any reason you aren't thrilled and satisfied with the **Estate Planning Organizer**, $^{\text{TM}}$ just contact me anytime (1-800-852-5974) and I will refund 100% of your purchase price. *No hard feelings*.

What I'm saying is, don't decide now if this is for you, or if it will answer every question. Just get it. If you don't get what you need and answers to questions... If you don't save money (a lot of money, time and frustration)... If it isn't life-changing... If it doesn't work for you...



... You have nothing to worry about because you can get every dime of your purchase price under our noloopholes guarantee. So you have nothing to lose and absolutely everything to gain. Order right now!

Regards,

Jeff Radich

Finally! Stop the Confusion That Keeps You From Getting It Done

The very worst thing you can do for your family, your friends and your assets is... *Nothing*. And yet, that's what most people do.

Every day, I hear a new story about how someone lost hundreds, even thousands of dollars to probate costs, legal costs, and estate taxes.

Not a week goes by that I don't hear about someone's missing assets, heirlooms, or income. The worst part about it all is that someone, at some point, with their inaction, chose to make these people suffer.

Don't be a victim!

In most cases in these horror stories, the parents didn't know what to do or were so intimidated or confused by the process, that they chose to do nothing -- they chose to make their heirs victims. Because like I said, if you don't specify how your estate is distributed, the government will.

That's why <u>The Estate Planning Organizer™</u> is designed with everyone in mind to make it easier for anyone, whether you're an expert or a newbie:

- If you're an expert, you'll appreciate how comprehensive the planner is, covering nearly every possible topic related to estate planning.
- If you're an absolute newbie, you'll be amazed at just how easy it is to create a complete estate plan. (It's easier than you think!)
- If you're a parent, you'll find the easy-to-use planner practical and simple to complete at your own pace so to protect your children. Financially, legally, and, above all, emotionally.
- And if you're a child of aging parents, helping them establish an estate plan is a great way to show how much you care.

No matter who you are, you'll sleep better at night knowing your loved ones and your assets are protected. My kit leaves no stone unturned.

"The Organizer Helped Us Get Our House In Order!"

"Before I purchased the Organizer I did not even know what or how much was involved in planning my estate, what a trust is, probate, or what my family would have to go through if I did not plan for my family after I am gone. The Organizer has helped us get our household in order."

-- Sandra Edwards, Washington, DC

A Complete Picture Of The

Estate Planning Organizer™

The comprehensive sections of the Estate Planning Organizer $^{\text{TM}}$ help you build a complete picture of yourself, your assets, and your heirs. It gives you a comprehensive record of your legacy, and ensures that when the time comes, your estate is distributed according to your wishes.

The Estate Planning Organizer™ teaches you how to...

- EVALUATE all of your options and plan each step of your estate plan.
- **MEASURE** all of your options.
- MOTIVATE your spouse to plan with you.
- DISCOVER what you and your spouse need to discuss before you plan.
- AVOID bad decisions that will cost you and your children thousands.
- UNDERSTAND why having a Durable Power of Attorney is not an option.
- CONQUER the fear and confusion about estate planning for good.
- EQUIP yourself with the information to make the RIGHT decisions.

And if that's not enough, you'll also learn...

- Why your children will go through probate even with a will.
- How expensive and time consuming probate will be.
- Why putting your children's names on your accounts is a bad idea.
- How to ensure your legacy to your grandchildren.
- How to weigh the pros and cons to a will, and compare it to a living trust (and choose which one, if not both, is right for you).
- How to make the right estate planning decisions.
- How to find a qualified estate planning attorney.
- What information your spouse needs to know after you're gone
- How to choose the right trustee to manage your assets.
- How to evaluate plans to find the one that best fits your needs.
- The most efficient way to organize your assets.
- How to clarify who should receive your estate and when.
- The best ways to prepare and organize important documents.
- The most accurate steps for properly calculating your net worth (in fact, the results may surprise or even shock you).
- Why naming a legal guardian for your minor children is crucial

And so much more!

NOT Your Typical "Do-It-Yourself" Kit! Here's Why I'm Different Than Most...

If you've been looking around, you've probably seen other estate planning products online. And if you've researched them -- or worse, bought -- you already know that they're often thin on facts, weak on advice, and fall well short of being simple, thorough and comprehensive.

There are a lot of questionable do-it-yourself programs on the Internet and in bookstores, but let's face it: It's still very tempting to prepare your living trust for \$49.95 when an attorney charges \$1,500.00 and up.

But, is it a good idea?

A good question, because by now you've probably figured out that most of the "companies" out there are actually just some guy working from his basement, trying to make a living by persuading you to spend your money.

When I think of these "companies," the image I always get in my head is of some unshaven balding guy in his boxers and a plaid bathrobe hunched over his PC typing away like mad only looking at getting your money.

And I have to tell you, I personally have a hard time believing they can help me with something as important as my estate plan. I mean, estate planning is serious business. It's one of the most important things you can do to protect yourself, your assets, and your family.

I for one don't want to take advice from some guy who (in my mind anyway) isn't even wearing pants. (I hear stories like that all the time!)

I'm Not In The Internet Business, I'm In The Estate Planning Business.

That's what makes me different: I'm not making my living at "selling a commodity" on the Internet. In fact, I earn my money helping people just like you create a bullet-proof estate plan every day.

The Internet is not my bread and butter, estate planning is.

And the Internet is just one way I use to reach people just like you to help them like I want to help you. That's what makes me different.

And it's also what makes me better, too:

- Because I deal with real people with real concerns about real estate planning issues -- not just once or twice, but every day!
- Because you can pick up the phone any time, call 1-800-852-5974 and ask to speak to Jeff Radich -- Yes! I am a real flesh-and-blood person, not some Internet "character" or persona!
- Because I live and die by my skills as an estate planner -- not as an Internet salesman trying to make a "fast buck!"
- Because my reputation is on the line and I simply can't disappear to hide from my guarantee -- and I don't need to!

Go ahead. Call that number. Try me. And then you'll know what really makes me better. In fact, don't take my word for it...

"You Are Real! Your Clients Can Even Call Me."

"Before I purchased the step-by-step Estate Planning Organizer I really wanted to know that the Estate Plan Center and Jeff Radich were real. So, I called and I was amazed that the person who picked up the line was actually Jeff Radich himself. For the clients who want to know that you are real and the Estate Planning Organizer is an excellent product, you can have them call me and I will be glad to speak to them. Thank you very much."

-- Ernestine McWhorter, Las Cruces, NM

Here Are 4 Extra Bonuses Just For Giving My Kit a Try

I've come up with four incredible bonuses -- a total \$176.00 value -- yours absolutely **FREE** when you **order The Estate Planning Organizer.**™



Bonus #1: Special Report (\$69 Value)

"The 15 Richest Tax Breaks that You Can Use TODAY!"

This up-to-date manual from respected Tax Attorney, Ed Lyons (TaxTuneUp.com) can save you thousands a year by helping you take advantage of the biggest tax saving opportunities we have -- yet many times we overlook.

Here are just a few of the things you this **FREE** download bonus teaches you:

- Different retirement plan contributions and which ones are right for you that you can use to save.
- 3 reasons to hold your investments for 366 days before you sell. (Don't sell until you read this!)
- How to benefit by giving away cash.
- How working between the ages of 62-65 can cut your social security benefits (and how to avoid it).
- Discover how to withdraw money from your life insurance policy, completely tax-free.
- 4 annuity options and what they can do for you.
- How much money you can make before you LOSE the

new \$1,000 child tax credit.

 What age you can legally play catch-up with your IRA and how much you can add to the pot.

... And much more!

These invaluable tips contained in this red-hot special report -- $a $69 \ value --$ will likely pay for your Estate Planning OrganizerTM all by themselves.

And the report is yours, free to keep -- even if you decide to cancel your order and return the Estate Planning Organizer™ kit! Look at it as my gift to you for saying "thanks for giving my kit a try."



Bonus #2: Special Report (\$29 Value)

"Guardians: How to Protect Your Children"

This free download walks you through the practical and psychological hurdles you need to clear to choose -- and agree on -- a guardian for your minor children.

Here is just a sampling of a few of the things you will learn by reading this practical manual:

- 10 factors **YOU** and your spouse need to think about before actually choosing a guardian.
- Having a disagreement? **3 simple ways** to **AGREE** with your spouse on a guardian for your children.
- 5 reasons why your parents may NOT be the right choice. (Don't choose them before reading this!)
- \bullet Several key questions you $\underline{\text{MUST}}$ ask the guardian.
- A common tactic: Naming different guardians for different children -- is it a good idea?
- Who should not only watch your child but also manage the money? (The answer might surprise you.)
- Learn how to make YOUR specific wishes known.

This report is valued at \$29, but what is it really worth? Here's what one client had to say about it:

"I know people who labored over this issue (it is a very difficult one because we all want the best for our kids). If they only would have been provided with this report, I am sure it would NOT have been such a difficult process. The best part is your advice to parents on how to list of the qualities they wish for a guardian. This will help so many people eliminate their emotional opinions of their candidates, get beyond personality issues, and be able to choose based on the criteria chosen. Well done!"

-- Chris Burbidge, Des Plaines IL



Bonus #3: Special Report (\$49 Value)

"What Happens to My Estate If I Go To a Nursing Home?"

Whether you are in poor health or not, there is always the danger that you could find yourself in a *nursing home*. This special report, a \$49 value, tells you how to protect your estate if that ever happens.

This report includes pre-planning tips and practical advice on how to approach the changes that go along with assisted living, and where to go for help.

You'll find answers to all your questions about your legal rights and obligations, your insurance needs and benefits, and your options with Medicaid.

And if you're new to the idea of assisted care, this guide will be invaluable: It defines Medicaid and Long Term Care, and explains all the concepts and terms you need to understand to plan effectively. Find out:

- How a Living Trust affects your assets for the government "spend-down" requirements.
- What exactly happens (or can happen) to your estate if you have to go into a nursing home.
- Some common legal (and little-known) ways to shelter your assets from the "spend-down" process.
- How to find a good Elder Law attorney.
- The most important questions should you really need to ask a potential Elder Law attorney.

- The answers your lawyer will need from you.
- How to be sure you don't pay too much for longterm care, and what to watch out for.
- What options you have if you are of a certain age and long-term care is too expensive for you.
- If you can give your assets away to your children -- and what rules control the gifts.

This \$49 special report is truly invaluable if you ever find yourself facing long-term care: It can save you thousands of dollars and keep you and your children out of the courts and away from fighting Medicaid.



Bonus #4: Special Report (\$39 Value)

"Estate Taxes: Understand How To Keep Uncle Sam Out Of Your Pocket"

Ah yes, taxes. Anyone with a large estate will have to pay estate <u>taxes</u>. But with the right information, you can minimize the amount you pay and maximize the amount of your estate that you can pass on to your children.

Maybe more important, this \$39 report shows you some of the simple -- and very often overlooked -- ways you can make sure your spouse gets as much of your estate (and Uncle Sam as little) as possible.

Through this special report, you will learn:

- What estate taxes are and why we have them.
- How much you can leave your children, and how new tax laws affect that (and how best to legally work around them or at least minimize the taxes).
- The pros and cons of estate taxes.
- How the new estate tax exemption works.
- Whether or not congress will have to change the law again, what if anything is likely to happen, and how to protect yourself just in case.
- Proven, practical (and some little-known) ways to

overcome the tax burden for your children.

- How to use tools like living trusts, irrevocable life insurance trusts, charitable remainder trusts, family limited partnership, and gifts to substantially reduce your estate taxes.
- How to use unified credit, unlimited marital deduction provisions, estate tax exemptions, and gift tax exclusions to minimize your taxes.
- What happens if you are a non-US citizen.

The tax tips that you'll learn from this special report -- a \$39 value -- could save you hundreds, perhaps even thousands of dollars. And it's yours 100% FREE when you secure your copy of The Estate Planning Organizer.

Be honest. Ask Yourself The Following Questions

- If you suddenly died, or became incapacitated overnight, how would your family manage? Would they have a skilled attorney to turn to?
- Would they have access to all of your papers, bank accounts and other funds? Could they find the documents they need to take over your affairs and keep everything running smoothly?
- Does your spouse or life companion have a durable power of attorney in place? Or should they? Do you even know what it means?

If you can't answer "yes" to all of these questions, your family, your assets -- and maybe even your life -- are in danger.

So you need to do something about it now.

The longer you wait, the greater the risks -- and potential loss -- becomes. Don't wait until the last minute! The time is now. Today.

<u>The Estate Planning Organizer</u>TM kit can help you build the ironclad estate plan that protects your assets, your spouse, your kids, and yourself in the event that *something unexpected* happens to you.

And Best Of All, It's Affordable!

The information <u>The Estate Planning Organizer</u>™ represents years of hard work, experience and careful planning. If you ask a top estate planning attorney to prepare a detailed review of your estate that was as complete

as the Organizer, what do you think it would cost you?

1,000? 2,000? More? (I've seen some as high as 5,000+1)

Whether you talk to them on the phone or in their office, most qualified estate planning attorneys charge at least \$175 an hour just to talk. Can you really find out everything you need to know about estate planning in an hour? What happens if it takes two hours? Three? Or even more?

I've been told by many professionals that I should be charging at the very least \$399.00 for the **Estate Planning Organizer**.

And that comes from the professionals who use the planner themselves to help prepare the estates of **THEIR** clients. These are paying customers.

But even though they tell me I'm leaving money on the table, I don't care. I really want to help people as much as I helped my own parents. So I decided to price **The Estate Planning Organizer** at only \$147!

I'm holding the line at that low price. But I know you are probably skeptical. So you can get an even better price -- if you act now!

SPECIAL OFFER!

For a Very Limited Time, Get The Entire Estate Planning Organizer™ For Only \$97!

That's a Near \$400 Value For Less Than \$100!

I'm close to the end of my current print run, and have a little over 500 complete packages left.



Supply costs are going up, and the price of **The Estate**Planning Organizer will go up with the next production run.

So, in an effort to make room for the next print run, I'm offering the remaining 500 copies of The Estate Planning Organizer™ for the incredibly low price of only \$97.

You get the complete package that has been proven time and again with thousands of happy customers for *less* than half its retail value.

But only until supplies of the current run last!

And don't forget our ironclad, no-nonsense, hassle-free lifetime guarantee: If you're ever unhappy with the package -- and I do mean EVER! -- for any reason at all, simply contact me for a full refund.

I'm completely confident that you will find **The Estate**Planning Organizer™ invaluable and indispensable.

I have to be, to offer this no-loophole, unconditional lifetime guarantee. But the kicker is, if that doesn't convince you, maybe this will...

Since we first introduced The Estate Planning Organizer,™ we have sold thousands of them, but...

... No One (Absolutely No One!) Has Ever Asked For a Refund.

Need a reason to believe I can $\underline{\textbf{REALLY}}$ make a difference in your life and the lives of your children and heirs?

If so, it's certainly got toe be the unconditional, lifetime money-back guarantee no one has ever taken advantage of! There it is. Believe it.

We ship you a 4-color, beautifully bound copy of the Estate Planning Organizer $^{\mathbb{M}}$ AND we give you instant access to the materials online so you can download the Estate Planning Organizer.

So you can get started right now!

And with our lifetime unconditional money-back guarantee, you risk nothing -- **EVER!** You have absolutely nothing to lose whatsoever.



You have the right to a prompt and full refund at any time -- even after you've read and completed the Organizer and all the FREE bonuses.

Fair enough?

<u>Click here to order Now</u> with my complete lifetime 100% guarantee! I'll ship you your kit right away and you can also instantly download it.



Click here to ORDER NOW securely and safely!

Don't delay, this \$97 price is available for a limited time only! You can download <u>The Estate Planning Organizer</u>™ in the next 5 minutes <u>PLUS</u> we will ship your Organizer and a bunch of your <u>FREE</u> extra bonuses today!

You and I know that if you have read this far, you are serious about creating a solid estate plan and protecting your family and your legacy.

All that is left to do now is to take action. Now.

Sincerely,

Jeff Radich, President
Estate Plan Center

P.S.: Don't take my word for it. Read what other people have to say about The Estate Planning Organizer.™ These are real people. As a matter of fact, 25% of the people who buy are Estate Planning Attorneys and Financial Planners. Read some of the many letters that I have received.

P.P.S.: I know you may still be skeptical. And I understand. Like I said earlier, I personally have reservations with many of these offers. But this opportunity is too important to miss, so I'm going to add an extra bonus to the offer, as a way to give you a final "nudge," if you will:



Bonus #5: Instant Download (\$97 Value)

Our Brand New Estate Planning Questions CD!

Estate Planning Questions is an in-depth interview with one of the country's top estate planning attorneys, Ed Pernal. I had the great privilege to interview him -- and I recorded the conversation!



In this amazing interview -- a \$97 value
-- you get over an hour of information-packed

discussions.

We explore of some of the most amazing solutions to the most common questions and misconceptions that almost everyone has about wills, probate, how to prepare a living trust and how to do it right the first time.

Total of All FREE Bonuses: \$273!

The many tips you'll learn from all the extra bonuses combined could save you so much money and worth nearly 3 times your investment in the Organizer alone!

Best of all, they're all your absolutely **FREE** when you secure your copy of The Estate Planning Organizer.

P.P.S.: A final reminder. I only have 500 copies of the current print run in stock. These bonuses and the special price of only \$97 is strictly limited. And when they're gone, they're gone -- and the price goes up!

So order The Estate Planning Organizer™ before we sell out of the current print run. Once your order is processed, I'll give you immediate access to download the organizer online. No waiting to get started on the most important project you'll ever do. Get started right NOW!

P.P.P.S.: Why not save your family and assets from the grief caused by poor planning? With our low price and 100% lifetime guarantee, there's no reason to be uninformed! Click here now to reserve your copy today!

"I'm Now In Charge, Not Them!"

"Your organizer was just what I needed to organize my mental plan. I finally realized that now was the time to plan for my family. I've just today finished the Organizer and set up meetings with a CPA, Investment Agent and a Financial planner, not to plan for me but to read the information I put in the Organizer and offer suggestions to me. I'm now in charge, not them."

--William W Lee Jr., Waterford CT

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Reserve Your Copy Now! | Print Page



Staring divorce in the face? Don't just save your marriage -- take it to new heights! Improve your communication, your intimacy, your life! It's **NEVER** too late -- or even too early! -- to...

"Stop Your Divorce Dead In Its Tracks! --Guaranteed! -- And Infuse Your Marriage With The Excitement, Passion, And Adventure You Once Shared... Or Always Wanted!"

"3 Of The World's Best Marriage Counselors Show You Simple, Step-by-Step Strategies To Save Your Marriage Now, Even If Your Situation Feels Hopeless And Your Spouse Doesn't Want To Participate!"

Is your marriage in trouble? Are you looking at the very real possibility of a painful and costly divorce? How would you like to turn the tables?

Now, in this exclusive and limited offer, we show you step-by-step all of the best techniques to save your marriage right now. We show you exactly what to do to turn pain into passion, fear into fantasy, and mistrust into magic. We don't just give you hope, we give you the tools for...

Saving Your Marriage Made Remarkably Simple™ -- Guaranteed!

Read on for more, or click here to reserve your copy today!



From Jeff Raddich and Marc Stockman December 30, 2003, 1:47 PM



Click "play"
to hear Jeff
(2 minutes)

Dear Friend:

T WAS THE MOST WONDERFUL DAY. The day you got married was right out of a storybook. Maybe the weather wasn't perfect, or your flower girl threw a fit, or the caterer screwed up the entrée, or your crazy aunt Louise outdid herself that day.

But to you, it was still perfect.

You were in love, literally glowing, on the day that destiny brought two soul mates together to finally be joined. Nothing could have ruined it for you. Nothing. It really was the most wonderful day.

But lately, the rose-colored glasses have been replaced by something a bit darker. You still remember the love, the entwined spirits, and the destiny that brought you together.

But now they've turned into bitterness, revulsion, and paths heading in increasingly different directions.

How many of these questions can you answer? (Check those that apply.)

1.	Are you constantly angry with your spouse? Do you feel bitter towards them, perhaps because of some unresolved issue, or the feeling that your spouse is being unfair or unreasonable?	Yes	No	
2.	Do you feel betrayed because your spouse had an affair? Do you suspect them of having one now? Despite your willingness to forgive, do you still feel hurt even years later?	Yes	No	
3.	Do you constantly struggle when talking with your spouse? Do they deliberately ignore you or avoid talking with you altogether? Do they constantly misinterpret what you say? Do you feel they're always right and you're wrong?	Yes	No	
4.	Do you find it hard to trust your spouse? Do you always feel suspicious and that they are hiding something from you? Or do they distrust YOU, jump to conclusions and even go through your personal effects when you're not there?	Yes	No	
5.	Do you always seem to bicker and fight, such as over money, paying the bills or raising the kids? Or do trivial things like putting the cap back on the tube of toothpaste always seem to turn into full-blown arguments?	Yes	No	
6.	Are you jealous of your spouse especially when they're out with friends, while at work or when they "bump" into an old flame at the store? Or are they jealous of YOU, perhaps a bit too possessive and controlling?	Yes	No	

If You Answered "Yes" To Any One Of These...

... Your marriage is in trouble. Big trouble.

You did things you've regretted. You said things that have deeply wounded both of you -- perhaps for many years! Maybe you feel left out. There's no communication, no passion, no love. And there's definitely no sex.

If you're like most people, you want to be loved and craved. You want to be respected and appreciated. You want to be listened to and understood.

In fact, you simply want to feel what it felt like when you first met!

Issues like these are tough to get through, and we often see little disagreements explode into full-blown arguments that really demonstrate the *frustration* people sometimes feel in a marriage.

Our extensive research has shown us that the above 6 areas are *by far* the most important issues that you **MUST** address to save your marriage!

But there is hope.

Have you ever felt so angry all the time that you couldn't even think straight? Everything he or she did made you nuts, and you just knew they were fooling around? Or you just wanted to be alone, to stew on what you thought were the things they were doing to you?

If you've ever sat wondering where it all went -- the love, the interest, the passion, the companionship -- and if you've ever stood in the shower, sat behind the wheel of the car in traffic, or walked alone at night mourning the loss of your best, most important relationship, and if you're staring down the double barrels of a divorce...

... Then We Have Some Great News For You!

You're marriage is NOT over. In fact, it's about to get better.

A lot better. Better than it's ever been.

Things may be tough now -- maybe you're fighting a lot, or maybe you're not even talking -- but if you want to rekindle your marriage, and make it even better than you ever thought possible, then we can help.

It's time to put the pain behind you.

It's time to stop feeling hopeless and helpless.

It's time to stop your your marriage's downward spiral and send it to new heights. Peaceful, blissful, passionate heights!

Even if you're the only one willing to work to turn things around, we can show you how you can take the helm and put the ship back on course for good. For your good. For your children's good. For everyone's good.

We have some **EXTRAORDINARY** new techniques that not only can restore your marriage -- and your life! -- but also are 100% guaranteed to work!

Are we any different? No. Are we special or gifted? No. Are we experts in the field? No. We're just 2 ordinary guys in their thirties. We're not much different from you. We have families, bills, and mortgages.

But We Take Our Marriages Seriously. Very Seriously.

You see, Jeff sought marriage counseling early in his relationship and luckily stumbled onto an expert who helped him out. Marc watched his parents go through a bitter divorce, which affected him deeply.

So we've both seen the ravages of divorce firsthand.

Plus, being workaholics we understand the immense strain that balancing work and home life can put on a marriage. Even in our own careers, we see people at their best **AND** at their worst. Day in and day out.

So knowing what divorce can do to you, we wanted to do something about it -- for our own marriages, and for those of our friends and our customers.

Bottom line, we became passionate about it!

We each became dedicated to finding out why some marriages fail and others succeed. We spent months tirelessly researching the subject, and interviewed countless experts to provide us with **REAL** solutions.

Why? Because we care. We care about our marriages as well as yours. We know the pain, the frustration, the stress. We know how it feels to be disconnected from your spouse and on the verge of splitting up.

We wanted to work on something we could be proud of and passionate about. So we dug deep and invested **6 months of our lives** to nothing but writing this material with 3 of the best experts in the country and 5 writers.

After many long days and sleepless nights, we've poured blood, sweat and tears (not to mention time and money) into it. Bottom-line, we wanted \underline{YOU} to have access to the same caliber of help Jeff was fortunate to have...

Jeff And Sara: How An Expert Saved Our Marriage... Even Before It Began!

After Sara and I (Jeff) got engaged, the pastor who was going to marry us encouraged us to look into premarital counseling. At first, we didn't do much about it.

But as the reality of the wedding came closer, we started to encounter a few issues in our relationship that caused us both to question how successful our marriage would be.

For example, we had both come from different types of families and our background differences created a lot of conflict that we didn't seem to be able to resolve. We fought sometimes, but we never came to a solution.

But it was getting so bad that I (and Sara, I found out later) was on the verge of calling the whole thing OFF!

What I really thought we needed was some one-on-one time with a counselor that would confirm what I already knew:

My bride-to-be was being unreasonable.

All I needed was a little help in communicating to her how I felt, and why my approach was the best one. It was the only way to save the marriage -- or so I thought.

Fortunately, Sara -- who was working as a student aid for a professor at our college -- knew the *head of psychology* for the school. He had a very successful practice outside of the school, and he agreed to meet with us for 4-5 weeks (even though he wasn't taking on new clients) because he knew us so well and understood our situation.

This was very exciting, because finally I was going to get the opportunity to have a professional justify my point of view, and my fiancée was going to understand that \underline{she} was the problem in our relationship.

As we proceeded into our first session, we explained to him the conflicts that we were having and our different points of view. In great detail, I explained why I was right and why my wife was wrong.

And I was very confident he would see my reasoning.

To my horror -- and, I later realized, great benefit! -- my anticipated victory vanished before my very eyes, as the good doctor dismantled all of my arguments.

I was shocked, surprised and angry!

But it didn't take long for me to realize that maybe the good doctor was right.

No one had ever spoken to me like that. No one had ever

dissected my ideas and found the fatal flaw in them before. And certainly, nobody had ever taken the time to explain to me what I was doing wrong and why.

This was really the beginning. As we talked together, Sara and I began to be more self-aware -- and more aware of each other. The last 7 years have been no less challenging. Every relationship has its ups and downs.

But to this day, Sara and I both believe that the most important thing we ever did for our marriage was to seek out professional, expert help.

It literally saved our marriage...

... Even before we got married!

Why? Because we learned new skills, new ideas and new techniques that we still use to this very day to face the challenges of a life together. And we often go back on what we learned when we hit rough spots.

Luckily, An Expert Saved Our Marriage... Our Experts Can Help You Save Yours!

I understand the trials you face everyday. And my associate Marc and his family face the same issues on a regular basis, too.

So we understand the help you need now that you're staring down the barrel of that loaded gun called "divorce."

All too often, we see some of our friends on the verge of *separation or divorce*. Some of them are long-time friends. And it hurts us to see it, not only because they're our friends but also because we feel <u>stuck</u>.

We want to help them out but can't.

That's why, like the help Sara and I received early in our relationship, we decided it was time to look at ways to help them. And \underline{YOU} , too. So we started to research, and discovered the following, startling facts:

Fact: 50% of first marriages end in divorce. That means it's highly likely you know people headed for a divorce -- could it be you? And can you stop it?

Fact: 60% of second marriages end in divorce. It's a startling statistic. Are you in this higher-risk group?

Divorce is somewhat conditioned. Children of divorced

Fact: adults are 50% more likely to have their own marriage end in divorce than children from intact marriages. That means they stand a 75% chance to suffer through a divorce: Is that what you want for your children?

Fact: The average duration of marriage is a scant 7.2 years.

The "seven year itch" is not an old wives' tale. It's a fact. How long have you been married?

Fact: The average age for men who divorce is 35.6 years old. For women, the median age is 33.2. How old are you?

Fact: The average divorce costs about \$20,000 up front. Plus, it costs \$30,000 per year. And it takes an average of a complete year to complete. Can you afford that?

Fact: Typical marriage counselors charge \$100 or more per hour.

And they only expect to help about 25% of their clients.

This means that after spending thousands of dollars, you could still end up with a messy fight in divorce court!

However, none of these facts are nearly as important than this one:

You <u>STILL</u> Love Your Spouse, And You Want To Rekindle What You Once Had.

Statistically, it's how most couples feel. I'm sure it's the same with you. Because, if that weren't true, you wouldn't be reading this. Right?

So take heart, because it's never too late -- or even too early! -- to rediscover that lost love that's right under your nose. But you need to start immediately. Today.

Because the longer you wait, the more difficult it becomes.

You can save your marriage -- starting right now! -- with our new system designed to help you and your loved ones avoid the messy, painful, and sometimes lifelong scars that a divorce can bring.

Avoid that divorce, and learn techniques for saving your marriage.

You might feel lost. The worst part was that you might feel everything slipping away and don't know what to do about it. You might even have gone so far as to have preliminary divorce papers drawn up.

No one wins in a divorce except the <u>lawyers</u>.

Not you, not your spouse, and certainly not your kids.

In fact, it's <u>NOT</u> completely true that your spouse gets half your stuff in a divorce: In most cases, your lawyers get half your stuff, and you and your estranged husband or wife split whatever's left.

That's no way for the love of your life to end. So why end it at all -- especially now that there's a simple chance to turn it around?

Don't Just Avoid Divorce... Embrace Your Marriage!

Let's face it, it's not just about avoiding divorce -- that's like volunteering to be on the run for the rest of your life.

No, you need to find a way to fire up the marriage again, rediscover each other, and find new ways to *fuel the passion* and love you once felt!

The love is real, the relationship's real. But it's in trouble.

Things have gotten progressively worse. And now, like a deer in the headlights, all you see is that giant transport truck called ${\tt DIVORCE}$ bearing down on you, careening out of control.

You can't run. You can't hide.

You have nowhere to go to escape the destructive hulk approaching with alarming speed. You hear the machinery of the divorce clamoring towards you, and you feel your world shake in its path.

Your marriage does not have to be another fatality on the road of life.

You don't have to become another statistic. Because all you need is to want to do something about it. And you don't even have to have your spouse's help to save what you once thought was lost forever!

Divorce: How Bad Can It Be? Is It Really An Easy Way Out?

If your marriage has gone bad, this thought has already crossed your mind. But before you give in to what you think will be the easy way out, consider this: How many people do you know who are divorced?

Think about that. Then think about this:

- ☑ Have you ever wondered out loud about the effects the divorce is having on them? Financial, emotional and even physical effects?
- ✓ Have you seen a change in the way they live? The way they act? Even the way they treat each other as well as their friends?
- ✓ Have you noticed their kids acting out?
- ✓ Do you have to act differently around them, perhaps "walk on egg shells" when you speak? Have you had to choose between them?

- ✓ Are they having a hard time making ends meet? Fighting over children? Even with custodial and visitation rights established?
- ✓ Are they bitter about the relationship?
- ✓ Have they let themselves go?
- ✓ Do they seem to be in control of their (separate) lives, or have their lives gotten away from them? Including quality of life?
- **✓ Does the divorce seem** to constantly consume them? Does every conversation become a conversation about the divorce?
- ✓ Has their health gone downhill?
- And do you really think they're better off apart?

Is that what you want? Is that where you're headed?

Stop.

Think.

It's time to make a hard but potentially very rewarding choice.

It's time to choose the love over the pain, the suffering, the heartache, and the incredible costs -- not just financial but also emotional, mental, and physical costs -- that come with a marriage breakdown.

It's time to take back your life, to rediscover the love, the friendship, and the passion that once made you inseparable.

It's time to get to work. You can with...

Saving Your Marriage Made Remarkably Simple™

A Powerful, Step-By-Step System For Putting Love, Passion, And Friendship Back Into Your Marriage Now.

People have come to rely on us for *simple solutions* that they can work with -- solutions that don't require a huge lifestyle change.

We undertake intensive research and exhaustive studies that uncover the best and most important factors for success. We're about simple tools and strategies that really work.

And we're about making your life better.



Our approach to saving your marriage is no different: Through intensive research and hundreds of interviews, we discovered...

- The most important factors that decide whether a marriage succeeds or fails -- and we show you how to leverage them!
- The best strategies and techniques for improving a marriage, even a healthy one -- and how to use them with or without your spouse!
- The easiest, most effective approaches to saving your marriage -- and deliver it in a way that you can use -- every day!

<u>Saving Your Marriage Made Remarkably Simple</u>, $^{\text{m}}$ a step-by-step system, is a collection chock-full of exercises, tips and practical information from 3 of the world's best marriage counselors with proven track records.

The information is delivered to you in small, bite-sized chunks that you can use every day to improve your marriage, rebuild your relationship with your spouse, and ultimately, avoid divorce altogether.

The <u>Saving Your Marriage™ System</u> is not just a book, an exercise program or some kind of information package. It's a complete head-to-toe system that's easy to use and understand, but incredibly powerful in its impact.

If you can read 15 pages a day for 2 weeks, you can complete the bulk of the system. After that, you can spend a week taking advantage of the incredible free gifts we include with your <u>Saving Your MarriageTM System</u> to tackle some of the toughest problems your relationship faces.

But we don't stop there.

Forget "Shotgun" Solutions... We're In It For The Long Haul!

Our research shows that when you deliver a program over the course of just a few weeks and then stop, it stops being effective pretty quickly.

The key to successfully saving a marriage and stopping your divorce dead in its tracks for good is to consistently work on the problems.

In order to make it work, you have to have follow-up!

And we guarantee <u>Saving Your Marriage Made Remarkably Simple</u>^m for life, so we're not going to abandon you when you come to the end of the book.

Instead, over the following 12 months -- a whole year! -- we email you follow-up tips, motivational articles and inspirational stories on strengthening your marriage. And we do so not once but twice a month.

As a system owner, we provide this additional follow-up help completely **free of charge** to help you stay motivated, to keep you on track, and to help you and tackle your problems head on.

In fact, there's no other system quite like this one!

We don't just take you by the hand -- we don't let it go, too. In fact, we guarantee your success for the rest of your life! Therefore, since we guarantee the product for life, we're not going to abandon you. Period.

Why? Because this system is real ...

Real Problems: We spent months and thousands of dollars to uncover the most important problems facing marriages today, so you won't just get our idea of what might be wrong.

In fact, to find out what the most critical issues in a marriage are, we asked thousands of men and women who were having marriage problems a single, open-ended question:

What is THE most important issue you have to deal with to stop your divorce and build a strong marriage?

And thousands of those men and women stared into the gaping jaws of divorce and told us what they saw. (And in just a moment, we'll show you exactly what they told us.)

Real Solutions: After distilling the thousands of responses into the top 100, we took the hunt for answers to a new extreme, posing your troubling, complex issues to our panel of experts, and extracting from them as much detail and direction as possible.

We pressed our select team of experts for deeper explanations than we could find anywhere else, and we kept grilling them and chipping away at their responses until we were satisfied that we had extracted *every last ounce* of useful knowledge.

So this is not just a bunch of theoretical garbage and complex psychobabble. We don't provide you with bizarre concepts or strange mental gymnastics. Just practical solutions that directly address the problems that people told us they were having.

This is not just a book someone wrote to tell you about their personal experiences. Saving Your Marriage™ System is about your experiences, based on the exhaustive research we did to uncover the real problems in good marriages gone bad. No tricks, no advanced psychology, no convoluted exercises. Just real, useable ideas that you can put into play today. Immediately.

Real Simple: We boiled the solutions down into steps that are easy to understand, digest, and follow. We firmly believe that everything in life can be made remarkably simple if you just take the time to learn the basics and then work from there, one step at a time.

So that's what we help you do: Break everything down into the very basics, find the root causes of the problems, and with the help of our experts, develop simple solutions. No band-aid medicine here.

Real Powerful: The real power in the Saving Your Marriage™ System,

is that every question we answer and every issue we address is real. They are the very real problems our customers had, based on the very real questions they brought to us. So these solutions aren't just ideas. They are proven strategies with established track records!

They are the techniques our panel of expert marriage counselors use to help their own clients succeed. We provided only real techniques that have a real success with real people in the real world.

Just a Sample Of The Issues We Tackle In The Saving Your Marriage™ System

Read some of the following questions and concerns we were told, and see which ones relate to you and your marriage. (In fact, we reprinted their questions below exactly as they were submitted to us.)

When Our Customers Said The Following...

Find the Answers In The Section Called...

"What do I say to my husband when he won't listen to reason?"

Learning New, Healthier Ways of Communicating With Our Partners (Page 27)

"I feel that the biggest problem with my marriage is that we both have a lot of emotional baggage from our childhoods that neither of us has dealt with. We fail to communicate well with each other about our needs and desires for a good marriage. We are currently separated and he feels like he doesn't love me and never will the way he once did but is willing to try. He was severely abused as a child and has felt worthless, stupid, etc. his entire life. How can we learn how to heal so that we can come back together."

How Did I Get This Way? (Page 26)

Learning New, Healthier Ways of Communicating With Our Partners (Page 27)

Five Wounds that are Hardest to Heal (Page 31)

OK, I'm Screwed Up! What Now? (Page 40)

"We have been married for thirteen years. (We have a 10-year-old son and a 7-year-old boy.), with the last nine years being very rocky and a lot of things said and done that have deeply wounded us. I think if we could just move on from the past and start again with the love and respect we had twelve years ago we could be happy together. My husband doesn't think so; he is pretty resolved that it is not possible any more. But I do love him and do not want to break up our family. Is it possible to move on from the past?"

How Do I Get There From Here? Moving Toward a Healthier Marriage: A Blueprint for a Healthy Marriage

(Page 45)

"We don't spend enough time together. My husband has put his job before me and all our plans get broken. There is no sex"	Losing the Love: How to bring back the spark in your marriage (Page 89)
"We do not communicate or at least he does not. He talks to me and at me but does not listen. (He says I need to learn to talk so he can listen). He has no clue who I am when he isn't with me. I have great friends he has never met because he is too busy to pay attention to me. It's like his life is so much more important than mine."	Talking is Not the Same as Communicating: how to start winning (Page 68)
"I want to feel emotionally desired by my husband and emotionally and physically attracted to him again. How can I get my husband to open up to me emotionally and how can I renew my interest in him as someone who I'm "in love" with, not just someone I love."	Romance, Intimacy and Sex the Confusing Triangle (Page 90)
"The biggest problem with my marriage is my wife says she has lost the "in love feeling" we shared when we first met."	How to Meet Your Spouse's Emotional Needs (Page 93)
"We've been married 11 years, second marriage, In first marriage I had an affair after abusive marriage, which ended in divorce. I told my second husband about first affair, and since then, he has never trusted me in our marriage."	What to Do When Nothing Ends Your Partner's Jealousy (Page 158)
We argue all the time and neither knows when be back down. We are both stubborn people and now just exactly what buttons to push. I ant to know what other options to do to calm	Beyond Fighting: How to Resolve the Conflict (Page 139) Why Do We Fight and How
down and not push the issue so much."	to Avoid it? (Page 138)
"I need to feel loved, wanted, and needed. My wife needs to forgive and trust me again. No it was not infidelity; I had lied to her in the past. How do I fix this?"	Take Responsibility for Your Behavior, Not Blame for Your Partner's (Page 113)

Do any of the above questions hit close to home for you? Do they sound familiar, maybe a bit $\underline{\text{too}}$ familiar? If so, don't despair... There's hope!

Now You Can STOP That Divorce

Dead In Its Tracks -- For Good!

We really can help you stop that divorce dead in its tracks and get your marriage back on track. Why? Because...

- We work hard every day to try to juggle our own needs -- like our jobs and our hobbies -- with the needs of our families. We know it's not easy. And we can certainly appreciate where you're coming from.
- We have discovered that enough research can uncover the **true issues** in any problem, and we go the extra mile to expose the real problems in your marriage. (And not what just "looks good.")
- We know that most marriages that are headed for divorce face most of the same problems -- so we spent thousands of dollars and hundreds of hours asking people about what was really weighing down their marriages, preventing them from soaring to new heights -- the way they did when they were first married.
- We understand that **experts have to be grilled mercilessly** to get all of the information they have to offer. So we spent endless hours questioning our experts to bring you the best of the best, the most complete answers ever assembled in a single place.
- Oh yeah, we're a lot like you. Same problems. Same Challenges. Same issues. We're not the experts. But we worked hard to meticulously handpick those experts that fit very strict criteria.

And, through our exhaustive research and countless hours spent grilling and re-grilling the experts, we bring you the information you need...

... Simple, useful, workable information to not only stop your divorce but also make both of you fall in love with each other all over again!

There is nothing else on the market today that is this well-researched, this labor-intensive and this incredibly comprehensive!

How We Chose The Experts (We We're Pretty Darn Picky!)

Look, we're no experts when it comes to marriage counseling. Heck, we're in the same boat as you, with the same stresses, the same problems, the same headaches. So when we decided to put together this system, after months of research, we chose our 3 experts very carefully.

In fact, it was pretty easy, because the choices became obvious pretty quickly. It wasn't enough that they have a marriage counseling practice (even a highly visible and lucrative one), a PhD or a good track record.

The experts on our panel had to meet, at a minimum, these requirements:

• A minimum 15 years of marriage counseling experience.

- Concrete, statistical proof that their methods work.
- Actual case studies demonstrating that their advice is based in reality and focused on practical, not theoretical, solutions.

In addition, each expert had to be committed to the project!

(Believe us, we've turned down a few!)

For example, they'd have to share articles, books and other materials to give greater depth to our research, and they'd have to be available for up to 10 hours of interviews and unlimited follow-up questions.

Every Single Tip Went Through The "Gauntlet" We Had Prepared

We grilled each of these marriage experts for several hours until we finally found the answers to the questions that our customers had asked.

<u>PLUS</u>, we cross-referenced the individual answers from the various counselors to identify and categorize similar themes together. We asked only for their tried-and-true best practices, nothing theoretical, only what they had proven worked from real life cases that they had handled.

And when we compared the various answers to the same question from the separate counselors and found large discrepancies, we went back and grilled the experts until we found out why.

Then we distilled all this information down to the true principles that have worked consistently for all these counselors -- we even dumped the ideas that worked "occasionally" because we are after results, here.

(Remember the lifetime guarantee?)

The Whole System Covers Everything From "A To Z"

With the answers in hand, and with the help of our handpicked panel of experts, we've put together a *systematic plan* for identifying, dealing with and **ultimately solving marriage problems!**

Nothing is left to chance. No stone is left unturned. Every last detail of all the problems that our clients told us they had is addressed.

We bring you real case studies straight from the files of our experts, such as stories about *actual couples* -- just like you! -- who used our techniques to solve their real-life problems.

You get actual, useful, step-by-step instructions for dealing with each problem. But we don't stop there! You also get specific recommendations about what to do when the problem is resolved to keep it from returning.

No guesswork. Just solid step-by-step instructions.

Understand each other's wants and needs more clearly. Find a new appreciation for each other. Return the love, passion and friendship in your marriage. It's all possible with the <u>Saving Your Marriage™ System</u>.

Take a Quick Look At What's In The System

The complete system consists of a 208-page master manual, several bonus materials, and follow-up tips and articles -- all of which you can access immediately, download onto your computer and follow at your own pace!

But if you're curious and want to know what you'll learn, here's a sneak peek at the main sections of the master manual's table of contents...

- Section 1: Introduction: Why This is The Most Important Book You'll Ever Read (There's a Very Special Reason Why) (Page 1)
- Section 2: Your Spouse is Right: <u>YOU</u> are the Problem In Your Marriage! (But It's Not What You Think) (Page 17)
- Section 3: The Divided House: How to Create a Rewarding Marriage (Tips And Tools you May Not Know About!) (Page 44)
- Section 4: The Stalemate: Husbands, Get Your Wife Off Your Back... Wives, Get Your Husband to Pay Attention and Listen to You! And Vice Versa (Page 66)
- Section 5: Losing the Love: How to Bring Back The Spark in Your Marriage (Even If You're The Only One Working at It) (Page 89)
- Section 6: Abusive Marriages: How You Can Survive When You Are Married to An Abusive Spouse (Page 110)
- Section 7: Fighting: How You Can Both Get What You Want and Feel More Loved (Including Those Awful Mind Games!) (Page 131)
- Section 8: Where is the Trust? How to Get Your Jealous, Controlling Spouse to Have Faith in You (Page 154)
- Section 9: Infidelity: How to Restore Trust When Your Spouse Cheats on You and Has An Affair (Yes, There's a Way) (Page 168)
- Section 10: So What do I do Now? 10 Simple Steps to Build a More Loving and Intimate Marriage (Page 187)

Since you're reading this far, you're interested in doing something about your situation. Good. That's an important first step.

With <u>Saving Your Marriage Made Remarkably Simple</u>,[™] you'll learn how to regain that giddy feeling when you first fell in love and save your marriage, even if you're the <u>ONLY</u> one who wants to stop your divorce!

The complete system consists of...

Life Tools -- Made Remarkably Simple™

As publishers of *Made Remarkably Simple*TM series of life tools and guides, our customers have come to rely on us for *simple solutions* that they can work with, solutions that don't require a huge lifestyle change.

We're about simple tools, strategies, and solutions that really work.

And we're about making YOUR life a whole lot better.

Our approach to saving your marriage is no different: Through intensive research, hundreds of interviews and hours of wading through countless materials, we discovered and handpicked proven, workable solutions.

Plus, through it all, we also discovered...

- The most important factors that decide whether a marriage succeeds or fails -- and our system shows you how to leverage them!
- The best strategies for saving marriage, and the best techniques for improving a marriage, even a healthy one -- and we show you how to use them with or without your spouse!
- The easiest approach to saving your marriage -- and deliver it in a way that you can use starting immediately (not in days or weeks)!

Life Tools -- With a Remarkable Pedigree

We worked hard for YOU -- so you don't have to.

We believe that you can't build a truly useful product without research.

That's why we spent months researching the causes of marital breakdowns, collected hundreds of surveys, talked to thousands of people both happy and unhappy in their marriages, and interviewed numerous "experts."

We discovered some of the keys that made the good marriages tick, and some of the issues that made the bad ones go so *horribly wrong*.

Imagine saving yourself **hundreds of hours** going through boatloads of books, programs, tapes, videos, manuals, CDs, exercises, even websites... Without even knowing if they work in the first place!

We did all the research, found the experts, and extracted every last insight we could, to save you all that <u>guesswork</u> and <u>gruntwork</u>.

Then we sought out true experts, professionals with much better records than the lousy 25% success rates most marriage counselors have and consider normal. Doctors who have abandoned the traditional -- and not

very effective -- methods, but instead blaze new trails.

Therapists with a real record of success. Therapists like...

Expert #1: Dr. Frank Gunzburg

A long-time and seasoned marriage counselor with a Ph.D. in Counseling from American University at Washington, D.C., Dr. Frank Gunzburg is one of the country's foremost practitioners in the field of marriage counseling.



In fact, his therapeutic style is unique.

Drawing from the works of many of this century's greatest thinkers, Dr. Gunzburg combines this broad depth of thought and style with decades of direct clinical experience. His approach is uniquely helpful.

As a counselor with such a broad palette, and a strong background of practical and philosophical experience, Dr. Gunzburg brings you the insights you can only get from an upper-echelon counselor.

His priceless help is only a part of the valuable information of the **Saving Your Marriage™** system.

"When my husband and I were suffering serious marital problems, Dr. Gunzburg was pivotal in helping us figure out what we wanted our relationship and our lives to be. He helped us learn how to listen, to appreciate each other, and repair our marriage. Without Dr. Gunzburg's help, I'm convinced we'd be divorced today instead of happier than ever."

-- K.N., Multimedia Developer, Silver Spring, MD

Expert #2: Dr. Susan Heitler

Dr. Susan Heitler is a pioneer in the counseling field whose unique approach stresses positive solutions to personal, marriage and family situations.



She teaches practical skills and strategies that enable people to resolve problems more effectively on their own, thus avoiding the depression, anger, anxiety, addictions and marriage problems that often come from poorly-managed issues in the relationship.

Dr. Susan Heitler's very popular works include the book, "From Conflict to Resolution," a video entitled "The Angry Couple," and an audio tape entitled "Working with Couples in Conflict," to name a few.

As a graduate from Harvard and a seasoned counseling veteran, Dr. Heitler has run a successful counseling practice for **over 25 years**. But a greater testament to her relationship management approach: She and her husband have been *married for over 30 years!*

Do you want your marriage to last 30 years, too -- and beyond? Dr. Heitler's invaluable skills are only part of what you get in <u>Saving Your Marriage</u>TM system.

"Dr. Heitler teaches the skills that make marriages successful."

-- John Gray, Ph.D., author of Men Are From Mars, Women Are From Venus

Expert #3: Dr. Richard Hunt

A licensed practitioner for over 20 years and a career facilitator, Dr. Hunt's approach provides a supportive and non-critical environment for people to explore their **inner world**, better understand themselves and their patterns, and develop new ways to cope with problems and relate to people.



His goal is to help his clients improve on their relationships, find relief from internal distress, and find new and creative ways to resolve problems.

Dr. Hunt uses a psychotherapy approach that helps his clients rediscover the powerful healing potential that lies dormant in the troubled marriage.

His approach focuses on dissolving the fear, mistrust, and pain that limit the intimacy of your relationship and block the healing power in your relationship.

Are you leveraging the full healing potential of your relationship? Dr. Richard Hunt shows you how -- and that's just a part of the important information you'll find in the Saving Your Marriage $^{\text{TM}}$ program.

"Dr. Hunt is very gifted at grasping the most complex concepts and presenting them in a clear, concise, and engaging manner. If Richard Hunt says something, I listen."

-- Dr. Robert Marino, Adjunct Professor, John F. Kennedy University Graduate School of Psychology; Adjunct Professor, Saint Mary's College of California, School of Education; Psychologist in Private Practice, Lafayette, CA

Life Tools -- With a Remarkable Approach

We show you dozens of ways to root out the cause of your marital problems, and we show you new and innovative ways to resolve them.

Then we show you ways to strengthen your ties with your spouse, and ways to get them and yourself more involved in the marriage. Plus, we show you new and unique ways to rekindle that "old flame."

Better still, we then deliver it in a format you can use.

Why? You don't need to spend hours upon hours reading countless books and manuals, doing role-playing exercises or convoluted, competitive quizzes that no one can win, or following any of that other traditional stuff that seems so silly and almost never works.

Instead, we deliver your remedy in bite-sized chunks. In fact, read just 15 pages a day and you can save your marriage -- starting right NOW!

Life Tools -- With a Remarkable Guarantee

When we talk about "tools for life," we really mean it. And that's why we offer a remarkable, unconditional lifetime money-back guarantee. Let us repeat that: **LIFETIME** guarantee. In other words, it's guaranteed forever!

Our No Risk, No-Questions-Asked, 100% Ironclad, Money-Back Lifetime Guarantee!

"Don't Just Take 30 Days To Go through The Saving Your Marriage Made Remarkably Simple™ System... Not Even a Whole Year.

"Take The Rest of Your Life!"



Click the "play" button to hear our personal promise to you (2 minutes).

Your satisfaction is fully assured through the no-risk, you-can't-lose, 100%, no-questions-asked, ironclad Lifetime Money-Back Guarantee.



Yes, your entire lifetime!

If for any reason you aren't thrilled and satisfied with <u>Saving Your Marriage Made Remarkably Simple</u>, $^{\text{TM}}$ just contact us anytime (1-800-251-7050) and we will refund 100% of your purchase price. *No hard feelings*.

What we're saying is, don't decide now if this is for you, or if it will answer every question. Just get it. Then go through the materials and apply the strategies at your own pace.



Bottom-line, you're happy and your marriage regains some of its lost luster, or you get your money back!

And because the <u>Saving Your Marriage</u>^m system is a lifetime tool, it comes with a lifetime guarantee:

If you don't get what you need from the system; if it doesn't help you put an end to the hurt, the doubt, the jealousy, the mistrust, the anger, the lack of communication, the arguments, the fighting, and even the "affair;" if it isn't life-changing and doesn't stop your divorce **DEAD** in its tracks for good...

... You get back every dime you paid for the system. No loopholes. No excuses. No nonsense.

What could be simpler?

You have nothing to worry about because you can get every dime of your purchase price under our noloopholes guarantee. So you have nothing to lose and absolutely everything to gain. Order right now!

Regards,

Jeff Radich Marc Stockma

Going the Extra Mile -- For You

Morum W. Sterleman

Granted, there are other marriage counseling products out there. And some of them are very good. (And a lot of them are downright terrible.)

But we're different.

We're better, because Saving Your Marriage Made Remarkably Simple™ is...

- A practical system with step-by-step instructions that are easy to follow and easy to live with, too. No head-butting exercises.
- A complete system, not a series of random bits of advice. There's no fluff or theory. The entire system is filled to the rim with proven, straight-from-the-heart, real-life solutions to real-life problems.
- An amazing follow-up system that works with you -- and keeps working with you -- even after you've purchased the system. We want you to succeed, and our lifetime guarantee is proof. (Tell us, what other program does that? Not too many, if any, we're sure.)

Don't let your marriage end in a death spiral.

Don't spend thousands of dollars and years in court.

Don't tear your family, your friends, your children apart.

To Ensure Your Success, You Get 4 Bonuses Worth \$264.00!

To ensure you get the most out of <u>Saving Your Marriage Made</u> Remarkably Simple^m we include several free bonuses, all designed to make your marriage work -- better!



This step-by-step, monthly marriage



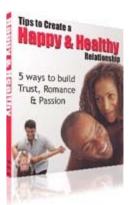
saving email course, with up-to-date advice, exercises, and real-life practical tips, can help you to build more love, intimacy, trust, communication and passion.

Learn the key principles to help your spouse fall in love with you all over again and keep the romance alive. All delivered to your email twice a month for 12 months.

■ Bonus #2: Special Report! "Tips To Create A Happy Healthy Relationship: 5 Ways to Build Trust, Passion and Romance" (\$29 Value)

Passion, trust and romance are 3 vital ingredients of a happy, healthy marriage. This special report offers you 5 exciting and practical new ways to improve the passion, trust and romance in your relationship now.

In it, discover the keys to a happy relationship, how to revive a sagging marriage, or even how to improve a healthy one! This special report is must-read for **ANY** couple!



Techniques

Connect Emotionall

Bonus #3: Special Report! "61 Powerful Techniques to Connect Emotionally" (\$59 Value)

Learn how to capture your spouse's attention, develop more intimate communication and deepen your relationship with these 61 powerful thought-provoking questions.

This invaluable guide helps couples connect with each other at a more intimate level -- particularly those having a difficult time getting a constructive conversation going.

In doing our research, we heard over and over again, "My spouse won't talk to me" and "I feel emotionally starved." This special report is geared towards providing open-ended question ideas to get the two people talking and to spark emotional interaction.

Bonus #4: Exclusive 108-Minute Audio! "Stop Fighting: Powerful Skills And Strategies to Avoid Fighting And Remove The Anger From Your Relationship (\$79 Value)

We guarantee you'll never forget this entertaining, live audience, 108-minute interactive and role-playing audio file from Dr. Susan Heitler (one of the 3 experts who contributed to the <u>Saving</u> Your Marriage™ system).

Discover the powerful skills and strategies you can use to stop fighting (and avoid it in the future), remove the anger and turn your frustrating arguments into positive, productive, and loving communication.



Total Value Of All FREE Bonuses? \$264.00!

Ready to do something about your marital woes?

Order the complete Saving Your Marriage Made

Remarkably SimpleTM step-by-step system now!

"I Don't Need Any Help," You Say? But How Do You Know For Sure?

Do you think you're doing "OK?" Do you think you know everything you need to know to preserve your marriage and protect yourself, your family, and your property from the ravages of divorce?

Think again.

- Over 50% of all marriages end in divorce! That's about 1.9 million divorces every year! And most of them could have been saved!
- Children of broken homes are likely to have their own relationships end in divorce -- 50% more likely than children of intact homes!
- The average divorce costs \$20,000-\$30,000 -- mostly to lawyers! -- and thousands more a year. Most of them could be avoided!
- Divorce brings depression, guilt, loneliness, and feelings of

failure -- for you, your spouse, AND your children!

An alarming number of people never fully-recover from the costs -- both financial and emotional -- of divorce. And the worst part is...

... It's all avoidable!

All you need is the will to do something about it. Right now.

Look, if you're like most people, life's everyday chaos makes it hard to juggle your job, your finances, your family, your personal time.

Everything is a struggle, and no one seems to be there for you. The ones you worked so hard for seem to be the ones with the least understanding. Heck, you probably feel all alone in your quest to save your marriage.

But before you plunge your world and theirs over the edge...

Before you allow them to suck you into the black hole of divorce...

Before it's too late to do anything about it...

Take The Time To Find Out What Really Works.

Maybe it's not all that bad, right? Maybe you don't really need the help, right? Maybe if you wait, it will "go away," right? Wrong. Dead wrong.

You're here, you're looking for help, you know you've got trouble. But hey, if you're not sure, here's a little quiz to find out for sure:

- Do you seem to be **fighting a lot over trivial things** -- like how high or low to set the thermostat, where to hang your coat, or which way the toilet paper roll should be hung?
- Are there bigger issues plaguing your marriage -- like how to discipline the kids, who's paying what bills, and why do you have to go visit the in-laws?
- Are you finding it harder to talk to each other about what's going on in your life, your job, or your hobbies?
- Is making love a chore (or a bore), or something you feel like you have to do -- but you'd rather just sleep?
- Do you feel like your spouse and your kids take you for granted, but when you try to talk to them you end up yelling?
- Have you ever thought to yourself, "They think it's all about them... But what about me?" (And increasingly so?)
- And have you ever fantasized about what life would be like if they died? Or if you ran away? Or even if you had an affair?

These are the classic symptoms of a marriage in trouble.

And if you answered "yes" to 2 or more of these questions, it may be time to revitalize your marriage. It's not a time for guilt, or resentment. It's a time for resolve and commitment. Today.

Order The Complete Saving Your Marriage Made Remarkably Simple™ System Today!

Now Is The Time To Enhance The Most Important Relationship You'll Ever Have.

Your investment is only \$99.95.

Wait! We just launched this system in 2004, with new bonuses and unique content. So we're prepared to make you an introductory offer you simply can't refuse.

If you hurry and be among the *next 100 people* to order, you can download the entire system and all the extra 4 bonuses worth \$264.00 for only \$49.95.

That's over half off the regular price of \$99.95!

But you must be among the next 100 orders to quarantee this amazingly low price!

Go ahead now and you'll get instant access to the complete <u>Saving Your Marriage Made Remarkably Simple</u>TM system and all 4 bonuses worth \$264.00, for immediate download, for the limited low price of just \$49.95.









Click here to ORDER NOW securely and safely!

Don't Throw Away The Most Important Thing In Your Life

You wouldn't throw away a solid silver tea set just because it suffers

from a little tarnish, would you? Of course not.

Then why on earth would you even consider letting your marriage slip away, just because it's feeling a bit worn? Why, when there's real help from real experts that guarantees you real results -- forever?

Order <u>Saving Your Marriage Made Remarkably Simple</u>^m today, and start putting the shine back on the most important relationship in your life!

Sincerely, Your friends,

Jeff Radich

Marc Stockman

Mornin W. Sterleman

P.S.: Why not save you, your spouse, and your kids, the pain, costs and grief caused by a separation -- let alone divorce? If divorce is staring at you square in the eye, and you not only want to stop it dead but also regain the passion, excitement and adventure your relationship once enjoyed, you must do something about it. Now, before it's too late.

With our low introductory price and 100% lifetime guarantee, there's no reason to be uninformed! Click here now to reserve your copy today!

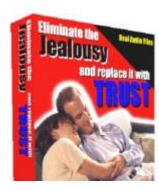
P.P.S.: We know you may still be skeptical. And we understand. Like we said earlier, we personally searched high and low for these experts, and ran this kind of advice through a virtual gauntlet, to make sure we provide you only with proven, easily workable marriage-saving tips.

Through it all, we've seen the good -- and the not-so-good. That's why this opportunity is too important to miss, so we're going to add an extra bonus to the offer, as a way to give you a final "nudge," if you will:

Bonus #5: Exclusive Interview! "Eliminate the Jealousy And Replace It With Trust" (\$79 Value)

In this powerful recording, we interview Dr. Frank Gunzburg specifically on the topic of jealousy. (Remember, Dr. Gunzburg is one of the 3 experts in the Saving Your Marriage™ system.)

It's a very delicate subject, and often an all-too-common cause of fighting and divorce.



Dr. Gunzburg explores proven methods to *eliminate* jealousy from your relationship and build a trusting marriage.

Learn what to do if you are the jealous spouse, and how to help your jealous spouse trust you.

NEW Total Value Of All Bonuses: Over \$343.00!

Best of all, they're all your absolutely <u>FREE</u> when you secure your copy of the Save Your Marriage! System.™

P.P.S.: A final reminder. We are guaranteeing this low introductory price strictly to 100 copies only. All 5 bonuses worth \$343.00 and the low price of only \$49.95 is limited. When they're gone, they're gone—and the price goes up to \$99.95! So please act right now.

<u>So order the system today</u> before we sell out. Your marriage deserves more. Your kids deserve more. Most of all, <u>YOU</u> deserve more. With our 100% lifetime guarantee, how can you lose? What can you lose? Absolutely nothing, except for your marriage if you *don't do anything* about it!

P.P.P.S.: If you tried other systems and nothing -- but nothing! -- worked, this is <u>THE</u> system to try. If you are giving up (or already have given up), don't despair. For example if you're sleeping in separate beds (perhaps even separate rooms!), stopped talking, and did everything to avoid each other, download the system and give it a try.

Once you do, you'll probably not only wind up sleeping in the same room when you go to bed at night, but you'll probably also end up sleeping on the same side of the bed! That's just how powerful this system is.

P.P.P.P.S.: Oh, we almost forgot! If you go ahead right now, there's a an extra *surprise bonus* waiting for you on the other side. I can't tell you what it is. But all I can say is this:

It's a \$49 value (bringing your total <u>FREE</u> bonus value to \$392.00) and offers you 101 creative ideas in an area that can reignite red-hot passion into your marriage! (And no, it has nothing to do with sex!)



Click Here To Find Out What That Surprise Bonus Is Now!

P.P.P.P.S.: Click here ONLY if you decided NOT to order today.

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Email Us

Randy Gage

RandyGage.com

For more than 15 years, Randy Gage has been helping entrepreneurs market better and sell more. Randy will teach you direct response marketing—the kind that allows you to get and track immediate results. His methods, strategies, and techniques are used by both enterprising entrepreneurs and billion dollar corporations. He is regarded by many in the know as the world's foremost copywriter.

Randy will help you create more compelling offers, write "killer" copy, design magalog and catalogs, promote seminars, and position yourself as the definitive expert in your field. Rather than feel good hype, Randy concentrates on proven strategies you can implement immediately.

Randy is the President of U.S.-based *Big Bang Direct Marketing*. He also co-founded and serves as the Creative Director of *Gage Erzen Worldwide*, working with companies wishing to tap into the lucrative European market. He routinely sells out his marketing seminars and Boot Camps at fees of US\$5,000 to US\$10,000 per person, attracting participants from all over the globe.

In only five years, Randy built a multi-million dollar speaking, seminar and consulting business. He has conducted programs in two dozen countries around the world, and works with entrepreneurs in many more through his Internet-based coaching program.

Randy has reached the preeminent level of positioning and success in his market niche—having authored the best-selling book, the number one selling audiotape training album, and the best selling prospecting tape, with sales well over a million copies. He can be reached at (954) 981-1932.

http://www.BigBangDirectMarketing.com

http://www.RandyGage.com

Below are Randy's selections of his own underground sales letters...

He rose from a dishwasher in a pancake house to a multimillionaire...

He's a high school dropout, who became a Chamber of Commerce president...

He went from a jail cell as a teen—to inspiring millions around the world...

Now, he can be YOUR Personal Success Coach!

Dear Colleague,

What would it mean to your happiness and your success, if you had a multimillionaire as your personal coach and mentor?

Would you make more money? Develop lucrative business opportunities? Would you stay focused better and be more productive? Attract quality business partners or investors for your ideas?

Well you are about to find out...

Because **Randy Gage** has created an Internet-based coaching and mentoring program to work with a select group of success-minded people like you.

And if you could pick anyone in the world to be your success coach and mentor – you'd be hard pressed to find a better choice than Randy. Randy travels the world helping people find their purpose, overcome limiting beliefs, and reach higher levels of prosperity.

He can help you too...

You've likely read or heard about some of Randy's story, but let me fill you in on some specifics. He was born to a single mother of limited means, who raised three children by herself. Along the way Randy made some poor choices...

By the time he was a teen, he was selling dope and well down the path to drug and alcohol abuse. He was expelled from high school in ninth grade. At 15 years old, he went to jail for armed robbery.

While he was in jail, a visiting teacher took an interest in him, and saw a potential that no one else had seen before. He told Randy he was capable of doing great things.

Randy took that message to heart, and made a decision to turn his life around...

He began the path back to getting his life on track. He worked hard and committed to living by principles of honesty, effort and vision. He became a contributing member of society again.

But that wasn't enough...

He suffered from health challenges, and had difficulty staying focused. He endured a string of negative dysfunctional relationships. He worked his way up from a dishwasher to restaurant manager, and then opened his own restaurant. It failed.

He didn't give up...

He went back to work, gained some more experience. Made some money, had some success. And then another set back...

Got into network marketing, and had some success. And another setback. Opened another restaurant and struggled again. Finally the Internal Revenue Service seized the restaurant, for non-payment of taxes.

So at 30 years old, Randy was left with no job, no house, no car, and \$55,000 of debt. His health was shot, his relationships were broken, and he sold his furniture to eat. Life looked pretty dismal.

But it was the pivotal turning point...

Because for the first time, Randy was willing to look *inside* instead of out. He stopped blaming the tax authorities, his partners, the economy, and other external factors. He took responsibility for his own choices, and began a daily self-development program. He became a student of prosperity and how you manifest it in your life.

And things started changing rapidly...

His health improved. In fact, Randy is now healthier and in better shape at 44 than he was at 25. He ended the negative pattern of dysfunctional relationships, and now lists the people in his life as among his greatest treasures. He became a multi-millionaire and philanthropist, serving and supporting a variety of causes.

Now some of the world's most successful people come to Randy for coaching and guidance, as they walk their path of development and growth. And Randy travels the globe, following the sun and his whims, living a life most people only dream about.

Now YOU have that same opportunity...

Randy's compelling journey of triumph over fear, self-doubt, and addiction, uniquely qualifies him as an undisputed expert in the arena of peak performance and extraordinary human achievement. He will help you transform challenge into choices, obstacles into opportunity, and tragedy into triumph.

He's also a bona-fide marketing genius, considered one of the preeminent experts on direct response advertising, copywriting, and network marketing in the world today. He has an uncanny knack for strategizing and conceptualizing million-dollar opportunities for his clients and protégées.

On top of all that, he is a true scholar in the field of prosperity and abundance. He is the author of, "37 Secrets About Prosperity," "Accept Your Abundance," "Prosperity Mind," "The 7 Spiritual Laws of Prosperity," and "101 Keys to Your Prosperity." Randy will help you change the way you think, and learn how to manifest true prosperity in all areas of your life.

Have Randy as your mentor...

Randy's new coaching and mentoring program, *Breakthrough U*, is your chance to work with Randy personally, at the level of help right for you. Through the power of email, telephone and the Internet, you have access to Randy, and the powerful advice, guidance and insights he can provide you.

There are three levels of participation, based upon your budget, and the help you need. Please. Study them, and sign up for the level that is right for where you are now—and where you want to be!

Randy has helped people all over the world discover their assignment, develop their skills, and reach the success they are seeking. Now he can help you!

Sincerely,

Ford Saeks

P.S. You'll find a breakdown of the services and benefits of each level of the program below. Please study them carefully, and enroll at the level right for you.

[The Initiate Level]

The Initiate Level is for the beginning success seeker. If you've faced adversity, are maxed out on your credit cards, or simply starting the journey – this is the program for you. Randy offers this introductory level so that those who are down and out – but committed to getting "up and in" – have a vehicle to do so. It's a program to change your consciousness, one day at a time. And once you change your consciousness – you change your results.

As an Initiate, you'll receive *The Daily Awakening* from Randy each weekday, via e-mail. These lessons help you create the mindset and belief necessary for success. Know this: Healthy, happy, and rich people think different than sick, sad and broke people do! These lessons will teach you how to think to attract prosperity in your life.

These daily lessons on prosperity, marketing, and success, stimulate your brain, and develop your critical thinking skills. You start to think like ultra-successful people think. And every Friday, Randy gives you a "Mental Aerobics" challenge, to help you develop your lateral thinking, problem solving and creativity skills.

You'll also get access to a special members-only website with a discussion Forum. This is your chance to submit questions and interact with Randy and the other *Breakthrough U* students. The Forum helps you get the very most out of the daily lessons.

Finally, you'll get to participate in the Annual Multi-Millionaire Mindset Weekend. This special event is by invitation only, to the participants in this extraordinary program. It's a chance to connect in person, and network with the other program participants. You'll hear presentations from Randy and some of the Mastermind Council members, sharing their thoughts on personal achievement and success. You'll connect with other success-minded people and increase your circle of influence.

If you're just starting the path to success...or starting over...this program is the perfect place to start. You will grow your consciousness...and your income...so you can graduate to the upper levels of the program. This is priced inexpensively, at only \$177 a year.

<u>View Sample Daily Awakenings...</u>
[Should open new browser session]

Enroll Now...

Show Me the Next Level...

[The Alchemy Level]

Alchemy, if you'll remember, is the medieval philosophy of transmutation; converting base metals to gold. This is the level for you if you're seeking a transmutation in your life; converting base thoughts and desires into the thinking and actions that produce rich and prosperous outcomes.

Like the Initiates, you will receive *The Daily Awakening* lessons on success each weekday. And of course you'll have access to the members-only discussion Forum on the special website. You will also be able to attend the Multi-Millionaire Mindset weekend.

You also qualify for a whole new tier of member benefits...

Once your application is accepted, you'll receive your "Alchemy Transmutation Kit" that includes:

- A special welcome message and introductory lesson;
- □ "The Mindset of Success" CD:
- "Creating and Manifesting Your Perfect Vision" CD; and
- A beautiful binder to hold your monthly printed lessons.

These two discs (which Randy created special for the program) and the first lesson will ground you in the principles necessary to get the most out of your monthly training. You may choose to go back and review this intro pack from time to time.

Then each month, you'll receive a printed lesson from Randy, another class in your ongoing "Success University." We'll cover the things you need to know – to reach the absolute pinnacle of what you're capable of becoming. These lessons will help you develop your critical thinking skills and stretch and grow the muscles in your brain. Each month's lesson has examples and homework for you to complete – so you really "get it" and implement it into your life.

Like the e-mail messages, these lessons will look at all aspects of success; marketing, mindset, beliefs, daily habits, health, prosperity, even business etiquette, customs and tactics. The things that make you rich in work, business, and *all* areas of your life.

Then, **once a month you get to participate in Randy's Online Seminar.** (You have access to a restricted area of the website that will allow you to watch the training in streaming video, or listen in streaming audio.) We also archive these seminars, so you can go back and review them any time. *It's like having your*

own personal success seminar every month, only you don't have to leave home or get on an airplane to attend.

Then, to really anchor the teaching, and ensure you're on track, **you'll get to participate in a monthly Tele-Seminar with Randy.** Randy presents a brief program of some area of success and development, then answers live questions from you and the other participants. We also tape this program, and post it on your members-only area of the website. This way, if you miss the call, or want to review it, you'll be able to do so any time during the month. These calls will keep you on target with your assignment and getting the most out of it each month.

You'll be really excited about the next benefit you receive as an Alchemist level participant. Because this one is a way for you to get CUSTOMIZED, SPECIFIC coaching in any area of particular concern to you.

As an Alchemist level participant, you get two personalized consultations per year with Randy. Think of this benefit as an electronic "Hot Seat." You'll receive Randy's private e-mail address for you to submit a specific concept or marketing piece for critical analysis.

These can be done in either of two ways. Your first option is to send a summary (up to three pages) of a business idea or concept you want input on. This could be an invention you've created, a book proposal, a venture you're considering taking to market, a speech outline, or a marketing campaign. Randy will analyze it and give you his honest constructive feedback on how it might be improved to be more effective, salable, and profitable.

Or, if you prefer, you can submit copy for a sales letter, web page, or brochure for a copywriting critique. Send it as a double-spaced WORD document, and Randy will get it back to you with suggestions on how to improve the headline, enhance the "bucket brigade" flow, design a more compelling offer, or additional techniques to help the copy pull better. (As you probably know, Randy's price to critique a marketing piece is normally \$1,500.00, and the value to you can be worth tens of thousands of dollars.)

Every time Randy conducts a Boot Camp or Institute, the Hot Seats are ranked the most popular, lucrative, and helpful part of the program. You get two of these personalized consultations a year at the Alchemist level.

Please note that these cannot be rolled over to the following year, and Randy has the right to limit membership at any time. He doesn't want extra consultations hanging over his head. And when it gets too much, he will stop accepting new members.

There is one final benefit – one that can save you a chunk of cash. At the Alchemist level membership, you can attend any program that Gage Research conducts at a 25% discount!

Since you'll be so dialed into the consciousness Randy is working to create – he wants you participating at as many of the live events he conducts as possible. If you attend a local seminar, this could save you an extra \$100.00 or more. If you attend one of his Boot Camps or Institutes – it could be worth up to \$2,500.00 to you!

Now it's only fair to warn you...

The Alchemist level is not for everyone. You must be committed to growth and willing to participate thoroughly. In fact, there is a three-page application you must fill out and submit for approval before you are accepted. It's important that you be the kind of person who will do the assignment, contribute on the Forum, and participate in the Tele-Seminars and annual weekend. Randy wants to know if you're really ready to live a life of abundance, what you can contribute to the program, and what good you will do with your new-found success.

We've priced the program to get the best group possible. Frankly, it's a steal in terms of what you get, relative to what you invest. However, it is pricey enough to attract only those who are serious about success – yet screen out the posers, tire kickers, and energy leeches. I think you'll agree it's a bargain (just the copy critiques, Tele-Seminars and discounts are worth at least \$10,000.00), and certain to attract only the kind of real players you want to network with.

By using the power and economy of the Internet, we've kept the price low enough to ensure that Randy can help as many serious people as possible. It's only \$2,500 yearly, which likely makes it the best investment you'll ever make in yourself.

We do recognize that for some of you, \$2,500 is still quite a stretch. So you can pay in quarterly installments if you wish. And I know that this will still be a reach for some of you.

But if you're the kind of person the program is designed for – you know that it is only by breaking out of your comfort zone and taking bold, daring and forceful action that greatness is achieved.

Show Me a Sample Printed Lesson...

Let Me Listen to a Sample Tele-Seminar...

Let Me View a Sample Online Seminar...

[These should all open new browser windows]

Enroll Now...

Show Me the Next Level...

[Mastermind Council]

Now, if you're serious as a heart attack about success, and want to get even more individualized and personal coaching...you might want to consider the pinnacle level, the Mastermind Council. This is Randy's "inner circle" of select consulting clients, business partners, and colleagues. They receive a package of benefits so lucrative, that it's never been offered anywhere before.

Membership in the *Mastermind Council* gives you a chance to get the most personalized help and guidance from Randy individually – as well as interacting with some of the brightest entrepreneurial minds on the planet. As a member of the Council you'll receive all the benefits the Initiates and Alchemists get, including:

- □ *The Daily Awakening* success messages;
- Access to the members-only website (plus an exclusive Mastermind Council Forum);
- Attendance at the Multi-Millionaire Mindset weekends (You'll have primo seating, and get in for free. Randy may even ask you to present to the group, or conduct a panel discussion, or breakout session.);
- □ The "Alchemy Transmutation Kit" (with the intro lesson, CDs and binder):
- Subscription to the monthly printed lessons;
- Access to the restricted Online seminars; and,
- □ The opportunity to participate in the monthly Tele-Seminars.

In addition, instead of two electronic Hot Seats a year – you get ten! Use these to submit business concepts you want evaluations on, or copy critiques. The choice is yours.

In addition, as a Mastermind Council member, you receive a 75% off discount on any programs conducted by Gage Research & Development Institute. But membership in this elite Council doesn't stop here. Actually, it's only just beginning...

You also get to participate in twelve live Mastermind Conference Calls a year. Randy will conduct these calls with you and no more than seven other Mastermind Council members. Use these calls to bounce headline ideas off the group; get joint venture partners; secure investors; and just generally get advice

from the Council and Randy. The normal price for these calls would be \$18,000.00, but what they will really be worth to you is incalculable.

If you've ever participated in (or seen) one of Randy's Hot Seats, then you know he often throws off two or three ideas in ten minutes that are worth tens or even hundreds of thousands of dollars. Add in the Mastermind effect and venture possibilities with the other entrepreneurs on the call, and the potential value to you is simply mind-boggling.

The people who are in the Council right now are some of the top achievers in the world at what they do. And they come from all different backgrounds. The value of bouncing ideas off this group is simply impossible to estimate.

Just to give you a taste of what we're talking about, five Council members are book authors, one is one of the highest paid medical consultants in the world, another is a million dollar a year CEO, one is a network marketer with more than 150,000 people is his group, several are top consultants to multi-billion dollar international companies, and another helped start and grow a \$250 million business in just three years.

This is the closest thing you'll find to the Jedi Council on this planet. These people are the real players, not the wannabes you meet at Chamber of Commerce business card exchanges! Just imagine the powerful and lifechanging things you can learn from a group like this. If you can't pick up at least one million-dollar idea on every call – you're not trying!

Which leads us to the single most important Mastermind Council member benefit...

The opportunity to participate in the Mastermind Retreats. This is without a doubt the most powerful tool you can have in your success arsenal. For four or five days, twice a year, you will talk, dine with, socialize, and Mastermind with the other Council members.

Ask any member who has attended one of these Retreats and they will confirm that they are simply mind-blowing; a controlled chaos symphony of creative energy that recharges and rejuvenates them for months. Here's how it works...

Twice a year, Randy facilitates a members-only Retreat for the Council. These are conducted at exotic international resorts (places like Tahiti, Hawaii, and the Caribbean), or are scheduled to coincide with another event (like the World Cup, Opening night at the Met, Super Bowl, etc.). For obvious reasons, the dates and locations are kept secret and will be sent to you only if you are accepted into the Council.

Members pay their own expenses and attend at their own discretion. We do Mastermind sessions in the mornings (though not too early in the morning). Randy begins by discussing some of the important projects he's conducted in the last six months, what he thinks are going to be important business trends, and the ways they will affect marketing and promotion. He usually chats about what he did recently that worked big and what didn't.

Next we go around the room and get similar insights from all the members present. Everyone answers questions like, "What was the most profitable idea you had this year?" "How are you responding to the current economic and other world situations?" "What would you have done differently this year, if you had a chance to do it over?"

Then, each member gets the opportunity to present any challenges, issues, or concepts that they want feedback from the group on. We spend anywhere from one to four hours working on each person's unique situation. Ask any member and they'll tell you – this is POWERFUL stuff.

If you've read "Think and Grow Rich," then you understand the power of the Mastermind. (And if you haven't –the Council is probably not for you.) Now imagine the muscle of the Mastermind partnered with some of the most successful people in the world!

After lunch, we break up and go our separate ways for the afternoons (individuals or in small groups), so you can go scuba diving, snorkeling, golfing; get a massage, or just lie in the sun and drink out of a coconut.

Then, in the evenings, we get back together for networking dinners and trips to the theater, shows or movies. (Usually the spouses join us for these.) While the evening events are more social in nature – some of the best ideas pop up over dinner, conversing around the pool, or while chatting during intermission at the Opera. Imagine the high you'll get just hanging around with these people.

Quite frankly, this membership has to be the single strongest marketing, business, and success resource you'll ever have access to. Just to participate in the individual components with Randy would cost you well over \$50,000.00. To put together a group like the members we have, just for a couple of days, couldn't be done for less than \$250,000.00. But the actual value to you is immeasurable.

How much more money could you make in a year if Randy personally critiqued some of your ads and sales letters, or gave you insights on business deals? How much will you change your consciousness if you just hang back and listen to the conversations with this group?

The power of networking with players like the Council members is earth shaking. It is your very own multi-million dollar Mastermind. And it's certainly not just the money thing, as lucrative as it is. It is the state of mind you develop being part of a group such as this.

Imagine sitting around a conference table, swapping success strategies with people who are in the top stratosphere in the world at what they do...

Visualize staying in a bungalow over the water in Tahiti, where you open a window in your floor, and feed the fish from your sofa...

Envision drinking out of a coconut under the stars in Maui, masterminding with millionaires...

Picture strolling along the famed Champs-Élysées in Paris, just hanging with some of the most successful people in the world – kicking around ideas how to make wealth, preserve it, and just generally enjoy life more...

Imagine sipping cappuccino in a cottage at a jungle resort in Costa Rica. Your companions have a net worth in the tens of millions of dollars – and they're eagerly leaning forward, anxious to hear and give feedback on *your* new idea. Or bring you into theirs!

Visualize all these situations and more – and you have just the slightest idea of what kind of deliciously intoxicating events these Retreats are! However, once again, I must warn you...

Membership in the *Mastermind Council* is severely limited, and it is certainly not for everyone. Randy has sole discretion to limit the membership as he sees fit. Obviously he is quite selective about the people he accepts. This Council is not for wannabes. *To be a member you must be a multi-millionaire – or convince Randy you have what it takes to become one.* Since much of this information is top secret – you must also agree to follow our Code of Ethics and keep all appropriate information among Council members only.

When we receive your application and deposit, Randy will schedule a telephone interview with you. If he thinks you'll bring value to the Mastermind, you're in. If he doesn't – for any reason – you're not. Randy and randy alone is the judge. And when the Hot Seats, copy critiques, conference calls, and Retreats get too much – membership in the Council will be closed.

What's the cost?

Obviously annual membership "Consciousness Country Club" like this would normally cost \$50,000.00 or more. However Randy realizes that some of you who are not yet millionaires could bring some fresh ideas and perspective to the

Mastermind. And by increasing the size of the group, he can schedule two or three Retreats back to back, which would allow all members to get to one of them, no matter how busy their schedule was.

So Randy has agreed to experiment with an investment of only \$15,000 and see how it works. If he's not happy with the results, the price will go up. If all goes as we hope, it will stay at only \$15,000. Like the Alchemist level, you may pay in quarterly installments if you wish.

I could tell you more about the benefits of a Mastermind like this, but I have no desire to sell you. If you're the right kind of person for this group – you knew you wanted to join about ten paragraphs ago. If that's not the case, please think about participating at the Alchemist level. I'm sure that you can make an executive decision, and I'm betting that you know a monster bargain when you see one.

Show Me a Sample Printed Lesson...

Let Me Listen to a Sample Tele-Seminar...

Let Me View a Sample Online Seminar...
[These should all open new browser windows]

Enroll at Initiate Level... Enroll at Alchemy Level... Enroll in the Mastermind Council...

"The Mastermind Event So Powerful – Even Napoleon Hill Couldn't Have Envisioned It!"

Dear Colleague,

If you've read "Think and Grow Rich" (and if you haven't, then there's probably no need to continue with this message from me), then you know the astonishing, extraordinary, and life-changing power of the Mastermind.

So let me ask you...

If I put you in a room with **Tom "Big AI" Schreiter**, **Randy Gage**, **Michael Clouse**, **John Fogg**, **Len Clements**, **Lisa Jimenez**, **Art Jonak**, **Hilton Johnson**, **Kim Klaver**, **Tim Sales**, **Rita Davenport**, **Rod Cook**, **David D'Arcangelo**, and **Dr. Peter Pearson** and then locked the door for three days—do you think you could learn a thing or two (or 200) from them?

What about if I upped the ante and offered you a private dinner and reception with them? And what if I told you that there was a way you could be selected for a "million-dollar makeover," where they would be working with you personally, coaching and counseling you for the next year? (More about that later...)

Well if you really want to find out what Masterminding with this amazing group can mean to you—here's your opportunity to find out!

Because your chance to do this and much, much more is coming up at **Network Marketing Mastermind III.** It will be held from October 15 through the 17th, in Orlando, Florida. We're confirming the room block at the host hotel now, and will have details for you soon.

I know it's important to give you the dates now, so you can book the best airfare, alert your leaders, and reserve your spaces before they are all gone. I also know you'll want to plan your function calendar and training schedule around it.

The program will be completely new, and all different from Masterminds I and II. The theme of this new event is:

Recruiting, Retailing, & Replication!

Each segment will be geared to one or more of these three competencies. No rah-rah sessions, no book reports, and no tedious recitals of industry statistics. *Every single session will teach you how to:*

- Find, attract, and sponsor new distributors;
- Increase product sales and build volume; and/or,
- Create a system for rapid duplication and exponential growth in your organization.

Unlike other conferences, we didn't go after generic motivational speakers, people who just want to hawk their ten-year-old tape sets, or those that built their business back in the Carter administration. No feel good chicken soup, and no misleading bull poop!

As you can see, we've put together what is arguably the strongest collection of pure MLM and direct selling leadership that has ever been assembled under one roof!

This is a Mastermind group so powerful even Napoleon Hill himself couldn't have envisioned it! Since the MLM and direct selling industry was founded, there has never been a group of leaders like this assembled at the same event! Even Mastermind events I and II – which many say were the most powerful training programs ever conducted in MLM – pale in comparison to the line up of sessions we have at this event.

This is the equivalent of your company convention times ten!

Really. Your company convention is important, and we certainly encourage you to attend it. But it still only offers one perspective. At *Mastermind III*, you will hear the insights, case studies, and best practices of many companies. Taught by the most successful people in the industry.

As you know, there is no one way to do the business successfully. Some things that work in one company or one product line don't translate well to another. And some programs are more geared to retailing, others to recruiting. So we are covering ALL the bases. We've brought together the most successful people from all the different approaches.

It doesn't matter if you are in direct selling, party plan or multi-level...

It doesn't matter if you have a stair step breakaway, unilevel, binary, matrix, or some other compensation plan...

It doesn't matter if you market nutritionals, skin care, insurance, make up, phone services, or sleeper sofas...

We've got a faculty of experts that have built and are building in the kind of sales environment you are in right now.

You will hear a large cross section of recruiting strategies, numerous ways to increase sales volume, and dozens of techniques to ensure duplication hundreds of levels deep. With a little discernment and critical thinking, you can study all the options and leave Sunday night with the strategies that will work best for YOU.

Don't come to this event just because you want to take your picture with the speakers, feel all warm and fuzzy, or add to your seminar notes collection. Come only if you want to:

- Sponsor more distributors;
- Duplicate faster;
- Develop new leaders;
- Convert more retail customers;
- Build higher group volumes;
- Qualify for more and higher payouts in your compensation plan; and,
- Develop automated residual income!

To help you do just that, we're bringing back some of our All Star experts from the first two conferences, who will be presenting all new programs for this event. And we're also bringing in some fresh faces you may not have seen before.

We didn't select this faculty because they have great books, give nice speeches, or and have strong credibility. (Even though they have great books, give nice speeches and have enough credibility to fill the Grand Canyon.)

They were selected because of their unique gifts for taking what they have learned, and teaching it in a way that you will hear it, understand it, and then be able to go back home and immediately implement it!

Some of them are famous and sought after experts that we couldn't get to the first events due to scheduling conflicts. Others are key people that aren't usually on the speaking circuit, but they have powerful information you and your group need to know about. (We'll be doing some panel discussions and even some actual case studies to demonstrate some powerful recruiting campaigns.)

Imagine walking across the stage at your company convention, receiving the highest award from your company president. YOU, being featured in the trade publications. Making a five- or six-figure monthly bonus checks, with thousands of distributors in your group around the country...or the world. Wouldn't it be wonderful to get the money thing out of the way, and lead the lifestyle you dreamed about when you joined the business? You can.

Mastermind III can show you how to achieve it. Of course the event will be motivational, you'll feel good about attending, and you'll have a great time...

But more importantly, you will leave Sunday evening with a toolbox of techniques, strategies, and skills you can immediately put into practice to build a large, exponentially growing network!

If you are serious about building a massive, exponentially growing network—clear your calendar right now, get yourself an airline ticket, and get to Orlando on

October 14th. You will learn from those that have done it, and those that are still doing it!

Be warned, however...

If you are looking for a seminar on how to organize your shelves of fiber tablets and vitamin bottles, this aint it! And don't come if you are looking for how to increase your bonus check from \$68 to \$400.

You can get that kind of information at the breakout sessions at your company convention. We're not bringing in the most successful people in the industry to teach you how to make a couple hundred bucks more on your bonus check for goodness sake!

We put together a faculty that will show you how to add another three or four zeroes on the end of your check!

Any one of these faculty members could do the entire weekend, and you'd still get the bargain of your career. Put them all together in one room as we are, and you have the largest and strongest collection of networking superstars ever assembled under one roof!

We're talking about people who have founded MLM companies, developed legions of leaders, built networks in the hundreds of thousands, produced massive group volumes, pioneered Internet recruiting, conducted tens of thousands of 1-on-1, home, hotel, and phone opportunity presentations, discovered how to overcome fear and rejection, uncovered the secrets of the most compelling presentations, produced billions of dollars in sales, and made millions of dollars in commissions!

This is not a seminar for the idle curious. It is for people who want to turn their network marketing / direct selling business into a multi-million-dollar, residual income money machine!

No joke. No hype. No exaggeration.

If you wanted to hire these speakers for the weekend yourself, you'd need over \$200,000.00! Not to mention the hotels, limos, airfare and the other incidentals.

I don't tell you that to impress you about how "big" they are. But to demonstrate how lucrative and valuable a weekend with people like this can be for you.

You can take ten years off of your growth curve. You can find more and better prospects and sponsor more of them. You can develop a larger consumer group and build much bigger group volume. And most importantly, you can duplicate all this through your organization and dramatically boost your bonus checks!

Private, Closed Door Event...

Like the first two Masterminds, this is a "closed door" event. Once the attendees are seated, the doors will be locked. NO tape recorders, video cameras or digital recording equipment of any kind will be allowed in the room.

Many presenters will be revealing information they might not share if it was going to be recorded and offered for public consumption....

Some of this is information that their company owners wouldn't want revealed. Information such as the best way to work your compensation plan for maximum income, the ways savvy distributors work around product and income claim restrictions, and what to do when you're working with a company that doesn't really understand how the business is done. Some of this is information they have never shared outside their own organizations before!

Warning! If you are found to be recording any part of the program, you will be escorted out of the program with no refund. Likewise if you are one of those idiots who bring ringing cell phones to seminars.

[I Don't Care What it Costs. Sign Me Up Now!] [Tell Me More...]

Take a look at the profit-producing sessions you will experience:

Low Cost, No Cost Prospecting Strategies Presented by Tom Schreiter

Everyone wants more leads. Everyone wants more prospects. But how do you create interested, high-quality, ready-to-join prospects -- and do it inexpensively?

(More...)

You will find out exactly how in this ultra-practical session. And you'll love the case studies, ideas and examples!

For example, how much would you pay for a good lead with the following qualifications:

The prospect is currently employed (has money).

The prospect hates his job.

The prospect includes the reasons he hates his job.

The prospect is local to you.

The prospect is a lead that is exclusive to you.

Would \$10 be a fair price? Or would \$5 be a bargain? And since it is an exclusive lead, would less than \$1 be a bargain?

In Tom's session you'll learn how to create these leads for as little as five cents! You will also learn many more hot methods of creating local and long distance prospects in this session. Don't miss it!

Life is easier when you have lots of leads waiting to talk to you...

And prospects respect that you are now conducting your business from a position of strength. You don't need any particular prospect. You'll have plenty more to choose from, because prospects love to join winners.

And who better to teach you how to do all this, than the man they call "Big Al"?

Tom "Big Al" Schreiter is one of the most successful people in the history of network marketing! Probably half of the top leaders in companies around the world today were weaned on Tom's "Big Al" book series and his "Live in London" tapes.

If you want practical, no-fluff, information on how to attract, sponsor and train strong leaders—Tom is your guy!

Tom's a living legend in the business, having built the largest, most active database in network marketing history, assembling a 100,000 plus distributor organization in just over two years, and founding two MLM companies!

But Tom is not the kind of founder who sits in the office designing vitamin bottle labels. He's always been on the front lines, personally sponsoring and training distributors. Not only has he built a group of more than 100,000 distributors, but he's currently working on doing the feat a second time!

How YOU Find Prospects...

The business is pretty simple if you have lots of qualified prospects, waiting to talk to you. This powerful session from Tom will show you exactly how to create that reality for yourself. It's packed with many low-cost and even free methods to jam your appointment book with hot, eager, and qualified prospects.

Tom will reveal to you how to start, what to say, where to go, who to find, how to qualify, and what to do to get these new prospects joining your network! He's been doing this for over 30 years. The man knows what he is talking about!

He will share with you how to:

- Bypass rejection by using niche markets to have prospects coming to you;
- Capitalize on the untapped potential of the distributors already in your group; and,

Use the "who sells to my prospects" strategy to multiply your results!

Using just one of these techniques, one sales leader doubled recruiting and stopped distributor turnover in less than 45 days. Come to Orlando and learn how to do this yourself!

Maintaining Exponential Growth in a Large Network Presented by Randy Gage

As your organization grows, so does your need to learn new skills. The leadership expertise necessary to keep a large group motivated and growing is quite different from what you have to do when you start out.

Some of the issues you will grapple with are: providing a system that duplicates down the network; keeping people motivated during enrolling plateaus; creating the culture in your organization; what to do when leaders "unplug" from the system; managing many long distance and even international lines; and how to manage the challenges of cross-lining.

(More...)

This session is worth flying in from anywhere in the world. It's presented by MLM legend **Randy Gage**, and it contains material you won't find in any book or audio album he's ever authored. Or in any book, audio or seminar by anyone else for that matter! Some of this information has never been presented outside his private Retreats with his own personal Diamond Directors.

This session is geared specifically for leaders who have at least 10,000 distributors in their organization. Or people who want to become one.

This is stuff you won't find in the industry trade publications, they don't teach it in college, and you certainly won't hear it at your company's convention! Truth is, even many of the people with huge organizations don't know this information themselves. They have built a large group, but don't know how to sustain and manage it.

Although they are making healthy bonus checks now, they can't teach people in their own group how they did it, or are doing it. Momentum dissipates, and attrition begins. If you don't take immediate action, the network begins to atrophy and usually will not ever recover.

In this eye-opening session, Randy will take advantage of the closed door, no recording format to lay bare the real truth about running and building a large, exponentially growing organization.

Randy introduced network marketing in places as diverse as Croatia, Slovenia, Macedonia, and Bulgaria. He is a true industry icon, having touched millions through live programs in more than twenty countries, and reaching every corner of the globe through his online seminars and coaching program.

Some of the information Randy will reveal includes:

- How to morally and ethically manipulate your pay plan to get maximum payouts;
- Why having a duplicatable system will generate more growth longterm, and how to implement one in your group;
- How to handle a leader who "unplugs" from the system and the proper way to deal with the people in that group;
- The secret of using "sibling rivalry" to foster growth in the organization;
- Why cross-lining kills more groups than any other cause in the business...and how to prevent it from happening to your group;
- Motivation techniques that keep people fired up, even in the most difficult situations;
- How to schedule your event calendar to facilitate the most sales and productivity;
- The difference between building deep versus wide, and which YOU should be doing;
- His system for deploying leaders for training in the different cities where you have large concentrations of distributors; and,
- What to do when your company is run by idiots!

Needless to say, this is a session your company probably doesn't want you to see. Some of this information Randy did not reveal even at his \$5,000.00-a-head Boot Camps. It is only because he is retired from the business that he is willing to share it with you now in this closed-door session.

This is advanced level leadership training, on the science of managing and growing a large exponentially growing organization.

You'll learn the key components of a system that duplicates in depth, and how to develop one for your organization. You'll learn how to integrate generic materials to support and strengthen the company materials you already have. You'll also learn how to set up the system so new people learn it fast and can duplicate faster.

You'll also find out how to keep people excited, self-motivated, and having fun. (Hint: Groups that have fun grow a whole lot faster.) Most importantly, you'll learn how to develop a culture of motivation in your organization. One that continues, even when you're no longer involved in the day-to-day affairs of the group.

Randy is one of the rare critical thinkers in Network Marketing. He may know more about the science of the business than anyone. He's been a distributor, consultant, company executive, and he consults with the most successful leaders in the business. (In fact, Randy's clients and protégées are the top distributors in at least 7 major international companies, with sales in the billions of dollars.) He has seen the business from all sides, and analyzed, tested and tracked the results.

Randy's book, "How to Build a Multi-Level money Machine" is considered the seminal work on the business. His "How to Earn at Least \$100,000 a Year in Network Marketing" audio series is the #1 selling album in MLM history. And his "Escape the Rat Race" audio has introduced millions of prospects to the business. His books and other learning resources have been translated into Spanish, Chinese, Norwegian, Korean, German, Russian, Czech, Indian, Portuguese, Slovene, Macedonian, Croatian, Indonesian, and Dutch.

If your goal is to build walk-away residual income in the business, this may be the most important session you attend all weekend. As I told you, this training is for people who have – or want to have – tens of thousands of distributors in their organization. Randy's brutally honest, insider information on how to manage and grow a massive organization is exactly what you need to hear.

Radical Recruiting Strategies Presented by Lisa Jimenez, M.Ed.

This session should be required attendance for every single distributor in the entire industry! Really. (So make sure you have all of YOUR distributors there!)

Plainly stated, there is nothing more important to your group than recruiting. Designing a successful and effective recruiting system is one of the most important skills you can ever develop. It is the lifeblood of your business.

(More...)

And we couldn't find anyone better qualified to teach you about recruiting than **Lisa Jimenez**. Lisa earned a pink car, and made the Queen's Court of Recruiting with the you-know-who company.

She understands recruiting as well as anyone alive. Her recruiting strategies are positively radical! In fact, she was the number #1 recruiter in that company for two years. (And you know that company is HUGE. Their convention is so large they have to do four of them back-to-back, with 10,000 reps at each one!)

Lisa averaged 30 new personally-sponsored reps per month for more than two years. And because she won top recruiter honors back-to-back... she was asked to teach her process to others in that company. Now she can teach you!

Since she initially cut her teeth in the direct selling industry, Lisa has helped thousands of top salespeople shatter their self-limiting beliefs and finally get the breakthrough success they want.

When it comes to increasing personal productivity and creating unstoppable recruiting momentum—there is no one better than Lisa. She knows how to get prospects to respond. And in this intense, hands-on program, she will be revealing this information to you and your people! (So this program is vitally important to you if you are in a dual marketing, party plan, or direct selling companies.)

This session will focus on one thing and one thing only: How to attract and recruit winners!

You will learn how to change your mindset and shatter your fear of recruiting forever. Lisa will reveal her easy-to-duplicate 5-step sponsoring process and then teach you how to create and implement an easy-to-use follow-up system. You'll learn the secrets to crafting a powerful presentation and one-on-one talk.

Every one you meet is a prospect. However, only some are "qualified" prospects. Lisa will share how to use a qualifying question followed by a bold statement to find out if the prospect is right for you. This is the information you need to build the organization you've always dreamed of.

This session will help you build your organization fast. In it you will:

- Find out where to find the best prospects;
- Learn how to get talks with groups of 20 to 30 prospects at a crack;
- Discover how to stop procrastination and self-sabotage:
- · Learn how to make powerful presentations that build your confidence;
- Reject rejection with the Law Of Average;
- Learn the best strategies for successful follow-up;
- Discover the secrets to overcome the toughest objections;
- Learn the most effective close to help your prospect say yes; and,
- · Create momentum to make recruiting fun!

If you're serious about enrolling more leaders, making more money, and having more fun prospecting—then you simply have to be in this session!

Lisa is the author of numerous business-building resources covering personal and professional development. Her latest book, *Conquer Fear! Ending Procrastination and Self Sabotage to Achieve What You Really Want*, is a handbook for creating success.

Lisa uses her real-world experience of building a big business herself to empower you with the dynamite prospecting skills you need to grow your business now! She will show you exactly how to locate, prospect, present to,

and sign up new distributors. Lisa's recruiting process is motivating to follow and it gets results fast. **These are the recruiting secrets you've been searching** for!

One Important Note: Be sure that you have all the parents from your group at this event. I promise you that Lisa's session will justify their investment for the entire weekend. You see when Lisa won all those awards and qualified for the bonus car—she did it while raising three young children!

Creating Compelling – Yet Legal – Sponsoring Presentations Presented by Len Clements

Never has there been more regulation on you than right now. It's simply frightening how many large distributors (meaning people earning \$10,000 a month and higher) have had their distributorship terminated because of an errant comment made in a 1-on-1 presentation, or opportunity meeting. Don't let this happen to you!

(More...)

There are government agencies that oversee any claim you make about your products. There are other trade commissions that watch over any income claims you might make. Attorneys General watch over how you present the business. Even investigative reporters from the media are anxious to catch you saying something you shouldn't.

Because of this, your own company has probably gotten much more strict and restrictive on what you can say. Today many companies are terminating their own distributors, just to cover their own butts with the regulators.

It's a very dangerous environment to be building a business today...

And no one can better help you navigate through this minefield than **Len Clements.** Len is a premier MLM analyst; the guy many consider the ultimate resource for evaluating the viability of products, compensation plans, and even companies.

When it comes to developing sponsoring and product sales approaches, Len is the guy you want to learn from. He's a bona-fide genius who has personally assessed over 1,000 different comp plans, products and recruiting systems. (And when I say genius, I mean it. Len is a member of the Mensa Society, with a documented IQ of 155.)

Len is the author of "Inside Network Marketing," the definitive book on this subject. He's also the editor of the "Marketwave Alert Letter" which keeps subscribers in more than a dozen countries abreast of the changing regulatory and market conditions affecting recruiting.

Most importantly, Len is still involved in the field, having been the #1 distributor in his company seven out of the last nine years.

Len scours the court records, interviews company executives, and actually talks to the regulators themselves. (In fact, he's been called as an expert witness for more than ten network marketing related court cases.) He can teach you just how far you can go with your product claims and income examples.

You'll learn how to do the delicate tap dance between what you're not supposed to say, and what you really need to tell a prospect to be effective. Len will show you how to work in this "gray area," so you can attract new distributors, and do it in a way that won't get you terminated or prosecuted!

Editor's Note: Len is not a lawyer, and he won't be dispensing legal advice. He'd be the first to tell you to seek an attorney for legal issues. However, he has agreed to be at the event to share with you what he sees working in the current regulatory environment right now. This is the kind of information you'll NEVER hear at your company convention!

The Simple Power of Replication Presented by Michael S. Clouse

What if you could learn how to create prospects on demand and then teach your team how to do the same thing?

What if you could set more appointments and then sponsor those prospects on your first presentation?

What if you could get your new distributors started so they knew exactly what to do, and then they actually did what you taught them?

(More...)

If you knew how to do just those things—do you have any idea what would happen to the size of your organization? And what would happen to your confidence, your income, and your life???

Get to Orlando and you will find out for yourself! Because **Michael S. Clouse** has promised to reveal the secret to one simple, yet very profound equation:

How to find people to sponsor, sponsor the people you find, and teach all those who join your team how to replicate the process!

Michael was one of the highest rated presenters at Masterminds Events I and II, and just five minutes of this new session will show you why. Michael is brilliant and listening to him is an awe-inspiring event. He began with no MLM experience

and quickly become a multiple six-figure earner, and accomplished trainer who has helped thousands of ordinary people build huge organizations from scratch.

More than ten years ago, Michael co-authored the book, "Future Choice," which rapidly created a seismic shift in the way the public viewed Network Marketing. This led to him becoming the Editor-in-Chief of *Upline Journal*, and being featured in both the *Wave 3* and *Wave 4* books from Richard Poe.

Today Michael is an internationally recognized network marketing expert, appearing on countless radio and TV shows, and his weekly newsletter, *Nexera e-News*, is read by tens of thousands of MLM professionals around the world.

His learning resources are used and recommended by the top producers in the industry. And his latest book, "The Fifth Principle," is a virtual textbook on how to create powerful replication in your organization.

These are not abstract theories either. Michael walks his talk. The company he works with has been extolled in Forbes, Fortune and Money magazines, and Michael is consistently ranked in the top payout list.

Important Note: The program Michael works has a much stronger focus on retail sales than most. So for you guys in direct selling companies, and those of you looking to increase your sales volume, this session is a "must attend."

No doubt Michael will be one of the highest rated sessions again. But it won't be taped. If you want to learn this valuable information, you have to be there, in the room! If you're ready to build a bigger business--and a better life--let Michael show you how to easily master the simple art of replication.

[Sign Me Up Now!] [Tell Me More...]

How to Build a Massive, Exponentially Growing Network Presented by Tim Sales

Want to see your name at the top of your company's payout list? Have you imagined walking across the stage at the Convention, with thousands of people cheering from the audience, many of them in your own organization? Is your dream to build a HUGE organization, all over the world? Then circle this session in red on your agenda!

(More...)

In 1989, near the end of a tour with the US Navy Underwater Bomb Squad, **Tim Sales** answered a newspaper ad that led him to his first network marketing company—the same one he is in today. Within five years, his network was in 20 countries, with more than 55,000 distributors, and his income rose to over

The man knows something about growing a network.

And he knows something about teaching others how to do it. Tim can teach you how to master each component of the business. (Guys who diffuse bombs for a living are pretty good at taking complex things and explaining them in very simple, easy-to-understand ways! At least the ones that are still around.)

Tim's experience and knowledge has made him one of the most sought-after trainers in the industry today. He's delivered well over 10,000 presentations and training sessions to more than 100,000 people all over the world.

Tim is a master at creating compelling sponsoring presentations. His "Brilliant Compensation" video and online presentations have helped educate over one million people about the benefits of Network Marketing.

In this commanding session, you will learn how to develop a successful replication model that operates throughout your organization. Tim will reveal the critical components that must be incorporated in that model. You'll protect your reputation with your group, by only relaying tactics that are already tested and proven. Instead of the "flavor of the week" approach, you'll only be sending information through the group that helps them grow.

Tim will share how you present the model to your group in a way that inspires compliance, and keeps the model duplicating in the organization. You'll learn the individual distributor's activities at each stage of the process, and how to effectively train those activities to your people.

By breaking the model down into these individual components you'll know exactly where a particular distributor is stuck, and what needs to be done to get them back on track. This way your leaders won't waste time on general training, and can laser focus on the specific point that is stopping the person from success.

One of the most important elements in the model is communication. Tim will show you how to disseminate information through the group so that no one is bypassed, and everyone remains informed and productive.

Tim's a dynamic, powerful, and fun platform presenter. You'll be spellbound as he shares his million-dollar secrets of building a massive group. This is one session you simply can't afford to miss!

The "Secret Weapon" of Powerful Presentations
Presented by John Milton Fogg

Once you've learned how to find prospects, you'll face the next critical step – presenting to them. And the fact is, the better your presentation skills are, the more successful you will be in this industry. It doesn't matter whether you are doing a 1-on-1, 2-on-1, home gathering, hotel meeting, or even a conference call—you must be able to communicate and connect with people.

(More...)

That connection comes from SPEAKING and LISTENING.

Now you probably think, "Hey I know how to talk, what's the big deal? And I know how to listen." This session will probably shock you when you realize how much you DON"T know about these two vital communication skills. And communicating with purpose, clearly and distinctly, and really hearing (not just listening) to what the prospect is telling you, is what creates the most dynamic, powerful, and compelling presentations.

Your prospects will tell you everything you need to get them pre-sold into a presentation...if you know how to ask the right questions.

Your prospects will tell you everything you need to sponsor them...if you know how to really listen.

Your distributors will tell you what keeps them motivated and productive...if you can hear what they are really telling you.

These communication skills are the "secret weapon" you need to really hear the needs, dreams, and desires of your prospects—and present your opportunity in the way that will influence them in the most powerful way.

So it is no surprise that when we asked **John Milton Fogg** what he wanted to teach at *Mastermind III*, he chose to present an introductory "crash course" of the 7-Week Speaking and Listening Course he teaches with his wife Katyusha.

As you are no doubt aware, John is the author of "The Greatest Networker in the World." This modern-day classic has probably inspired more people in the business than any other. This and his other books have sold millions of copies and been translated and published all over the world.

As the founder and editor of both *Upline* and *Network Marketing Lifestyles*, he was instrumental in getting *SUCCESS* magazine to feature the industry on a regular basis. He was also the founding Editor-in-Chief of *Networking Times*. He currently administers the Greatest Networkers community site.

John's had a bird's eye view of the industry and its leaders for more than a decade. He has some unique insights on where the industry has been, and both

what has worked and not worked, for the successful people in it. Much like Napoleon Hill did in his day, John has interviewed the top producers in the business.

One commonality he has found across the industry is this need for better communication skills. (Most new distributors are literally talking their prospects OUT of joining. And many veteran distributors are actually UN-motivating their network with the communication they use.)

This led him to a close relationship with Carol McCall, the founder of The Institute for Global Listening and Communication. He also studied under Kurt and Patricia Wright, creators of the Tele-Dialogues. (Kurt also wrote, "Breaking the Rules".)

Now John has assimilated all this knowledge, experience, and training into the communication courses he teaches today. At *Mastermind III*, he will teach you how to develop your own speaking and listening skills to increase the effectiveness of your presentations. You'll learn the techniques of the world's most powerful communicators.

Once you master these skills, your presentations will become more compelling, way more interesting, and you will influence people to action.

Imagine being able to communicate in a way that:

- Validates not violates;
- Connects your head and your heart;
- · Awakens your own and others' creativity and personal power;
- Makes people fall "in like" with you in just minutes and want more of you and what you're offering; and,
- Moves people to take heart-felt, enthusiastic, and committed action!

Once you master these skills, you will have people feeling really special, happy, excited, and truly connected with you—practically falling all over themselves in their appreciation of you (and of themselves!).

Not only will your presentations be more effective, but also your ability to lead and motivate your organization will dramatically improve. The power to influence is one of the greatest skills you will ever develop. This unique and fascinating program will unleash these skills in you!

How to Create a Cash Flow Marketing System Presented By David D'Arcangelo

Imagine a marketing campaign with ads generating a massive number of leads on a daily basis. Now imagine that campaign is created for and used by your

network, and those leads are being divided amongst your distributors. You and your people would never be looking for prospects, chasing after appointments, or wasting time with losers again. In fact, you'd be choosing the cream of the prospects, deciding which ones to best invest your time in.

Got that picture? Now imagine that your government is paying for it all!

(More...)

Sound insane? Sound too good to be true? It's neither. Because financial guru **David D'Arcangelo** will show you exactly how to do this. Here's how:

As you know, working from home provides some of the most lucrative tax benefits available. David will share the financial benefits when you set up an honest business with the intent to make a real profit, and then show you how to maximize these home-based business tax deductions.

In fact, he'll show you how to get enough tax savings so that the government effectively offsets the cost of your new distributors initial (and subsequent) investment. (Now they can join your group and get their start-up materials at virtually no cost.)

Next, David will show you how to set up a dirt-cheap advertising system. You'll be simply amazed when you see what you can do with even just a small amount of money. To give you an idea what I am talking about, here's some of the buys David can show you how to do:

- Place a two-line ad for 7 days with 1,000,000 readers for \$25.
- Reach 905,000 prospects for \$29.95.
- Tap into 7,000,000 readers for \$355.
- 2.1 million readers for your \$200 ad.
- Dirt cheap \$30 ads that get 2-15 calls per day.

David will show you successful ads that have worked in travel, health, wellness, and for generic opportunity, including the one that got 160 inbound calls in three days. Just wait till you see the ad that put him in a private jet!

David will also reveal the best ways to handle the leads once they come in. He'll teach you easy up-sells that can double your income, and how one phone message decreased calls 66% and increased closure 600%.

Now let's put things together...

You and your people can now take the monthly tax savings you're getting, and invest that money into this marketing system. In essence the government can help fund your marketing budget!

You will be amazed at what having a couple hundred dollars per month marketing budget can do for the growth of your network. Especially after David shows you those low cost possibilities I mentioned above! You'll have a steady stream of prospects, so you never have to chase after people again.

But that's not even the best part...

The best part comes when your people duplicate this process! Because having ten or twenty distributors with a few hundred dollars per month marketing budget does not get you ten or twenty times the leads, publicity, and exposure. You actually get hundreds of times more! You see once you pool this money together in a co-op campaign, you are able to buy bigger ads in even better mediums, and get exponentially better results!

Now imagine having this going on with hundreds or even thousands of distributors in your group! (Which is why you need to start calling your front line people NOW, and making sure they get registered for this conference.)

Believe it or not, it gets even better...

David will teach you how to explain all this to your prospects so they "get it" right away, and don't want to miss out. The fact that you have the autopilot marketing campaign producing constant streams of prospects actually helps you recruit those same prospects better! They see the simple process you used to bring them in, and they immediately realize that they can replicate that same process.

This session has the power to increase your new distributor sponsorship rate in multiples over whatever you're getting right now. Really.

Make no mistake. This is not some abstract theory stuff. These are the same profit-producing strategies David used to make himself and his associates an absolute fortune!

David and his program have received the enthusiastic endorsement of some of the most successful distributors in the industry. In a world of "wanna-be's," David is the real deal.

He is the guy who co-founded the Financial Destiny Companies with Tony Robbins. His book, "Wealth Starts at Home" is an international bestseller, and got him featured on countless TV and radio stations, newspapers and magazines. You've probably seen him on TV hosting his weekly "Money Talk" program, or promoting his "Strike it Rich" tax guide for home business owners.

David can provide you with what you need most: A flood of excited prospects who want to see you, talk to you, write checks, and fill out distributor applications!

How to Get 100 Customers in 100 Days! Presented by Kim Klaver

Do you know how much money you would make if you signed up 10,000 new distributors this month?

None. Unless someone somewhere buys some products!

The strength of your group, the size of your bonus check, and your long-term income security is dependent on just how many people you have that are regular consumers of your products.

(More...)

Every single distributorship needs to have a consumer group: People who are not distributors, but who love and purchase the product or service every month - just like you do with cable TV or Internet service. You don't sell that, do you? A big reason many people struggle in the business is because they lose sight of that simple fact.

Well at Mastermind III, **Kim Klaver,** AKA "Ms. Stud" will ground you in the critical and fundamental skill of building huge group volume through new customer acquisition. Not one-shot sales, but long-term, loyal customers who buy month after month, year after year. The kind of customer who looks forward to seeing whatever new stuff your company comes out with.

This is the secret to true residual income security...

And this program will show you how to get it. Kim will teach you how to get a prospect's attention, yet avoid the hype and slick pitches that turn most people off. You'll discover how to develop non-pressure scripts, customized to your product, your style, and using your story. Scripts that inform, educate and intrigue your prospects into wanting to know more. So you can find customers who love the product just like you do.

You'll learn how to integrate these scripts in your answering machine message, the messages you leave when you call others, your emails, and email signature files, so the right people perk up and contact you.

Kim will teach you how to do this with your warm market, new prospects you meet, and even old and expired customers—without sounding like a timeshare salesperson. You know, in a way so that you still have a place to go for that next holiday dinner!

And Kim knows exactly what she is talking about...

In her first attempt at the business, she retailed more products than anyone in the company's history. Nearly \$60k in her first month alone! She was also the first distributor in her company's 25-year history to go directly to the Executive Presidents Advisory Council in her first year as National Marketing Director (the top position possible in the company). There's a reason they call her "Ms Stud."

Kim has a strong background in education, so she's an expert at teaching things in a way you can immediately grasp. (She wrote a textbook that is used at MIT, and has a Master of Arts teaching degree from Harvard.)

If you love your product or service, but don't know what to say or do to get regular, loyal monthly customers, this session is exactly what you need right now. Imagine what your volume and your bonus checks will be when you get your group to this event—and they learn how to get 100 customers in 100 days!

The Dynamics of Fast Growth Presented by Art Jonak

As one of the new breed of rising MLM stars, **Art Jonak** has one of the "feel good" stories that keep the dream alive for many.

Twelve years ago he had to count on food stamps to buy baby food for his newborn daughter. In his quest to get out of debt, he worked two jobs and delivered pizzas at night. His relationships were horrible. Every aspect of his life was spiraling downward. Fast.

So he joined Network Marketing...

(More...)

And like a lot of people, for the first few years of his network marketing career, he struggled mightily. But he never gave up...

Art became an avid student of the industry. He read MLM books, listened to audio programs, and attended every event he could. He began a program of regular self-development. In other words, he did all of the things your sponsorship line has been telling you to do.

So what happened???

Today he's blessed with a fast-growing organization, a prospering bank account, and a wonderful lifestyle. Art just celebrated his first anniversary in Italy and Dubai. I tell you that because Art promised his wife seven three-week honeymoons and Italy was already number three! (And that's not counting the three cruises and other mini-vacations they took in their first year together.)

Art has invaluable insights to building your business bigger, faster, and stronger. He has now built organizations with distributors numbering in the thousands, and helped dozens of individuals reach significant leadership positions and income levels in the business.

He specializes on the "marketing" side of Network Marketing, teaching others the skills to create prospects, develop recruiting systems and develop duplication through the organization. Art is the author of "The One Minute Sponsoring Tip for Network Marketers" newsletter.

The success and duplication that Art is developing led to him being featured in the best-selling books, "Wave 4," and "The Wave 4 Way to Building Your Downline." He also wrote the monthly Technology column for *Upline Magazine*, is a frequent contributor to the "Fortune Now" newsletter and the editor of "The Jonak Report." He is one of only 600 individuals certified by the University of Illinois as a Network Marketing Professional.

Art has created exactly the kind of culture you want in your organization. His network is founded on the principles of having fun, accepting responsibility, developing leaders, and moving fast!

Art was one of the early pioneers of online prospecting. He developed an Internet-based viral prospect-creating system, which is one of the most automated recruiting systems in Network Marketing. In fact, you won't find many people who know more than he does on how to build a network marketing business using the Internet. (His MLMPlayers.com site is one of the highest ranked MLM training websites in the world.)

But he doesn't just build his team on the Internet...

He's created a worldwide methodology for growth including global conference calls, opportunity meetings, and live trainings. Most importantly, he's done it in a way that provides replication. (You can't be taking five or six vacations a year if you are the "hero" and everyone relies on you to keep the growth happening.) He's agreed to share some of the insights he's developed while creating this strong culture of growth in his organization.

Some of the things you will learn in this never-before-presented session include:

- The single most effective way to format the start of your presentations;
- A simple technique to eliminate 90% of the problems a new distributor will face as they grow their business;
- A sure-fire way to get your distributors to stop focusing on nonproductive activity and take productive action;

- The 100% effective technique to stop your people from using price as an excuse to not build a massive business; and,
- A 20-second telephone strategy you can use to instantly wipe out the competition and "marry" the prospect to you!

This fresh and unique session will show you why most of what you're teaching your distributors may not work consistently down into the deeper levels of the organization. Art will show you how to remove yourself from the equation and create a culture of responsibility, professionalism and growth that duplicates throughout your group!

Recruiting by Attraction Instead of Persuasion Presented by Hilton Johnson

Tired of rejection? Don't know what to say to attract prospects? Are you wasting your time with the wrong people? Then you don't dare miss this powerful presentation by sales Coach **Hilton Johnson**.

(More...)

Hilton has been in direct sales for over 40 years. And he's been coaching and training salespeople, managers, professionals and business owners for over 30 years! He was a pioneer in introducing sales and language skills such as key language formulas and structured teleconference training courses to the direct selling industry.

The truth is, prospects are everywhere. You just need to know what to say to get their attention. Hilton will teach you the specific language you need for compelling people to listen to you, and ultimately buy your products and join your business. All this without resistance or rejection!

This is possible because Hilton has developed a breakthrough process known as "Selling by Attraction." Instead of begging, manipulation, or hype, you'll discover how to attract quality prospects to you, and make a presentation that will have them enthralled. Used correctly, the Selling by Attraction system actually causes qualified prospects to sell themselves on joining your business or buying your products and services.

And this is not about manipulation, tricking the prospect, or using deceit...

You'll discover how to use proven language that will make business presentations almost irresistible...while at the same time honor your prospects as well as yourself.

In this breakthrough program in Orlando you will learn how to:

 Make prospecting and presenting natural, fun, and downright irresistible to your prospects;

- Listen to your prospects on such a deep level that they will immediately like you, trust you, and want to do business with you forever;
- Get your prospects to agree to join your business before you even mention the business;
- Eliminate 98% of ALL objections so they won't even come up again; and,
- Get all of your prospects to sell themselves on joining your business opportunity!

You will replace sales resistance with attraction. Your prospects will find themselves becoming more and more attracted to you, as you deliver your recruiting or retail sales presentation.

At this session you will learn the single qualifying question that will quickly reveal to you if you're presenting to a potential business builder or a time-wasting, unqualified prospect. And if it's the second one, how to gracefully (and quickly) make your exit.

Hilton has even promised to reveal the four magic questions that you should always ask if you want your prospects begging to see your business opportunity.

Success in Network Marketing has nothing to do with working long hours, being lucky, or spending lots of money. Your success is dependent upon having an organized system of generating qualified prospects and then giving them a compelling business presentation. Hilton's simple but groundbreaking coaching and sales skills allow you to approach, present, and develop relationships with prospects, without ever coming across as pushy or aggressive.

You'll be able to uncover your prospects' financial, freedom, and job motivations, and then effortlessly show them how you can meet all of their needs by doing business with you. Your prospects will love you for this and they'll never feel as though you are shoving something down their throats.

By the end of this session, you'll be able to present your products, services and business opportunity to your prospects in such a structured, organized way — they will instantly like and trust you and be eager to buy your products and join your business as quickly as you'll let them.

Your presentation will be so natural, warm, and non-threatening that you won't even need a "close" to it. Your prospects will actually close themselves. *If you have any distributors who are afraid of rejection, procrastinate approaching people, or make a lot of unsuccessful presentations, be sure they get to this session!*

[Sign Me Up Now!] [Tell Me More...]

The Psychology of Successful Recruiting By Peter Pearson, Ph.D.

Want to peek into the mind of your prospects and discover what they are really thinking? Would you like to know the reasons why some people join your business and others do not? Would you like to know the real psychological motivations that cause people to act?

And we're not just talking about your prospects...

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Would you like to know what might be holding YOU back? Want to know the causes of your own fears that may cause you to procrastinate things, not approach certain prospects, or even actually sabotage yourself?

Well if you answered 'yes' to any of the above, then you will go wild over the session from **Dr. Peter Pearson.** In this unique workshop, he will actually be bringing up volunteers and showing them how to overcome fears of their own, and understand how to better work with skeptical prospects. *This live demonstration of how to overcome recruiting blocks in minutes will amaze you.*

Peter has been helping people overcome personal issues and transform their relationships for more than 20 years. Peter and his wife **Dr. Ellyn Bader** are directors of *The Couple Institute* in Menlo Park, California. Peter and Ellyn are known worldwide for their ability to resolve the toughest emotional issues and cases. Their textbook on counseling is used in graduate schools across the country, and they have trained therapists around the world.

Peter's 20 years of experience can help you break through your unproductive behavior patterns to reach the success you're looking for. **In this session you will learn:**

- The secret to overcoming fears that seem to be immune to self-talk solutions;
- How to help timid recruits overcome the fear of approaching prospects;
- The key signs to identify recruits you don't want in your group; and,
- How to help new distributors overcome procrastination and take consistent action in the critical first 90 days.

Peter has taken his insights learned through two decades of working with the most difficult emotional issues, and applied them to how you build and sponsor in network marketing and direct sales. This eye-opening program will revolutionize the way you approach the business. Make it a point to have all your people there.

Making Time, Making Money, in Network Marketing Presented by Rita Davenport

Your next presenter believes that "Dream Building is Team Building." And she has built quite a team herself! She began her career with no network marketing experience, but had a starter kit and unstoppable belief. Within six months she was number one in her company for both sales and sponsoring. Today, she is the president of that company!

(More...)

She has been inducted into the Hall of Fame for Network Marketing, and the National Speakers Association's Speakers Hall of Fame as well. So it should be no surprise that we invited **Rita Davenport** to kick off *Mastermind III* as the opening Keynote speaker.

During her session, Rita will be sharing the principles she used to build her own strong, successful team. We've asked her to reveal her techniques on time management, team building, and nurturing self-esteem and confidence.

Rita coordinates one of the industry's most powerful and effective recognition programs. Most any weekend, you can find her flying somewhere to award someone the keys to their new Mercedes Benz! So you can count on learning lots of great information on how to keep your team motivated, productive, and having fun!

Rita has written five books, which have combined to sell over 2 million copies. She's been featured on *Good Morning America, Sally Jesse Raphael, Regis Philbin* and over 100 other radio and television shows. She has broadcast two nationally-syndicated cable television shows of her own to over 32 million homes across the country.

Her success in the industry has led to her being honored with more awards than we can mention. She has been profiled in "SUCCESS," "Working at Home," and "Network marketing Lifestyles," which dubbed her one of the "First Ladies in Network Marketing."

Rita will show you the path to creating more quality time in your life, and building financial security through the business. She has successfully meshed her roles as a wife, homemaker, and mother of two with the challenges of a career. So make sure your people see this program!

What Some People Don't Want You to Know Presented by Rod Cook

This is the program you'll never hear at another event. The program you'd never hear if the cameras were rolling. The program even your own company may not want you to hear!

(More...)

And there's only one person on earth who could give it: Rod Cook.

Rod has been around the industry for decades, and he knows where the bodies are buried. He's made millions as a distributor, and he has the 1099's to prove it. Along the way, he's seen some things that would make your blood curdle.

During a million-dollar-a-year run (We're talking his commissions, not sales volume.) Rod exploded one company. While the company dumped the distributor force and went retail, a good friend in Rod's network committed suicide. Rod laid down his sword and picked up the pen, determined to prevent it from happening to others.

He began publishing what has evolved into his "MLM Watchdog" newsletter. Today, Rod and his staff of 600 field reporters handle an average of 1,000 consulting questions and complaints a month. He is dedicated to stopping the illegal schemes that pose as legitimate MLM companies, and exposing inside deals.

Attorneys General, the FBI, Federal Marshals and other regulatory agencies have used Rod for a source when they need truthful analysis and information. He has also cooperated with the TV newsmagazines "20/20" and "48 Hours" to expose fraud in the industry.

From the money games and pyramid schemes of the sixties, to the front end-loading of the seventies...

From the offshore con artists, to the companies that wash out commissions and roll it up to the founders...

From the huckster smoke and mirrors distributors, to the ones that make their living pirating from other downlines...

Rod Cook has seen it all.

And he will show you how to protect yourself from scams, crooks, and misleading hype. Rod is considered by many to be the ultimate MLM inside information source. He studies thousands of compensation plans, products, and recruiting systems every year. With almost 40 years of experience, Rod has a wealth of knowledge no one else in the MLM Industry can match.

Some people say "ignorance is bliss," but not when we are talking about your bonus check. What you don't know about this business can hurt you. A lot.

One company terminated a distributor who was pulling in a nice five-figure monthly bonus. His crime: He was trying to sell his distributorship. Another company got their stock price to go up in the face of flat sales by systematically terminating their top distributors.

Suppose this happened to you...

You're going along your merry way, working hard, and making \$25,000 a month. Your company decides they don't need you any more and they terminate you. (Take a good read of the distributor application you signed, and you will be shocked at how many reasons they can manufacture to do this!) You know it's unjust and you decide to sue.

There's a slight problem. Your monthly income has been completely shut off. You don't have a penny coming in, and now you've got that nice house, snazzy car, and private school you're paying for. Meanwhile your old company has a free \$25,000 a month legal defense fund to keep your case tied up in the courts for years!

There's not a lot you can do once this happens. But Rod just might be able to give you some savvy information that could help you prevent it from happening in the first place. In fact this revealing session is packed with lots of information like this.

Information that some people don't want you to know!

Rod consults with many companies and leaders who build recruiting systems. He's seen the ones that slam thousands of leads through the system only to melt down, and he's worked with the ones that created true sustained momentum. He has some very strong views on marketing a single sizzle product, versus trying to lead with multiple products. He'll offer you case studies of both approaches, so you can decide for yourself what approach will work best for you.

Rod can also teach you how to realistically evaluate compensation plans. He has copies of over 6,000 compensation plans on file. He knows which ones worked big, and which ones died on the vine. And he can warn you about the con artists that keep resurfacing every few years, taking advantage of a whole new generation of distributors.

One other important thing...

Even though you aren't in one of these scams, you need to know about them, so you can protect your prospects and distributors who won't know

any better. This stuff isn't in any book or newspaper. If you don't hear it from Rod, the only way you'll learn it is the hard way.

Hopefully you're in a great company, with ethical people, a solid product line and a fair compensation plan. If that's the case, you have nothing to worry about. But if not, of every session you attend, of every event you attend this year—this may be the most important one. Don't miss it!

Using Direct Marketing to Build Faster Presented by Randy Gage

Back in the 1980's and early 90's, when everyone was drawing circles in living rooms, **Randy Gage** was generating leads with card decks, classified ads, sales letters, and display ads. So it was only natural with the theme of this event that we invited him to present a second session; one on how you can use direct marketing strategies to grow your business quicker.

Using these strategies will allow you to sponsor large numbers of cold market prospects, and also work your warm market faster. You actually leverage your leverage!

(More...)

This fascinating session will include lessons on designing "lifestyle" business cards, how to generate leads with inexpensive "two-step" campaigns with classified ads, little-known strategies for buying display ads at drastic discounts, ad design techniques, and the secrets of successful direct mail.

Perhaps just as importantly, Randy will explain the most workable and effective way to handle large amounts of leads you get from direct mail, ads, or the Internet. It's critical that you have a screening process, so you aren't wasting time with curiosity seekers or competitors simply trying to find out what you are doing.

This "mini marketing Boot Camp" will show you how to:

- Generate all the leads you and your team can handle;
- Create compelling offers;
- Craft powerful display ads that really work;
- Recruit by mail;
- Select the best mailing lists;
- Use the Internet to sell and recruit; and,
- Convert prospects into distributors faster!

Randy is a bona-fide marketing genius, considered one of the preeminent experts on direct response advertising, copywriting, and Network Marketing in the world today. He has an uncanny knack for strategizing and conceptualizing million-dollar opportunities for his clients and protégées. His marketing skills were instrumental in helping him transform himself from a minimum wage dishwasher in a pancake house into a multi-millionaire!

Once you experience him at the *Network Marketing Mastermind*, you'll see why *Networking Times* called him, "the modern-day answer to Napoleon Hill and a Jedi Master of wealth and prosperity."

In 2001, Randy began marketing information products on the Internet. Unlike many Internet "Gurus," Randy doesn't write code, do programming, and couldn't build a website if his life depended on it. He simply conceptualizes sites on a yellow legal pad and lets the technical people build them.

He currently has over 350 URLs, linking to 9 major destination sites, which then feed off to over 60 profitable individual sites. ALL of his sites have recouped their development costs and make money every month. Randy has proven that the technical knowledge is secondary to creating a strong offer, compelling copy, and understanding how the buying process works. He will show you how you can create inexpensive "sales letter sites" that are built quickly and cheaply, yet can make you money every single month.

Randy is the author of more than three dozen books, audio albums, videos, and other information products. He has personally sold more than \$12 million of his own information products. The sales he has created for his clients and protégées is in the billions! His live workshops cost from \$497 to \$10,000 per head. His consulting clients pay him from \$200,000 to \$400,000 a year, just to keep him on retainer. Now you will get the benefit of that wisdom for a tiny fraction of that.

If you want more qualified prospects, this session will show you how to generate more than you could ever possibly need! You'll discover a whole new world of ways to recruit people you don't know yet. Many of these are the strategies Randy teaches at his \$10,000.00-per-person Marketing Boot Camps. If you want to build long distance lines, and have groups around the country (or the world) — this is the session for you!

How to Create and Give a One-Minute Presentation... Specific to Your Opportunity and Product! Presented by Tom "Big Al" Schreiter

You don't have to be a superstar salesman, a professional hugger, or a charismatic speaker to do well in your network marketing business. You don't even need to be brave, aggressive, outgoing, or rude.

All you have to do is to learn exactly what to say and exactly what to do. That's it. And here is some good news...

(More...)

You might be only a couple sentences away from terrific success in your business. Really. By learning just a few skills on what to say and what to do, your entire career can make a change for the better.

And this session will prove it to you...

Because we're bringing back "Big Al' to do another information-packed program on putting people into the business. Not only will you learn how to get a presentation appointment with virtually all of the prospects you talk to—you'll learn how to give your prospects a COMPLETE presentation in only one minute!

And not some canned, generic presentation...

Tom will actually teach you how to create a one-minute presentation specific to YOUR program and products!

Think of the possibilities:

- * You can get appointments with anyone, anytime;
- * You will spend your time giving presentations instead of begging to arrange them:
- * Your prospects will be more relaxed and less defensive;
- * You will sponsor more distributors in less time;
- * You will sign up more prospects, because they will feel that they could easily duplicate your presentation;
- * You will get a "Yes" or a "No" answer after just 60 seconds;
- * No more rejection; and,
- * You'll duplicate faster!

Stop doing Network Marketing the hard way. This bold and unconventional approach can revolutionize your prospecting efforts! You'll learn how to get a presentation appointment with almost 100% of the prospects you talk to.

Tom will reveal the two sentences that will get your prospects literally begging you for an instant presentation. And you'll learn how to give a complete, total, beginning-to-end presentation in only sixty seconds. Then watch your prospects' eyes light up when they see how easy it is! Don't miss this session!

The Million-Dollar Panel Discussions Moderated by John Milton Fogg An event of this magnitude wouldn't be complete without panel discussions. And we're going to have three of them, going back-to-back, into late Saturday night. We've asked John Fogg to put his Napoleon Hill hat back on, and do the interviewing. (Along with the person who wins the "Million-Dollar Makeover," but more about that in a minute.)

The first panel will be on retailing and building product sales volume. John will be grilling Kim Klaver, Len Clements, and Rita Davenport on the best ways to juice up your sales volume.

The next panel will be on recruiting and sponsoring. So John will interrogate Tom Schreiter, Lisa Jimenez, Hilton Johnson, David D'Arcangelo and Peter Pearson to uncover any missing info you need to energize your recruiting results.

And in the final panel on replication, John will be asking the tough questions to Randy Gage, Tim Sales, Michael Clouse, Art Jonak, and Rod Cook.

These panels will clear up anything that isn't quite clear to you, and make sure you learn exactly what you need to implement the information. John is a master at getting below the surface and extracting the important stuff. He will press the faculty to ensure that you get every relevant method, strategy and technique that will help you.

(Programs and presenters are subject to change.)

[Sign Me Up Now!] [Tell Me More...]

This faculty can teach you little known secrets, take ten years off your learning curve, and rocket your growth. This will most likely be your only chance to ever learn from, ask questions, Mastermind, and just generally network with a group of exalted experts like this.

Between them, this faculty has authored more than 40 books, dozens of other learning resources, spoken in countless countries, built organizations in the hundreds of thousands, generated Billions of dollars in sales, personally made millions of dollars in commissions, and helped a whole lot of people build their dreams through Network Marketing.

However, it is only fair to warn you...

The Mastermind Event is NOT a 9-to-5 thing. It is a Recruiting, Retailing and Replication Boot Camp! Sessions start at 9 am sharp on Friday, and will go late into the night on Friday. We restart at 9 am sharp on Saturday, and go till late again. (And by late I mean midnight or later!) We're back again at 9 on Sunday morning, and go right straight through to 5 pm. So if the idea of spending 14 or 15 hours a day in a conference room scares you, better stay home.

Make sure you arrive on Thursday the 14th, and don't schedule your plane home before 8:30 pm on Sunday.

So if you want to catch some Florida scenery and experience some of the city's unique charm—make plans to arrive a day or two early, or plan on staying later. Orlando is truly one of the world's most interesting cities, offering restaurants, shows and nightclubs. And you won't have time for any of it during the event!

No "break-out" sessions...

Every program you have just read about will be presented on the main stage, in the closed-door session. You won't have to choose between different sessions. Your tuition gets you into every single session!

If you can't learn how to make a few million dollars—or at the very least a few hundred thousand—spending three days listening to, eating meals with, asking questions of, and just hanging out and Masterminding with this group of people—you better quit the business now and get a job at Wal-Mart!

You simply can't afford to miss this.

Now that you know who the presenters are and what sessions they'll be conducting, let me fill you in on the other important details regarding the event.

Who should attend...

As you have no doubt figured out by now, this event is for top earners and the people who want to become one. If you already have a group of 5,000 or more, the event is perfect for you. You'll find many other people at your level in attendance.

If you've been around a while, but your group is stuck somewhere between 10 to 30 and 300 to 500, this event will most likely be the most important one you ever attend. You'll discover what you need to break out of your plateau and ramp up to a group in the thousands.

Now that doesn't mean the event is not appropriate for beginners just starting out. It is—if you are a beginner who is serious about making the business a career, or a significant second income.

Who should not attend...

If your goal is to earn \$400 a month from your business, this event is not for you. It would be equivalent to trying to sip from a fire hose, and frankly, much more information than you need.

Don't come if you are looking for how to earn \$50,000 in two months either. We will not be teaching how to play money games and avoid the authorities. Quite the opposite. This event is for network marketing and direct selling professionals who are looking to build large organizations.

Don't come just looking to find out how to sponsor your brother-in-law. Come looking for the strategies that will build you walk-away income and provide you complete financial independence.

Please. Don't come to this event unless you are deadly serious about building your net worth with a huge, residual income network marketing organization. This program is for the serious players, not the tourists.

We've assembled the finest minds in the business and put them at your disposal for an entire weekend. This event is all-new, all-different and greatly expanded. Nothing is a repeat from the first two Mastermind events. If you are serious about building a huge, exponentially growing group, then there is nowhere else in the world you should be from October 14-17th than in Orlando for *Network Marketing Mastermind III*.

No audio or video albums of the event will ever be offered...

When we say private, closed door, we mean it. No recording devices will be allowed in the room. In order to get these presenters to bare all their closely-guarded secrets, we promised them that nothing would leave the room. So spare us the phone calls pleading for tapes with sob stories about why you can't be there in person. The only way you'll get the information shared during these secret sessions is to be sitting in one of the seats taking notes.

Extra value...

Your workshop binder will include some of the most valuable information you can possess. You will receive samples and case studies of actual classifieds, display ads, direct mail letters and Internet promotions Randy, Tom, David and others have used to generate millions of dollars in sales for themselves and their clients!

They spent hundreds of thousands of dollars testing what works. Now you can get the benefit of all that research. (See the letter Randy wrote which became the most successful launch letter ever mailed in MLM!) It will also be packed with worksheets, handouts, articles and other valuable information and exercises from many of the other presenters.

You could easily argue that this binder is worth your entire investment to attend the event! Extrapolate how these samples and case studies apply to your business and the value to you is incalculable.

What's the investment?

Does it matter? Not to be cute, but with a faculty of experts like this—wouldn't you gladly pay ten grand to hang out in a Mastermind like this with them for three intense days? If you wouldn't, you better schedule yourself for a checkup!

Just what you would pay to attend their individual workshops would add up to thousands. And some of these experts will be sharing information they've never revealed outside of their own organization before!

There has never been a program that has assembled a faculty of instructors like this before. Never.

These people are responsible for sponsoring millions of distributors and producing billions of dollars in volume. That's billions with a 'B.' If we charged \$5,000.00 a seat for this program, it would be the bargain of the decade. But you won't have to pay even that...

Fortunately, the star-studded cast has attracted some high level sponsors, so we can keep the price way below market value. So the event is only \$597. And if you act fast, you can sneak in at the early bird discounted price of only \$497! So register now, and save a hundred bucks.

Special Limited VIP Package...

Register immediately, and you may be able to snare one of the special VIP packages. For only \$150 more you can attend a private networking reception followed by dinner with the faculty on the Thursday evening before, advance entry and preferred seating at the event, and a special surprise goodie pack from the presenters. (I strongly suggest you get this if any spots are still available. You can even finance your enrollment in two easy payments.)

We are negotiating with the hotel now for a discounted room block. We will send you that information when you register, so you can qualify for the special discounted group rate.

Now let's talk about the guarantee...

There is none. I wouldn't insult you or the presenters by even offering one. We are talking about a faculty of company founders, industry icons, and six- and seven-figure earners who have made (and are currently making) millions of

dollars in this business. If you don't come out of this program with value of hundreds of times your investment, you will have no one to blame but yourself!

Now if you register and a last minute emergency comes up and you can't attend, you can get a refund up to three weeks before the event. If it is within the three week period, you may transfer your registration to someone else in your group, or receive a credit towards *Mastermind IV*. So best to lock in your spot before the event sells out.

Your Group is Safe Here...

It should go without saying (but won't), that this event is totally generic. We won't be endorsing or promoting any specific companies. We will only be teaching you and your people how to succeed better with YOUR program. No one will be ambushing you with a pitch to switch companies. So feel free to bring along your leaders, and the people you want to develop into leaders. Just check your flipcharts at the door!

Please cooperate with us on this and make sure your group conducts themselves with professionalism. (We did have to ask several people to leave from the earlier events for bothering people and we won't hesitate to do it again.)

Instead of fighting with other distributors over the pie, we're all working together to make a bigger pie! This is the way the industry will grow and prosper for the decades ahead—by hosting open forums where we can discuss differences, and share best practices in an environment of respect for each other.

If the first two events are any indication, there will be a number of people there who are not yet with a company, and are there to evaluate the general opportunity. They will let this fact be known to you, and you may follow up after the event.

Space is filled on a first-come, first served basis...

As with the first two Masterminds, you can be sure that top MLM and direct selling leaders will be flying in from all over the world. With a program of this caliber, it wouldn't matter how big of a conference hall we could find; you can be sure it will sell out fast. Real fast.

Networking opportunities...

As amazing as the faculty is—and they are amazing—that's just the tip of the iceberg for your networking opportunities. Every meal and every break you have the chance to rub elbows with some of the most successful people in the industry. You may be sitting next to someone with 5,000 or 10,000 people in their groups. Attendees at the first two events are still raving about the caliber

and friendliness of the people they got to network with. You really should be there for this. It's important for your development.

There is one more thing you must know. And depending on how serious you are, it could be the most important thing. I'm talking about:

The Multi-Million-Dollar Makeover...

If you are already fairly established with at least a moderate group, and you want to rocket it up to the multi-million-dollar level, pay very close attention to what I am about to tell you.

The person who brings the largest group to this event will be awarded the first-ever "Multi-Million-Dollar Makeover" from our faculty. Here's what that means...

If you win, you will join John Fogg as the co-host of the three panel discussions on Saturday night. That will be your chance to personally ask questions of all of the presenters.

Then for the next year, you will receive a package of benefits that can catapult you into the multi-million-dollar arena of the business. If you qualify, you will receive:

- A complimentary outside cabin and registration for two to the 2005 MLM Cruise with individual one-hour custom consultation with both Art Jonak and Tom Schreiter (Approximate value: \$4,000);
- A 45-minute Wealth Mastery Conference Call with you and up to 100 of your leaders with David D'Archangelo (Approximate value: \$1,500);
- A "Selling by Attraction" CD set and a Tele-Seminar for your organization on successful follow up by Hilton Johnson (Approximate value: \$1,600)
- A live speech by Michael Clouse to your Convention or Rally, anywhere you are holding it. (He will waive his full speaking fee and provide his own travel expenses as well! You can use this for your own group, or offer it to your company for their convention. Approximate value \$11,000);
- A 60-minute Tele-Seminar for your group with Dr. Peter Pearson, on how
 to overcome mental blocks and taking action. This would be followed up
 by three phone trainings with you and up to five of your leaders on how to
 train this information to your whole organization (Approximate value:
 \$2,200);

- A one-year subscription to MLM Brilliance online movies, which includes 70 inviting scripts, 10 "Brilliant Compensation" DVD's and a Conference Call conducted by Tim Sales to your group on the training topic of your choice (Approximate value: \$2,500);
- The Complete "Conquer Fear" Collection (Includes hard cover book, 4-CD audio album, 27-day e-mail course, a "Rich Living Kit," and 3-part Tele-Seminar with workbooks for your group with Lisa Jimenez (Approximate value: \$2,800);
- 10 copies of "the Inside Network Marketing" book for your leaders, 100
 "Case Closed" prospecting tapes, and an "MLM Judo" Tele-Seminar for
 your group from Len Clements (This will show you how to maintain a
 realistic, honest marketing approach while defending yourself against
 outlandish hype, exaggerations and even outright lies. Approximate
 value: \$2,500)
- A 3-day Tele-class from Kim Klaver on "The Three Scripts Class," for you
 and everyone from your group that attends Mastermind III (Approximate
 value: \$197 times the number of people you have attending!)
- The complete resource library from Rod Cook, including Rod's "How To Start Your Network Marketing Or Internet Multi-Affiliate Company Manual," "MLM Compensation Pay Plan Book," "High Voltage Success Shockingly Simple Secrets To Build Your MLM Business" by Marcie Cook, three hours of consulting with Rod via phone or in person in San Antonio, Texas, and 500 fresh (never been sold before), double opt in leads (Approximate value \$2,100);
- A one-year complimentary membership in The Greatest Networkers Community site LEADERSHIP Package, which includes one year's membership to the program, about \$350 worth of learning resources, John Fogg's Get Rich Slow Training Call, and you will be enrolled in the exclusive, year-long TGN Certified Network Marketing Coach Program. (Approximate value \$4,400);
- A one-year membership to the highest level of Randy Gage's mentoring program, the *Mastermind Council*. This is Randy's "inner circle" of select consulting clients, business partners, and colleagues. They pay \$25,000 a year, and receive a package of benefits so lucrative, that it's never been offered anywhere before. Your one-year membership in the Council gives you a chance to get the most personalized help and guidance from Randy individually—as well as interacting with some of the brightest entrepreneurial minds on the planet during the Mastermind Retreats. This is without a doubt the most powerful tool you can have in your success arsenal. For four or five days, twice a year, you will talk, dine with,

socialize, and Mastermind with the other Council members. These are conducted at exotic international resorts (places like Tahiti, Hawaii, and the Caribbean), or are scheduled to coincide with another event (like the World Cup, Opening night at the Met, Super Bowl, etc.). For obvious reasons, the dates and locations are kept secret from non-members. In conjunction with this membership, Randy will personally write one sales letter, brochure or webpage for your product or service (Approximate value \$40,000).

As you can see, the retail value of this makeover is easily over \$80,000.00! But the actual value is incalculable. We have put together this special package so you can space it out over the year, providing you and your organization with the constant help, training and support from the faculty. It's like having fourteen surrogate sponsors!

Then we'll invite you back to a future Mastermind, so you can share your results with the group. We fully expect the person who qualifies for this award to increase the value of their business by millions of dollars over the next few years.

But we won't stop there...

We are actually going to provide a special award package for the top ten qualifiers. While not on the scale of what the #1 finisher receives, it will be a nice package of benefits to help you grow your business with help from the faculty for the next year.

Check the event website, and you will see a daily posting of the contest, so you can see where you place. Remember, the person with the largest group in attendance gets the Multi-Million-Dollar Makeover. And the next nine will get a special package of support and resources. So get the word out to your people right now, and register your group with the site!

Are you ready to invest three awesome days (up to 15 hours a day) to learn the business-building secrets from 14 undisputed masters of the business?

Do you want to learn the secrets to find, sponsor, and build leaders who supercharge your organization growth?

Can you imagine your business with three to five new superstar leaders, and hundreds more distributors in the next few months?

Are you excited about networking and exchanging challenges and ideas with more than 1,000 of the most successful people in the business?

Can you imagine adding two, three or even four zeros to the end of your present bonus check? Gee, what would the neighbors think!

If you are serious about breaking through and becoming a major player in the business, register NOW. Once all the available slots are filled, the event is closed. No more people will be admitted, and no recordings will be made of any kind.

I'll be there. I hope to meet you!

Sincerely,

--Ford Saeks

[Register Now!]

P.S. This is the time to alert your key leaders and make plans to attend together. The more of your group you have there, the faster your volume, recruiting and duplication are going to take off after the event! And you could be the lucky winner of the "Multi-Million-Dollar Makeover"!

[Register Now!]

Subject Line: Special Announcement from Randy

Note: Below you will find a special announcement for Randy's new one-year Copywriting College. Because the enrollment is limited to 24 people only, he is sending you an advance notice, before it goes out in his e-zine, later today.

Dear Colleague,

I'm writing you today from Café Ruc on Rue Saint Honoree. Paris is one of my favorite places to visit, and Ruc is one of my favorite people watching spots. Not to mention, a great place for copywriting.

So it's the perfect place to write you about a new project that I'm very excited about...

It 's a chance for you to work with me on a personalized basis for one year, learning the skills of a world-class copywriter. It's not abstract theories and listening to lectures, however. You can actually be writing copy under my direct guidance, submitting regular assignments to me, and interacting with regular feedback and critiques. This is also a way—only if you are interested of course—to make from \$100,000 to \$250,000 a year writing copy for me once you complete the program. (More about that in a minute.)

Here's the deal...

I have developed something that to my knowledge has never been done before: a one-year Home Extension Copywriting College to train copywriters. And I don't mean ordinary run of the mill copywriters. I've put together a complete and comprehensive curriculum that—if you do the work—will make you one of the world's elite copywriters.

If you are accepted into the program, you will work with me personally, through monthly lessons, email, and conference calls to develop your copywriting skills. You will learn all the basics of writing good copy, the advanced techniques that make it great, and the nuances that make it world-class. When you finish, you will be able to write powerful, gut-wrenching, killer copy that moves people to take action.

I can tell you that as a great copywriter, you'll have your choice of dream lifestyles. Because once you know how to write compelling, powerful copy—you will never want for money again. Ever. The only limit to what you can earn is determined by how often you want to write.

You can work for yourself, or accept contracts from others. You have the personal freedom to live and work from anywhere in the world. (Or at least anywhere you can get an Internet connection.) Whether you live in New York,

Indianapolis, or Milwaukee, Rome, Trieste, or Milan – there will always be people who want more business. And they will joyfully give you a piece of the pie.

You can work on any beach, sidewalk café, or under a palm tree, and have people sending you checks every month. You can have your office situated with a view of the mountains (as I do in Costa Rica), overlooking the water (like I have in South Beach), or just follow the sun, writing from beautiful locales around the world (as I'm doing right now).

This is a very lucrative career...

As a trained copywriter, you can earn \$75,000 a year, working part time. If you're serious and work more, you can rake in from \$250,000 a year. Most importantly, you do this without a bunch of employees and overhead to eat up the majority of what you earn. Here's how it works...

You get hired to write a letter. You get an agreed upon price usually beginning at \$500 for beginners and going up to \$15,000 for experienced pros. That's the base price.

Then you get paid a small royalty from all the sales that come from that letter, or a set amount for each copy of the letter that gets mailed. For as long as it mails! If your letter becomes the "control" package, it can mail for years!

It's possible that one letter you write can make you \$2,000, \$5,000 or \$8,000 a month in residual income. For as long as that letter mails! Think of what you can earn if you have four or five controls going at the same time.

There is never a shortage of businesses. There are always more business owners, advertising agencies, and publishers who need good copy than there are good copywriters out there.

Copy is the engine that drives all great marketing campaigns. You can make a fortune writing sales letters, brochures, ads and websites for businesses. There are literally MILLIONS of small, medium, and even huge companies, desperate for someone to help them sell their products or services. (And we're not even mentioning the millions more non-profit organizations, associations, political campaigns and others.)

Of course you may not want to hire your services out to others. You may want to use them for building your own business. And why not!

You can use your new copywriting skills to drive traffic to your website, write a book proposal that gets a big contract, or get yourself booked on Oprah. Or maybe you need to write sales letters, ads, and website copy for your retail store, consulting practice or hot dog stand.

You can develop your own products, or partner with other people with existing products. There are literally MILLIONS more joint venture and new product opportunities like this. Really.

Or you can do it both ways! Work on your own products, and just take on the special projects that excite you and offer big dollar potential for residual income. You can even use the skills and techniques I will teach you to support a political cause, or raise money for religious or charitable organizations.

Or you can select "all of the above" as I have...

In my case, I've used my copywriting skills to build two multi-million-dollar businesses of my own. I also take on occasional projects that I find intriguing which offer lucrative royalty situations. And I've used these same skills to write letters that have raised a large amount of money for my own church and some charities dear to my heart. I even wrote the sales letter that launched the political career of the mayor of a certain city in California.

The possibilities that open to you once you learn these skills are vast, numerous, and very lucrative. Once you learn the creative writing and copywriting techniques in this Copywriting College, you can:

- Create money-producing websites;
- Write a best-selling book;
- Create compelling sales letters, brochures, catalogs, and other marketing materials:
- Draft powerful proposals;
- Design ads that pull in orders like crazy;
- Create a product catalog or "magalog" that brings in tens of thousands of dollars a month;
- Design a "tear sheet" mail campaign;
- Earn passive income without working; and,
- Craft a sales letter that with the right product at the right time can make you a million dollars, euros, or pounds!

You will learn the mechanics of copywriting, to use the internal message and punctuation to create the "bucket brigade flow" that pulls readers through your copy. You'll discover which proven and tested words increase response, and what you can do to compel people to spend twice as much as they originally planned. And I'll teach you the science of how to edit and use testimonials in a way that really drives up response.

I'll teach you my secrets for structuring irresistible offers only a brain-dead moron could refuse, how to use bonuses to dramatically boost response, and how to test prices, offers and copy. (Including the correct way to do A/B split tests.) I'll show you my process for creating headlines that blow sales through the roof, and

how to use your copy to outmaneuver, outsell and out market competitors with advertising budgets ten or even a hundred times yours.

The College will start with the basics, and each lesson will build upon the last. So once it begins, no one else can join. In the first lessons, you'll be practicing headlines, openings, and postscripts. You'll learn how to evaluate the product or service to uncover all the benefits, including the hidden ones. Then as we progress, you'll start writing actual sales letters each month.

I will also have you designing display ads and writing classified ads to hone your skills. You'll find out what to do differently when writing copy for websites, and learn the secrets of selling through e-zines.

You will also learn a simple strategy to eliminate "writer's block" from your vocabulary forever. I will give you five opening templates that can help you start any story, sales letter, or book at the drop of a hat. This strategy will allow you to instantly get into a stream of consciousness, so the writing will just pour out from you. It never fails. Ever.

I will even have you writing some 30- and 60-second radio commercials. Even though your business may or may not be conducive to radio promotion, writing in a time constraint like that forces you to learn how to grab attention, highlight benefits, and energize prospects to act.

I'll even teach you how to handle one of the most important components of copy—the area where most people fall down: The order form. There is a real science to designing this and the copy that goes on it. I'll teach you exactly how to make order forms that bring checks in your mailbox every day.

The program is launching in July, and will go for one year. To enroll, you must have an email account to receive your lesson each month. Your lesson will arrive by the 10th of the month. You must complete it and email it back to me by the 25th. Then I will critique it, grade it, and return it to you with comments and suggestions by the 5th of the following month. Some homework will be on imaginary products or services to develop your creativity. Other times I will have you writing copy for everyday items such as paper clips or rubber bands, to force you to stretch and grow.

Once you have the fundamentals down, you will be working exclusively on copy projects for your own business. Actually writing marketing materials you can be using to make money. (In this way, you should more than pay for the course with just your homework assignments.)

When I am done with you, you will know exactly how to take any product or service, and analyze it to discern the most compelling benefits it offers. Then you'll be able to communicate them in a way that has prospects diving for their

credit card. You'll learn the incredible secret of the "turn phrase;" my unique method for slashing through a prospect's force field and getting him to read your message. (This little beauty can make you an extra \$200,000 this year if you have half a brain and know how to use it.)

I'll teach you how to do guarantees, when to use them, and when not having one will actually increase your response. I'll show you how to employ the "takeaway technique" that salesman often use, in a written form. And of course you can't be a world-class copywriter until you intimately understand and activate the psychological triggers that cause people to act.

Once you have mastered this, you will know how to write copy that will figuratively grab your prospect by his testicles to seize his attention, constrict his throat so hard he is barely breathing desperately looking for a solution, and then caress his heart, so he is emotionally charged to act.

Now no one has ever accused me of being modest, but I really don't brag for the sake of bragging. But I think it's important for me to tell you something to think about as you consider this course. I believe I am the best person in the world to teach you this course.

You see, I have done all those things above already. I have over 60 profitable websites; almost all of these simple, copy-driven, sales letter sites. I've authored six books, all still selling well today. I've written sales letters that made me \$500,000, \$750,000, and \$1,000,000, and are still churning out cash.

I'll stack my moneymaking magalogs and catalogs against anyone in the business. I've crafted sponsorship proposals that have brought in hundreds of thousands of dollars, and designed display ads that have generated more leads than my clients could possibly handle!

I have personally been responsible for millions of pounds, euros and dollars in sales, and when you throw in my clients and protégés, the 'M' turns into a 'B.'

Maybe just as important, I know how people learn best, and how to structure the course in a way that you will understand and be able to apply what you learn. I'm a critical thinker and I know how to step back and objectively evaluate what I have done, to break it down into the components you need to learn. No one in the world is better qualified to teach you how to be a world-class copywriter than I. And I aint ashamed to say it.

So if you are ready to become a world-class copywriter, this is the best chance you will ever get. I am willing to teach you everything I have learned in my 20 plus years of experience writing killer copy. I will hold back nothing. I want you to know everything I know about copywriting.

So why would I do this?

It's not for some altruistic quest to pay back the universe, I assure you. It's a lot easier to just write a check. I admit I have my own money-grubbing motives:

As you probably already know, I always have more ideas for new albums, books, seminars, and other products than I can possibly write copy for myself. Yet frankly, I can't find copywriters that know how to write at the level I demand. Most of the people that call themselves copywriters today, I wouldn't hire to write the ingredients list for a box of Corn Flakes!

In fact, there are less than five people alive in the world today that I would consider to be world-class copywriters. And they are so busy with their own projects, they have no time for mine!

I am losing literally millions of dollars, because I can't develop the lucrative projects I am sitting on right now. So I've finally decided to conduct the one-year Copywriting College, and develop my own homegrown protégées. I'm betting that some of you will be interested in doing some freelance work for me once you graduate from the College.

And in the homework, I may even sneak in some actual spec writing assignments for products or programs I have or want to develop. If I think your letter can beat our control, we'll buy it and test it. If it wins, we'll roll it out in massive quantities and you'll get a healthy royalty check every month for as long as it mails. (You may remember I talked about doing this when I conducted my final copywriting weekend. Now I am finally ready to implement it.)

What does it take?

If you are wondering if you have what it takes to write killer copy, worry no more. I believe anyone can learn copywriting. And I've proven it.

People who come to my Boot Camps and Institutes are amazed by the fact that every single person present is writing good copy before the weekend is over. Even though we just did a brief segment on it. Why?

Because they already know how to tell stories. It's just a case of teaching them the proper structure of a copy platform, and un-teaching the proper language skills their high schools teachers beat into them. Forget about gerunds, dangling participles, and subject/predicates. Great copy is just everyday, conversational writing.

By the time you graduate, you will actually have a large amount of completed marketing copy for your business or clients. And I promise you it will be gut-

wrenching, get-people-to-take-action, compelling copy. Most importantly, you will have the ability to write lots more just like it, whenever you desire to.

However, it's only fair to warn you...

I don't have time to baby-sit you. If you can't meet deadlines and follow through on your commitments, there's no reason to register for the College. If your homework is not submitted by the deadline, you will lose the chance for the grade and feedback that month. (I'm too busy to have this stuff hanging over my head.) And if it happens often, I will drop you from the program.

What's the price?

Well if I was really clever, I'd be following my own advice and testing a few prices, to see what's the maximum I can get for the program. But I'm not doing that for two reasons.

First, I'm not mailing this offer to any rented lists or advertising it anyplace. I'm offering it only to my own database, so I would prefer to give you a break. And the second reason is that making the most money from this is not my purpose. I want copywriters who can do my projects. So I will set the price high enough to screen out the tire kickers and curiosity seekers, and leave only the seriously committed. (As you'll see in a moment, the number of students is seriously limited, so I have no room for tourists.)

However, I'm setting it as low as I can, to encourage those of you who really want to do this, to have a chance at it. I can do no more than that. So here's the deal:

The tuition for the College is \$1,500 down, and \$750 a month for the remaining 11 months. But the deal is we can't be chasing after you. You have to give Lornette a credit card to charge every month, or mail her 12 post-dated checks. I'm keeping your price low, but to do so, we can't have a bunch of administrative expense.

Or you can pre-pay the whole year and pay only \$7,000. The choice is yours.

But there's a catch. A big one.

You need more than just money. And the spots are limited. In fact, I am only taking 24 students, to ensure that I can give enough personalized attention to each one. So that means two things:

One, your deposit must be one of the first 24 that Lornette receives. From 25 on, they will be returned. And...

Number two, in addition to your deposit, you have to include a note to me on why you should be selected! It can be a sales letter, poem, Haiku, limerick, display ad, telegram, or a shameless bribe of a gift certificate from PRADA. Be creative. But don't make it too long, or the spots will probably be filled before you get it done. I'm also checking how you write under deadlines and your creativity under pressure. So be creative, be good, and be early.

Email your credit card and sales copy on why you should be selected to Lornette@randygage.com. Or if you're sending checks, expedite them to Gage Research, 3990 Sheridan Street, Suite 211B, Hollywood, FL, 33021.

By now you probably realize that once you know copywriting, you can write your own ticket. You can work from a notepad or laptop anywhere in the world. And get paid handsomely to do it.

Remember that the first semester starts in July. You'll receive lesson one by July 10th, and it must be completed by the 25th. There are 24 slots available only. So get your deposit and the reason you should be selected in to Lornette right away!

That's all I have to tell you now. If you want to be a world-class copywriter, this is the best opportunity you're ever going to receive. Jump at it!

Warmly,

- Randy Gage

P.S. Want to enjoy the summer in Paris, sipping wine at the cafes along the Champs-Élysées? Care to spend the winter months drinking from a coconut in Tahiti, Bali, or Fiji? Perhaps you'd prefer Hawaii, or Aruba. There's no reason why you can't. You can be your own boss, live anywhere and everywhere you want, and have people sending you checks every month. Hopefully I will be one of them!

Scott T. Smith

Copywriting.net

Scott T. Smith writes sales generating, order-pulling copywriting that 'works' to maximize your bottom line. Scott began writing business marketing communications in 1984 and founded http://www.Copywriting.Net in 1996.

He has written for hundreds of companies in North America and around the world, helping clients ranging in size from one-person shops to multi-national corporations. Scott's articles on Internet marketing and the writing process have appeared in over one hundred online and print publications including ComputerEdge, Internet Day and the Sales & Marketing Executive Report, and he is featured in a new book by copywriting 'guru' Robert W. Bly.

Scott holds an MA in Communications degree from Northwestern University, is a Certified Search Engine Positioning Analyst, and has applied his skills to develop the 1st personalized marketing system online. He is now developing the 1st comprehensive fly fishing directory on the Web, http://www.onFlyFishing.com/.

For a <u>FREE</u> copywriting consultation, contact Scott online at http://www.Copywriting.net/ or call 406.586.4112 today.



Below are Scott's selections of his own underground sales letters...

[online sales letter for http://www.onFlyFishing.com/] by Scott T. Smith, Copywriting.Net

Hook Up Now With Fly Fishers Worldwide (& Sell More of Your Products and Services)

There are now estimated to be 50 million fly fishers worldwide, and a fast-growing number of them are online.

onFlyFishing will help you catch the attention of this affluent audience, achieve more 'bang for your buck' and maximize your Web marketing potential.

According to the American Fly Fishing Trade Association (AFFTA), in 2002 fly-fishing retail sales in the U.S alone equaled \$686 million.

There's more. One of the major online directories (About.com) recently surveyed its fly fishing visitors, and learned:

"They spent over \$365,000,000 on fly-fishing trips and over \$120,000,000 on fly-fishing equipment last year."

These site visitors on average were 51 years old and had:

15.2 Years Fly-Fishing Experience \$138,700 Average Household Income College Education (88%) Bought Fly Fishing Equipment (92%) Tied Flies (54%)

Now it's Your Turn

Reach these motivated buyers now with onFlyFishing.com, the targeted niche directory for the 'fly fishing only' audience.

With onFlyFishing.com, we give you the opportunity and exposure you need to reach out to passionate, enthusiastic fly fishers on the Internet and get your share today.

Please note: your business success is our only business. onFlyFishing does not sell products or services of any kind direct to consumers, and never will. Take a look around the 'Net, and you'll see that the 'other guys' do.

Our only job is to help you make the sale.

onFlyFishing is a first, and our Advertising Packages are carefully designed to help you reach your fly fishing consumers online. We work for you and will never be in competition with you, our advertiser!

"I am writing to you to say thank you so much for a great job. You put together a terrific site and the traffic has been outstanding. <u>It has more than paid for itself. I really believe it is</u> **the best bang for the buck of any advertising media** that I have ever used. "

President, Fly-Fishing-Montana.com

Silver SELECT (only \$19.95 per month, or less)

The perfect Package for the 'Net newcomer. Let us help you get your feet wet with your 1st Web page. Your Silver SELECT Package includes:

Your own easy-to-post Web page with no annoying popups or banner ads. Just get online, fill in the blanks, and click. We do the rest. You don't need to know how to design or any complicated HTML - we do it all for you. PLUS you'll save money with 100% free hosting. Now you can get online the easy way. Click here for a preview

An eye-catching banner listing, and alphabetic placement within your primary business category in the Directory. This is sure to help you catch the attention of your potential clients and customers, and really stand out from the crowd.

Your own personal contact form linked from your onFlyFishing banner, making it easy for clients to get in touch with you immediately.

You also get:

Multiple text links to your new Web site throughout the onFlyFishing Directory, wherever you most belong.

Order your Silver SELECT Package for only \$19.95 per month, or even less if you pay for a year in advance. We look forward to helping you succeed online every way we can.

Special Bonus #1 for Silver SELECT Advertisers: Order toda and you will also receive **New Media Marketing FREE**.

This unique hands-on training course is available only through onFlyFishing. New Media Marketing will help you enhance your search engine rankings and increase the flow of traffic to your site.

Special Bonus #2: Sign up NOW and get UNLIMITED FREE Classified Ads in our e-Classifieds section, which you may update as often as you wish.

Get TWO FREE MONTHS of Advertising!

Order Your Silver SELECT ANNUAL Advertising Package NOW

"It's me contacting you once again from Tanzania. Let me first hasten to thank you for the Web advertising you created for me. I have made fantastic sales."

President Ideal Tours & Travels, Tanzania

Gold TOPsite (only \$29 per month or less)

Powerfully target-market your business Web site. Your Gold TOPsite Package includes:

A banner-enhanced TOP listing with your business logo in your MAIN category prominently featured in the onFlyFishing.com Directory. Right away you will catch the eye of your potential clients and customers, leapfrog the competition, and really stand out from the crowd.

Your own personal contact form linked directly to your Web site banner listing, making it easy for clients to get in touch with you immediately.

Multiple text links to your Web site throughout the onFlyFishing Directory, wherever you most belong.

Your site featured in 'Insider Fly Fishing', our monthly e-mail newsletter featuring exciting new sites and resources for the online fly fishing community. Our free opt-in newsletter enables you to reach dedicated fly fishers worldwide, right in their e-mail box.

An extra easy-to-post, point and click Web page with absolutely no popups or banner ads, and 100% free hosting. Now you can quickly and easily feature a new product, service, property or destination, without extensive re-design of your current site pages. Or, you can simply use this new page to provide additional exposure for your company on the World Wide Web. Click here for a preview

Order your Gold TOPsite Package for only \$29 per month, or even less if you pay for a year in advance. We look forward to helping you succeed online every way we can.

Special Bonus #1 for Gold TOPsite Advertisers: Order today and you will receive OntheFly PromoMinder FREE.

This private, password-protected Web marketing manager is the easy way to coordinate all your company marketing online - the one-stop toolbox you need to work the 'Net and make profit happen.

Special Bonus #2: when you place your Gold TOPsite order, you will also receive **New Media Marketing FREE**.

This unique hands-on training course is available only through onFlyFishing. New Media Marketing will help you enhance your search engine rankings and increase the flow of traffic to your site.

Special Bonus #3 for Gold TOPsite Advertisers: Place your order now, and you will also receive **UNLIMITED FREE Classified Ads in our e-Classifieds section**, which you may update as often as you wish.

Get TWO FREE MONTHS of Advertising!
Order Your Gold TOPsite ANNUAL Advertising Package
NOW

"You got me on the Web, and I'm already picking up business. on FlyFishing is making this happen. I'm telling everyone about you."

Mike Spence, SpenceFly

Platinum PRO (only \$49 per month or less)

The right choice for destination travel experts and companies with dealer networks. Target-market multiple destinations, products and services, or your dealer network and corporate Web site. Your Platinum PRO Package includes:

Your own exclusive, high-profile category, in which you can list ALL your site pages, products and services, network of dealers and more. You will be able to post your company logo at the top of this custom category page, and present detailed sales copy for your business. Like all onFlyFishing.com pages, your custom category page will be carefully designed and coded to help you achieve the best possible placement in the major search engines.

Recognition as an Expert in multiple categories of your choice. onFlyFishing delivers new leads right to your e-mail box. When site visitors pose a question to you, the Expert, you will automatically receive their e-mail so you can respond and add them to your in-house leads list.

You will also receive...

A banner-enhanced TOP listing with your business logo in a MAIN category and MULTIPLE sub-categories prominently featured throughout the onFlyFishing.com Directory.

Directory-wide banner exposure to catch the eye of your potential clients and customers, leapfrog the competition, and really stand out from the crowd.

Your own personal contact form linked to your Web site throughout the onFlyFishing Directory, making it easy for clients to get in touch with you (or the dealer of your choice) immediately.

With the onFlyFishing Platinum PRO Advertising Package you get even more:

Your business featured in 'Insider Fly Fishing', our monthly email newsletter featuring exciting new sites and resources for the online fly fishing community. Our free opt-in newsletter enables you to reach dedicated fly fishers worldwide, right in their e-mail box.

An extra easy-to-post, point and click Web page with absolutely no popups or banner ads, and 100% free hosting. Now you can quickly and easily announce a new product, service, property or destination, without extensive re-design of your current site pages. Or, you can simply use your new page to provide additional exposure for your company on the World Wide Web. Click here for a preview

Order your Platinum PRO Package for only \$49 per month, or even less if you pay for a year in advance. We look forward to helping you succeed online every way we can.

Special Bonus #1 for Platinum PRO Advertisers: Order today, Tuesday, June 15, 2004, and you will receive OntheFly PromoMinder FREE.

This private, password-protected Web marketing manager is the easy way to coordinate all your company marketing online - the one-stop toolbox you need to work the 'Net and make profit happen.

Special Bonus #2: when you place your Platinum PRO order, you will also receive **New Media Marketing FREE**.

This unique hands-on training course is available only through onFlyFishing. New Media Marketing will help you enhance your search engine rankings and increase the flow of traffic to your site.

Special Bonus #3 for Platinum PRO Advertisers: Place your order now, and you will also receive **UNLIMITED FREE Classified Ads in our e-Classifieds section**, which you may update as often as you wish.

Get TWO FREE MONTHS of Advertising!
Order Your Platinum PRO ANNUAL Advertising Package
NOW

"My family ranch has some of the best private fly fishing in Montana. Thanks to the staff at onFlyFishing, people know it. **I'm booked!**"

David Hanson, Riverside Ranch

Start Today to Access the Huge Global Audience of Fly Fishers

Combine on FlyFishing with your current marketing mix, and you've got a real winner. With the Internet and World Wide Web you gain the greatest possible exposure and visibility today for the least amount of cost.

Whether you offer products, services, properties or destination travel opportunities, use the power of onFlyFishing now to come on strong.

We look forward to helping you access the huge global audience of fly fishers,

President, onflyFishing Inc.

PS: Get two months of advertising free! Simply order one year in advance, and you'll get two free months of advertising with onFlyFishing.

PPS: We want you to be found easily (and often!) by your potential buyers in onFlyFishing. Just as soon as you order and wherever appropriate, we'll provide your business with multiple listings and links to your Web site throughout the onFlyFishing Directory.

[online sales letter for http://www.PromoMinder.com/] by Scott T. Smith, Copywriting.Net

The Easy Way to Manage Your Marketing Online (Discover the simple way to 'make Web profit happen' today)

If YOU want to build your traffic, maximize your visibility and generate Web sales like clockwork, here's how to do it today with less stress, grief and aggravation...

There's a revolutionary new approach to Web marketing that is guaranteed to save you time and money.

It is the 1ST Web system to STORE all your information in the exact formats needed for rapid promotion online. There is nothing else like it on the Internet.

The system is designed for the year 2004 and beyond to advance your Web business, earn you more income, and create more free time for yourself and the people around you.

It's the ONLY one-stop toolbox you need to work the 'Net and make profit happen.

It's called PromoMinder.

Here's how PromoMinder will take the stress out of your Web marketing and make your promotion easy...

PromoMinder STORES all your information for 1-click marketing on your own private Web site - fully personalized with your name, business and marketing materials You'll save time. Every single promotional resource you need is right at your fingertips

You'll save money. You no longer have to hunt the 'Net to buy promotional resources - the best tools and training are now gathered together for you on your own private site

ALL your marketing information is ready to submit, stored right beside every key promotional tool

It's fast - in the words of a user, "In the time I can download a piece of email, I can use PromoMinder."

Any time you need to make changes and updates, you have FULL control over the personalization of your entire PromoMinder site

You have complete freedom and command of your marketing process. Pick rapid one-click promotion or careful hand submission for maximum impact - whatever best meets your needs and timing

Along with your complete suite of marketing tools, you get step-by-step training to maximize the potential of your Web business

Each personalized tutorial in PromoMinder is real world information, potent and action-oriented

There is NO new software to learn or download

There is NO learning curve

PromoMinder cross-platforms to work on all computers

Everything is easy point and click

You can connect to your personal PromoMinder site from anywhere in the world

PromoMinder is wireless-ready

You can literally market your business while you're on vacation or from anywhere you access the 'Net

It's the ONLY promotional tool available for the virtual team or office network, enabling multiple users to easily coordinate marketing efforts through one central interface

You don't have to remember to promote. PromoMinder's built-in reminder service (every week for one full year) does this for you

You get it all for one full year. 24 hours a day, 7 days a week (for less than ten dollars and fifty-nine cents a month)

Best of all, you get RESULTS.

More traffic. More visibility. More profits and sales.

PromoMinder generates real results as the following testimonials demonstrate:

"In less than 30 days our traffic increased 200% and we closed an additional \$8700 in sales. That's the true power of this system." -President, Web Presence Group

- "I was checking out the search engines today to test my positioning, and much to my surprise I came up in the NUMBER ONE position on Yahoo! And I was just hoping to be in the top ten!! Great work!!
- -President, Keynote Concepts
- "According to your tips from Promominder, I've successfully listed my new site page www.websitefengshui.com on Yahoo! That needed only 7 working days!!! Ya! Ya!"
- -Feng Shui Master Tsui
- "PromoMinder has doubled my traffic."
- -President, Powerfully Recovered!
- "Just checked and using Promominder definitely has me climbing in rankings -- yea!"
- -Administrator, www.sandiego.about.com
- "Finally a way to feel like the search engines are really working for me without spending a lot of time."
- -Owner, TheViewFromHere.com
- "What a wonderful job you have done with this. Great for beginners and experienced users alike."
- -CEO, EasyStoreFronts

- "You've done something truly wonderful here you've made it so much simpler than anything else I've seen."
- -President, ecombuffet.com
- "PromoMinder is very cool. It's so well planned, easy to use, and clear."
- -President, www.civicmind.com
- "The concept is great! The key being that everything is in one place and organized and very user friendly."
- -VP, Virtual Express
- "For someone to feel embraced in a cold medium is a remarkable thing."
- -Director, Illustrated Productions
- "All I can say is ... WOW! One of the greatest tools for marketing that I have seen in a LONG time."
- CEO, Internet Business Marketing
- "I've just taken a really long look around your site. I really like the whole idea. It's a great resource I can see you've got a lot of things all going on at once and you're doing a great job."
- -L.S., AssociatePrograms.com

PromoMinder has been designed for high-powered marketing with the click of a button, yet is simple enough for beginners to use. For an up-close look, please take the Tour Inside Your 'One-Stop' Shop...

[SLIDESHOW TOUR - link: <Inside Your 'One-Stop' Shop>]

PromoMinder combines a suite of must-have support tools and training into a powerful one-stop shop. There are now new business tools 'waiting in the wings', but the current suite of must-have resources includes...

o Power Search Engine Submitter

With one click this tool submits your site in real time to 65 top search engines, then verifies responses in a detailed submission report.

o Quick Search Engine Submitter

Targets the 15 top search engines. THE tool to use when you want to reach only a few select search engines at a given time.

o 'Give 'em a Hand'

This Manual Submission Center is for careful hand-submission, empowering you with 100% control over your site submission process. All essential Directories are listed on this page, as well as the top 65 search engines in order of priority including the home page and submission page for each. You'll never have to hunt down this information again.

o The PromoTrainer Manual

Designed to help you realize your business potential on the Web by showing the real importance of search engines and directories and how they 'think'. Tutorials include:

- Your Site Ranking DOES Matter
- The 'Smart' Web Site
- How to Write High-Powered Web Page Copy
- Search Engine Secrets The 'Game of Words'
- Your Keywords How to Win the 'Game'
- Site Optimization: the Nine Key Steps to Your BEST Search Engine Position
- Submission Guidelines: Search Engines & Directories
- Your Linkage Campaign: How to Get Other Business Web Sites to Link to Your Site

o Keyword Analyzer

Searches Web pages, then delivers a graphical display of all important keywords and keyword phrases. Terrific for a fast overview of keyword density on any particular page (and a quick read on your competitors!).

o Keyword Counter

Counts the exact number of times a specific keyword appears in any article or Web page. Gives you the 'scientific' read on your keyword density.

o Link Checker

Rapidly reviews your site pages and reports any broken links.

o Meta Tag Generator

Generates properly formatted meta tags, then emails them to you.

o Search Engine Position Analyzer

Delivers accurate search returns for any URL on the top 10 search engines and directories under a specific keyword search.

o Classified Ad Center

Stores up to 4 of your classified ads for easy submission to ezines and the top classified sites on the Web. Includes the following resources and reports:

- 'How to Use Online Classifieds to Promote Your Site'
- 'The HOT List of Free Classified Submission Sites'
- 'The TOP Ezine Lists and Directories'
- 'How to Get Your Ads Posted on TOP of the Yahoo! Classifieds Over and Over'. The right ad here can generate 100-200 responses within the first few hours. PromoMinder shows you exactly how to make this happen, step by step.

o Press Release and Publicity Center Includes a template-based Press Release Builder that helps you develop a properly formatted release. Generates your release on a separate Web page and also delivers it to your email box. Includes the following resources and reports:

- The Quick 'How-To' Guide to Writing Your Release
- Press Release Detailed FAQ
- The TOP Press Release Resources Online
- FREE Press Release Submission Sites

o Domain Name Finder

Checks the availability of any domain name in 158 extensions through WHOIS and displays the results immediately.

o Domain Name Wizard

A sophisticated tool that helps you rapidly explore, identify and lock in domain names.

o Virtual Coupon Discount Program

You get up to a 20% discount on expert services including direct response Web and email copywriting, hands-on Web site marketing, one-on-one business coaching - ALL the nuts and bolts support you need to develop your successful business online.

o Hall of Fame Programs

Five key training programs to expand your knowledge - the best of the best, all carefully designed to place YOU light years in front of the competition.

o PromoScheduler

Delivers a daily, weekly, bi-weekly and monthly promotion schedule. Shows you EXACTLY what to do, and when to do it.

o Web Extras

Extra resources and tools, as well as diversions from the tasks of marketing including:

- Meta-Search the 'Net from 7 Different Search Engines
- News Headlines of the Day
- The 'Game of the Month'

o PromoReminder Newsletter

Your personalized weekly reminder message to help you with your marketing efforts. Includes your PromoMinder URL and password for easy 1-click access.

PromoMinder makes your online marketing easy and systematic while maximizing your Web visibility, traffic and sales.

All tools and training are fully integrated. Whenever you need a refresher course or additional information, you know exactly where to go, what to do and which specific tools to use.

The bottom line is this:

In today's marketplace, systematic promotion is your key to success. PromoMinder takes all the guesswork out of the process so you can build your traffic, increase your visibility and maximize your sales like clockwork.

You can start implementing PromoMinder immediately.

Order by [DATE] and you will also receive 3 Special Bonuses FREE

These time-limited bonuses - worth over \$290.00 to your growing business - will help you consistently outmaneuver the competition. They are guaranteed to be yours free if you order by midnight tonight.

BONUS #1 Words that 'Work' - the Web Copywriting Center (\$147 value)

A unique private site of Web copywriting methods that are straightforward and action-oriented.

Offers you a complete course of study (sold elsewhere on the 'Net for \$265.00) to help you balance PromoMinder site optimization tactics with Web writing that 'works'.

Together these two integral Web marketing techniques create a profitable force that is unstoppable, and we show you exactly how to apply this key information to the development of your Web business.

Includes a hands-on, progressive course of study PLUS 2 seminal marketing books by the world's best copywriters and 5 special 'Maximum Marketing' bonuses.

BONUS #2 The MarketSOURCE Portal (\$97 value)

Our proprietary A-Z Web Portal includes hundreds of hard-to-find marketing resources and leading-edge software tools. From 'Access-Free' to 'Promotional Tools-Free' to 'Wholesalers', we use this private in-house list ourselves and make it available to our clients only.

Compiled to give you the competitive advantage in today's online marketplace.

BONUS #3 Keyword Live - How the Internet Community 'Thinks' (\$47+ value)

If you want to make your Web site HOT, this key PC software helps you position yourself in front of your competition.

One-of-a-kind - shows you the top 100 keywords and phrases being used on search engines today in REAL TIME, making this tool an absolute must for your site positioning and popularity.

Keep this to yourself - it gives you the insider intelligence you need to pull visitors to your site like a powerful magnet.

BONUS #4 'The MarketSTART Manuals' (\$49 value)

'How to set up, run and build your Web business to profitability.'

In 120+ pages we'll take you from start-up to success, right from the beginning. Our proprietary Web-based manual outlines the key techniques, tricks and resources used by the experts of Internet marketing, and brings them together into one big, easy to understand process.

Special LOW Pricing is Now Available

Become a Charter Year 2004 Subscriber for a risk free, taxdeductible investment of \$67. Based on our personal experience, PromoMinder will quickly pay for itself and is worth at least 20 times this price.

All you have to do is use the PromoMinder resources to your advantage. You cannot fail.

We continue to add more to PromoMinder and are literally being forced to raise the price, so please join us now - BEFORE we have to share these costs with you.

Subscribe today through our secure online form and immediately upon receipt of your order, you will receive your Private

PromoMinder Web Address via email. You can have all the PromoMinder resources in your possession within minutes.

Want to order by fax, phone or postal mail?

[Please click here]

Our Personal Guarantee

If at any time within the next 30 days you feel your PromoMinder package is not worth far more than the Charter Subscription price you paid, your money will be graciously refunded.

That's how sure we are that PromoMinder is one of the best investments you can make in the growth of your Web business. As our way of saying "thank-you", you may keep the Keyword Live software tool just for trying it out.

There is no risk to you whatsoever, so please don't wait. Don't spend another six months in the trenches. Make profit happen. [Order NOW.]

Immediately upon receipt of your order, your Private PromoMinder Web Site address will be delivered to your email box. You can begin to 'make profit happen' with PromoMinder immediately.

We look forward to helping you succeed.

Best,

Scott T. Smith and Dairrell Ham PromoMinder Founders

PS: This unique program is new, and available nowhere else on the Internet. Don't lose even one more day to your competitors. [Subscribe now.]

PPS: Don't forget - we can only guarantee you'll get your 4 'Competitive Advantage' bonuses if you subscribe by midnight tonight.

PPPS: Extra Bonus Alert! Subscribe immediately and you'll get a FREE dealership program to resell PromoMinder. Earn a generous commission - be one of the 1ST to bring PromoMinder to the Web marketplace!

[SAP America Year 2000 Brochure Copy] by Scott T. Smith, Copywriting.Net

(cover)

The Year 2000 Countdown Has Begun, And SAP R/3 Is Ready To Roll

(inside front panel)

The Time Has Come..

You've got to act now. This year, it's bon voyage to fixed asset depreciations and forecasting. Next year, say good-bye to your accounts payable.

It's your choice. You could try to meet critical Year 2000 needs through the difficult, labor-intensive upgrade and heavy modification of your old system. Or, you can go beyond conventional maintenance and damage control immediately with SAP R/3. Activating the world's leader in integrated business systems now will give you a powerful competitive advantage- a timely answer that makes all the sense in the world.

.. And You Need To Hit The Ground Running

Right away, you must put into place a system-wide solution for date/time functionality. Anything less than full implementation for the Year 2000 will leave you behind. Quickly and economically SAP will supply everything you need, going far beyond the mechanics of change with cutting-edge technology.

It's the perfect time for SAP R/3 to change the way you do business today, giving you the key competitive edge for your future.

SAP R/3- Just In The Nick Of Time

SAP date-change strategies can simultaneously revamp your business processes and systems, adding significant value to an otherwise unprofitable exercise. Not only are Year 2000 problems solved. R/3 improves the way your whole business operates, every step of the way.

- R/3 is Year 2000 ready- you won't have to program a thing
- Fully integrates all your business processes, giving you an up-to-the-minute, accurate picture of your entire enterprise
- Allows all your departments to seamlessly communicate without duplication of information entry
 - Delivers a better return on information across your entire enterprise

Get Your Entire Supply-Chain Up To Speed

In fact, R/3 brings your information together into comprehensive, system-wide focus, extending all the way out to your supply chain and your customers. Through expanding your information reach, internal boundaries- geographical or otherwise- disappear as your decision makers access the prime information they need on customers, business partners and employees.

SAP Has The Perfect Solution- And It's Right On Time

While others are hurrying to catch up with Year 2000 patches, reprogramming, or complete system upgrades, SAP provides you the security of a time-tested platform. Designed from the beginning to be Year 2000 compliant, SAP R/3 affords you comprehensive implementation at the lowest possible risk.

All date fields, including all related record layouts, data definitions and data logic, were designed with the Year

2000 in mind. In addition, R/3 automatically recognizes and converts two-digit dates passed from systems interfacing with your operation to the proper four-digit dates. As a result, any impact of Year 2000 problems originating with third-party applications is minimized.

You'll leap into the new millenium with totally accurate customer responsiveness, maintaining the customer confidence and trust you've built over time.

With an eye on the future, R/3 is ready to help you make the transition to Euro, as well as open the door to new electronic marketplaces in the Internet.

R/3 handles both external information exchanges and internal processes management with ease, ensuring your organizational effectiveness through the Year 2000 and beyond.

With AcceleratedSAP, Time Is On Your Side

Today, your business operates in the fast lane or you're out of the race. With each month bringing you closer to the Year 2000, how can you handle the escalating costs and diminishing business value return? SAP has the perfect answer-

AcceleratedSAP (ASAP), designed to get R/3 up and running much faster. Utilizing a step-by-step roadmap that speeds implementing R/3, you can maximize the efficiency of the entire process.

SAP strategic consultants with expertise in your specific business provide you with both installation and operational support, designed to get you going ASAP.

Every procedure and transaction vital to the operation of your company is filtered through an R/3 process for seamless integration, without time delays or hidden costs.

With ASAP you will hit the ground running, keeping at the cutting edge of your business.

SAP R/3-The Timely Solution For The Year 2000

SAP's Year 2000 compliance and operational excellence are ready now to lead your company into the new millenium. And being ready for the Year 2000 gives you the clear competitive advantage. Today, close to 7,000 companies worldwide are already realizing the benefits.

It's time to turn crisis into the ultimate opportunity. Don't wait- the Year 2000 is fast approaching. Call us today for more information on the R/3 solution. To speak with a representative, dial 1-800-872-1727. We'll get you started right away with detailed information on R/3 and your business.

^V^

"Fujitsu Microelectronics is already benefiting with R/3's Year 2000 compliance. We're able to use R/3 in the administration of multi-year contracts and orders that extend beyond 2000, as well as for marketing research that requires extrapolation of data beyond 2000. Therefore, we can concentrate on our core business without the distraction and expense of massive manual data manipulation that noncompliant systems would require."

Jeff Jones, Manager of Business Applications Fujitsu Microelectronics

"For \$15 million, NEC could fix Year 2000 issues and land cutting-edge technology. A recent company estimate tallied more than 145% return-on-investment, based on anticipated manufacturing efficiencies and increase in inventory returns."

David Thomae, VP of Information Systems and CIO NEC Technologies

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[SuccessTeam Web Copy]

by Scott T. Smith, Copywriting.Net

YOU earn 100% PROFIT on EVERY SINGLE SALE you make with SuccessTeam (there's nothing else like this on the 'Net today)!

My unique SuccessTeam System is designed to PULL IN CASH like no other system can - PLUS it works for you online and offline! Here's how you can use it to your advantage immediately and start profiting BIGTIME...

Dear Friend,

How would you like to make 100% profit on every sale you make?

Of course you would! That's why this is probably the most important letter you'll ever read.

Because now you can turn my YEARS of experience making big money through direct marketing online and off into MASSIVE amounts of cash in your pockets.

With my simple, proven method for success you can literally create more income in your spare time than you ever could in your day job.

The incredible power of the Internet now makes it possible (and even easy) to have your own Web business that works for you 24/7/365.

BUT ONLY (and this is important!) if you have the exact information you need! In order to GUARANTEE your success you MUST know the specific steps you need to take.

And that's why I'm here - to walk you through each of these steps right up the path to big Internet success.

The SuccessTeam solution is my proven, cutting-edge formula for success. I know <u>exactly</u> what works, and I'll give you the specific tools and techniques you need to:

o Make money 24 hours a day, so your cash flow becomes a real cash flood!

- o Reach customers all over the globe from your desktop (just imagine the size of this market it's going to expand 20 times over in the next 5 years. The money potential is just plain crazy!)
- o Easily run your business *without even being there* through the use of automated responses. Your sales letters are already written it just doesn't get any easier than this!
- o Get started with hardly any money at all. Your investment is tiny and your profits are MASSIVE (it's the BEST way to make real money by the truckload)

The great thing about what I'm going to share with you is that even non-technical people can create real wealth today with my system.

You don't have to be an Internet marketing guru or e-commerce expert at all. Don't even worry about it. Lots of people who join my SuccessTeam have little or no computer experience, but they still make TONS of money and succeed!

You can, too.

Using my super-simple 'SuccessTeam Internet System' you can create the perfect business and lifestyle of satisfaction, wealth, and (best of all!) personal freedom. That's what it's all about, right?

I give you everything you need. EVERYTHING!

You get my step-by-step RECIPE for total success:

- A completely automated Internet business you can easily run from your home (or from the beach, or anywhere you like!)
- My private techniques and know-how that have helped people just like you make more than \$200,000 a year starting the easy way in their spare time
- A 'turn-key' package that makes it easy for you to start right NOW without technical knowledge, marketing training, or any special experience at all
- NO inventory, NO packing, and NO shipping to take up your valuable time
- Real-time customer service reps who can help you when you need it, or answer your customers' questions (so you don't have to!)

My SuccessTeam system provides you with EVERYTHING you need to be a big success on the 'Net:

- o A professionally-designed 'hot' Flash Web site with your own unique Web address
- o Total e-commerce capability. Your customers can purchase online with a credit card right now, right from your site. All major credit cards are gladly accepted and YOU are sent a check for every single sale!
- o Friendly customer service. Your prospects can chat live with representatives who want to help them (best of all, they can help you close your next big sale!)
- o Advanced sales tracking system. SuccessTeam uses triple tracking (CGI and/or Cookie and/or IP tracking to cover you 100%) so you will NEVER miss credit for any of your sales, ever
- o Real-Time Stats & Instant Email Notification. Real-Time Stats tell you not only how many sales you've made, but also how many visitors are hitting your site. This way you'll know exactly how well your ads are doing PLUS you receive instant email notification for every sale you make!
- o The 20 Hottest-Selling Information Products. You get my personal collection of outstanding e-books, Internet marketing courses, and cutting-edge software programs by top Internet gurus who've made their fortunes on-line (this information is literally worth \$1000's, and I'm telling you that based on my own personal experience. This is THE BEST!)

But wait!

Remember that incredible profit margin I mentioned at the beginning of this letter? How you get 100% PROFIT on each and every SuccessTeam sale you make?

In plain English, here's what I mean:

Sell my SuccessTeam System for \$187, and you keep ALL the money! That's \$187 for each and every Business System you sell. Go for it - the sky's the limit!

This can add up for you fast. Here's a quick example of the kind of profits you can make just from selling my SuccessTeam System:

```
# of Sales Weekly Monthly Yearly
3 $561 $2,244 $29,172
6 $1,122 $4,488 $58,344
12 $2,244 $8,976 $116,688
24 $4,488 $17,952 $233,376
```

But you want to know something? **There are even more ways** I help you make CASH from your Web business!

Make Big Money with 'e-Tool' - the Portable Web Site Presentation!

The e-Tool is your ENTIRE SuccessTeam Web site on a disk, making it incredibly easy for you to promote your business!

You can carry your whole site, including sound and moving graphics, anywhere you go! Put it in your pocket, take it to your friend's house, pop it into their computer and show it to their entire family.

e-Tool can be handed or mailed to any of your prospects. You can even send it via email as an attachment that downloads in just 3-5 minutes.

e-Tool is easily copied to disk. No special equipment is needed. Go ahead! <u>You can make as many copies as you like</u>. You can easily promote your business (with almost ZERO cost) over and over again, any time you want!

The e-Tool helps you to make money from over 18 of the Internet's best-selling e-books, Internet marketing courses and software programs, **instantly creating multiple income streams for your business.**

You profit from each and every sale made. These are proven products from the top Internet gurus that are all DESIGNED TO SELL!

"Getting excited yet?" There's even more...

Gain Immediate Access to my Private SuccessTeam Information Resource Site

I want you to succeed and profit in a big way. That's why I also give you special password-protected access to my own Private Resource Site.

This is where you will learn the real insider secrets for marketing your SuccessTeam Business - the same ones that helped me cash in BIG. I'll show you exactly how to market your Web site using the best on-line marketing strategies including e-zine advertising, top search engine placement, and opt-in email marketing.

You'll also be shown step-by-step how to use the e-Tool to advertise your business in e-zines, newspapers and magazines. All you have to do is follow the clear direction I provide with the system, and you'll quickly start to see why the

Internet is THE place to be! These are the exact resources I use personally to make a mint on the Web.

Why don't I run down a list of more stuff you get to ramp up your profit potential? OK, SuccessTeam will set you up today with:

the BEST Classified ads

Powerful targeted ads that pull every time (the precise wording of these killer ads creates an almost irresistible desire to respond - I know this for a fact!)

HOT Sales letters

Professionally written sales and follow-up letters that will have your prospects begging to buy. You can use them over and over again.

KEY Advertising resources

Key lists of e-zines, newspapers, and magazines that make it super-easy for you to place ads locally or nationally.

Our KILLER 7-letter follow-up email system

Powerful, personalized 'autoresponders' for a completely automated system that delivers information instantly to your eager prospects, then follows up automatically with personalized sales letters 7 times over 7 days (that's right: your work is done for you!)

With SuccessTeam <u>You Can Build a Profitable Home-Based Business in No Time!</u>

You are getting <u>everything</u> I have that brings in the money - ALL my professional experience and proven formulas for success on the Internet. The hard part is already done for you - you just have to take the ball and run!

There are no headaches, no employees and no deadlines. Everything is done for you so you are free to concentrate on one single thing: advertising your Web site.

That's it!

Take a look at some of the letters people send me (when you're rolling in the cash, I want a nice letter from <u>you</u> too!):

"You gave me the step-by-step instructions I could use to grow my own Internet business. With the advice you share freely, I'll be able to reach my dreams a lot quicker. Your successful experiences, passed on to others, will make doing business less risky and more profitable." - Daniel Pennant, VA

"The very complex subject of Internet marketing laid out in a clear, simple, stepby-step system. So simple anyone can do it! Great job!" - Mike Sutter, CA

"The material is just great and will be helpful to me in my efforts. It is very reassuring to find people who are genuinely interested in helping others. Your honesty and integrity are obvious and I feel fortunate to have your system." - George Scott, NY

Now it's YOUR turn. Launch your Internet success story now. With SuccessTeam, it's so easy and affordable to do...

If you had to pay for designers and programmers to create your own Web site, it would literally cost you thousands of dollars. On top of this, the secrets of Internet success are worth many thousands more. And to develop your own product will cost you tens of thousands... maybe even hundreds of thousands.

I'm giving all of this to you! Right here. Right now.

SuccessTeam will create your own personal Web Site and give you immediate access to my private Information Resource Center (with all the invaluable tools, resources, products, and information) for an incredible <u>one-time-only</u> investment of \$187! (plus a rock-bottom \$20 per month service charge to cover your site hosting and maintenance fees).

All you have to do is sell two SuccessTeam Systems, and you pay for your initial investment PLUS service fees for practically the whole year! From that point on, it's ALL cash right into your pocket!

Best of all, you get the exclusive, one-of-a-kind 'e-Tool': the only marketing tool of its kind that <u>allows you to advertise both on and off</u> the Internet and profit from multiple products.

AND YOU KEEP 100% OF THE MONEY!

What I'm offering you here is absolutely unique. You WILL NOT find anything like this anywhere else!

Take Advantage NOW of My SPECIAL TIME-LIMITED OFFER!

Order before midnight, Oct. 16th [DATE???], 2000 and you will get 3 special high-powered BONUSES FREE!

1. 'E-book Marketing' - \$37.95 value.

Learn how to write and sell e-books online from the experts (it's a great new way to build your profits bigtime!)

2. 'E-zine Directory' - \$37.95 value.

Get the up-to-the-minute list of 100's of low-cost e-zines (now you can place just the right ads before just the right audience of eager buyers!

3. 'Magic Letters' - \$49.95 value.

Learn exactly how to write letters that sell (and force people to buy now!)

<u>That's over \$120.00 worth of bonuses you get absolutely free</u> just for joining me now.

My 100% No-Risk Guarantee

I don't want you to think twice about missing out here. That's why I'd like to extend to you my personal invitation:

Please test-drive my exclusive System for one whole month.

If after 30 days you are not completely satisfied for any reason whatsoever, and if after trying some of the ideas and techniques you don't make <u>a measurable improvement</u> in your income, you'll get a full and immediate refund with no questions asked - just a sincere "Thank You" from me for trying it out.

That's how sure I am you'll find SuccessTeam to be one of the best investments you will ever make in your own future.

Growth today in e-commerce is SKYROCKETING, which is why **smart people** are scrambling to begin selling over the Internet as soon as possible.

Go for it! You've got absolutely nothing to lose and everything to gain.

[Click Here] to join me on the SuccessTeam today!

Yours in Success.

NAME

PS: Remember, growth today in e-commerce is SKYROCKETING, which is why **smart people** are scrambling to begin selling over the Internet as soon as possible.

PPS: Grab your \$120.00 worth of free bonuses immediately. **Join me TODAY**.

Trevor Crook

TrevorCrook.com

Crook Copywriting Exposed...

This High School Rebel . . . Who Only Completed 6 Weeks Of Year 8 And Left School When He Was Just 14 . . . is Now One Of The Most Sought After Copywriters in Australia

Trevor Crook is an in demand copywriter and marketing expert from Brisbane, Australia who does not sugar coat anything for anyone. He is known for his 'No B.S.' style and his ability to deliver information to you in such a simple . . . 'straight between the eyes' way. . . will have you glued to your seat.

He has personally interviewed over 5,000 business owners and dealt with over 200 industries and if he hasn't covered your business . . . it's a good bet he's gone pretty close to it.

Trevor has written simple 1-2 page letters. . . several have achieved a staggering 8% response. . . or more just from letter one! . . . in fact, a simple one page letter that cost his client only \$1,650 in advertising costs generated approx. \$200,000 for his client the very first time he used it.

He now easily charges \$2,000 just to write a one page letter . . . and develops complete sales letter packages for his clients where he charges a minimum of \$9,000 . . . and he has charged as much as \$21,000 plus royalties . . . all on a 100% guaranteed money back basis. Trevor's clients regularly double and triple their results in record time.

One of his killer 2 page letters for a client generated \$18 in sales for every letter mailed and his sale letters collectively have generated millions of dollars in sales for his clients.

He is the author of the "Toe Cracker' report . . . which will deliver the hottest marketing and mail order tips delivered directly into your inbox for FREE . . . valued at \$127. Go to; http://www.trevorcrook.com. Trevor's contact details are:

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Phone: + 617 3399 1533 Fax: + 617 3399 1544

Email: trevor@mailordermentor.com or http://www.mailordermentor.com

Below are Trevor's selections of his own underground sales letters...

Warning Farmers:

"Do You Make These Costly Mistakes In Farming?"

Hugo Disler & Vitec's revolutionary products has enabled thousands of farmers to correct their biggest mistakes in farming . . . and the results have been nothing short of amazing.

Dear Friend and Fellow Farmer

In the next 2 minutes you're going to have 1 of 3 reactions to what I'm about to reveal to you:

- **A)** YES! I'm interested in what you've got to offer, in fact I can't wait to take advantage of it.
- B) I'm not sure, please tell me more . . . or
- **C)** NO! . . . I'm not remotely interested.

Whichever it is, if you've got 2 minutes, you owe it to yourself to find out which group you are in.

Here's Why . . .

Let's face it . . . being a farmer is no easy task these days . . . you get up before the sun starts to shine, breaking your back all day only to find that a drought has knocked you for six, you get almost **no support** from the **banks** or the government . . . costs of inputs are increasing and on top of this you are continually being **hammered on price.**

When it comes time to sell your produce or stock and all time you are doing your very best to get the price that you deserve so that you can support your family and loved ones, without the need to find off farm work . . . just to make ends meet.

Wouldn't you like to know **how to** enrich your soils, finally get a lively, healthy soil and improve your animals' health . . . just like so many of our extremely satisfied farmers have been doing for years? Some in fact for over 10 years (please read their testimonials).

I'd like to help you avoid the **costly mistakes** that could be costing you a fortune and my offer to help you solve one of your biggest problems is real. I help farmers just like you achieve amazing results through simple methods that are tested, proven to work and are 100% risk free. You see if my farmers are not 100% happy . . . then I do not want their money!

I've been helping thousands of farmers. **The results?** They've been nothing short of staggering.

1

- Pastures and crops more drought resistant
- Farmers constantly getting **above market prices** for their produce
- Pastures carrying more stock
- Weed infested paddocks have regenerated with rye grass and clover
- Tired soils revitalized
- Increased fruit size with better colour and taste
- Soils loaded with earthworms
- Cattle and stock in **extremely healthy** condition
- Stronger root systems and thicker pastures
- More resistance to frosts
- Less insect and fungal problems
- Scouring disappearing from ewes . . . and the list goes on and on!

Why Most Farmers Make Costly Mistakes?

Regardless of whether you are running stock or growing crops . . . the **number one mistake** that's constantly being made . . . is through poor soil quality. Unless you know your nutrient levels then you could be wasting an enormous amount of money on your fertilizer program, year after year.

So, if you start your fertilizer program without knowing all of the necessary levels of soil nutrients . . . your farming is 'handicapped'. I want **you to answer this question** - "You wouldn't fire an arrow into a forest hoping to hit a deer would you?" Well, trying to balance your soil without an accurate soil test is no different.

Now It's Your Turn

Simply write down a small or large farming problem that's giving you a headache and then call my office and arrange a suitable time for us to talk. I'll listen to your description of your problem, ask you some relevant questions about your farm and within a very short time, I'll give you the answers so that your problem can go away. It's that simple.

And it won't cost you one cent. There are no strings attached. You do not need to purchase anything. **Why would I make you such an offer?**

Well, very simply, I have found over the years that prospective customers usually decide very quickly after an initial conversation with me, whether or not to pursue the relationship. So this is an effective way of introducing myself to you. Call me. My number is **FREE Call**: 1800 622 345 or Fax: (03) 9756 6521.

Warmly

Hugo Disler

Vitec Pty Ltd

PS. <u>YOU</u> may think this offer strange, but it's genuine. I'm committed to helping you achieve greater success and if I can help <u>YOU</u> solve a big problem . . . or help you to get better crops or healthier stock . . . wouldn't that be worth a phone call?

PPS. This <u>FREE</u> offer <u>EXPIRES</u> in XX Month 2004 and is for the **first 47 Farmers** only! PPPS. Please read the attached testimonials from just a few of our happy farmers.

"A Confidential Letter To The 'Dad' Of The Household"

From Danny- 'Family' Director Ristorante Dannys

(Fine Italian & Seafood Cuisine)

1

"She may be waiting . . . just anticipating . . . things she may never possess . . . but while she's waiting, try a little tenderness . . ."

Dear 'Dad'

Woman are different than we are. (Vive le 'difference!) **YOUR loving** wife/partner and **Mother** of your precious children needs, wants and deserves **SPECIAL ATTENTION** maybe more often than you think to give it to her.

After all, as a **'Super-Mum'** who cleans the house, puts out the garbage, does the washing, ironing, grocery shopping, pays the bills, referees the kids, makes their beds as well as playing taxi driver to their every whim . . . and then comes home to cook you a delicious, hot, home cooked meal (even if she'll worked all day too!) . . . don't you and your children think she deserves a night off?

When was the last time you even bothered to send her flowers and take her to dinner . . . just to say . . . 'Mum, we really do appreciate YOU and Love YOU'?

You are busy. Pre-occupied with work. Aggravated with the 'so and so' that you have to deal with everyday at the office. Tired. Who has the time or the energy to even think about saying **'thanks Mum'** . . . unless it's Mothers Day.

At Danny's Ristorante . . . we want to help you. That's why we have decided to make **every Sunday night . . . 'Mother Day'**.

For **YOU**, My Friend, I Have Got A SOLUTION!

With this letter, **YOU** and your beautiful family are entitled to an evening filled with fun laughter and 'love' by all the creativity of Danny, the Official 'Family' Director!

When you and your **Very Significant Lady** and **the children** arrive at Danny's, you'll be greeted with a smile and a hearty warm welcome. You'll be ushered to your special dining table, which has been lit by candlelight to create that 'air of family love' (that she's been craving). Quite mood music will be playing. A peaceful environment. A haven, from the hustle, bustle, noise and pushing and shoving of the real world. (No, I'm not talking about the children).

While you are deciding on what you would like to drink from our extensive fine wine and beverage list (we order our wines from a limited number of . . . personally recommended . . . quality vineyards) . . . we will distract the children to the side and give them a **beautiful bunch of fresh, fragrant flowers**. Imagine the thrill and excitement on the children's faces when they give Mum her beautiful flowers and a big kiss and hug. As for **Mum**, she'll be **crying tears**

Corner Victoria Street & Newton Road, Wetherill Park NSW 2164 (Next to the Victoria Tavern) Phone: 02 9604 6464 Fax: 02 9604 6565 © 2004 Trevor Crook & Dynamite Marketing & Publications. http://www.trevorcrook.com

FREE Flowers For MUM . . . Every Sunday Valued @ \$50 - See Below

of joy . . . speechless that you Dad, have gone to so much trouble. (Yes, the flowers are hers to keep . . . a \$50 Free gift from Danny). Who ever thought you were that 'romantic' eh!

Within minutes . . . a freshly-baked, piping-hot, lightly garlic-buttered, crusty Italian bread will be brought to your table as a special thank you gift from me.

For dinner, all the **TENDERNESS** you and your family can handle – because my hand-picked chefs deliver the most delicious, mouthwatering, to-die-for pasta dishes in Sydney.

Our Italian cuisine 'just-like-Mama-used-to-make' (mmm...our special sauces handed down through our family for over 100 years)... will **dance 'the tango'** across your tongue, tantalizing your taste buds and quite simply... melt in your mouth... or it's FREE!

You will get a meal fit for your queen. Your choice of;

- Mouthwatering, 'melt in your mouth' pasta (Seafood Pasta for dad as well)
- For the Kids . . . FREE Dessert (Italian Gelato) & a FREE Soft drink
- Plus coffee or tea.

Now, is that an evening to enjoy, to luxuriate in, to remember? Will that make you a hero? Ah . . . Danny <u>GUARANTEES</u> it! Who knows Dad . . . you just might get dessert when you get home!

HURRY! We can only accommodate **27 Families** with this very special **'Every Sunday Night is Mother's day <u>Dinner'</u>**, which includes the bunch of beautiful, fresh flowers for Mum valued at \$50 . . . absolutely FREE!

It's important to call and **make reservations** as early as you can so that we can **order the flowers** and so that **you don't miss out.** Call me on 9604 6464. Ask for me – Danny . . . or stop in for our Businessman's lunch. I'm the handsome looking devil. You can also send a **FAX** to 9604 6565.

Awaiting your command . . . to make your day very memorable.

Warmly

This Offer Expires: xx Month 2004

Danny D'Innocenzo

Official 'Family' Director – Where Every Sunday's Mothers Day!

- P.S. The cost? EVERYTHING, the entire 'Mothers Day Dinner' for two adults and up to three children, exactly as I've described it . . . just \$77 per family.
- **P.P.S.** Only the first **27 families** to book our 'Every Sundays' Mothers Day Dinner' will receive a bunch of the most beautiful, freshest flowers, a sea of colour and the fragrance of perfume . . . absolutely **FREE** . . . a **\$50 value!**
- PPPS. **Two thirds** of all **marriages** end in **divorce** and the **number one reason** given by divorcing women "He just didn't pay enough attention to me anymore". Don't you think your loving **wife deserves** a night off in the kitchen and a **little pampering**?

Here's How <u>YOU</u> Can Be Mentored By a 30 Year Old Multi-Millionaire Who Started from Scratch Just Seven Short Years Ago!

"Since that time, this former high school dropout and his Team At Superior Wealth Creation have helped over 50 people just like <u>YOU</u> ... become <u>MILLIONAIRES!</u>"

I urge you to lock the door, take the phone off the hook, kick off your shoes, get comfortable and study this report . . . it is that important! It introduces something THAT is revolutionary!

Dear Friend and Fellow Entrepreneur

Have you ever wanted to discover the **'Insider Secrets'** that **'The Rich & Wealthy'** have been using for years to explode their wealth? What if you could learn such 'secrets' on a personal basis through a very unique, 'one on one' Mentoring Club . . . so that you can rapidly accelerate your wealth creation strategies. What if you could **double** your nett worth every two years . . . how long would it take you to become **financially <u>FREE</u>** for the rest of your life? <u>Imagine where you could be in just ten years time</u> if you doubled your nett worth every two years.

140% Increase In Our Nett Worth!

"Our nett worth has increased 140%! Superior Wealth Creation has provided us with . . . expertise in all aspects, mentoring, opportunities and backing. We're <u>NOT</u> just individuals but <u>part of a multi million dollar</u> organization when dealing with other providers."

- Jarmo & Naomi Pirhonen Brisbane QLD

In a few minutes I'll explain exactly why my **Superior Wealth Creation Strategies**, are better than ANY other Wealth Creation Strategies you may have heard about or attended – PERIOD!

Take 100 men and women at the start of their working careers and follow them for forty years until they reach retirement age, and here's what you'll find.

According to the Social Security Administration:

- Only one will be wealthy
- Four will be financially secure
- **Five** will **continue working**, not because they want to but because they **have to**;
- Thirty-six will be dead;
- And **fifty-four** will be **dead broke**, dependent on their meager Social Security Pensions, relatives, friends, even charity for a minimum standard of living.

That's five percent successful, ninety-five percent unsuccessful.

Don't you hate the fact that it's all too easy to be one of the <u>unfortunate ninety-five</u> <u>percent who never make it?</u> And **yet you don't want that to happen to YOU.**

Is there anything worse than wanting to get ahead but because of 'lack of knowledge' you somehow can't quite get started?

Don't you hate it that through no fault of your own, your personal circumstances may be holding you back from earning the money that you really deserve?

It's not fair and it's unjust.

There has to be a better way. And there is.

Why My 'Superior Wealth Creation Strategies' . . . Notably My 'Mentoring Club' Will Not <u>ONLY</u> Teach You More About Making Obscene Wealth From Your Own Property Portfolio . . . BUT My Dedicated Team Of Hand Picked Staff and I Will Help <u>YOU</u> do It!

Let me introduce myself. My name is Andrew Carr. I am 30 years of age. I think I know more about making money from Real Estate, than anybody else in Australia. A bold statement I know, considering everyone else claims to be 'number one'. Perhaps I should have said I was 'Number 2' because everyone else claims that they are 'number one'. The goal of my staff and I is to help make **YOU** wealthy . . . if you are ready for it.

With this report and its remarkable offer, I will prove to you and show you how to . . . either; get started (finally) or how to dramatically improve your success and wealth by investing in your own real estate portfolio.

You may be busy right now. You may have been **'burnt'** by somebody else's offer of teaching you how to **'get rich'** After all, the fact that you're reading this material in the

first place would suggest that you've applied for information before, probably from a number of sources. I must stress to you . . . this is **not a 'Get-Rich-Quick Scheme'**. You are being offered the chance to be one of the select few people that Superior Wealth Creation will mentor using proven wealth creation strategies and timeframes.

You may have even attended several **'FREE SEMINARS'** or **'Introductory Nights'**... which <u>attempted</u> to <u>sell you</u> a 'very expensive 2-3 day Seminar' or a bunch of tapes and manuals etc. And much, if not all of that information you've gathered, most likely came from what I call **'pretend experts'** – people who sell only in their memories, carry out 'Wealth Creation' only in their nightmares and now traverse the country telling others how to do what they have never done, or if they ever did, it was so long ago, it just doesn't matter anymore.

It's a lot easier to write a book or create a 'home study course' than it is to actually "do it". Each day, **I live in the real world, not in fantasy land.** I've used these strategies (and still do) to generate my wealth. The same goes for my staff and in fact many of them were clients before I hired them.

YOU know how easy it is to attend these things, particularly if they are FREE. They can get you more excited than a person who has just won 'GOLD LOTTO' only to find out later, after the adrenalin rush is over, that it's a lot harder than the 'Sales Pitch' said it would be.

Now I'm not saying for one minute that you can not make money from attending seminars or purchasing 'Home Study Courses' . . . in fact many people do make serious money, however getting your hands on any money making tools is one thing . . . teaching you, holding your hand every step of the way is another.

From the day you become a client of Superior Wealth Creation, to the day you complete your project/s . . . my team and I are there to support you and mentor you throughout the entire process, providing you with our expertise, our time, our knowledge, to help you create a property investment business that virtually runs on auto-pilot!

You may be tempted to toss this out unread. But a wise person investigates what fools take for granted.

If the thought of getting rich in your own property investment business doesn't fit within your paradigms or even offends you, it might be a good idea to throw this information straight in the **BIN** and retreat to your safety zone, watch your life pass by, as you wait for that big superannuation pay-out (minus all the taxes of course) and become one of the **95% of people who are unsuccessful.**

But, if you truly are sick and tired of flogging yourself closer and closer to an early grave, in your own business, or worse still, in service to someone who pays you a pittance for your blood, sweat and tears, or you simply want to create wealth and buy back your life, then welcome to what I promise will be one of the most truthful, blunt, practical and insightful accounts of what it takes to become **wealthy** and to **'Retire Sooner'!**

By 'Retire' I mean . . . having enough **Money** and the **Freedom** (time) to do what **YOU** really want to do . . . when **YOU** want to do it!

Let's face it, who wouldn't want to know the secrets to being able to retire sooner? You may be surprised to know that in fact, most people could be retired now! What Superior Wealth Creation can offer you will give you the necessary tools and knowledge to do just that!

Over 95% of people **DO NOT** know how to access and correctly use their assets. If you have some equity in your home . . . did you know that you can very effectively and very safely use this equity to **rapidly explode your wealth** by investing in the property market?

The best part is . . . you can do this just about on **auto-pilot**. Did you know that nearly all **wealthy people use Other People's Money** (O.P.M.) and Other People's Time (O.P.T.) to build their wealth? Most people only ever use Other People's Money to buy their own home (Housing Loans etc.). The trouble is, most people don't go beyond the purchase of their own home when using 'O.P.M.' and more importantly . . . they **DO NOT** use it effectively!

HERE'S PROOF THAT I DESERVE YOUR ATTENTION: EIGHT FACTS That Prove Superior Wealth Creation Can Show You How To Make YOUR Fortune From Real Estate:

- **FACT # 1:** I left school at the age of sixteen with no formal education. I suppose you could say, that I failed high school. My very first job was as a Trainee Manager for Woolworths. I quickly decided that I needed to take control of my life.
- **FACT # 2:** This decision started me on an amazing journey where I discovered property as a wealth creation vehicle. I decided to seek out and study wealthy and successful people. I discovered that for the **World's Top 20 Richest Families** true wealth was and still is ... investing in Real Estate. Armed with this compelling and potent knowledge, I studied what they did and why they did it. I also studied and learnt the property market in Brisbane by selling Real Estate, spending 'thousands of hours' in the process.
- **FACT # 3:** My burning passion (shared by my staff) is to help other people create wealth through property and I personally started from very 'humble' beginnings. I actually started from scratch.

- FACT # 4: Presently 18 of my dedicated staff are either clients of Superior Wealth Creation or are have their own Property Investment Business. As previously mentioned to you, many of them were clients before becoming part of my extremely dedicated team which means they know exactly what it takes to help you succeed ... and provide you with the appropriate level of mentoring and support.
- **FACT # 5:** Superior Wealth Creation has **mentored** over **100 people** (just like you), teaching them how to use simple but extremely powerful strategies to become millionaires and how to become **Financially FREE** and independent. My clients range from enthusiastic young singles, through to **multi-millionaires.**
- **FACT # 6:** Superior Wealth Creation **is the only company** in Australia offering this type of mentoring, when it comes to using property as a wealth creation vehicle. **YOU** get a complete, 100% fully managed project so that you have to barely lift a finger. Superior Wealth Creation's team of professionals do it all for you . . . if you want them to.
- **FACT # 7:** As a Mentor, to hire me personally for one day, one on one, would cost you \$40,000 plus and that wouldn't even include lunch.
- **FACT # 8:** Many of our existing clients who commenced doing cosmetic renovations on houses, have moved up to larger projects such as renovating blocks of units and townhouse developments etc. Quite often, our clients find they have **DOUBLED** their nett worth in two years or less. They can achieve this approximately every two years, using the same simple, yet proven techniques that we will teach you.

Please understand: the time has long passed when I felt any urge to 'toot my own horn' just to hear the music.

I've rattled off these facts for your benefit . . . not mine . . . to clearly demonstrate why you should and can trust what Superior Wealth Creation can reveal to you about making obscene amounts of money . . . working with you to create equity growth for little effort, through strategies that you may not even know exist. You see, we are NOT 'theorists'.

We are real. We are current. We are doing exactly what you want to do right now.

"Give a Man a Fish and You Feed Him For a Day . . . Teach a Man to Fish and You Feed Him For Life!"

Learning to become a successful property investor is like learning a foreign language . . . it takes time, effort, patience, persistence, repetition and above all the right mindset and the desire to succeed.

The late **BILLIONAIRE** shipping tycoon, Aristotle Onassis, once said —"The secret to MASSIVE success, is to know something that no one else knows".

Knowledge is the key and in fact, the property market transforms wealth from the **90% IGNORANT** to the **10% WELL INFORMED**. It always has and it always will.

We fully understand this extremely critical factor. That's why we want to **MENTOR** a select few people each year and provide them with incredibly powerful strategies (that you can use over and over again) so that you too can have enough <u>Money</u> and the <u>Freedom</u> to do what you really want to do . . . when you want to do it!

You see, between myself and my very dedicated and experienced team at Superior Wealth Creation, We **DO NOT** just want to **'teach you to fish'**, we want to **serve it to you** on a **silver platter!'**

Now, on the next three and a half pages, I'VE PROVIDED A LIST OF SOME OF THE MOST IMPORTANT SUBJECTS COVERED as part of our Mentoring Club. I promise you, it will be worth the read. Do this and you'll easily see for yourself just how important Superior Wealth Creation Strategies and Mentoring can be to you. (Then when I offer you my incredible guaranteed offer, your decision will be easy.)

(**I DARE YOU** . . . to go through this list and NOT find a **wealth of 'gold'** you'd value knowing a lot more about.)

What <u>YOU</u> Will Learn By Being Part of My Mentoring Club

- How to retire wealthy in an incredibly short time by trading and investing in your own property investment business.
- Discover why time is the most **precious commodity** that there is in today's society.
- How to use the equity in your home to structure YOUR wealth creation portfolio properly.
- How to AVOID massive losses . . . nearly 100% of the time.
- Why most people use the property market as a **Casino** . . . and how to avoid this costly game of 'Russian Roulette'.

- Why you should <u>NEVER take tips</u> or advice from well-meaning friends, relatives, real estate agents, financial advisers . . . unless they can prove to you that they have a profitable track record. <u>No! . . . One or two successful property transactions does not mean someone is a successful property investor.</u>
- The No. 1 Wealth Rule.
- The difference between a 'buy and hold' strategy and an 'adding value' strategy.
- Why the property market is a transfer of wealth from the **ignorant** to the **well informed**.
- HOT Tips that can save you many thousands of dollars when purchasing property and when you actually renovate your property.
- **You'll discover** why the old saying "There's only so much of the cake to go around" is nothing more than an old wives' tale . . . and why we believe the myth that there is only so much money available in society.
- **Learn** what the **Law of Abundance** is and discover why you can enjoy the wealth that until now . . . was only in your wildest dreams.
- Why even if you earn \$100 per hour . . . you are still limited in what you can do.
- The THREE GOLDEN RULES that all 'successful' investors, NEED to know.
- **How to** eliminate over **95% of your risk** by following simple rules. The same rules that have helped over 50 of our clients become millionaires.
- **Discover why** those reality TV Shows about home improvements and renovation makeovers etc., are more **'FANTASY'** than **'REALITY'**!
- Why many **property investors** have either under performed or **FAILED** to become wealthy, and how to avoid their mistakes.
- Learn why the cheapest interest rate loan can <u>STOP</u> your wealth creation strategies dead in their tracks. Ignore this secret at your own risk!
- What you must look for in an investment loan.
- Why IGNORANCE stops people from becoming wealthy.
- The **Critical Factors** that you should know about the different types of lenders, their roles and the insider information that the lenders do not want you to know.
- The secret reason why the <u>RICH</u> pay little or <u>NO TAX!</u>
- **How to** turn your house from a liability into an asset.
- How to remove the guesswork out of investing and trading in real estate.
- Who you should, and should not, take advice from.
- Why the 'property' market does go up and down.

- How to make money when property prices are falling.
- Why the property market is not a wealth creation vehicle . . . **BUT** rather a **Wealth transference vehicle.**
- How to make consistent money in the property market when 90% of people fail.
- Why **GREED** and **IGNORANCE** cause 90% of people to **LOSE** money in real estate.
- **Discover** the secret to obtaining great wealth . . . an **'amazing secret'** that even today most people have no idea about!
- How to use your knowledge to know when NOT to buy real estate.
- What the role of a real estate agent is and why you should NEVER receive advice from one.
- Why you can have the most knowledge in the world, the best skills in the world, the greatest potential in the world, the most majestic dreams in the world . . . and still end up with ZERO!
- The three critical keys to becoming a wealthy property investor.
- **Five key components** for any property investment plan. Let's face it . . . would you step onto a Jumbo Jet if you knew the pilot <u>DID NOT</u> use a Flight Plan . . . OR the relevant checklist? **NO! I didn't think so!**
- OUR secret, most important rules, . . . rules that the majority of people fall into the trap of not understanding . . . a **DEADLY** pitfall for the IGNORANT.
- Why you need the **correct mindset** to become a confident, successful property investor.
- Discover how to add value and avoid negative equity in any property.
- How to use Other People's Time (O.P.T.) and expertise to create wealth . . . a common principle of most <u>millionaires</u> and successful people.
- How to really use Other People's Money (O.P.M.) to create wealth.
- **Learn** how to take the hard work and hassle out of what the **'FREE' seminar gurus** teach you.
- Discover Superior Wealth Creation's 'adding value' strategy that gives you an effective safety net by creating equity in properties as opposed to relying solely on market growth.
 Avoid this one if you dare!
- Learn why Superior Wealth Creation considers the Brisbane Property market to be the best in Australia for wealth creation.
- Learn how to raise your own level of expectations.

- Discover why the majority of people are living in a **'FEAR'** culture and how to move from the 'Fear' to the '**FAITH'** culture.
- How to know what type of properties to buy.
- Why you should use <u>EQUITY GROWTH</u> as your wealth creation vehicle . . . <u>NOT</u> market growth. Yes, real estate does increase over time . . . <u>BUT</u> it's much slower than the strategies successfully used by Superior Wealth Creation.
- **How to** buy back 20, 30 even 60 years of your life.
- How to turn your DREAMS into reality.
- How to structure and protect your assets. We live in a world where everyone wants to sue each other. You only have to sneeze the wrong way and some fool with nothing better to do, could end up suing you. Australia is considered to be the third highest country in the world for litigation, with the USA first and the U.K. second. DON'T let it happen to you, because if you do not have your assets protected correctly . . . you could lose everything!
- Discover the No. 1 trait of the world's top 500 CEOs.
- **How to** leverage your available equity to maximise your wealth creation strategies.
- Why <u>SUCCESS</u> leaves <u>CLUES</u>. You need to get your knowledge, experience and advice from someone who's already WEALTHY! In other words **model someone** who is already **Wealthy** and **better still...** get them to <u>MENTOR you</u>. I would estimate that this leaves out probably 95% of the 'so-called' experts.
- Learn why it takes 10 years to get wealthy.
- **Exploding the myths of cash flow**. You'll discover why cash flow is not necessarily KING when it comes to creating superior wealth.
- Discover the nine hurdles to becoming wealthy and why they are like running in the finals of
 a hurdle race at the Olympics. Trip, stumble or fall at anyone of these nine
 'hurdles' . . . and you will feel the pain and suffering of missing out on the 'GOLD' medal.
- **How to** renovate a property without spending every evening and every waking moment up to your eyeballs in paint and plaster dust.
- **How to** purchase any property at a discount. You'll be amazed how easy it is to purchase <u>ANY</u> property for a whole lot less than what everyone is prepared to pay for it. It's easier than taking candy from a baby!
- **How** to **DOUBLE** your nett worth every two years! Imagine where you could be in ten years from now?

As a matter of fact, to rapidly explode your wealth creation success from your own Property Portfolio, you do not need anything but the desire, the initiative, the right mindset, common sense and some simple strategies . . . that I will teach you. <u>And I'm going to GUARANTEE</u> that to be true.

"Okay, so why spill the beans like this, why offer to mentor me, why don't you just do it all yourselves and keep all of the wealth?"

Good Question - Three Answers

Firstly; frankly one reason is to expose the "pretend experts". I get really angry when I hear and read about these self-confessed "gurus" and the type of marketing they use. They sell to the public, people just like you 'education' that not only costs thousands of dollars . . . but it either doesn't work or you then have to go and do it all yourself. I get a kick out of amazing people with the "Real Truth" about the property market.

Secondly; Superior Wealth Creation's mentoring and strategies have brought many great new clients to me.

Thirdly, quite frankly, mentoring has made and will continue to make a lot of money for me and my company.

But, the best reason for you to part with **your** hard earned money is: **I DO NOT <u>NEED</u> YOUR MONEY.** Whether you become a client or not, to me, is simply inconsequential. Oh yes, I will not hesitate to take it. I do not say this to be arrogant. I do not have to mentor anyone. I created Superior Wealth Creation because I chose to and there's a huge difference.

Your money and all the money that I receive from people who become Superior Wealth Creation clients will be very welcome. But: **the one and only thing that is absolutely important is . . . how valuable can all of this information be to you?**

So Let's Take A Look At What You'll Get As A Superior Wealth Creation Client

As a valued client of Superior Wealth Creation, you will get to utilise our time, our knowledge and our expertise, to help you create your own property investment business that virtually runs on **'auto-pilot'**... which means that **you will barely have to lift a finger.**

We have clients who live in Sydney, Melbourne, Adelaide, Canberra etc. who have done or are doing property transactions in Brisbane . . . basically by remote control.

An **example** of this is one of our clients from Adelaide. He works as a bus driver. After purchasing a property in Brisbane and then renovating using our strategies and our services, he **made \$57,000 profit in only four months** . . . all from the comfort of his own home in Adelaide.

What we are doing, apart from our mentoring . . . is giving people back their most valuable asset, their time and at the same time, we are helping them with their wealth creation strategies.

Now, I do not know if you have ever done a property renovation or even looked at buying property in the past, one thing that is certain is that it takes a considerable amount of time to do any of this.

At Superior Wealth Creation, We Will Do <u>EVERYTHING</u> For You.

Initially we will discuss with you exactly what we can do for you and then once you have become a client and the appropriate fees are paid, here's an example of what you can expect. Included in our services, is **access to** carefully selected, qualified professionals to ensure you get the right guidance. This includes accountants and other professionals to ensure that you get the correct advice when it comes to appropriate legal structures and finance advice.

- You get the finances in place and based on your budget and serviceability we will find a property that will fit our strategy. (Because of our experience and turnover of properties we often get opportunities from agents for properties that are not yet listed publicly. There are no specific suburbs, but we are looking for pockets where we have large gaps between un-renovated and renovated properties where adding value will create extra equity with a high degree of certainty based on what properties are selling for today as opposed to what they might sell for in the future.)
- We determine what is required, the budget, the expected profit and then determine whether we can buy the property at the right price.
- You then offer to purchase the property.
- Superior Wealth Creation will then do a full feasibility <u>PRIOR</u> to the contract going unconditional.

- We will then start the renovation. Obviously, any council approvals etc. will also be
 undertaken by our team. The advantages are not only that you will be leveraging your
 valuable time, but also that we have access to significant savings from suppliers of
 goods and services for your project. This means that the true renovation costs are
 considerably less than you would pay if you were doing the renovation yourself.
- You will be responsible to pay the progress payments to the builder etc. but only after our acceptance of their invoice/s. We only use builders who are licensed with the Building Services Authority and all work carries a 7 year warranty.
- At the completion of your project, we will make recommendations on what to do with the property. Typically our clients are holding onto properties at present, to further increase their equity.

Typical projects could range from a house to renovate, a block of land to build a spec. home, or a block of units or townhouses etc.

So what does this all mean for you? Let's face it, even if you have the market expertise and renovation knowledge . . . do you really want to spend the next 6-10 weekends, running around like a **'headless chook'** . . . searching for the right property?

Even when you do find one, how do you really know if it's a sound investment or a potential nightmare? Don't get fooled by the sales pitch of 'renovator's delight' . . . because that is no guarantee of success when it comes to realizing any profits or nett equity gains.

Now, suppose you've found a property, you are then faced with the daunting task of spending the next 2-3 months trying to co-ordinate trades people (if you can get them). On top of this, you will be the one working every waking minute, covered from 'head to toe' in plaster dust and all of those other unpleasant things that come with the territory . . . whilst you try and do all of the 'little extras' yourself!

For samples of what Superior Wealth Creation can do for you, please visit our website at http://www.superiorwealthcreation.com.au.

The aim of my dedicated and experienced team of 25 staff together with myself, is to help you become wealthy! I am confident that my Superior Wealth Creation strategies will help you make money each and every time. I'm so confident of this that I even offer you a 110% money back guarantee as detailed on page 14.

So let's take a look at the investment required

Superior Wealth Creation's Fees have five different levels which depend on the amount of equity you have in either property, or available cash, as well as your income level. To date a lot of these levels have filled and spaces will not be available until clients at those levels have upgraded to another level.

The initial level is called "**Platinum 5**". In this level of our mentoring clubs, potentially, you could increase your nett worth by approximately \$600,000 over the next <u>four</u> years. Not only this, but our mentoring input will assist you in the development of a wealth-orientated mindset, which will be a priceless asset to you for the rest of your life. Only 30 clients will be accepted at this level.

Your investment at this level is \$40,000 + GST per year.

The mentoring club levels **Platinum 4**, **Platinum 3**, and **Platinum 2** are unavailable due to being filled already. These levels include one on one mentoring with me and increases in your nett worth could potentially be between \$1.6 million and \$2.4 million over a four year period.

The next level is called "**Platinum 1**". In this level, you receive one on one mentoring with myself and my team, and we will create the strategies that could increase your nett worth by approximately \$4,000,000 over the next <u>four</u> years. Only 14 places are left and I know these will fill fast. You will need equity of around \$500,000 to use the strategies we suggest. Our mentoring assistance is at a higher level than the other Platinum levels, and will introduce you some of the more advanced strategies that I am using myself everyday to create wealth.

Your investment at this level is \$120,000 + GST per year.

I have also created the "**Executive Club**". This very new and exclusive level only has room for 8 members and is nearly full already. Minimum equity required is \$500,000. Potentially you could increase your nett worth by over the next four years by up to \$6,000,000. For more details on this very exclusive club please talk to one of my team.

All fees are payable yearly in advance. We do not offer any payment plans etc. Superior Wealth Creation's Mentoring Clubs are very exclusive and places are strictly limited.

For more details on the types of properties and projects typically sourced and what the mentoring process involves, please call any of my Superior Wealth Creation consultants.

Now I know that our Fee Structure will get some people gasping for air and that's O.K. At Superior Wealth Creation, we only want clients who are very serious about their wealth creation and who are prepared to pay for the privilege.

I will argue that your investment will cost you nothing, based on the expected results and in particular Superior Wealth Creation's **DOUBLE**, **110% money back guarantee**.

30 Day, Unconditional Money Back Guarantee

Your First Guarantee: I personally guarantee you that you will be absolutely delighted with Superior Wealth Creation's strategies and service. I invite you to 'test-drive' Superior Wealth Creation for 30 days. If you are not absolutely thrilled with being a client, eager to stay on board and you can't see yourself making the wealth creation profits that you thought you would, you can change your 'maybe' to an emphatic **'NO'** and get a **FULL 100% refund of your fees.**

No one will ask you any questions. **No Hassle.** No **'fine print'**. Simple and straightforward; you are 100% delighted with what you will get from being one of our clients, or I want you to ask for a full refund.

Should you choose to continue after 30 days . . . here's my second guarantee.

Your Second Guarantee: If by using our services and strategies over the first 12 months (or first project if this takes longer) from becoming a client, you do not add to your nett worth by at least **DOUBLE** the initial fees (including GST) that you paid to Superior Wealth Creation, we will refund 100% of your initial fee plus GST AND as an apology for wasting your valuable time . . . we will pay you an additional 10%. This is a conditional guarantee and the conditions are outlined on our 'Guarantee Document'.

I CANNOT BE ANY FAIRER THAN THAT.

This is the fairest Guarantee that I can give. No one can accurately predict any end sale price or equity gain. At Superior Wealth Creation, we do however know the results that we have been able to achieve for our existing clients . . . which by the way . . . have all come on board **without the need** for guarantees.

In this day and age, there are too many people getting burnt and it's hard to know who to trust. With the likes of Onetel, HIH, Ansett etc, once 'household' names and now in bankruptcy court . . . I wanted to offer you some peace of mind that you are dealing with an ethical company and hopefully I have done just that.

Basically, I am prepared to let you be the **judge, jury** and **executioner** if Superior Wealth Creation get it **wrong!**

If <u>YOU</u> Want To Get In On This <u>RARE</u> Opportunity, <u>YOU</u> Need To Act Now!

As previously mentioned, Superior Wealth Creation only have a strictly limited number of places in each mentoring level available . . . so you really can't afford to wait. Once these places are filled, there will be no more for the year as places are limited to ensure our clients get the best service. I can't stress to you enough, that we offer a unique Mentoring Club, for people who are **SERIOUS** about their wealth creation.

If this interests you even slightly and you want to register your interest, you need to take immediate action by **phoning** Superior Wealth Creation on **(07) 3252 5500** or **fax** your "Expression of Interest Form' to **(07) 3252 5944**.

So pick up the phone now, you'll be very glad that you did.

I urge you to act on this opportunity today, right now, while it is fresh in your mind.

Warmly

Andrew Carr

Founder and Managing Director

- PS. This strictly limited offer EXPIRES in seven days.
- **PPS.** Please take a few minutes to **read the testimonials** from just a few of my very happy Clients as well as reading the sample of 'Past Projects'. Due to some of our clients wanting privacy, we have many more clients who are happy to talk to you, please ask.
- PPPS. Remember, Superior Wealth Creation are offering to mentor a select few people and even give you a 30 day Unconditional Money Back Guarantee and a 110% Conditional Money Back Guarantee!

WARNING Homeowners! 1 in 3 Homes Will Be Infested By TERNITES

Dear Friend and Fellow Homeowner

Are you tired of worrying about **TERMITES**, nervously ignoring the cold hard facts that **1 in 3** homes WILL be <u>attacked by Termites</u>. This is not a scare monger tactic . . . this is the TRUTH . . . which means that either **YOU** or your **neighbours** will have their home infested . . . sooner than you think. It was not that long ago that the statistics were 1 in 5 homes.

<u>DONT</u> wait until it's 1 in 2 homes . . . or worse still 1 in 1 homes being infested by Termites! Just ignoring the potential destruction of your family home . . . PUTS you and your family at risk . . . and for NO Reason!

STOP Risking Serious Destruction To <u>YOUR</u> Home

How would you like to avoid termites from feasting on your home, 24 hours a day . . . seven days per week? Well now you can with our **FREE Termite Audit** – Valued at \$97.00. See next page for details.

FREE TERMITE AUDIT Worth \$97.00 TO THE FIRST 47 HOMEOWNERS Who Are Serious About Protecting Their Family Home From TERMITES Simply pick up the phone and mention this offer.

This is not a gimmick. There Are No Strings Attached. Simple and Straightforward . . . if you want a FREE Termite Audit . . . all YOU have to do is ask!

Hurry! This is for the First 47 Home Owners

ONLY! Offer Expires xx February 2003

My Personal Guarantee To YOU

I personally guarantee you that my termite Audit will reveal to you exactly what's happening in your home in regards to Termite Infestation and you are no obligated to purchase anything or get any recommended treatments done. If all you want is a quote . . . or you want to be charged for services and maintenance that you do not need . . . Please call someone else!

My methods and chemicals will give you the most crystal clear, professional advice on termites, inspections and treatment . . . and we are government licensed termite technicians. If you are not satisfied with our FREE Audit, for any reason . . . I will;

1. Pay you \$50.00 out of my own pocket.

Hurry! This strictly limited offer is for the first 47 new Customers ONLY! If your call is number 48, I'm sorry you just won't qualify for the **FREE Termite Audit** valued at \$97.00. This Offer **expires XX February 2003.**

So, Pick up the Phone and XYZ White Ants services on FREE CALL 1800 000 000 NOW or ring Trevor or Brett directly on xxxx xxxx and see if you are among the first 97 to qualify.

I look forward to helping you AVOID a Termite ATTACK!

Warmest regards

Trevor Oliver

Director of stopping termites from feasting on your home like the 'Klumps' at an all you can eat buffet!

P.S. Please read the enclosed testimonials and a recent Newspaper article on increased Termite activity in the XXXXX region!

PPS. 1 in 3 homes <u>WILL</u> be **infested by termites** . . . don't wait until it's 1 in 1 . . .

"Warning Builders!"

At last! . . . a revolutionary new security system for builders that is designed to minimise theft and vandalism from building sites . . . is 100% portable, can be installed in less than ten minutes, requires no cabling, no power, no phone lines and gives you 24 hour, 7 days per week monitoring for FREE . . . using the latest technology that instantly reports to your mobile phone . . . backed up by our 30 day unconditional money back guarantee!

Dear friend and builder

Are you fed up with arriving at your building site in the early hours of the morning only to find that some **'low life'** has **robbed YOU** during the night or even during the day after you've gone home?

These **'vermin'** steal tiles, kitchen appliances, spas, baths, taps, light fittings, heck even whole kitchens aren't safe! **Nothing is sacred** and you know this better than I do! Not only does it cause you delays while you have to wait for replacements . . . you then have the issue of insurance claims etc.

A recent newspaper article that appeared in 'The Age' reported that in Victoria alone last financial year thieves went on a **\$100 million stealing spree**. No doubt, the figures in each state are very similar . . . the question is how do you minimize theft from **YOUR** building site/s.

Protect Me Security's Builder-04, has been designed to help you keep your building sites more secure . . . even before lock up stage, reducing theft and to be 100% portable from site to site and it is considered to be the **greatest <u>invention</u>** for the building industry **since the nail gun** and the **cordless drill.**

FREE Demonstration valued at \$93

We are offering **FREE** demonstrations of the Builder-04 valued at \$93 to the first 47 builders who call. You will also go into the draw to **win a Builder-04 Alarm** system.

So if you want to see for yourself exactly what it can do for your business, if you want to reduce theft and vandalism, potentially reduce insurance premiums . . . and save time and money on costly repair damage . . . I urge you to **pick up the phone now** & call Protect Me Security on **1300 761 688** or fax your contact details & this letter to **(07) 419 79555!** You'll be very glad that you did.

I look forward to helping you avoid building site theft soon.

Warmest regards

Denver Maloney
Protect Me Security

P.S. **YOU** can 'test drive' my builder- 04 under my 30 day unconditional money back guarantee. YOU have **ZERO** Risk!

"Warning Builders"

At last! . . . a revolutionary new security system for builders that is designed to minimise theft and vandalism from building sites . . . is 100% portable, can be installed in less than ten minutes, requires no cabling, no power, no phone lines and gives you 24 hour, 7 days per week monitoring for FREE . . . using the latest technology that instantly reports to your mobile phone . . . backed up by our 30 day unconditional money back guarantee!

Dear friend and builder

Are you fed up with arriving at your building site in the early hours of the morning only to find that some **'low life' has robbed you during the night?**

Now it's not only the night time that you have to worry about. Thieves are getting more and more brazen because your **'knock off'** time is also the start of their 'knock off' time. The major difference is that you've gone home for the day.

These **'vermin'** steal tiles, kitchen appliances, spas, baths, taps, light fittings, heck even whole kitchens aren't safe! **Nothing is sacred** and you know this better than I do! Not only does it cause you delays while you have to wait for replacements . . . you then have the issue of insurance claims etc.

30 Day Unconditional Money Back Guarantee

I personally guarantee you that you will be absolutely delighted with my Builder-04 Portable Electronic Burglar Alarm . . . or I want to buy it back from you. All you have to do is say 'maybe' . . . that you'll give it a test drive for 30 days.

At anytime during 30 days from purchase, you are not 100% satisfied with your 'BUILDER-04' for any reason, even no reason . . . then I want you to ask for a full 100% refund. No questions will be asked. No 'fine print'. Simple and straightforward . . . you are either 100% happy to keep it or you get 100% of your money back.

I can not be any fairer than that.

Building Theft Tops \$100 Million . . . Are You a Victim?

A recent newspaper article that appeared in 'The Age' reported that in Victoria alone last financial year thieves went on a **\$100 million stealing spree**. No doubt, the figures in each state are very similar . . . the question is how do you minimize theft from **YOUR** building site/s.

Sure you can hire security guards at night or erect fences . . . but this can get very expensive, not to mention frustrating. There has to be a better way and there is . . .

Announcing: The Greatest Invention for the Building Industry Since the Nail Gun and the Cordless Drill!

Protect Me Security's Builder-04, has been designed to help you keep your building sites more secure . . . reducing theft and to be **100% portable from site to site.**

The monitored burglar alarm uses easy 'plug and play' installation that will take you less than 10 minutes to install. Once installed, you will be alerted via an SMS message to your mobile phone when it picks up an intruder. It even has a 'tamper' alarm built in.

You can use the alarm to keep a constant 'eye' over the theft of tiles, stoves, basins and hot water systems or anything else that isn't nailed down.

Given the fact that you **do not need** a **phone line** (the system uses GSM communication technology), **any power** (the unit is powered by a rechargeable sealed lead acid battery) , requires **no cabling** licence to install and it comes with a Lifetime Manufacturers Guarantee on the resin case . . . a 2 Year Guarantee on the Bosch Alarm Components and a 5 Year Guarantee on the Wiring and Assembly from the manufacturer. . . the builder- 04 really is a must for any builder who is fed up with theft from their building site.

FREE Demonstration valued at \$93

We are offering FREE demonstrations of the Builder-04 valued at \$93 to the first 47 builders who call. They will also go into the draw to **win a Builder-04 Alarm** system.

So if you want to see for yourself exactly what it can do for your business, if you want to reduce theft and vandalism ,potentially reduce insurance premiums . . . and save time and money on costly repair damage . . . I urge you to **pick up the phone now** and call Protect Me Security on **1300 761 688** now! You'll be very glad that you did.

I look forward to helping you avoid building site theft soon.

Warmest regards

Denver Maloney
Protect Me Security

- P.S. Remember . . . you can 'test drive' my builder- 04 under my 30 day unconditional money back guarantee. YOU have ZERO Risk!
- P.P.S. **HURRY!** Only the **first 47 Builders** who call in the next 7 days will get our demonstration for FREE (a \$93 value) and go into the draw to win a Builder-04, portable electronic burglar alarm. After 7 days, or if you are builder number 48, I'm sorry you just won't qualify.

Tony Policci

CopywritingTips.com

Blunt, Bold, Bright...Even Nice!

That's how clients refer to the CEO of *Absolutely Brilliant Concepts Marketing and Consulting Inc.* (ABC M&C), marketing aficionado Tony Policci.

"Two things you can expect from Tony Policci- he'll make you smile and he won't B.S. you!" -Ken Kerr – Former Marketing Director Disney Epcot

Prior to founding ABC M&C, Policci served as a consultant to over 3500 clients. He created and co-created *strategies with his client*, helped them execute targeted marketing plans, wrote and critiqued thousands of ads, sales letters, scripts etc.

Policci has been published in numerous trade magazines and is the author of two marketing books. The response doublers guide to creating a killer yellow-page or print ad and A Wise Guys Copywriting Rule Book – How To Break The Legs Of Poor Profitability.

Policci specializes in providing unique, unconventional, and extremely effective approaches to his clients marketing challenges. His strategies have produced as much as a 2000% increase in response to promotions and sales. He's a *straightforward* guy, who doesn't believe in telling you what you <u>want</u> to hear it's more important to tell you *what will be beneficial*.

Curiously, Tony was also very successful using outrageous marketing techniques to secure work as a professional actor until 1995. His experience on stage, TV and in film has taught him about getting inside someone else's head and being able to connect in a very real way.

The two major areas of ABC's focus:

Copywriting- that will zero in on your ultimate goal with laser like precision. You'll gain the ability and the know-how to tell a story, capture an image, and give the facts -- sometimes, all in one sentence. From print ads to brochures to radio spots, your message will be conveyed in a powerful yet vibrant style that will surprise and delight your target market. But most importantly, sell, sell, sell!

Consulting —uncovering ways for you to improve what you're doing. Sometimes, that means eliminating what you are doing all together and starting over. ABC has developed a proprietary method of determining exactly what will work and what won't work in your unique situation. You can have a comprehensive system to market your product or service, focusing on traceable (track-able) results. That means you will know dollar for dollar what is producing and what isn't.

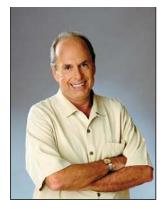
Tony's company site can be found at www.abctnt.com and his educational do-it-yourself information for creating "killer ad copy," on a sister web site (www.copywritingtips.com). For fast friendly answers to your marketing and copywriting questions, you can contact Tony directly at 480-782-1687 or by e-mail AJ@ABCTNT.com.

Visit Tony's website at:

http://www.CopywritingTips.com

Below are Tony's selections of his own underground sales letters...

From The Desk of Tom Feltenstein



It's Been Two Weeks Since The MUFSO Conference... And I've Got Something Private To Ask You

Tuesday, July 27, 2004 5:42:14 PM

Dear <First Name>,

You're probably thinking, "this is an unusual letter" - if so, you're right! As you can see, I've enclosed a big, bulky, sealed envelope with this letter. I'd like to ask you to please hold off on opening that envelope, for just a minute...I've got to tell you about something that's been bugging me.

But first, I want to say that I know your experience at the $44^{\rm th}$ MUFSO conference was positive. I couldn't be there this time, because only days earlier I was hosting the NMI $10^{\rm th}$ anniversary Marketing War College in Orlando. It was a terrific experience. Although my schedule did not allow me to personally experience the MUFSO conference, I'm sure you went home with a host of new tools and new determination.

Conferences are a great opportunity to learn what's new, to see old friends and make new ones. But often times, when they end, you're left with the task of how to actually implement the new information you acquired. For example...

"Braving the New World: Risks and Rewards"

Remember that phrase? I'm sure you do, it was the theme of MUFSO, well...it's what's been bugging me. Here's why.

I've learned that the greatest risk is ignoring your employees and the greatest reward comes from knowing and using neighborhood marketing and four-walls promotion.

That's the reason for this letter, (and for the enclosed mystery package). You see <firstname>, because I was not able to be at MUFSO, I missed the chance to see you. I missed the chance to share what I've learned to be true. So I made a decision to sit down, and write you this letter.

I wanted to say to you that I'm not willing to let myself off the hook that easily...and I hope you're not either. So first off all...

© 2003 ABC Inc. and TFNMI

Here's What I Want You To Do

Go ahead and rip that envelope open and pull out what's inside...then come back to this letter...go ahead, I'll wait......

You recognize what it is I hope. It's a copy of my most recent book - I wanted to put this in your hands because it is the best way I can communicate to you, what I believe to be <u>crucially important</u>, without truly being face-to-face with you. Here's why.

At the War College our theme was "Face Time not Air Time" we focused on the need for relationship building in place of building trial. We focused on communicating that the most efficient and effective way of building top line sales is through your internal customers (your employees) - the way to do this, is inside that book.

I encourage you to begin reading it tonight, take it a little at a time if you have to. It's not about marketing, but I believe it will make a difference in your life. Take what you like from it and leave the rest. It's my gift to you. (If, by chance, you already have a copy, please give it to someone important to you).

But sending you that gift isn't where I plan to stop.

Even if you know the very best way to build top-line sales is through four walls promotion and neighborhood marketing, getting it done may still be a bit of a mystery.

You may have returned to your organization a changed person, pumped up and ready to make changes, but if that enthusiasm and knowledge doesn't permeate down through your whole company - things won't change.

I want to help, so here's the *private* question I wanted to ask you. Can we schedule the time to spend a day together?

I'd love to get together to visit with you, your senior executives, and the key people in your organization, one-on-one for a full day to make sure that the "change" you want, DOES permeate...to make certain that you <a href="make-cancel

I want to ensure that you don't become susceptible to what I call marshmallow marketing...I'd really like to explain what that is and how to avoid it, if we can get together.

Here's what I'd like to propose. Lets get together for one full day. I'll come to your location or you can come to my office in Palm Beach. We'll spend a full day together, and I'll go through your key issues and challenges with a fine toothcomb.

I'm going to ask you the right questions, and give you specific solutions.

We're going to have an incredible conversation. I'm going to take a good look at what is happening in your organization and give you the

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information and tools to make a dramatic change. I'll make you this promise; if you do just half of what I request you to do during this day together, you WILL have a transformed business, a new "well oiled" moneymaking machine and a happier more inspired workforce.

How can I make that promise? Because I don't live in an ivory tower, I understand what it's like down in the trenches because I go there on a regular basis. For example, listen to what this company president said about me. I can't reveal the identity or that of the company because I respect my client's confidentiality, but with 65 high-end steakhouses worldwide, you can be sure he was no novice when he came to me.

"We came to Tom hoping to jumpstart sales through some non-media forms of building sales. We were looking for a few good ideas and were willing to pay handsomely for them. What we got instead was much more than we hoped for, a strategic partner that refocused our goals, helped clarify our vision and tripled the pace at which we moved"

I LOVE seeing my clients staggered, astonished, dumbfounded, and overjoyed by the results they get with what I teach. I want to deliver results like that for you too. I've perfected the method of four walls and neighborhood marketing and I know I can absolutely make a tremendous difference for you. You'll be more than just happy, more than just pleased, you're going to be head over heels delighted.

It's very easy to get started...call my personal assistant Debora at 561-655-7822 ext 11 and she'll get it all scheduled. I promise you, this will be the most valuable Face-Time you've had all year. Valuable like you've never imagined. So, give me a call now to ensure we can spend that day together.

I'm waiting to hear from you.
Sincerely,

Tom Feltenstein

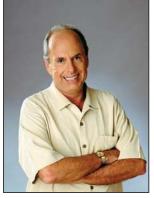
CEO

The Neighborhood Marketing Institute

PS I almost forgot to mention this. I have two unedited videos from the War College that I'd like to put in your hands FREE. These are not available to anyone else, at any price, but I'll hand-deliver them when we meet. The first one is of my keynote speech at the War College and titled -"Face Time not Air-Time" the second is from the Panel of the Pros session. These will be two additional powerful tools for your people.

PPS This invitation letter is going out to approximately 30 others and unfortunately, because of my extremely tight schedule, I only have time to do 8 of these Face-To-Face meetings before 12-15-03. Call my assistant Debora at 561-655-7822 ext 11 for details.

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"How Did You Like The *Mystery* Package I Sent You?"

Tuesday, July 27, 2004 5:43:06 PM

Dear <First Name>,

A few days ago you should have received a rather unusual package. It contained a copy of "Uncommon Wisdom" and I sure hope you had a chance to read at least some of it.

You might remember in that previous letter I expressed my regrets about not being able to perhaps meet with you at MUFSO, and I extended an invitation to spend a day with you before the end of this year.

You'll recall I expressed how I'd love to get together and visit with you, your senior executives, and the key people in your organization, (one-on-one for a full day) to makesure that the "changes" you want and need really do materialize in 2004.

I'm concerned, because I haven't heard from you yet.

I don't want to appear pushy <First Name>, but time and availability for us to get together is running out...if you don't call to schedule a meeting soon, I won't be able to meet with you until my schedule clears up, sometime after the New Year.

This invitation letter is an opportunity that was being offered to only a handful of "superstars" folks I think do a great job and who could make radical progress with just a little help. I only have time to do 8 of these Face-To-Face meetings before 12-15-03 and time is running out.

I hope you'll take the time right now to give me a call and at least consider taking one of the available time slots. Remember, I'll come to your location or you can come to my office in Palm Beach. We'll spend a full day together, and I'll go through your key issues and challenges with a fine toothcomb.

I'm going to ask you the right questions, and give you specific solutions.

We're going to have an incredible conversation. I'm going to take a good look at what is happening in your organization and give you

the information and tools to make a dramatic change. I'll make you this promise; if you will do just half of what I explain during this day together, you WILL have a transformed business, a new "well oiled" moneymaking machine and a happier more inspired workforce.

How can I make that promise? Because I don't live in an ivory tower, I understand what it's like down in the trenches because I go there on a regular basis. For example, listen to what this company president said about me. I can't reveal the identity or that of the company because I respect my client's confidentiality, but with 65 high-end steakhouses worldwide, you can be sure he was no novice when he came to visit with me.

"We came to Tom hoping to jumpstart sales through some non-media forms of building sales. We were looking for a few good ideas and were willing to pay handsomely for them. What we got instead was much more than we hoped for, a strategic partner that refocused our goals, helped clarify our vision and tripled the pace at which we moved"

That's the kind of results I like seeing in my clients. Isn't it exciting to know that I want to deliver results like that for you too!

I've perfected the method of four walls and neighborhood marketing and I know I can <u>absolutely</u> make a tremendous difference for you. You'll be more than just happy, more than just pleased, you're going to be head over heels delighted.

It's very easy to get started...call my personal assistant Debora at 561-655-7822 ext 11 and she'll get it all scheduled. I promise you, this will be the most valuable Face-Time you've had all year. Valuable like you've never imagined. So, give me a call now to ensure we can spend that day together.

I'm waiting to hear from you.
Sincerely,

Tom Feltenstein

CEO

The Neighborhood Marketing Institute

PS Remember, I still have two unedited videos from the War College with your name on them. These are not available to purchase by anyone else, at any price, but I'll hand-deliver your copies when (and if) we meet. The first one is of my keynote speech at the War College and titled -"Face Time not Air-Time" the second is from the Panel of the Pros session. These will be two additional powerful tools for your people.

PPS Call my assistant Debora at 561-655-7822 ext 11 to get in before the remaining slots are filled.

If For You, Dieting Is Just Another Thing That Improves Your Appetite, Maybe It's Time You Discovered Dynamic Changes.

Imagine Finally Reaching Your Ideal Weight—With No Hard Work!

Dear Friend,

My name is Richard Schefren, a few days ago you called my office about our weight loss using hypnosis program. **I'd like to make you an extremely bold promise.** If you'll give me a few minutes right now, I'll show you how you can easily get rid of your weight worries for good and transform the appearance of your body simply by having the right technique working for you.

I'm very serious.

You **can** quickly and easily begin to lose the weight that is dragging you down. The weight that is making you angry with yourself, the weight that may be affecting your health, the weight that keeps you tired all the time, the weight that is robbing you of your happiness.

I know this sounds a little far-fetched. And, quite frankly, when I first decided to send you this letter I realized I had a serious problem.

My problem?

How do I describe my method and my company without making it sound like a bunch of hype? Or sounding "too good to be true" and risking the chance that you might be tempted to dismiss it, and just throw this letter away.

I believe if you will read on, you will quickly see that what I have to show you is completely down to earth, quite simple to understand, easy to see with your own eyes, and beneficial to you - And I'm so sure of it - I'm willing to put my money where my mouth is.

But first, let me share a story with you...

When my friend Kathy was ten, she wanted to bake a cake to surprise her parents. She went into the kitchen and starting mixing together flour, sugar, chocolate chips, **ice cream** and just about anything else she could find that looked good.

You can probably **imagine** how it turned out. It wasn't a pretty sight. Kathy ended up with a big mess and something (she couldn't even call it a cake) that tasted absolutely horrible.

Now today, if she's baking a cake – she'll **start with a recipe a plan that is proven to work**. Kathy explained to me how she measures out all the ingredients and follows the **exact instructions** on the recipe. Now her cakes turn out pretty darn good (and she even gets a few compliments).

Okay, but what does any of this have to do with losing weight? Actually lots!

You see, losing weight for good without a **proven plan** is a lot like trying to bake a cake without a **recipe**...you'll only end up making lots of mistakes, a big mess and wasting a bunch of money. You'll wind up frustrated and depressed, no closer to your goal.

But You Say - "I've Tried A Plan Before And It Didn't Work"

There's no shortage of information on weight loss is there? Common sense would tell us that eating right is essential to having the body you want. Seems pretty simple, right? But the truth is, I've found that most people are confused, perplexed, puzzled and just plain baffled about weight loss. And who wouldn't be?

There are more self-proclaimed weight loss gurus and 'wannabe' gurus out there than you can shake a stick at. Each of them pitching a different method to shed those "unwanted pounds". There are pills to take, special diets to struggle through, grueling exercise régimes all designed to slim you down and shape you up.

You Honestly Tried To Diet... But Just Couldn't! Don't Worry. You're Not Alone.

If you've been on diets, chances are you suffered from white knuckling it through those cravings, you forced yourself to eat stuff that would make a cardboard box look good and maybe you lost some weight...but it came back and this time it brought a few friends with it. Right.

Many people come to me and say "I tried dozens of different diets, most I couldn't stick to and the ones I did left me hungry all the time or without any energy". I know how frustrating this can be.

Maybe you started an exercise program and did real well for a few weeks, and then something happened. You don't know what, but you just couldn't do it anymore. If you had seen any results, they soon faded, and the brief motivation and joy you felt was replaced by a terrible sense of failure and disappointment. Perhaps followed by eating and gaining even more weight.

The problem is...who can you believe? What can you do?

Everyone's running around telling you they have the "secrets" to losing that weight and keeping it off. There are so many hyped-up "get thin quick" schemes floating around the country -- it drives me crazy!

I say, "Show me the proof!" Let me see that what you are selling doesn't require people to force horrendously difficult changes in their lifestyles or just plain makes you so miserable that you just give up. (Isn't there something wrong with that picture?). But most importantly does it last?

I don't think you could find many takers there.

And yet, **that's exactly what I've done.** I've helped heaps of individuals, just like you, achieve the ultimate "fantasy" of losing the weight that weighed them down AND keep it off AND it happened for them virtually on **autopilot** (and no, it didn't have anything to do with taking pills or adjusting portions, or going hungry).

Listen to a few comments from people who have experienced what I'm talking about:

Over the past 6 months I have lost 45 pounds! All of my habits have become healthy, I have a lot of energy (AND I ALSO HAVE A LOT OF FUN BUYING NEW CLOTHES) I dropped 5 sizes. All my friends, family and my husband say I look great. Thanks a lot Dynamic Changes for the change in habits. – Marcella Navarro, NY, NY.

I lost all cravings for sweets after my first visit. So far I've lost 20 pounds - my goal is 60. Thanks for making this experience an easy one for me! – Steven Schmaleries, Bushkill PA

When I first came to Dynamic Changes I must admit, I was a bit skeptical. Now two months later my size 34 jeans that barely fit are falling off my hips...they're too small! I'm so excited I can barely contain myself. Thanks to everyone at Dynamic Changes! — Estella Mangam, NY, NY

I have been on most of the popular diet plans all ending in failure. I'd convinced myself that at 67 years of age I'd never reach my ideal weight of 125. Thanks to the Dynamic Changes program I'm within 7 pounds of my goal and confident I'll keep the weight of! – G. Constantino

I've lost 20 pounds EASILY. I now look forward to exercising and I eat fruit!!! I never ate fruit. I drink plenty of water without even thinking about it, I've never felt better! – John Bigler, Bronx,

<u>Little Known Truth</u> -The Weight is Just a **<u>Symptom</u>** of Your Problem

Each day thousand of people just like you and me (I used to be overweight too) walk into our centers throughout the country to learn about what their real problem is. You see, being overweight is just a symptom of your problem, the real problem are the habits that you have that are guaranteeing that you will continually struggle with you weight.

And, I am willing to bet that all of the attempts you've made in the past to lose your excess weight and keep it off have focused more on your weight and less on your habits.

It's like treating a broken bone with an aspirin. You might be able to reduce the pain for a while but ultimately the real problem is left untreated and you will feel the pain again.

Dieting Will Never Give You The Long Term Solution You're Looking For

If you've tried diet after diet and still have been unable to lose weight, it's <u>NOT YOUR FAULT.</u> In fact, there are several very real reasons why this has happened to you – why your dieting efforts have been doomed to failure right from the start

When you follow a diet or take a pill you are trying to use an external method to lose weight in spite of your internal learned habits. Unfortunately, to do this you rely on willpower. And as almost every chronic dieter realizes soon enough, willpower will only last so long.

Willpower, in the long run, can't defeat your deeply ingrained habits. And no diet or pill that has ever been created will help you overcome your "weight producing and maintaining" habits. So you're doomed to fail even before you ever begin. The reason why is that diets and pills treat the symptom, your excess weight.

Here's The Way to Win at Weight Loss

Listen. Before you give up all hope, I'll let you in on a little secret <u>thousands of New Yorkers have</u> <u>already changed their habits and therefore have changed their weight – permanently!</u> When you

change your fat causing habits to thin promoting habits you will lose weight easily without dieting, suffering, deprivation or even having to think about it. Hypnosis changes your thinking, thus changing your habits. At Dynamic Changes we address your specific situation and tailor a program for you that will transform you into a person who is what we call Naturally Thin.

Imagine Yourself Naturally Thin

Imagine loving the way you look and feel. Imagine feeling secure that each day you were contributing to your health as opposed to robbing it. Imagine never needing to step on a scale again. Imagine taking half of your favorite meal home in a doggy bag, because you just don't seem to have the appetite to finish the whole meal like you used to.

Try this with me. Put this letter down for a minute; sit down in your favorite chair or sofa, closing your eyes, and imaging that the points I listed above is what your life was already like. Go ahead, nobody will ever know...

When you have the habits of someone who is naturally thin you'll:

- Never eat out of boredom, stress, or any other emotional reason
- You'll chose healthy food over fattening food because you WANT TO
- You'll wake up each morning with abundant energy
- You'll actually crave exercising (I know, it sounds crazy but it's true)
- > You will enjoy eating fruits and vegetables
- You'll eat when you are physically (not mentally) hungry and stop when you're full
- You won't ever feel as if you're denying yourself (therefore you'll never binge either)
- You'll have one set of clothes (all in one size) because you'll have no concerns about ever gaining weight again!
- > And much, much more...

If you could imagine what it would be like to have that weight gone for good, you probably realize that this is what you've been searching for, ever since you started struggling with your weight. And now for the first time it is all within your grasp. All you have to do is take the next step by calling our number 1-800-MY-RESULTS (1-800-697-3785) and scheduling you free consultation.

You've got nothing to lose but unwanted pounds. So go ahead. Make a positive choice for yourself. Get off the weight loss merry-go-round of frustration and failure. Come see why Dynamic Changes really does create dynamic change for people just like you.

The consultation is FREE. The program is guaranteed and the program is affordable. Your program will be custom designed to meet your needs and we'll do only what is necessary to reach your goal, we won't waste your time or your money. That's my personal promise to you.

To Your Health & Happiness,

Richard Schefren Title

PS To lose all the weight you want and keep it off for good. Call 1-800-697-3785 today for your FREE. No strings attached, NO obligation, consultation. You'll be glad you did.

Are You Making This Simple Mistake That Is Preventing <u>Your</u> Business From Being <u>Insanely</u> Profitable?

"How One Small Change To What You're Already Doing Will Cause A Huge, Electrifying Surge In Your Cash Flow"

...allowing you to double (even triple) your profits"

Dear Entrepreneur,

It's unfair isn't it? Putting a ton of time and effort into marketing your product or service and getting poor results. How would you like to be getting a much bigger payoff from your marketing and promotional efforts? Would you like to cut all the fat and waste away from your promotions so they hit the mark, with laser-beam like accuracy, forcing the prospect to read and respond to your offer?

Of course you would.

You, me, every businessperson has the desire for their ads and promotions to get noticed and responded to. The fact of the matter is that 99% of all business people are missing the one crucial ingredient that could turn their "tired old nag" of an ad into a thoroughbred winner.

I'm not kidding, there is one, and I mean one, single mistake that you, like millions of other advertisers and marketers might be making on a daily basis that is 90% responsible for the failure of your advertising and marketing. And it doesn't just fail...it bombs! Are you making this mistake?

- A carpet cleaning company in Australia went from losing money each month on their yellow page ad to pulling in a 15-1 profit when they corrected this mistake.
- Jon, an Internet marketer in Colorado now pulls in over \$100,000.00 PER MONTH after he discovered the fatal error he was making in his online banner and email promotions.
- Terry, An eBay® entrepreneur went from selling \$500 per month to \$500 dollars a week when it was pointed out to him.

I'm about to tell you a true story if you believe me, you will be well rewarded if you don't believe me, I will make it worth your while to change your mind.

Let me explain.

Tony is a consultant friend of mine who truly understands good marketing. One day he called excited about a book he just read "it's so incredible," he said, "when you first read through it you won't believe it".

Tony continued, "When I went through this book, my mind started popping with ideas and insights like crazy. I've never seen anything as accurate and to the point as this. You've got to read it".

Well, that got me excited because Tony is no amateur when it comes to marketing 'know how' he's studied under the best in the world and has worked one-on-one with people like Gary Halbert, Dan Kennedy, and I could go on with a long list of names that would read like the "who's who" of marketing geniuses. The point is, when *he* gets excited about something *I* pay attention!

Tony went on and on about this book, saying that it explained, what everyone (that does any type of promotion) should know, in the simplest of terms and the book gave so many ready to go examples, even a complete novice could use the information and be successful. The only down side was that once business owners got a hold of it, the book would take a lot of business away from him. He said this book was a complete roadmap to solving the biggest problem with any promotional piece.

So, like any smart guy, I found out where I could get a copy of this book. I trusted Tony's judgment, but I just didn't think it could be that impressive!

I was wrong...

I'll continue with the rest of the story in a minute, but first I want you to see why the ending of this story turned out the way it did.

Let me break it down for you.

It doesn't matter if you're creating an email marketing campaign, web page, banner ad, direct mail package, sending out a press release, writing a sales letter to your current customers, or any other kind of promotion... you simply must do ONE THING perfectly to attract the attention of your audience -- or you'll never attract their interest or win their business!

Ask yourself this question? Are You SURE Your Prospects Are Reading Your Marketing Messages?

The crucial mistake that you might be making (that is sure disaster for your promotions) may not sound like a very big deal. I assure you...it is.

It's not having a powerful, grab the prospect by the throat, compelling, interesting **headline**. And if you know how to correct this problem, you'll create a landslide increase in your profits.

Tony knows this. I know this and every successful marketer knows this.

But, don't take my word for it.

Look at yourself as an example: When you read a newspaper or magazine, how do you decide what to read? Do you read every word of every story... or do you scan the headlines? And I'm just talking about editorial content -- chances are, you read even less advertising or direct mail! If you are an Internet marketer you probably get dozens, even hundreds of emails per day...do you read them all?

Probably not.

You scan the subject line and if it doesn't interest you it's a quick flick of the delete button!"

Your prospects are no different!

They're thinking about their own lives -- their dreams and desires... their problems and anxieties, you've got to get past whatever obstacles they might have to reading your copy.

If your promotions are not doing this now... It's costing you money! It's that simple.

Look at it this way: no matter what you put in your ad, sales letter or web page, you're paying the same amount of money for printing, mailing, hosting, design services, or to buy space for that ad. If your promotional efforts bring in one sale, it costs you the exact same amount of money as it would if you received 51sales... or 551 sales!

Improving your headlines can you give tremendous marketing leverage and make every promotional effort far more profitable!

Knowing how to put together a great headline is one of your most valuable assets! It's an asset you can use to give yourself much better results every time you run an ad or launch a new promotional campaign.

Anyway, back to the rest of the story.

After getting this book myself, I went through it with a critical eye...I was looking for a reason to hate it, to ridicule it, to say "oh yeah...heard it all before"...I wasn't that lucky.

In fact, I was so impressed that I contacted the author and I worked out a deal with him make it available to entrepreneurs, small business owners, and marketers of all kinds -- online.

"Available To You Instantly – And At A Deal That You'd Be Nut's To Say No To"

The name of the book is "Great Headlines Instantly" and if you've ever wanted to boost your response rates and your bank account BIG-TIME, "Great Headlines Instantly!" is the place to start. In fact, there's no better starting point than an arresting, compelling headline.

My friend Tony, (the one I told you about earlier), writes as many as 100 headlines before he chooses the one he's going to use. This book will save you hours of time and ton's of "headwork".

It's like guaranteed inspiration, simply crack it open and find exactly what you need.

You'll never be at a loss for a KILLER headline again.

What's even more exciting is that the author put together a few more no-nonsense manuals that make creating a winning headline every time an absolute no-brainer!

And the beauty of it is...

- You don't need to be writer...
- You don't need to he an advertising or marketing expert...

And...

• You don't need to spend a penny more on your promotions!

When you order "Great Headlines Instantly!" you get an entire package for creating dynamite headlines anytime... anywhere... and for any application.

Here's what's included with your complete package:

The large Book. More of a manual in my opinion...Great Headlines Instantly has 187 power-packed pages that reveal all the secrets of successful headlines complete with **hundreds of examples** so you can see these profit ideas in action! It's loaded with tips, techniques and proven methods for writing headlines that work like magic! (Click here for detailed contents)

Bonus #1: A huge reference file of 39 full pages of headline examples culled from a massive collection of direct mail pieces, sales letters, brochures, advertisements, web pages, courses, articles, and books. A tremendous resource to ignite your creativity and help you put together a guaranteed winner every time!

Bonus #2: The "Magic Page" secret" weapon! It's a two-sided list of the absolute, no hold barred, very best headline words and phrases of all time! One side features over 250 of the most effective headline words ever assembled! The other side -- over 200 superb headline phrases you can draw from at any time! Simply pin this card to a nearby wall, or keep it on your desk as a handy reference. Using this valuable list with jump-start your headline writing in an instant!

Bonus #3: A supplementary print-out edition of the "7 Quick And Easy Headline Formulas". Just pull out this report whenever you need a headline and you'll have several

winners in mere minutes! With one formula, writing dynamite headlines is as simple as filling in the blanks! What could be easier?

It's everything you could **ever need to generate** great **headlines** on demand. It's your one-stop reference guide with detailed. Easy-to-follow information and hundreds of practical examples you can refer to ANYTIME you need a great headline!

(Click Here To Read The Reviews Of This Book And Manual)

And, if you order now, you also get two additional bonuses worth more than double the cost of the entire package!

You also get 2 FREE 30-Minute CONSULTATION PACKAGES to help you with your advertising and marketing communications. Want a second opinion on your promotional piece before you send it out? Here's your chance to hire an expert and it won't cost you a dime!

But that's not all.

I'll also include ANOTHER special report, How To Get Far More Accomplished In A Lot Less Time...113 Tips & Tricks To Help You Boost Productivity & Overcome Procrastination. This bonus report will boost your productivity by at least 25% and it's yours FREE... if you order now.

**Please note: These 2 Special Bonus Gifts are only available for a limited time! To ensure that you receive both Special Bonuses with your package, please order immediately.

So, How Much Is This Thing Anyway?

Look, I'm not going to pull any punches here about the price. The simple truth is this course is priceless. Considering that a one-word change in a headline can take your results from zero response to double-digit response. But I don't want price to be an issue for you!

So...here's the deal...

Try "Great Headlines Instantly... How To Write Powerful, Attention-Grabbing Headlines That Pull In More Prospects, More Customers And More Profits, NOW!" for a full 3 months.

If after you put these ideas and techniques to the test and try them for 3 full months, you find that this package hasn't more than paid for itself. Simply return it for a complete refund of your purchase price. The Special Report is yours no matter what!

Right now For A Limited Time Only you get the entire package, including the 5 Big Bonuses- and all it will cost you is half the regular price. This is how it works. If you want the killer 'Great Headlines Instantly' book and all the bonus manuals, including:

- The complete, 187-page manual
- The 3O-page package of sample headlines-- including some of the best headlines of all time
- My "secret weapon" best headline words and phrases list
- The headline formula workbook
- PLUS the 30-minute consultation and
- The Special Report...

You can get it delivered in seconds...all for just \$67 for the electronic version in Adobe Acrobat format, delivered to you by e-mail! (If you prefer, a **printed**, paper version is available for \$149 plus \$8 shipping, delivered by Priority Mail).

The small investment of \$67 is *nothing* compared to the kind of money you can make with *just one great headline*.

"PLUS- A 50 to 1 Return On Your Investment... Guaranteed"

With this headlines manual, you'll discover how to quickly and easily transform ANY Headline into a powerful prospect-magnet that brings you larger audiences, more rash orders and multiple profits – guaranteed!

That's why I'll let your results determine for you whether to pay me for the second half of the cost of the course or not.

"I guarantee that after 1 year of <u>using</u> this course you will see an increase of no less than \$3350.00 (50 times the investment in these manuals) - as a direct result of using this book. Once that happens – you send me another check for \$67.

If you can honestly say that you have not profited by at least \$3350.00 within a one-year period, you tear up the invoice for the balance due and owe nothing.

What could be fairer?

Just get a hold of this manual and you too will he **writing powerful** headlines that are irresistible!

Plus I'll Include Three FREE Bonuses That Will Help Make Your Promotions Hit Like Heavy Weight Champions!

I know that \$67 is a good deal for this magnificent headline creating miracle. But I want you to be salivating over this decision, so... just to make this already irresistible offer even more exciting I'll also include the following FREE Bonuses:

FREE Bonus #1 All You'll Ever Need To Bring In A Boatload Of E-Mail Cash

It's amazing!

The power of email marketing is truly the hottest thing in the marketing world of the future. How would you like to be dropped anywhere in the world with just a dial-up connection, and be guaranteed that within 24 hours you could generate an immediate cash surge for yourself?

Simply by sending out a single e-mail.

It's true. And your business can be online or off. All you need to know is the little secret of using email marketing - it's literally like having the power to print your own money. Imagine, anytime you need more money, you just hit SEND!

It's true. And it doesn't matter if your business is online or off. Simply put, once you know the secret of using email marketing - it's literally like having the power to create cash on demand. Imagine, anytime you need more money, you just hit SEND!

"Million Dollar Emails: The Greatest Collection of Moneymaking Emails Ever!"

"Million Dollar Emails" is a new ebook that is packed full of the most successful and compelling emails ever written. It's full of real life emails that have been used and proven successful by the top Internet Pros and eCommerce leaders.

And, here's the best part, it's even got the exact numbers and results from each of the campaigns. Response rates, sales figures, and other insider information all amassed from the companies included private records. This has been totally confidential information - until now.

You can buy this book online for \$19...but it's your free bonus when ordering "Great Headlines Instantly"

And There's More...

FREE Bonus #2 Worth \$97!!! The Best Helping Hand You Ever Had!!!

Writer's Friend is an EASY-TO-USE *software-based* collection of over 311 Headlines, 1871 Clichés, Phrases and Sayings, 2447 Quotes by famous people and unknown authors and a place to store all your random thoughts and "text bits."

Need a **powerful phrase** for your sales letter, ad or web page, or maybe a title for your book? Forget thumbing endlessly through "headline cards." Open Writer's Friend and use your mouse to browse or search the headline section to be inspired.

Want to **make your copy easier to read so it gets better results**? Forget the brain-strain. Open Writer's Friend and use your mouse to browse or search the Cliché section for the words

and phrases you need. This enables you to write how the "average Joe" on the street talks. And that's, a crucial element to creating copy that sells!!!

Find something you like and want to add that text to your sales letter, ad, web page, book or whatever, you simply highlight the text in the bottom box, copy it and then paste it wherever you want it to be. And you do it all, with

A Click Of The Mouse!!!

NO TYPING. EASY!

EVERYTHING you need to QUICKLY and EASILY make your copy MORE POWERFUL, so it gets you the results you WANT, is right AT YOUR FINGER TIPS - a mouse click away. The ONLY time you need to go to the Menu system is if you want to check out the "About" box.

All the help you need is a single click away. And if you'd rather go over the help file on paper, you can print it out using the button at the bottom of the help file window (EASY)!

There's also ample on-screen help so you can't go wrong. Merely hover your mouse over a button or box or tab and help pops up automatically for you.

As you can see, Writer's Friend is EASY-TO-USE and takes all the hard work OUT of all your writing tasks. And because everything you need is just a mouse click away,

NOTHING could be EASIER!

This is one software tool NO PERSON WHO WRITES SHOULD BE WITHOUT!!!

It makes writing such a *breeze*.

Now you could buy this yourself for \$97 dollars, but for a limited time it's your's FREE when you order great headlines instantly. This is a **must-have marketer's tool.**

Drooling Yet? Wait...I'm not finished.

FREE Bonus #3 Mystery Book Worth \$????????

I won't reveal the title of this book to you now, but it is quite possible the most brilliant and authoritative resource ever written on successful marketing. It set the standard that has yet to be beaten on how to successfully sell your products or services.

I can't put a value on it. It's out of print and you can't find it in bookstores...but I've got a copy, reserved for you and it's yours FREE when you request your copy of "Great Headlines Instantly"

If your marketing efforts have fallen flat...if it seems like **you've** been 'idling' for too long...now is the time to do **something** about it!

Don't just sit there hoping things will change – take a step that will force a change!

If You Feel Hesitant For Any Reason, Ask Yourself This Important Question. 'What Have I Done In The Last 90 Days To Increase My Sales And Profits?

What do you have to lose? Since your satisfaction is absolutely guaranteed you **risk** nothing by responding immediately.

Heck...you don't even need to decide for yourself whether "Great Headlines Instantly!'. Is everything I've promised until after you've put the material to the test!

Let me rush you your very own copy today. I'm willing to bet that this manual is exactly what you've been looking for to increase your results.

So take action and put this money-making information to good use! (Order Now)

Sincerely,

Dale Reardon (Your Title Here)

PS Remember, you'll get my 50 to 1 return on your money guarantee if you act immediately!

PPS I'll also send you the THREE FREE BONUSES worth OVER \$116 If you REQUEST YOUR COPY OF "Great Headlines Instantly" before this (date) (Order Now)

(Click Here To Read The Reviews Of This Book And Manual)

How Would You Like The Secret To Getting More Done – Plus - A Way To Never Forget Another, Appointment, Anniversary, Idea – You Name It... EVER Again!

Dear Friend,

Do you <u>seriously</u> want to be productive?

If so, I'm about to make you VERY happy. Make no bones about it! I believe one of the very best investments you can make—if you <u>seriously</u> want to be productive—is utilizing a system that will act as your personal check and balance tool, something that is cost effective, easy to use, impressive to others and most of all SIMPLE.

Why do I say that? You have a busy life right! There's no time to waste - you have people depending on you, tasks to get done. In today's world there's no mercy during your times of confusion or forgetfulness. The last thing you need is some fancy device that requires too much time to learn or too much time to use, so it remains 100% paid for and only 10% utilized.

However, I don't completely expect you to believe what I've just said is true... so... I've got a way to prove it to you <u>absolutely risk free!</u>

Here's the deal...

In the next few days, (with your permission) I'm going to send you, absolutely risk-free, one of these ingenious systems. This particular system is one that will help you achieve massive success in the area of your choice... no matter what you do... where you live... who you are... or... how much of a time crunch you are in now!

You Can Now Own The Same Secret 'Productivity Weapon' Used By 90% Of The Executives At The "Fortune 500" Companies, Including IBM, General Motors, AT&T, Procter & Gamble...And More!

This "secret weapon" of the world's most productive professionals is also fast becoming an indispensable tool used by people in a variety of fields - attorneys, teachers, medical personnel, clergy, salespeople and others in all walks of life, <u>including busy parents</u>.

The system is called the ScanCard® system, and since 1981 it has secretly shown hundreds of thousands of people things like:

- How to abolish faulty time wasting habits that keep you stressed!
- How to breathe new life into company or family meetings.
- How to automatically create an agenda without writing anything out!
- Why the old way of time planning is a fool idea!
- A simple shift you can make to increase your productivity 800%!
- How to stay organized around the clock! (It's not what you think!)
- If you have kids How to organize your activities and never forget a soccer game practice, a medicine dose or a pediatrician's appointment.
- How to have true life-management expertise... and... gain control of your time once and for all!
- The vital factor your other planners or electronic devices can't do for you!
- How your past time management system failed you... and... how it's failing our kids right now...and...what you can do about it!
- The secret formula for getting everything done in any area! (It's really quite simple... once... you know the secret!)
- How to capture those spontaneous ideas –never lose another brilliant idea again!
- How to develop a productive, organized mindset that will make you effective!
- How to design the life you want... instead of just accepting what comes your way!
- How to outsmart, outwit and outmaneuver your personal time bandits and stay ahead of the pack...whatever the pack is for you!
- And much, much more.

The ScanCard® System Is The Easiest Time Management Tool Ever Created. No, Codes To Remember, No Tiny Little Stickers To Affix, No Learning Curve Whatsoever...If You Can Write...You Can Use And Benefit From It Immediately!

It's easy to use - Unlike many organizers, which are highly structured and require strict discipline, the Executive ScanCard® System is fast and easy to use. Each project is recorded on a separate ScanCard® Project card. You scan the cards daily to jog your memory on what's due next. . . from whom . . . and when. No more relying solely on memory or scattered reminder notes.

https://www.executive gallery.com/Media/Sc ancardMovie2.gif No more overlooked projects or costly last minute rushes. You'll be better organized!

A new you in only a couple of days – That's right! You'll be able to double, or even triple, the number of projects you can keep moving smoothly. You will feel better organized, and be surprised at how much "busy stress" is eliminated from your daily routine. Many users refer to the system as their "project control center" because it maintains the up-to-date status of all their projects in one convenient portfolio that can be taken with them wherever they go.

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No more scrap paper notes to get lost! - Even though we're

experiencing an explosion of new technology -- personal computers, Internet cell phones many new tools for the office -- the typical individual still makes notes on envelopes, scrap pieces of paper, restaurant napkins, stick-on-anything paper notes, or simply tries to remember important details. This lack of personal organization can lead to embarrassing missed deadlines and forgotten assignments.

As soon as you begin using your new ScanCard® System, you will notice a dramatic drop of stress and chaos in your life!

Pretty amazing...don't you agree? Now Let Me Go One Step Further...

By now you can probably see that this system is a must have, or at least worth trying...and to make that simple for you I'm gonna to send you this amazing system... absolutely <u>risk free</u> and... why am I willing to send it to you <u>absolutely risk free</u>? It's a bribe! It's a shameless bribe to get you to try this system... and... to prove that the ScanCard® system is indeed the best time and project management tool of its kind in the entire world.

I'm so sure that you're going to love it and come back and try some of my other great products that I'm willing to go out on a limb for you!

PLUS, if you'll agree to a risk-free trial of one of the powerful ScanCard® products, I will also send you a free booklet titled "How To Get Far More Accomplished, In A Lot Less Time-113 Tips and Tricks to boost productivity & overcome procrastination" the free booklet is packed with secrets that anyone can use to be more productive. This is a \$27.95 value and it's your free when you take your risk free trial of the either the ScheduleMate or the Chairman Of The Board ScanCard® system.

Let me show you both of them and you decide which one is right for you.

Complete Projects On Time With Scancard® Schedulemate

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ScheduleMate® II is a powerful business tool that allows you to confidently schedule and monitor every detail of your projects. This incredibly compact system, in brown leather-like vinyl, can be taken anywhere; consistently supplying you with the "big picture" and helping you stay in complete control.

The Chairman Of The Board System Can Be Your Portable Office!

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This model is the top of the line; this system will fit your needs for maximum organization. The many features of this model are a weekly calendar, address book, calculator and pad of paper as well as 3 ScanCard Panels accommodates 120 projects and comes with 200 scancards.

"The Only Reason I Carry One Of Those Electronic Organizers Is So My Associates Won't Think I'm Behind The Times"

That's what a professional said about his love for his ScanCard® system. He plays around with one of those electronic organizers, but keeps his life organized with the ScanCard® system.

The cost? Only \$xx.xx for the ScheduleMate® (a savings of xx.xx) and \$xx.xx for the Chairman of the board (a savings of xx.xx) less than it would cost you to eat dinner at a decent restaurant, just once — with a client or a friend! But, don't worry about the cost now...

Send No Money Now... It's Free And Easy To Get Started!

To get started, all you have to do is call my office right now at **1-800-000-0000** and tell the person who answers the phone that you want the risk free ScanCard® system of your choice and the free booklet. Then, give them your name, address and credit card information. Your card will be billed just for shipping and handling. The ScanCard® system will be immediately rushed to you by 2-3 day, Priority Mail. (My assistants are there 24-hours a day, 7 days a week to take your call.)

You'll have a thirty day FREE trial to put the ScanCard® system to the test and if it's not the easiest system you've ever used to organize your life, simply return it and you're card will not be charged, PLUS the free \$27.95 booklet is your to keep as my way of saying thanks.

My Most Unusual, Better Than Risk-Free, Absolute Delight Guarantee!

PLUS if you keep the ScanCard® system I'll guarantee it for 11 more months. If it is ever damaged, I'll replace it FREE of charge.

Guarantees don't get any better than this. My accountant thinks I'm crazy, but I don't think so. You see, after you've had a chance to use to and implement the amazing simplicity the ScanCard® system will provide for you... I know... you'll want to continue using it forever. That's how confident I am that the ScanCard® system will help you succeed beyond your wildest dreams!

My neck is on the line here. If you aren't delighted, I'm not delighted. So, I'm doing my very best to ensure that this system will reveal some amazing secrets to get you where you want to be in life. Make the decision right now to give one of the ScanCard® systems a risk-free try... then... you can decide—for yourself—if what I said about his ScanCard® system being the very best of its kind in the world is true.

Call Now Because This Offer Is Strictly Limited And Expires For Good On (month day, Year!)

This amazing, risk-free trial offer to try out the ScanCard® system and get the free booklet titled "How To Get Far More Accomplished, In A Lot Less Time- 113 Tips and Tricks to boost productivity & overcome procrastination" the free booklet is packed with secrets that anyone can use to be more productive, a \$27.95 absolutely expires by the date above. You see, I'm sending you (and some select others) this promotion as a test... and... if most everyone takes me up on this offer...I'll roll something similar out to the general public. But, I must know the response to this offer as soon as possible. That's the reason for such a short deadline date.

However, if too many people try and take advantage of my generosity... I'll have to pull this offer immediately! Then you'll be too late... because... I'll never have an offer this good again! So call my office at the number below and sign up now! The number to call is...

1-800-000-0000

Remember, my assistants are there 24-hours a day, 7 days a week to take your call.

Sincerely,

Al

- PS If you're one of the first 27 people who call and sign up, I will throw in a free bonus worth \$xx.xx that's guaranteed to skyrocket your productivity! But you must call 1-800-555-5555 right now... there are only 27 of these free bonuses left!
- PPS Are you the kind of person that walks a different path? The one who has a classic sense of organization? Then you're going to love this system. Executives at over 450 of the "Fortune 500" companies, including IBM, General Motors, AT&T, Procter & Gamble and many others, have used it. The system is also used by professionals such as: attorneys, teachers, medical personnel, clergy, salespeople and others in all walks of life, including busy parents. Get yours, and get more accomplished today!

Yanik Silver

SurefireMarketing.com



About Yanik Silver

Just 30-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000!

His friends were rolling on the floor laughing when he told them he was going to put up a web site. And they had every right to be amused since Yanik had absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still doesn't). But that didn't stop him from going ahead with his simple 2-page web site and the flood of orders hasn't stopped since.

Yanik is a highly sought after speaker and attendees regularly pay up to \$4,995.00 per person to hear his secrets.

He is the author, co-author or publisher of several best-selling online marketing books and tools including:

http://www.InstantSalesLetters.com

http://www.InstantInternetProfits.com

http://www.PublicDomainRiches.com

http://www.WebCopySecrets.com

http://www.MindMotivators.com

http://www.33DaysToOnlineProfits.com

http://www.InstantMarketingToolbox.com

http://www.InstantTrafficStampede.com

And when he's not cranking out new moneymaking projects Yanik enjoys playing beach volleyball, ice hockey, skiing and traveling with his wife, Missy.

Below are Yanik's selections of his own underground sales letters...

Manufacturer Says, 'Crush The Competition!'

"How Can We Offer You This New Fetal Doppler For Only \$447?"

Read The Facts Below To Find Out How To Save Hundreds -- One Time Only!

If you were waiting for the best time to get a new fetal Doppler then now is the time to act. Because you'll probably never see this incredibly discounted price again...

Here's Why:

The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Dopplex 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flexi Dopplex for only \$447. That's a savings of \$ 103.00 off the regular price (and hundreds more off any competitor's models).

This bargain price you get is literally our true "wholesale" cost after this introductory pricing

Take advantage of "wholesale" pricing on the new Huntleigh Flexi Dopplex -one time only

is over. So in other words, if you don't take advantage of this offer now -- you may never get another chance to save so much money again!

Take A Look At Everything You Get:

Your Huntleigh Flexi Dopplex comes complete with a 3 MHz probe for early detection of fetal heart. You also get a built-in speaker so everyone can listen. Plus it uses a convenient 9 Volt battery. And what's more you'll get a set of headphones, a carrying case and complete accessories...all for this one low price.

Try Before You Buy...

But before you say 'Yes' you can try the new Huntleigh Flexi Dopplex in your office for a full 30 days at our risk and expense -- then decide if you want to keep it.

And if you don't like it -- just send it back for a 100% refund. No questions asked and no hard feelings.

Trade-Ins Taken Dead or Alive

More good news! If you have an old Doppler -- you can trade it in for an extra \$25.00 discount (even if it doesn't work).

Free Bonus

Just for trying this new bargain-priced fetal Doppler we'll throw in \$15 bucks of aquasonic gel, free! And even if you decide to return the Doppler, you can still keep the free gel, regardless, just for giving it a fair try.

Here's What You Should Do Now

Just pick-up your phone and dial toll-free, 1-888-321-1300 to try out one of these bargain-priced fetal Dopplers, absolutely risk-free in your office for a full 30 days. Or you can fax back the completed coupon, 24 hours a day to: 301-345-5686.

Don't put this off, you have nothing to lose - unless you wait until after June 30, 1999! That's when the price goes back to the original manufacturer's list price of \$550.00 and there won't be any exceptions made.

Here's How Much You Save Over Comparable Units:

Imex model Pocket Dop II - retail price \$675.00 (you save \$228.00)

Medasonics model FP3B (without speaker) - retail price \$695.00 (you save \$248.00)

Complete and Fax, 24 hours to: 301-345-5686	
"Okay, I'll give it a try, since I have nothing to lose Let me try out the new Huntleigh Flexi Dopplex in my office for a full 30 day risk-free trial period. I understan that I'm protected by your 100% money-back guarantee. If I'm not convinced this Doppler is the best bargain I've ever bought, I can return it within 30 days for a comple refund and still keep the free aquasonic gel, regardless. On that better-than risk-free condition, please enter my trial order."	
"Maybe, I'd like to see some more information."	nc
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Address:	- 1ed-El
City: State: Zip:	(c) 1998 N
Phone: Fax:	(c) 18

"Discover The Secrets To Attracting More LASIK Patients and Creating Endless Referrals Without Dropping Your Fees...100% Guaranteed!"

Dear Doctor,

In the next few days, with your permission, I'm going to send you the all new "LASIK Patient Attraction Tool Kit"—absolutely FREE!

This turnkey tool kit (that normally sells for \$395.00) is filled with everything you need to start attracting more refractive cases right away.

Inside you'll get pre-done print ads, direct mail letters, patient educational reports, postcards, even a press release, all already done for you.

And better still, everything comes on a PC diskette. So you can simply plug-in your name, or make any quick edits you want, and you're ready to go!

You would have to pay thousands and thousands of dollars for any ad agency or practice management firm to put this together. But I'm going to hand it to you on a silver platter...

Okay, so why would I be willing to send you such a valuable tool for free?

Well the answer is quite simple: <u>It's a bribe!</u>

A good-natured bribe I'm making to convince you to take a look at my breakthrough marketing system called: "The Ultimate Guide To Attracting More LASIK Patients".

This complete practice marketing system is unlike anything you've ever been exposed to before.

Imagine never having to worry about your advertising or marketing. Think how great it would be to know your phone will ring and keep ringing with interested prospective patients...all eager for laser vision correction and any other elective procedures you provide...while you simply relax and focus on medicine.

other doctors had to say after being exposed to these innovative strategies:

"I have attended \$8,000.00 consultations which gave less than 1/10 the info in your system..." William W. Ehrlich, M.D.

Trillium Eye and Plastic Surgery Center

"Our practice spent \$20,000.00 on a renowned practice management firm last year and got 5 ideas to use – your marketing system is loaded with ideas! I can find 5 ideas on every page of your manual. There are so many ideas that the hardest decision I have now is how to start them all!" **Dr. John M. Wise**

"I have interviewed many marketing firms. The average charges were \$25,000.00. The info you sent me thus far is the best I have ever received. I have never hired any of the advertising agencies because I thought they were a bunch of rip-offs. They all wanted to evaluate my practice and my competition. I did not want or need that. I wanted implementation. That is what you have provided at a fraction of the cost..."

Norman Lepoff, M.D.

"... Within one month the number of cases has significantly increased. We have also observed a significant increase in the number of interested patients... I can't help but laugh when I watch the competition doing all the 'wrong' things. Your system works."

Malcolm Edwards, M.D. The Eye and Laser Center

Even with all these positive comments, I know you may still be skeptical (I probably would be too). That's why I want to make it so easy for you to put my entire system to work for you – totally risk-free (I'll explain my bold guarantee in a moment).

But first, let me share with what you'll get inside the complete "More LASIK Patients" program...

Here are a few little-known secrets

But don't take my word for it - here's what a few

you'll discover inside this huge manual:

(You might want to grab your highlighter and see how many of these powerful secrets you could apply right away):

- How to combat the "low price discounters".
- How to avoid no-shows for consultations.
- Why you're sitting on a gold-mine and how to start profitably mining your patient files!
- The amazing secret to using small ads to get dozens and dozens of hot prospective patients to CALL YOU!
- How to get your patients to keep sending you a constant stream of money every month, like clockwork.
- How to get loads of new referrals without resorting to nagging or trickery!
- How to model success practices from other industries to make quantum leaps in your own practice.
- 7 low cost/no cost ways to skyrocket your practice.
- Virtually unknown ways to get free advertising in any media you want: newspapers, magazines, TV, or radio!
- How to put on educational seminars and get swamped with patients afterwards eager for your services.
- How to get your vendors and suppliers to finance your marketing efforts (and be absolutely delighted to do it).

And this is just the tip of iceberg. Here are a few more pearls:

- Why you must diversify and start producing multiple streams of profit.
- How to make it practically impossible for any patient to say, "No" after a consultation!
- The right way to <u>use testimonials to win over</u> <u>reluctant patients</u> (and how to quickly and easily get them).
- How to get current patients to physically drag their friends into your office.
- How to use free reports as "bait" for patients to call you!
- How to quickly and easily create killer ads and those free reports, using a piece of equipment you already use everyday.
- How to use an 800# to suck qualified and inter-

- ested patients from out of the woodwork. (And no the 800 line doesn't ring into your office you wouldn't want it to once you know this secret.)
- 4 elements that must be included in every ad or letter you write or you'll never get the maximum response.
- The secret, hidden desires every patient really wants (tap into these and you'll own your market).
- How to package procedures and bonuses to <u>perk</u> up profits 30% 80%.
- A 3 step, response driven model, which allows you only to talk with the hottest, most eager patients!
- The secrets to making your Yellow Pages ad actually produce results (<u>your yellow pages rep</u> definitely doesn't know these).
- How to write letters that always get opened, read, and acted on!
- How to buy other doctor's failing practices and transform them into moneymaking cash cow!
- Why you must always <u>keep following</u> up on interested patients (and if you don't you're leaving at least 50% of your potential profits on the table).
- How to turn your marketing efforts on "auto-pilot" while you go play golf.
- The <u>totally risk-free way of adding new services</u> and <u>procedures</u> to your practice without spending another dollar on equipment.
- How to make even the most hesitant and timid patients respond to your marketing!
- How to set your price for optimum profit.
- The 12 worst advertising mistakes most doctors make and how to avoid them like the plague.
- Why sending out a brochure by itself is a waste of money and much more...

Any One Of These Strategies Could Literally Be Worth Thousands to Your Practice...

Just imagine if you started making only a handful of these tactics work for you. <u>How much more money</u> would that mean to your bottom line?

Now before we go on, I'm sure you probably have some unanswered questions and concerns. So here are some of the most common:

Q. "My practice is driven by word-of-mouth, all this "marketing" stuff isn't for me"

A. Yes, a great deal of your practice comes from word-of-mouth and it will continue to. One major focus of the system is to generate and help control word-of-mouth and referrals. There are many strategies and techniques in the system that you've never considered before that will accelerate your current referral sources.

And unless you shape word-of-mouth you have no control over what patients are saying. They could be talking about the great restaurant down the block from you or anything else. With this system you will get a true system for referrals and generating word-of-mouth.

Q. "Will all of this work for me in my part of the country? My patients are different."

A. People are people and they all respond to emotionally charged marketing, it just doesn't matter if you're practicing in a major city or out in the country. These marketing systems will work anywhere—guaranteed. The key factor is, you'll be using proven methods that work no matter what.

Q. "How long before I start seeing results with your system?"

A. Some techniques you'll see almost immediate results within 2 or 3 weeks. Others will take a little more time. Within a few months you will definitely see substantial results. But please understand if you don't apply any of these strategies, you won't see any results.

Q. "How much do these marketing methods cost to implement?"

A. The investment will vary from a couple dollars to several thousand. Of course you'll begin with the strategies that you can afford first (while cutting your teeth on this system.) Then once you start seeing results, you can move on to the more expensive elements. But there's lots of no cost or low cost techniques included which generate tremendous results (7 to be exact).

Q. "You mentioned these marketing secrets are non-traditional, does that mean unprofessional?"

A. Almost everyone confuses "professionalism" in marketing with "professionalism" in practicing medicine. These non-traditional and unusual marketing methods are com-

pletely legal and ethical (they are never pushy, obnoxious or misleading).

Q. "Is your marketing manual really just another 'pitch' for a bigger, more expensive seminar or consulting?"

A. That's a fair question...but the answer is no! What you'll get inside the materials is really a completely self-contained way to handle your practice marketing. I don't deliberately leave out any key components of the system so you'll have to pay me thousands and thousands of dollars later to put the pieces together for you. What you get is absolutely everything you need to continually attract more patients, on your own, without having to purchase or sign-up for anything else.

This seems so simple...just consider how much money is it worth to you if my system simply produced just one extra LASIK patient per month?

Now what if I showed you how to generate only 2 or 3 new cash-paying patients each month? (I'm willing to bet it will be a whole bunch more once you begin using all my secrets!)

Do you realize how much profit this can generate for your practice?

You see, my system contains absolutely everything you need to <u>start generating lots and lots of moneymaking</u> <u>patients, almost overnight</u>. Just about everything is already done for you (you just need to plug in your name.)

"Okay, So How Much Does All Of This Cost?"

Instead of thinking cost, you should consider investment. If you were to go to some ad agency or practice consultant and ask them to put together this whole package (I'd be surprised if they even could), they would charge you in the neighborhood of about \$15,000.00 to \$30,000.00 (and they would <u>NEVER</u> guarantee results like I do!)

But, I'm not going to charge you \$15,000.00 or \$10,000.00 or even \$5,000.00 (seemingly the going rate for seminars these days, which don't even cover a quarter of the information I've assembled for you).

Look, there's no need to reinvent the wheel. Everything is ready for you, completely turn-keyed, and all laidout for you step-by-step.

Now maybe you think this whole thing will cost you a fortune...but listen to this:

Your entire investment in this entire system is only \$897!

Your investment is tiny compared to the moneymaking potential it has for your practice.

<u>But wait there's more</u>... If you order in the next 10 days, you'll also get 6 more free gifts worth almost triple the cost of this entire system:

Free Bonus Gift #1

You Get Four 2nd Opinion Reviews Of Your Marketing Materials (Valued at \$800.00!)

That means on any planned (or already finished) yellow pages ad, sales letters, advertisements, or brochures you'll be able to run them by me to make sure they're positioned to get results.

This is an extremely valuable service. In fact, this alone will be worth many times your entire investment. I normally charge \$200 for each review (this a real value if you call my office and do not identify yourself as a holder of a free critique coupon you will would be charged \$200).

But, that's not even close to where it ends...

➤ Free Bonus Gift #2 You Get 40 Minutes of Expert MarketingConsultation On The Phone – DirectWith Me Absolutely Free! (That's a \$500 value!)

With your investment in my system you'll also get 2 free consultation certificates good for 20 minutes each. Either two individual sessions or you can combine the coupons for one extra-long 40 minute session. You'll get to pick my brain and ask me absolutely anything you like.

And now here's a list of the 6 other free bonus gifts you get if you act now:

• A one year free subscription to my newsletter titled:

"Million Dollar Practice Success Letter" (This is a \$197.00 value)

Think of this as your CME credits to practice building (Continuing Marketing Education). Each month you'll get new, practical ideas for generating even more cash-producing, patients month after money-making month!

• "How To Profitably Use The Internet To Build Your Practice" (\$227 value)

The Internet is growing like wildfire! This manual will give you the little-known secrets to creating a powerful, results-oriented web site without spending tens of thousands of dollars. Inside you'll discover:

- 4 powerful secrets of a successful web site (ignore these at your own peril!).
- How to correctly harness the incredible power of email marketing.
- How to top positions in the Search Engines that could drive thousands of potential patients to your site.
- What an "Ezine" is and why you absolutely must produce one.
- How to make your irresistible free reports available online for immediate download.
- How to use automatic email 'robots' to continually follow-up with interested patients without lifting a finger. And much more...

Using this manual you'll one of the first doctors to harness the incredible profit potential the World Wide Web has for your practice.

• "Jealously-Guarded Secrets To Getting Maximum Results For Minimum Advertising Dollars" (This is a \$159 value)

This guide takes you through the virtually unknown "little-tips" that can mean the difference between a good ad and a great ad. In one section alone, you'll discover the step-by-step process of negotiating "rock-bottom" ad space for up to 60% off the retail rate card (something nobody else would share with you).

• "How To Get \$1 Million Worth of Publicity...Free!" (\$79 value)

This videotape "spills the beans" about everything you need to know to generate tons of free moneymaking publicity for your practice. The video is produced by a

veteran of over 20 years in the PR field who has used Publicity to land him on CNN, Johnny Carson, Phil Donahue and even Forbes magazine.

Okay, so why am I being so generous?

Simply put: I know once you experience all the profits you're going to make from this system, you're going to be a loyal and eager customer.

I believe the only way to build a great business is to over-deliver.

And that's why you also get a 100% risk-free, one-year money back guarantee!

Here's how it works: Try "The Ultimate Guide To Attracting More LASIK Patients" for one full year.

Then after putting my techniques to the test for 12 full months in your practice, if you don't think this system is worth at least 10 times the amount you paid, I'll buy it back from you!

And the bonus consultations, critiques,

LASIK tool kit and all the other free gifts are yours to keep no matter what! Is that fair or what?

Re-read the above paragraph for loopholes if you like. You won't find any. This money-back guarantee is absolute. **Either it works for you or it doesn't. You are the sole judge and jury.**

That's all there is to it! The worst that can happen is you come out over \$1,900.00 ahead just for taking a peek. There's no absolutely no way you can lose, even if you do want your money back.

But the truth is that once you start applying these marketing secrets you'll probably never want your money back because "The Ultimate Guide To Attracting More LASIK Patients" is probably the greatest goldmine of surefire marketing strategies ever crammed into one manual — See if I'm right!

Now, there's just one more thing — it could be important. If you're paying by credit card, you can pay in 3 easy payments spread 30 days apart!

That's Just 3 Easy Payments of Only \$299 for the Entire System

Look, if you are at all serious about building a more profitable practice...then you can't overlook this risk-free opportunity to attract more patients.

Your investment is peanuts compared to all the money you're probably going to flush down the toilet on ineffective advertising and marketing that just doesn't work. *So that means...*

You really can't afford not to invest in this system!

Don't put this off. While all of this is fresh in your mind, do yourself a favor and call my office right now to sign up. **Just dial 1-800-896-6979 (Int'l call +1-301-656-2424)**.

Or simply fill out the membership application and fax it, anytime, 24 hours a day, to 301-656-2471.

So before you put this aside take action now — chances are too great you'll forget about all the immense profit potential this marketing system can bring you.

More LASIK patients are just around the corner.

Sincerely,
J. Manik Silver

L Yanik Silver

P.S. <u>Think about this</u>: if you only get one additional LASIK patient from this huge collection of information — you'll have covered your investment in this program many times over.

Now imagine if you can bring in just one additional patient per month (*that's more than 50 times the price of this system!*) But consider the return on investment with only two or three new patients a month!

P.P.S. Don't forget you must order within the next 10 days to get your free "LASIK Patient Attraction Tool Kit" (a \$395.00 value) plus well over \$1,900.00 in free gifts!

P.P.P.S. Want another reason, how about this – your entire investment in this system is 100% tax deductible (ask your tax advisor).

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Free LASIK Patient Attraction Tool Kit Trial Certificate

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Payments of \$299 Spread 30 Days Apart! (s/h of \$19.62 or \$48.62 for international added to first payment)

Signature _____

☐ Full Payment - \$899 (free shipping)

☐ 3 Easy Payments of \$299, Now and 2 More

Surefire Marketing, Inc. • 14312 Fairdale Road • Silver Spring, MD 20905 Phone: 1-800-896-6979 • Fax: 301-656-2471

☐ VISA ☐ Mastercard ☐ American Express ☐ Discover

Card# _____ Exp Date ____

VISA

"Buy One SureTemp Thermometer And Get Another One FREE When You Trade-In A Competitive Model"

Read The Facts Below To Find Out How To Get 2 Thermometers For The Price of 1!

A free thermometer?

Yes, it's true. When you purchase one SureTemp 679 Thermometer you can get a second one absolutely free – just for trading in any qualifying thermometer.

Or, if you don't have a trade-in or would rather keep yours - you still get a great deal - you'll get 2,000 free probe covers for free! It's your choice, but only until April 30, 2000.

Here's Why We Are Willing To Give You **A Free Thermometer:**

The truth is all the real profit on any thermometer comes from the repeat purchases users make of the probe covers. It's just like the razor manufacturers who make their money on the razor blades and not the actual razor.

But, That's Also Good News For You...

You see, with any of the competitive models you're paying around ____ cents per probe cover and if you only take 20 temperatures a day, that adds up to \$ over the entire year. However, with the Welch Allyn SureTemp 679 the probe cover costs are only ____ each. That adds up to a savings of \$ _____ over the course of a year (and much more if you're taking over 20 readings a day).

So, not only do you get a great deal...but you also end up saving money when you use the SureTemp thermometer.

But What About The Thermometer?

First off, you get the fastest thermistor thermometer on the market. It's just 4 seconds for oral readings, 10 seconds for

Here Are The Trade-Ins That **Qualify For This Free Offer:**

- ♦ Thermoscan Pro-1 or Pro-LT
- ♦ Sherwood Genius
- ♦ IVAC Core-Check or Oral Elec.
- ♦ Filac Oral Electronic

Trade In Your Old Thermometer For A Free SureTemp 679 Thermometer With The Purchase of One --Only Through April 30th

axillary temperatures, and 15 seconds for rectal temperatures (beats waiting 5 – 30 minutes for some other brands).

But speed isn't everything. You also get more versatility than any tympanic could ever give you. The SureTemp is perfect for accurate oral, axillary, and rectal readings. That's why it's the ideal thermometer for any patient - from newborns and pediatrics to adolescents and adults. It's accuracy is a precise ± -0.2 °F (± -0.1 °C). Plus it's measurement range spans from 84.0 °F to 108.0 °F (28.9 °C to 42.2 °C).

And The Price?

For all these features the SureTemp is still incredibly affordable. For the thermometer, an oral probe, batteries, and 25 probe covers it's only \$ 225. That's \$ __ less than the nearest competitor. Plus, during this special offer you can get another one absolutely free

with your trade-in. So that's almost like two thermometers for the price of one!

Bottom line: The new SureTemp electronic thermometer from Welch Allyn delivers speed, accuracy and convenience all in one affordable package. But don't say "Yes" just yet because you can...

Try Before You Buy

You can try out the SureTemp 679 Electronic Thermometer in your office for a full 30 days at our risk and expense — then decide if you want to keep it.

And if you don't like it — just send it back for a 100% refund. No questions asked and no hard feelings. It's just that easy to experience all the benefits this new thermometer can bring to your practice.

Here's What You Should Do Now Just pick-up your phone and dial toll-free, 1-888-321-1300 to try one of these electronic thermometers absolutely risk-free in your office for a full 30 days. Or you can fax back the completed coupon, 24 hours a

Don't put this off, you have nothing to lose — unless you wait until after April 30, 2000! That's when this deal is over and there won't be any exceptions made. So act today to

day to: 301-345-5686.

	avoid being disappointed.
Complete and Fax, 24 h	nours to: 301-345-5686
your 100% money-back guarantee. I car	period. I understand that I'm protected by a also trade-in any qualifying thermometer 2000 probe covers for free. On that risk-free
"Maybe, I'd like to see some more infor	mation."
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Contact:	Zin:
Address:	
City: State:	Zip: 💆
Phone:	Fax:

Required Resources

Highly recommended by Ewen & Dan!

- **→** Killer Copywriting
- → WebCopywritingUniversity.com
- → The "Killer Web Copy" software
- → <u>Master Copywriters Course</u>
- → The Step-By-Step Copywriting Course
- → Claude Hopkins Rare Ad Collection!
- → Instant Sales Letters
- → Web Copy Secrets
- → Psychological Triggers
- → Magic Words That Bring You Riches by Ted Nicholas
- → Hypnotic Writing
- → Advanced Hypnotic Writing
- → Hypnotic Library
- → Hypnotic Marketing
- → Hypnotic Writing Swipe File
- → Hypnotic Selling Stories
- → **Hypnotic Selling Tools**
- → How To Write Hypnotic Articles
- → <u>How To Write Hypnotic Endorsements</u>
- → How To Write Hypnotic Joint Venture Proposals

- → Powerful Offers
- → Advertising Headlines That Make You Rich!
- → <u>Create Advertising That Sells</u>
- → Formulas That Guarantee Advertising Sales
- → Guaranteed Customers For Life
- → How I Sold 400 Million Worth Of Products And Services!
- → Killer Copy Tactics
- → <u>Power Positioning</u>
- → <u>Sales Letters That Sell!</u>
- → Your Golden Mailbox