

# Sales Letter

[Note: All bracketed and bolded text, such as this, are notes meant for TMF Staff and should be deleted before mailing the letter]

What secret methods are 647,652 savvy investors taking advantage of *right now* that makes them gladly pay to be in the know?

[The 647,652 figure is a placeholder number. Please replace with the EXACT number of current S.A. members]

Take advantage of our 100% Satisfaction Guarantee (see below for details) on the best deal we've ever provided at just 27.12 cents per day.

[I would recommend that this section, not including the headline, be handwritten and signed to add a personal touch]

Dear Sharp Investor,

We've all heard that "slow and steady wins the race." And despite what our actions might suggest, I assume, most hold that as an ideal virtue. Play it safe, be consistent, and in 40 years you'll retire to a nest egg of millions.

Why then, do we live in such a risk-bent financial culture today? Penny stocks, day trading, options, futures, collectibles, venture capital, etc., get all the media buzz. The answer is simple.

Slow and steady is boring and we all need to be rich yesterday. Think about the last time you were itching to brag to your inner circle of investment buddies. Was it about the *explosive* growth of your liquid cash, money market savings accounts, TIPS, CDs, government bonds, mutual funds...or your credit card's cash-back bonus? I certainly hope not.

It's this very stance that makes the stock market so exciting and possibly rewarding. Every investor does not act rationally. Otherwise, they would match the growth of the market step for step. Very few can claim this feat. Even fewer can claim to consistently beat it.

## Which Option Will You Choose?

In this reality, it may seem like you, the solo investor, must pick from:

- Option A-Risking it all in the fickle stock market and hope for faster gains (does your portfolio's performance cause you daily worry?).
- Option B-Saving until you're too old to enjoy your money (jet skis at 75?).

However, 647,652 investors pick Option C. They have embraced our counter-culture habits and beliefs. This invaluable mindset and companion tools allow them to crush the market (S&P 500: 16.7% gains over last year, **Our Sharp Investors: 27% gains over the last year!**).

It also gives them the investment poise to sleep like a newborn baby at night. These expert investors, we fondly call ourselves “Fools,” are not constantly checking tickers and reports. They are not obsessing over the daily 0.5% fluxes of the market. But don’t take my word for it. Look at how we helped this member start living his dream retirement lifestyle...*before* he was too old to enjoy it.

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MARK T.  
Des Moines, Iowa

*"Motley Fool's [Stock Advisor] changed my life in this main respect: I'm financially independent today. I didn't think that would be possible until maybe my mid or late 60s. I have the ability to make choices and quality-of-life decisions now that I would never be able to make before." Register today **[hyperlink to order form]** to get a head start on your retirement with Stock Advisor.*

## Welcome to the Foolish Family

Why do we call ourselves Fools (with a capital F)? Because “our attitude and approach to life are so radically different from what’s passed off as wisdom all around us.” 75% of mutual funds, the “experts” we pay to handle our investments for us, lose to the market. That’s the power of conventional wisdom. No, we Fools ignore “best practices.” Instead we use our tried and tested buying philosophy to beat the market...by 10.3% last year.

An investor with access to and who applied our “secrets” (it’s really simpler than you would imagine) and techniques would’ve soundly beat any of his investment friends who hedged their bets with the “experts.” So, what makes our beliefs so different? How can you use it to rake in greater returns year after year?

We take a combined approach. Every Foolish investor must start by learning two key rules (read on to find out what they are...) when handling their portfolio. When you master these two keys to sustained success, you’ll be able to generate a rock-solid foundation of top investments calmly and steadily. You’ll be prepared when the market goes from bull to bear, which it always does. You’ll know that your wisely studied picks will bounce back. In fact, you’ll be able to multiply your profits in the chaos of a downturn. Routinely, through simple panic, fully unrelated stocks get slashed. When this happens, we see opportunity.

You won't be like everyone else who is jumping ship and setting fire to their portfolios. You'll be using Foolish tactics to adeptly scoop up freshly-made value stocks. Our thorough team of scholars will weed out which ones stand to come back stronger than ever before.

Sound too good to be true? It might be if any of the following apply to you. In fact, I'd go so far as to say that if any of these points apply to you, *stop reading this letter immediately* and go resolve them first. Any one of these will cripple your investment earning potential.

## **Five Reasons Investing Might be a Terrible Idea for You**

1. High Interest Debt - Do you have thousands of dollars of credit card debt? The interest on these accounts commonly reach 29.99% (it would be higher if the banks could get away with it). Unless you're the best stock picker of all time, the compounding interest of your credit debt will erase any gains you make in the stock market. Use any money you save to pay it off first!
2. No emergency savings fund - Whenever life throws a nasty surprise at us, there's usually a likewise nasty bill attached for good measure. You never know when your car might leave you stranded on the side of the road...when your back pain might leave you bedridden...when your roof will start leaking right at the start of spring. It's prudent to have an emergency fund to cover these events and more. (If possible, it is ideal to stash at least six months' worth of living costs in a savings account)
3. No contributions to a retirement account - Are you often adding to a 401(k), IRA or Roth IRA account? Setting up your retirement plan is a crucial first step. Manage your financial future first. Money you spent trading stocks should come after you've funded these accounts.
4. You need money NOW - Trying the market with hope of instant riches will leave you upset and broke. Treat the money you invest as a 3-5-year (minimum) commitment before you decide to sell. Go for safe near certain return paths such as term CDs, securities and bonds if you need gains fast.
5. You don't have the stomach for Risk - We believe that investing should be fun and thrilling. It should not be causing you worry or having you wake up in cold sweats in the middle of the night. As pleasing as the stock market can be, there is simply no price you can put on peace of mind. We want to help you make money...and enjoy the process while you do it.

Why would I try convincing you not to start investing in stocks right after telling you how great it is? I am not just concerned with making you a lot of money. That's the gravy. My true goal is to help you become a more knowledgeable and effective steward of your financial future.

## **Introducing Our Flagship Service**

If you're still here, I can only assume you have all your ducks in a row. You're now ready to conquer the market. In that case, let me present to you The Motley Fool's Stock Advisor. It has been rated in the top three (the other two spots were also Motley Fool services) of over 200 financial services by *Wall Street Journal* columnist Mark Hulbert. But there's one thing you

should see before I tell you how Stock Advisor will kickstart your market gains. I *could* tell you that it'll give you inside knowledge that will increase your investing confidence and skill. Instead, listen to what this satisfied Fool has to say about what Stock Advisor did for him.



BOB A.

Austin, Texas

*"I use the Fool to do the things that I don't have time to do. If you have a busy life and want to invest in the market, this is one of the best vehicles to support you in doing that."* Register today **[hyperlink to order form]** to streamline your investment process with Stock Advisor.

This isn't just a financial advice service. You can find plenty of those, superb ones, free online or at your local library. Joining the Stock Advisor community makes you part of the greatest network of investors the world has ever seen. You'll also gain instant access to a suite of investment tools such as; Tom and David's Monthly Recommendations, our Best Buys Now, Scorecard and Bonus Reports (see below for details).

With these tools and more, you will simplify and concentrate your efforts. More importantly, you will learn how to harness the power of the Stock Advisor mindset. The mindset which has produced 375% gains against 81% by the S&P 500 over the same period.

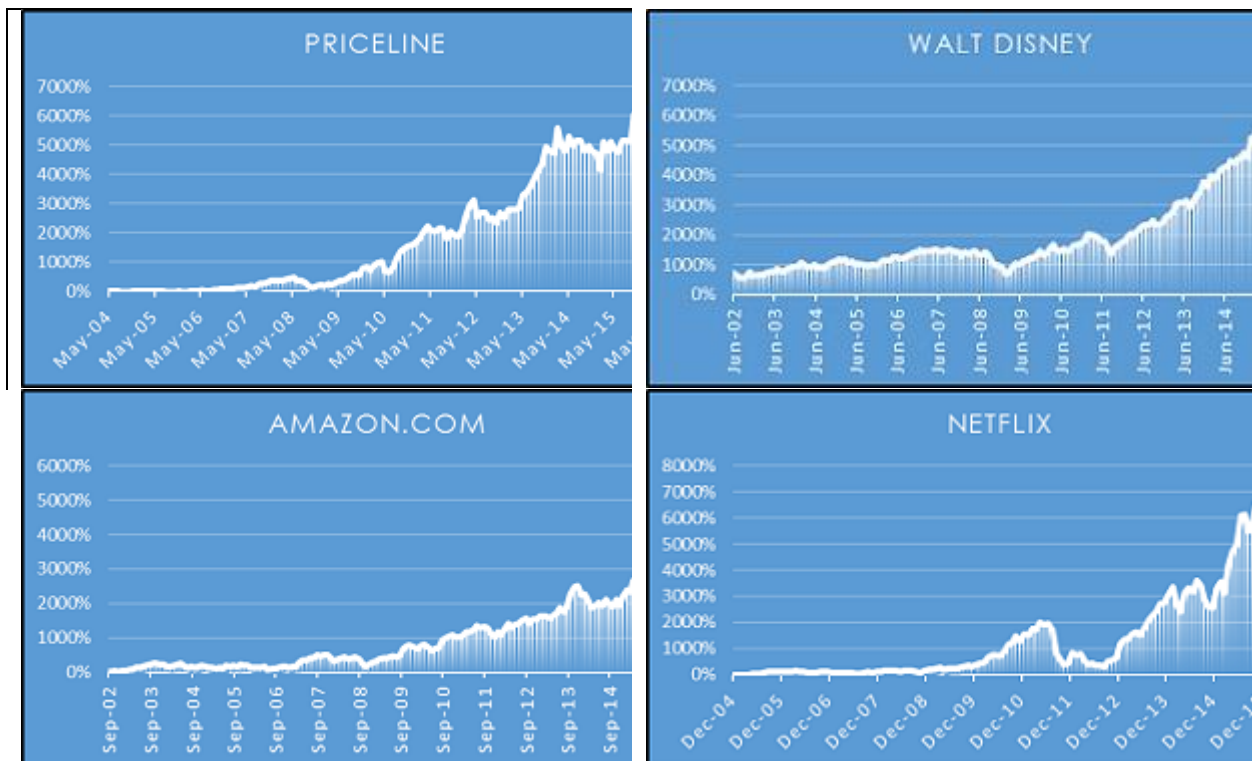
## **Your One-Stop Shop for Finding Your Next Growth Machine**

- New Portfolio-Boosting Finds - Every 1st and 3rd Thursday you'll get the latest stock handpicked by the founders, Tom and David Gardner. They'll be sent directly to your inbox. From there, they could take your portfolio to the next level. These prime picks, on their own, could have you sitting on the greatest returns you'll ever see. The founding brothers treat their picks as a contest played out over years to see who has the greater stock-picking skills. You get to sit on the sidelines and profit no matter which wins.

These quality stock recommendations come complete with:

- **Buy Case:** A clear breakdown of **why** there is a buying opportunity and the factors our team considered, in addition to why the stock can be a strong addition to **your** portfolio.
  - **Risk Profile:** Stock Advisor uses The Fool's famous risk rating system to explain the upside and downside of every stock pick **in plain English**.
  - **24/7 Monitoring:** You'll be kept in the know on your investments, and you'll be the first to know if the team **ever** thinks it's time to sell and move on – so you can rest easy.
- Current Hot Stocks at a Glance - We make it easy for you to find the hottest stocks to buy right now. Updated weekly, we feature the top 12 stocks, our Best Buys Now, that we are currently watching as top recommendations. Add these to your portfolio early and your peers will be wondering who your inside sources are.
  - Build Your Foundation with Confidence - Form your portfolios firm base with these classic Starter Stocks. These picks are key to building a stable, diversified, and most vitally, confidence-building record. These stocks have passed our severe 8-point standards and they'll prop up your portfolio with legs to run!

## Just A Few Stock Advisor Recommendations



Stock Advisor members who simply put \$1000 in each of those stocks on the day we gave word are sitting on over **\$419,270** today. Those who put in \$5,000 are sitting on **\$2,096,352**.

Of course, everyone knows about the massive growth of companies such as Disney, Amazon and Netflix. Stock Advisor put our community onto these household names while they were still under the radar of Wall St...and made our members a lot of money along the way.

However, how many of you have heard the stories of Booking Holdings (up 7,759.5%), Cintas (up 1,014.4%), or Illumina (up 660.2%)? These are just a few of the gems Stock Advisor has produced over the years.

## **All the Insight, Research and Analysis You Can Handle**

- Learn from Our Vibrant Community - Tap into the vast shared knowledge of the Stock Advisor Community to find deeper insights, broader outlooks, and bigger profits than even an entire hedge fund research team could get by going it alone. Get the latest takes from our top members. Then, you'll be able to boldly buy with the backing of thousands.
- Our Experts do the Hard Work for You - Our team of top investors have compiled a wealth of articles and learning material fit to be the Stock Advisor Textbook. Look no further to enrich your investment values and hone your distinct style. Learn from our smash hits and regrettable duds. We give you access to all the knowledge you need to reach your investing goals.
- Bonus Reports - An archive of the best reports featuring our favorite stocks, technologies, and investing themes. Handily stored for you in one place, you can learn the basics of our best tactics. You'll learn just how to use those skills to exploit the latest trends.

## **Craft Your Personal Newsroom**

- Easily Track Your Entire Portfolio on One Screen - Tracking exactly how your stock portfolio is doing has never been easier. With the Scorecard, you can measure the progress of the stocks you are tracking by up to 25 unique metrics.
- Personalized Stock News Coverage - You'll be instantly in-the-know about any news or events our team covers about your picks. You'll even get email updates when the team thinks that your stock is ready to buy in bulk...or sell like the plague.

## **So, What Now?**

By now you can see that this is a service unlike any other. Never has handling your own stocks been as simple and lucrative as it can be for you when you become a member. But before I show you how easy it is to become a Fool today, let me show you some of the built-in resources you'll use to hit the ground running.

- [Guide to Foolish Success](#) - Our classic crash-course in the Foolish philosophy. Read this to set yourself up to make the most of Stock Advisor.
- [How to Get Started](#) - Not sure where to start? We will help you through the basics of finding the right broker for you and how to buy your first stock.
- [Success with Stock Advisor](#) - Everything you need to know to best use the suite of tools at your fingertips.

Here is yet another satisfied Fool who used the power of Stock Advisor to reach her financial goals.



LINDA Q.  
Nashua, New Hampshire

*"If I can do it, you can do it. I was able to buy my house because of investments through here. It's been a life-changing experience for me."* [Register today](#) **[hyperlink to order form]** to reach your financial goals with Stock Advisor.

## These Are on the House

Become a member today and you'll instantly be able to get these two insider reports -- a combined \$190 value, for free!

### [Motley Fool Report](#)

AI Disruption Playbook

**[insert report cover art]**

An investor's guide to this \$19 trillion market.

**\$149 VALUE FREE**

### [Motley Fool Report](#)

1 Stock for Cable TV'S Ticking Time Bomb

**[insert report cover art]**

One company leads the way as a pioneer in the advertising industry.

**\$39 VALUE FREE**

## The Greatest Investment You Can Make

If I may be so bold as to quote the great Warren Buffett, "Ultimately, there's one investment that supersedes all others: Invest in yourself...nobody can take away what you've

got in yourself, and everybody has potential they haven't used yet." Therefore, Stock Advisor presents you with a chance to gain from this timeless advice. Joining Stock Advisor today is the best investment you can make into the future of your financial goals.

Stop paying costly fees that line the pockets of mutual funds. Recall that they only have a 1 in 4 chance of keeping pace with the market anyway. Instead, we will show you how the solo investor can manage his own portfolio to achieve great success -- confidently.

You'll never have to hunt for a stock again. David and Tom's semi-monthly recommendations and our weekly-updated list of 12 Best Buys Now will have you covered. Once you've picked your stocks, we make it easy and simple to keep track of their performance with the Scorecard and customized news coverage. That way you can check in on them quickly and then get back to living your life in full, stress-free.

If you act today, you can take advantage of the best offer we've ever had. One payment of \$99, only 27 cents per day, will secure your premium Stock Advisor membership status for a year. However, you can sample the goods first before pledging to a full year. At just \$19 per month, try it out and see how you like it. Cancel anytime, hassle-free.

## **100% Satisfaction Guarantee**

We guarantee that Stock Advisor will not only live up to every single promise I've made, but far exceed your expectations. However, if not, or for absolutely no reason at all, you can get your money back in full within 30 days with no questions asked

By all accounts, we have called our fair share of duds over the years. In our pursuit of ever sharpening our skills, some of our theories have been, and rightly so, dismissed as "hogwash." Despite those setbacks, the Foolish investor who stuck by us since 1993 would've on average beat the market by a ratio of more than 4:1. That is a fact that can't be so easily dismissed.

Before I leave you, for now, I want to share one last thing. I know that some "financial services" are just focused on getting your subscription so they can relentlessly upsell you. Their business model is to keep making more and more money off you rather than helping you become a better investor. We've all experienced it. That's why I would never recommend a service that I didn't personally believe in.

So, I bought Stock Advisor, out of my own money, to give it the acid test. The results? Applying their strategies and only buying from their recommended stocks, in 7 days (including the weekend) I not only earned back the fees from the trade purchases, but the entire \$99 subscription fee. Everything else since then has been pure profit. Buy Stock Advisor today. Rake in the gains tomorrow.

Sincerely,  
**[whoever you think is an**

**appropriate fit to sign, perhaps Andy Cross for his seniority]**

Become a Fool Today!

**[Order Button: tests have shown that buttons with white text and orange backgrounds perform better]**



P.S. Do you need more than two top-tier stock recommendations from Tom and David per month and 12 hot Best Buys per week to choose from? When you become a member of Stock Advisor, you instantly have access to the entire backlog of past recommendations (average gains up 375%! ). That's right. All 219 (and counting) stocks they've recommended since the start of Stock Advisor. Happy Picking.

P.P.S. If you have read this far, you have proven that you are resolved to find out all there is to know about Stock Advisor. Well done, for this shrewd diligence is a trait essential to any good investor. As promised, here are the two key principles of the Foolish mindset.

Principle #1) Patience - While there is nothing slow about the gains we see at Stock Advisor, what makes them stick is that they are steady. We value high quality stocks to buy and hold for the long term, at least 3-5 years.

Principle #2) Temperament - Supporting the first principle, we hold our picks through thick and thin. The market will boom and bust, but unless there is a central change to the nature of the company that changes the core value we once saw in it, we are slow to sell. Easier said than done, this temperament will save you from constant costly trading fees and dreaded sellers remorse.

Become a Fool Today!

**[Order Button: tests have shown that buttons with white text and orange backgrounds perform better]**

**[If possible, I would like to see the final version after the design team adds their layout. Maintaining the structure and flow of the letter is critical to producing maximum response.]**