

# **Advanced**

## **Copywriting**

### **for**

### **serious info**

### **marketers**

**Ken McCarthy founder of The System®**

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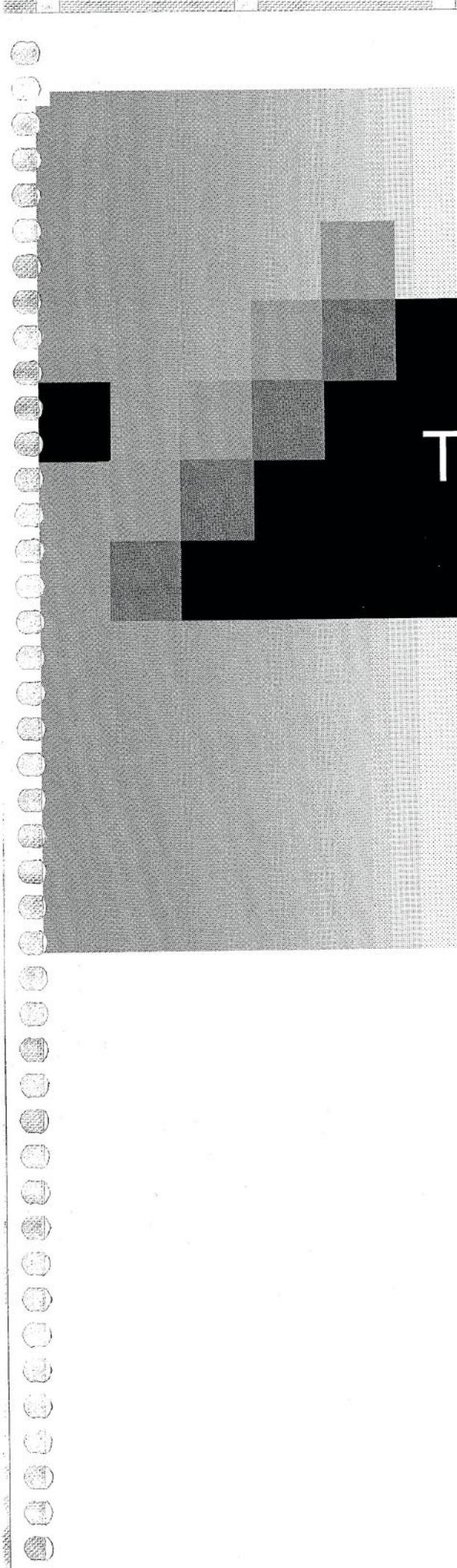
## **marketers**

**Ken McCarthy founder of The System®**

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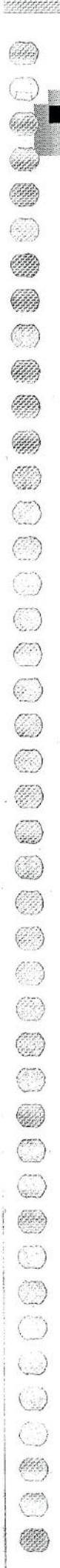
**"Men wanted for hazardous journey. Small wages,  
bitter cold, long months of complete darkness.  
Constant danger. Safe return doubtful. Honor and  
recognition in case of success."**

**- Inquire with Ernest Shackelston**



# The System

Advanced copywriting for  
serious info marketers

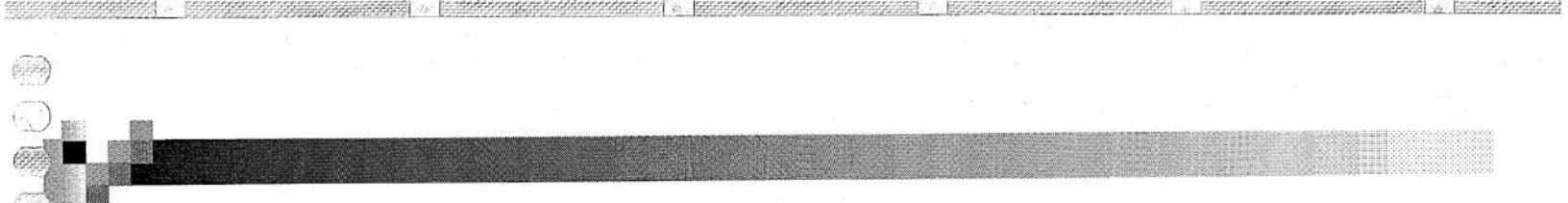


# Our mission:

- Copywriting – all media
- Information marketing
- Positioning
- The ‘inner game’ of marketing
- The dreaded ‘T’ word

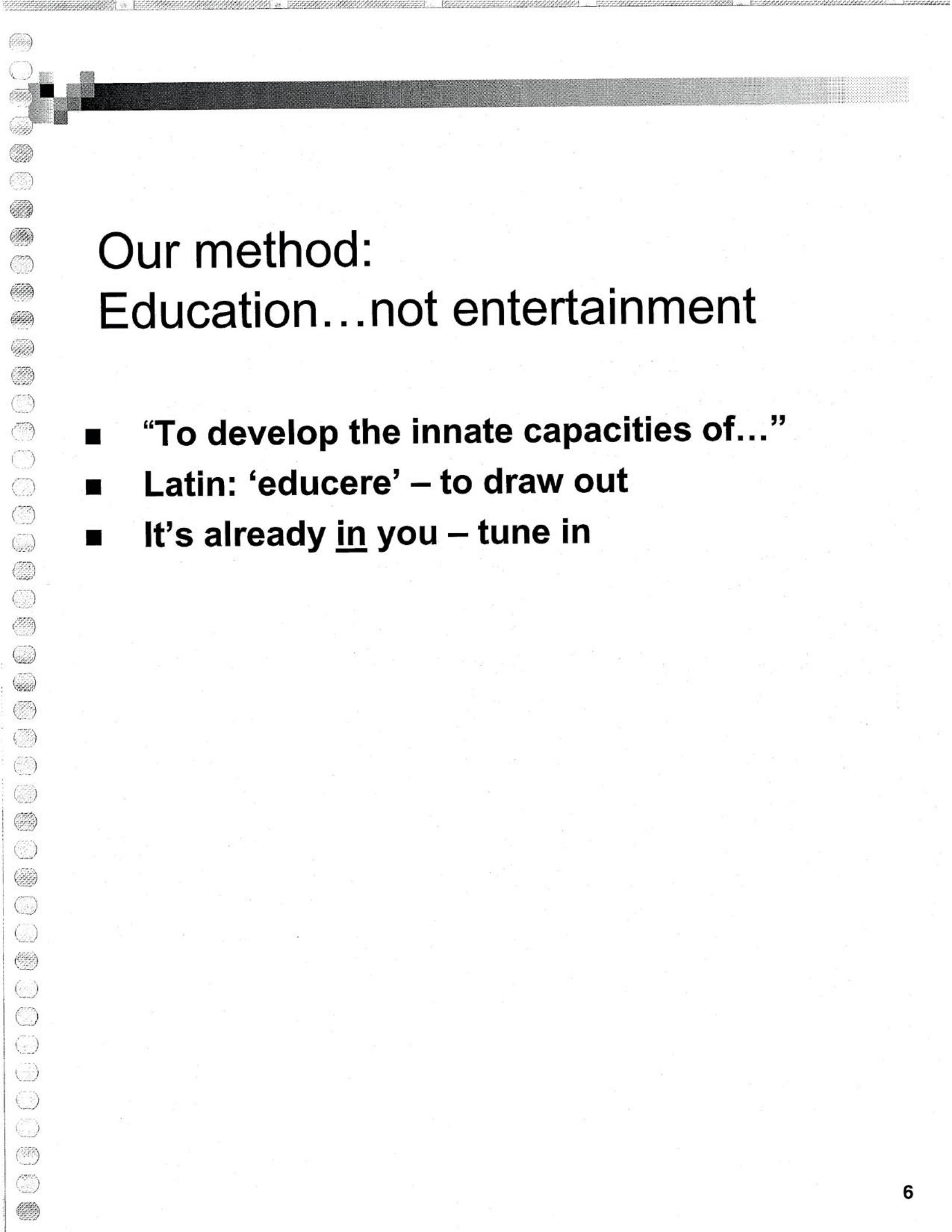
# Why this seminar?

- Copy and positioning are the ‘secret’ sauce
- Misinformation abounds
- Dangerous vendors rule



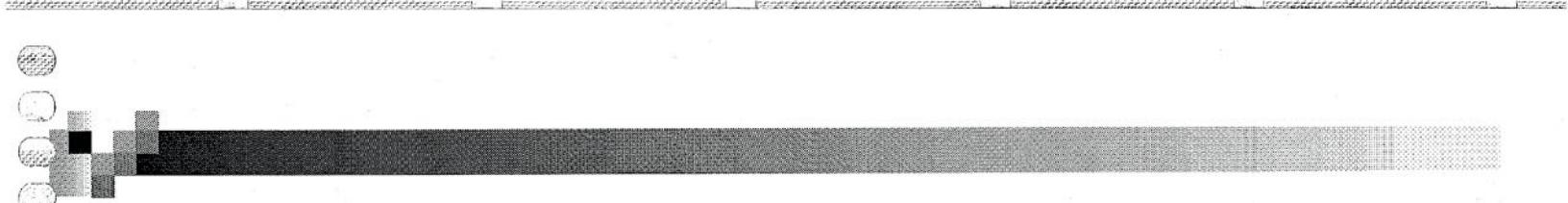
# The ingredients for this course

- The music business and neuroscience
- Educational psychology and teaching for a profit
- Wall Street and technology
- Hollywood east and multimedia
- The mortgage industry and direct mail
- The Internet and community building



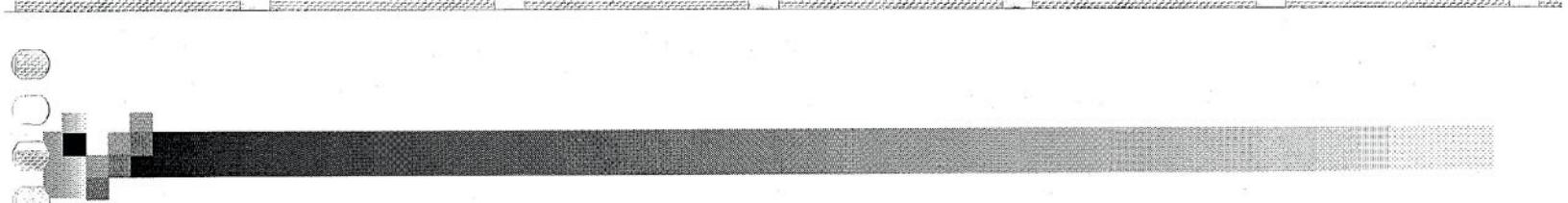
# Our method: Education...not entertainment

- “To develop the innate capacities of...”
- Latin: ‘educere’ – to draw out
- It’s already in you – tune in



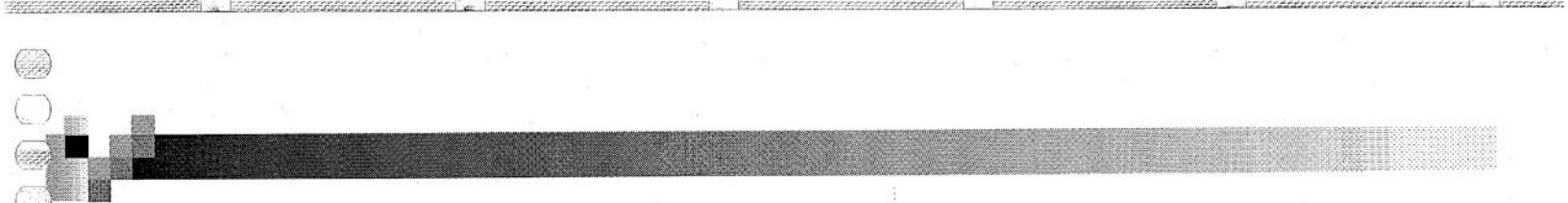
# Deadly copywriting myths

- “Long copy is always best” (sales cycle)
- “One style fits all”
- “Just plug in a formula”
- “Steal, don’t invent”
- “Scream to be heard!!!”
- “Creativity is bad”
- “Copywriting is easy”



# **Where do these destructive myths come from?**

# What really works?



# Ideas!



**“Words are empty sounds.  
It is the images back of them that  
count!”**

**- Robert Collier**

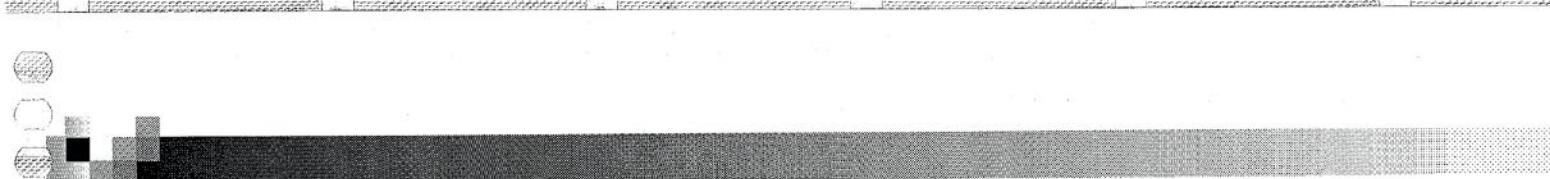


**“Ideas are the only true fuel  
for winning customers and  
growing profits.”**

**- Doug Hall**

# Copwriting is...

- Problem solving - What problems does it solve?
- A way of thinking
- A craft you can master

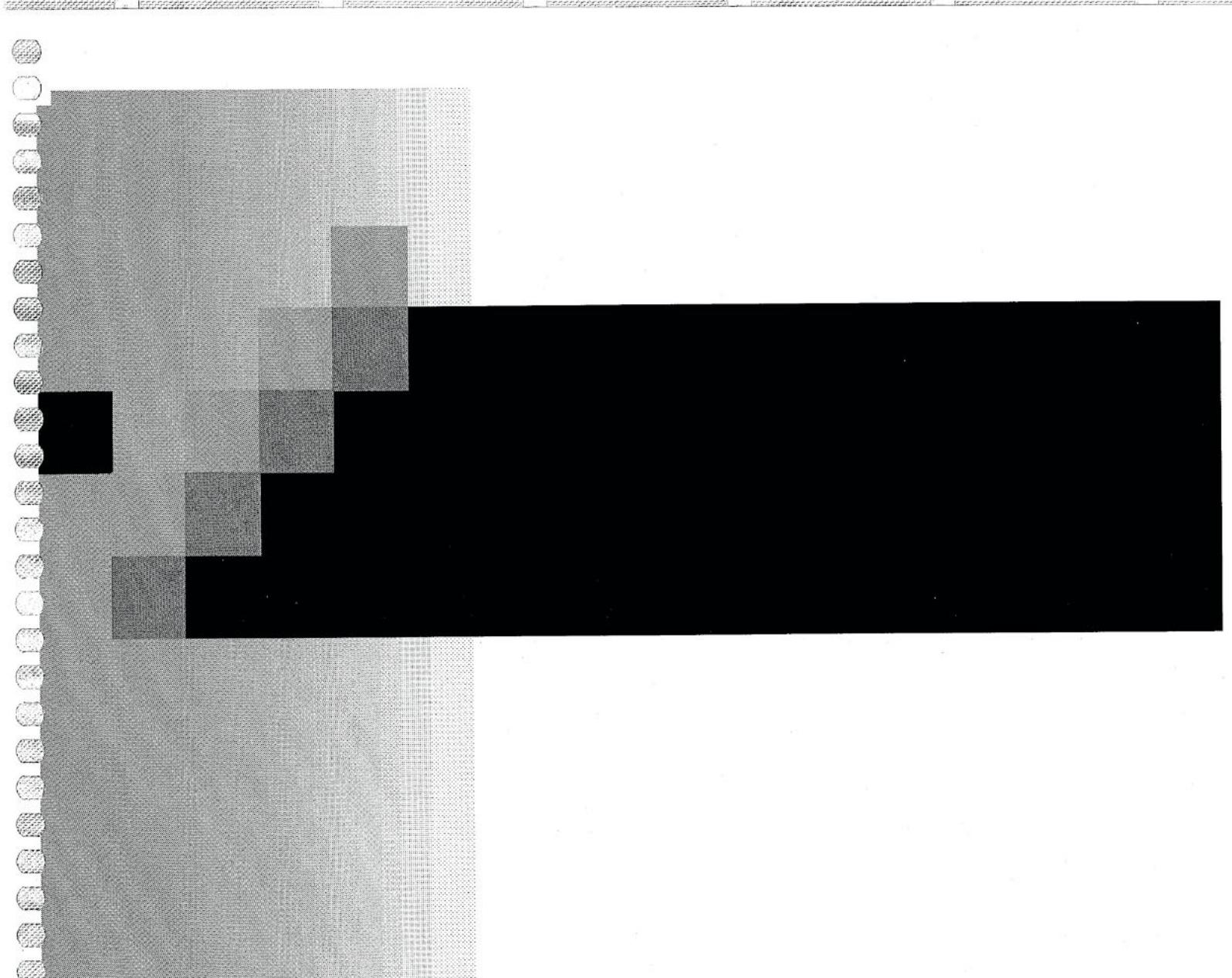


# The education of a copywriter

- The Old School
- The System Way – Internet marketing is direct mail on glass
- What are you reading?
- Who do you look up to?
- What books are your friends?
- What do you see?

# Before we start

- “A gifted product is mightier than a gifted pen.” - Rosser Reeves



**Where are you today?**

**A simple diagnostic test  
for serious copywriters**

# **Your list of top periodicals worth reading regularly**

**Your list of top copywriters  
worth emulating (past and present)**

# **Your list of top copywriting books worth studying (past and present)**

# If you don't move the air, you can't clean the air.<sup>™</sup> Take the balloon test! You be the judge.

*David Oreck*

—David Oreck, Founder

"If the balloon doesn't fly, I wouldn't buy."

Try an Oreck Air Purifier risk free for 90 days. Compare it to the most popular stick-style units. Then decide.

Millions of Americans are needlessly breathing unhealthy amounts of air pollution every day, right in their own homes. That's why you need an air purifier. But which one captures and destroys bacteria, mold, viruses, and fungi, and removes cooking odors, chemical fumes, pet odors, cigarette smoke and other indoor air pollutants? An Oreck Professional Air Purifier. Here's something you can try. Place a balloon above one of the popular stick-style units you see advertised and watch what happens. It falls to the floor. There's virtually no air movement at all. That's why a well-known consumer products magazine reported that the leading stick style unit was "ineffective." Now place the balloon

*Electronic lifetime filter never needs replacing!* at the top of an Oreck Air Purifier and watch what happens.

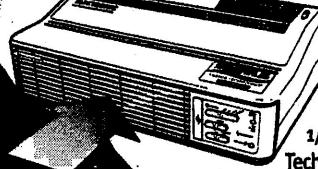


The balloon floats above the purifier! That's pure, fresh air pushing it. You might even see this on television in one of our Oreck infomercials. The proof is obvious.

Stick Style Unit

The Oreck Professional Air Purifier uses the same advanced technology as the U.S. submarine fleet.

It renews the air in a 30'x30' room every hour. It captures 95% of air pollutants as minute as 0.1 microns. That's 1/1000th the width of a human hair. And it features Silence Technology® so it's quiet enough for use in a baby's room. For a limited time, you can try an Oreck Professional Air Purifier absolutely risk free for 90 days (we'll pay the shipping) and our \$130 Oreck Hand Mixer is yours free! Even if you return the Air Purifier. Decide to keep the purifier and you'll get a bonus gift: the Oreck Refrigerator Purifier (a \$50 value!). It removes odors and bacteria and keeps food fresher longer.



With an Oreck Air Purifier, the electronic filter never needs replacing. Just rinse it off and it's as good as new! It uses less electricity than a 75-watt light bulb. Try one absolutely free for 90 days. If you don't notice the difference, dust less and simply enjoy fresh, clean and crisp air, just send it back. It won't cost you a dime, but keep the Hand Mixer as our gift.

Free shipping  
0% Interest

1-800-667-0883 ext. CR417

#### Free for trying: the Oreck Hand Mixer

You can mix, whip, beat and knead with ease because the vertical motor placement puts the weight in the bowl, not in your hand. It comes with 6 attachments including beaters, whisks, dough hooks, and storage caddy. Keep it even if you return the Purifier!

#### Free for buying: Oreck Refrigerator Purifier

Generates negative ions and ozone to oxidize and remove odors. Destroys bacteria that cause food to decay, so it keeps food fresher longer. Leaves no taste, odor or flavor on foods. Yours free with purchase.

\$130  
value



\$50  
value

# ORECK

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#### Risk Free 90-day Trial. Free Shipping! CR417

- Call me to arrange a free 90-day trial of the Oreck Air Professional and send me a free \$130 Oreck Hand Mixer just for trying the Air Purifier. I understand I'll receive a \$50 value Refrigerator Purifier free with purchase and the shipping (\$19.95 value) is free.
- Yes, I would like more information on the amazing Oreck Air Professional, and include details of Oreck's 12-month Interest Free Payment Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel (\_\_\_\_\_) e-mail \_\_\_\_\_  
optional Call 1-800-667-0883 or visit [oreck.com/parair](http://oreck.com/parair)

**ORECK**

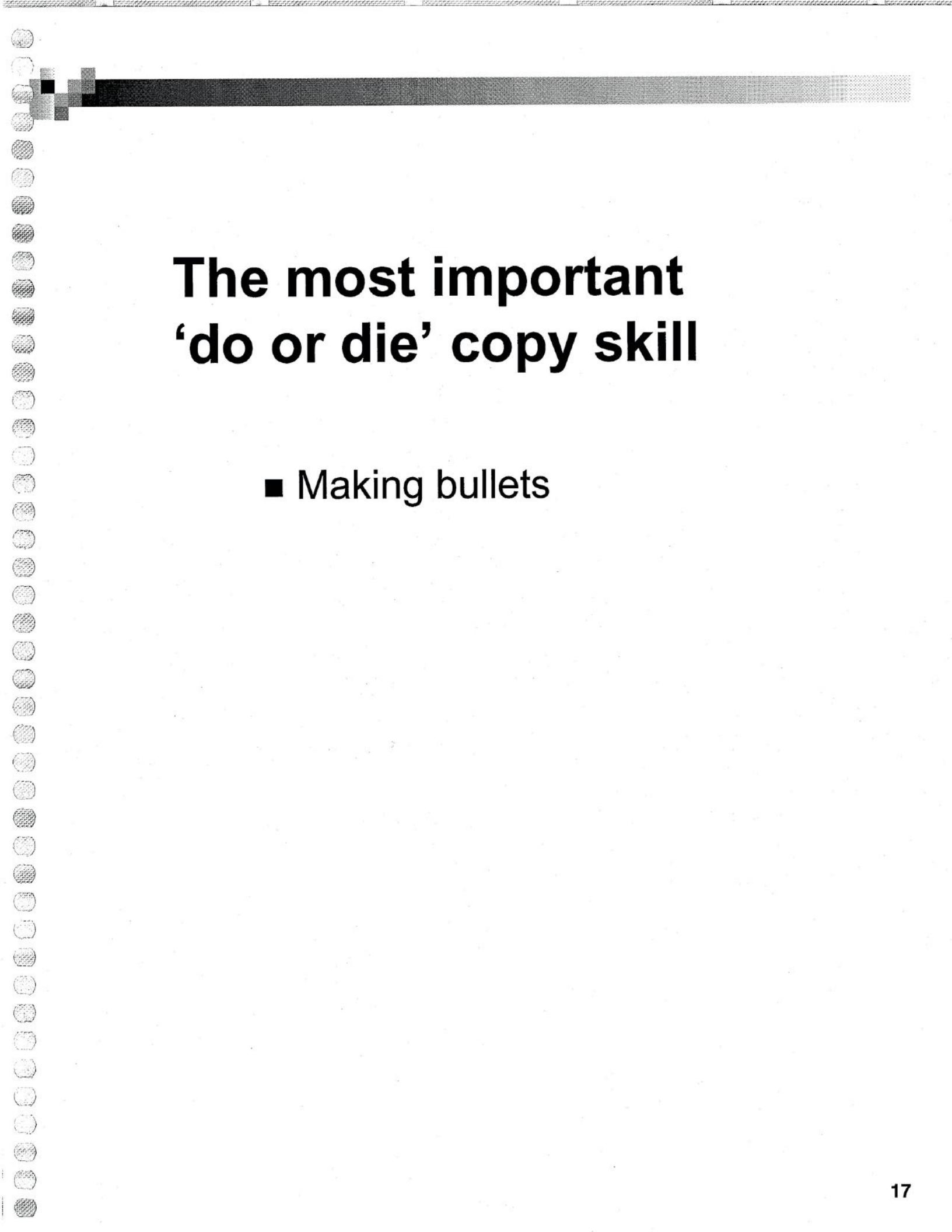
Nothing gets by an Oreck.®

Oreck Direct, LLC 100 Plantation Road, New Orleans, LA 70123

# Your Observations

# **Straight from the multi-million dollar direct response testing labs of Boardroom**

- 1. Safest seat on an airline – and the scary  
reasons why**
- 2. If you win the lottery, do this immediately to  
protect your ticket**
- 3. World's most effective hiccup cure**
- 4. Secrets of enjoying much better sex**
- 5. Bills it's okay to pay late...**



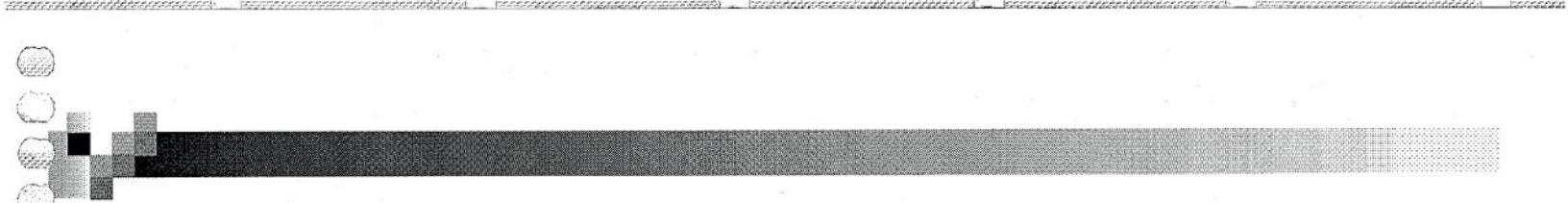
# **The most important 'do or die' copy skill**

- Making bullets



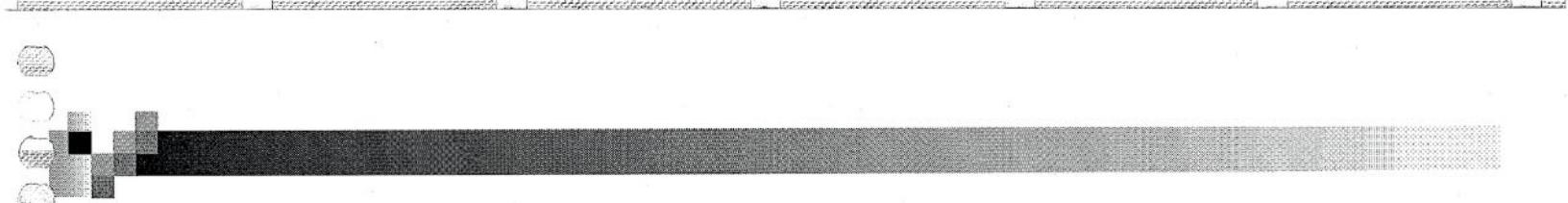
# Bullets are the raw material for:

- Bullets (of course)
- Headlines
- Reasons why
- Subheads
- Calls to action
- Sales arguments
- The order form
- The entire letter



# Bullets: What are they?

- Bullets are not filler
- Bullets are not shopping lists
- Bullets wound



# The only cure for a bullet wound is to...

- Buy the product
- Teaching vs. Teasing (selling)
- Teach strategically: Useful but not complete
- Tease and tantalize – create an itch that's expensive to scratch

# The Bullet formula

- Extract, refine and polish
- Make a promise
- Issue a warning
- Fast, easy, free, unusual
- Instant and magical – the magic pill
- Provoke curiosity
- Drama
- Point to the product
- Pile them on, overwhelm, Bonny and Clyde

# What the bullet bottom line?

- Convert features to benefits
- Bring facts to life
- TRANSLATE
- Customers don't have time or energy to process your message...that's your job

# Case Study: Boardroom

**'Fascinations' - Mel Martin, Eugene Schwartz  
and the Boardroom story**

Cruise the world in luxury—FREE. Page 55

# FREE GIFT

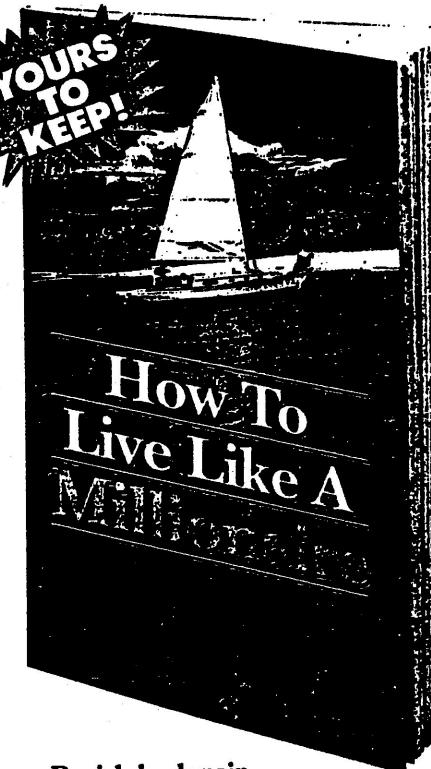
## When You Reply Within 10 Days

Why do some people struggle to get by, while others with the same income or even less income seem to have it all? You'll find their secrets in *How To Live Like A Millionaire*. Here's a small sample of what you'll discover in this valuable book:

- Antiques at flea-market prices. Page 1
- Cut your home's mortgage interest in HALF! Works no matter where you live or how low your interest rate is. Page 9
- Fly first-class for the price of coach! Even on the most crowded flights! Page 56
- Supersafe investment that yields 28%! You'll never hear about this from your stockbroker or banker. Page 22
- The single best time to negotiate salary. Very hard for employer to say no. Page 45
- Save up to 50% or more by buying things at the right time of year. Best months to buy clothing...appliances...furniture...sportswear...and more! Page 61
- Home remedies for common ailments. Kitchen-cabinet cures for muscle cramps...hiccups...insect bites...and more. Page 76
- Repair your credit almost instantly. Little-known provision in the law lets you erase damaging information. Page 21
- Items that can cost more at a warehouse store than at the supermarket. Page 14
- Travel now...pay three months later...and pay ZERO interest! The amazing secret used by the savviest world travelers. Page 58
- How to beat car dealers at their own game. The 5 most common dirty tricks...and your defense against each one. Page 68
- How to choose the right mutual fund. Million-dollar advice from the legendary Peter Lynch. Page 83

Round-trip to Paris or London for just \$100! Best-kept secret in the travel industry. Page 59

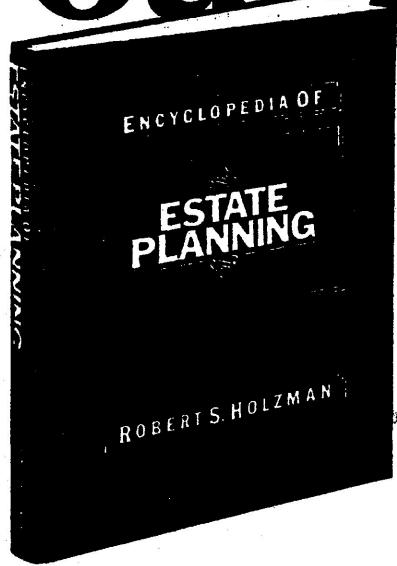
- Get the cheapest room rate at any hotel. Hint: Whatever you do, DON'T call their reservation number! Page 58
- How to get VIP treatment from your banker. Plus higher yields...lower fees...and lower minimum balances. Page 7
- What to do when insurance company refuses your claim. Top attorney reveals the simple tactic that brings them to their knees. Page 17
- Cruise the world in luxury—FREE! Lots of passengers you meet on board are doing it but never tell you. Page 55
- How to get the absolute best deal on a car lease. Clever tactic actually forces the dealer to charge you lower payments. Page 71
- The best way to get a new job if you're over 40. Forget résumés, employment agencies and help-wanted ads. You'll get much better results if you do this. Page 44
- Best low-cost and no-cost businesses to start. Your second career can be more fun and more lucrative than your first one—if you know the ropes. Page 49
- How to get a window or aisle seat on an airplane when they're "all taken." Page 56
- How to spot slot machines that pay off most often. Page 58
- Escape the winter blues without spending a fortune. Little-known vacation paradises that provide first-class luxury at a bargain price. Page 59
- How to get FREE prescription drugs. What drug companies don't want you to know. Page 63
- Ingenious way to save a fortune on your heating bills. All you need is these 2 household items and some tape. Page 64
- Popular home improvements that make your home almost impossible to sell! Don't let it happen to you! See page 65.



- Banish back pain forever! New method from top doctor brings permanent relief without drugs, surgery or exercise! Page 77
- Phony charges that appear on almost every hospital bill. How to spot them. Page 73
- The 4 days of the year when you should never buy or sell stocks. Wild market swings can cost you a bundle. Page 86
- How to get refills on "nonrefillable" prescription drugs. Page 73
- Clever trick cuts your waiting room time at doctor's office. Page 75
- Want to buy a home computer but confused about all the high-tech mumbo-jumbo? Read the total dummy's guide to personal computers on page 81. Plus...how to tell if a computer is a lemon.
- Why you should avoid "hot" stocks in "hot" industries. And what to do instead for spectacular profits. Page 83
- Find tomorrow's superstocks today! Top money manager reveals 8 secret indicators that a stock is set to explode. Page 84
- Prosperity secrets of the wealthiest Americans. Almost all millionaires have these 3 things in common. Page 87

To get your **FREE** copy,  
return the enclosed  
card now!

# What nobody told you when you made your will



• When executor of your will should not be member of your family. Page 8

- How to hand down money to your heirs so creditors can't touch it. Page 34
- Assets that should never be mentioned in your will. Page 45
- Cash found in safe deposit box will be treated as income—but not if you read page 281.
- Why couples who have signed joint wills should tear them up. Page 98
- Your big charity can be your relatives. Tax deductible if you use right words. Page 210

Dear Colleague:

If you have a family to protect, this could be the most eye-opening book about money you will ever read.

Contents: How to do as you see fit with the assets you've worked a lifetime to acquire -- cash, real estate, securities, business interest, life insurance, pension.

How to hand down anything you own to anyone you choose -- without interference from courts, creditors, relatives or the IRS.

How to beat the estate tax no matter how big your estate is -- even if it's not covered by the marital deduction. Make your estate smaller and your heirs richer.

Perfectly legal methods that the government and the insurance  
(continued...)

# That Let You Slash Like A Millionaire!

• **How to start a 401(k) plan for your home business.** No need to go to IRS for approval. Page 70

• **How to file a joint return even though you're single.** Astonishing loophole on page 79.

• **Surprise! Choosing the wrong private school for your child can cost you a bundle in tax breaks.** What to do on page 90.

• **Give yourself a tax-deductible raise!** Your boss approves...and so does the IRS. Page 112

• **Clever ways to take cash out of your business.** Why pay yourself a high salary when you can get this money tax-free! Page 116

• **How to depreciate the same piece of business equipment TWICE.** Page 129

• **How to use next year's losses to offset this year's taxes.** Just file this little-known IRS form. Page 136

• **Get 6 months' worth of tax write-offs for something you use only one day.** Page 152

• **Business owners: Save a fortune in payroll taxes** by turning your employees into independent contractors. Here's how to do it with no hassles from the IRS. Page 159

• **How to make sure the IRS doesn't go after your heirs for back taxes.** Just add this simple sentence to your will. Page 197

• **Leave a fortune to your children and pay no estate tax.** Estate-planning secrets of the super-rich—now work for you too. Page 199

• **The single biggest tax mistake when making out a will.** Your heirs will get the shaft unless you do this. Page 205

• **How to get deductions this year on expenses you pay next year.** Page 212

• **Bankrupt taxpayer gets refund!** Page 248

• **Deduct the cost of your weight-loss program!** Even if it's not prescribed by a doctor! Page 217

• **Know your rights: 10 kinds of property the IRS can't seize...no matter how**

much money you owe them! Page 243

• **How to buy extra time when you owe the IRS money.** Never mind what they say, they'll agree to this almost every time. Page 246

• **How to avoid paying the IRS back taxes you owe until after you're dead.** Ingenious! Page 246

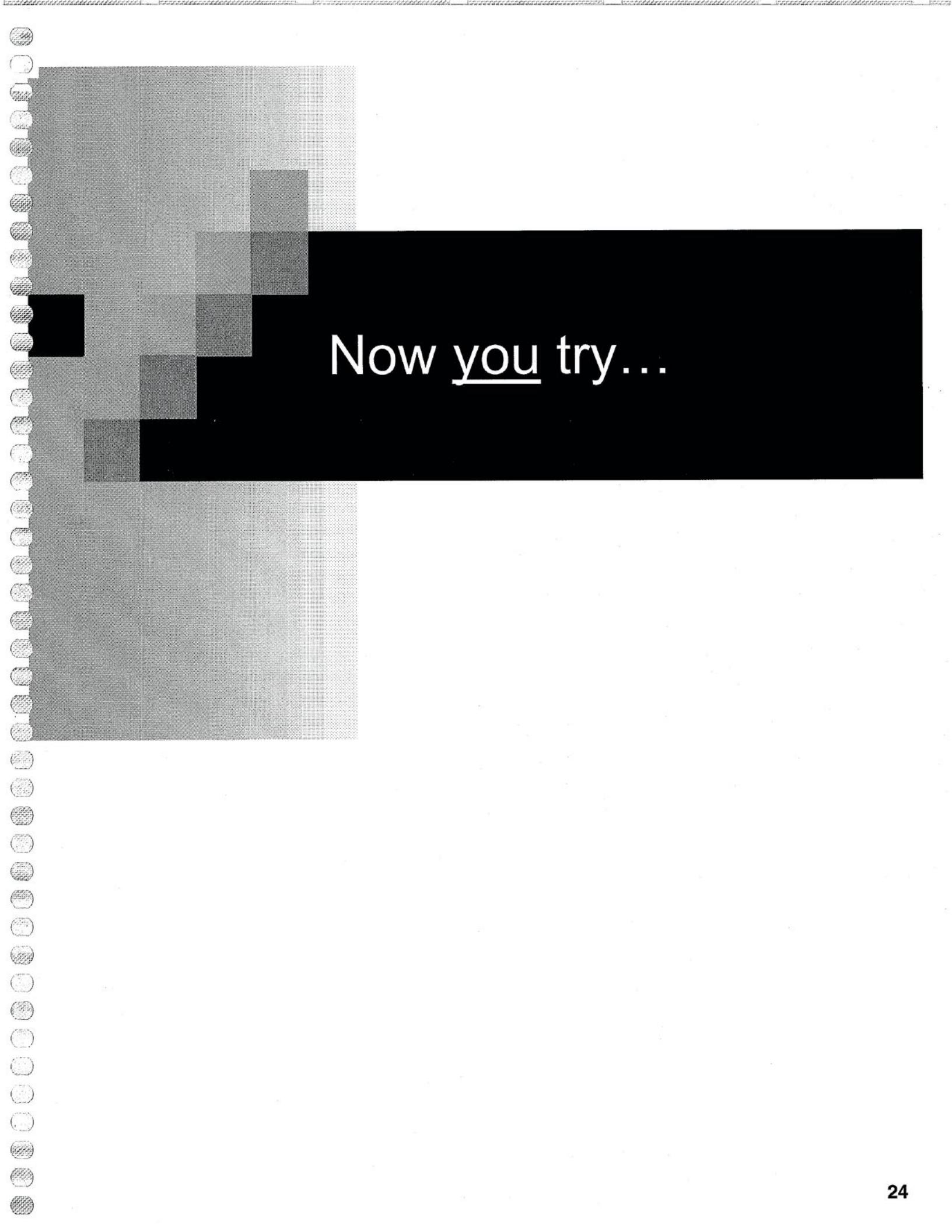
• **Slash your taxes by \$8,500 with one simple move.** Little-known tax credit. Page 151

• **8 dirty tricks the IRS uses to bully you into paying more money.** And the powerful counterattacks for each one. Page 259

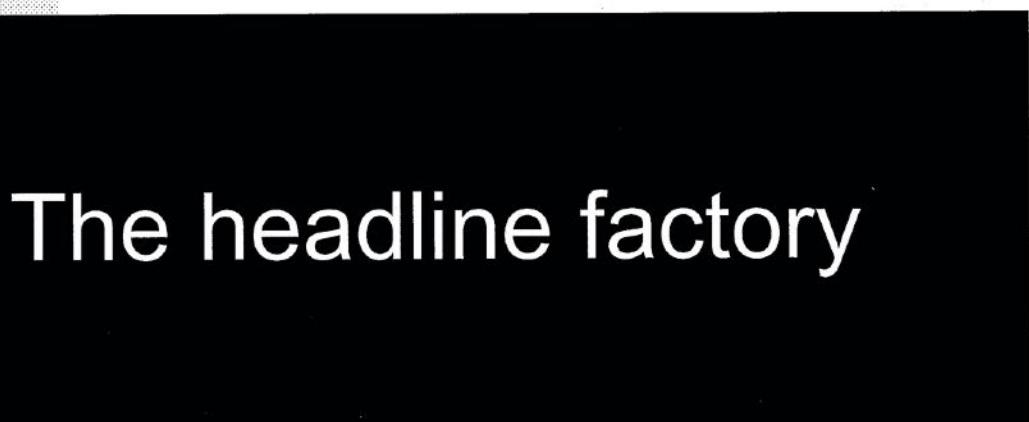
• **How to talk your way out of late-filing penalties.** 6 excuses that work...and those that don't. Pages 269 and 283.

• **The IRS gives you a hassle about one of your tax shelters or deductions.** Just whip out this piece of paper and they can't touch you. Page 287

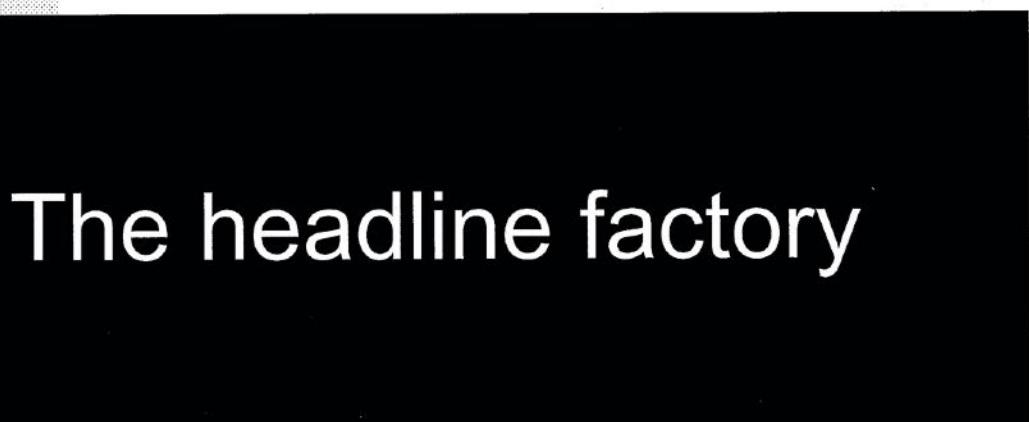
• **The most commonly audited deduction.** Learn to avoid it. Page 149



Now you try...



The headline factory



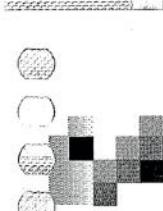
The ad for your ad

# The function of your headline

- To arrest attention
- To 'call out' to the prospect
- To arrest attention – induction
- To sell the next sentence in your ad

# Headline Magic

- Make big promise
- Provide news
- Provoke curiosity
- Fast and easy – preferably instant
- ‘Make my day’



# Your personal headline factory

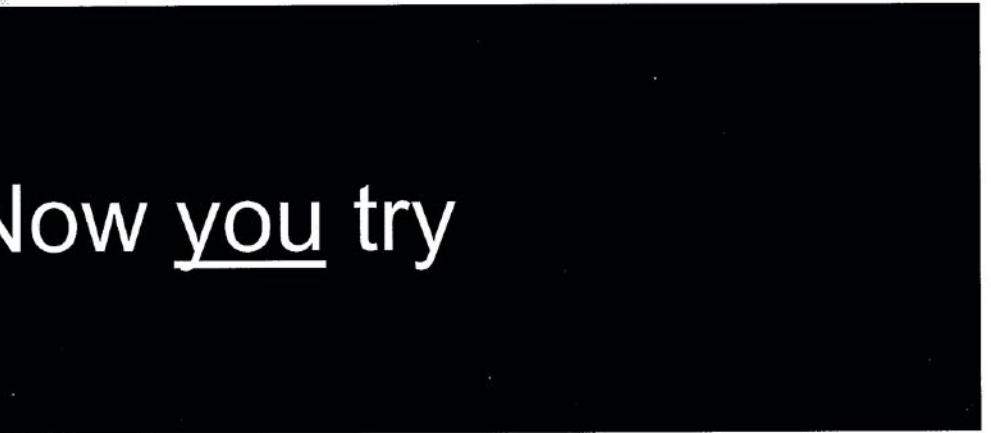
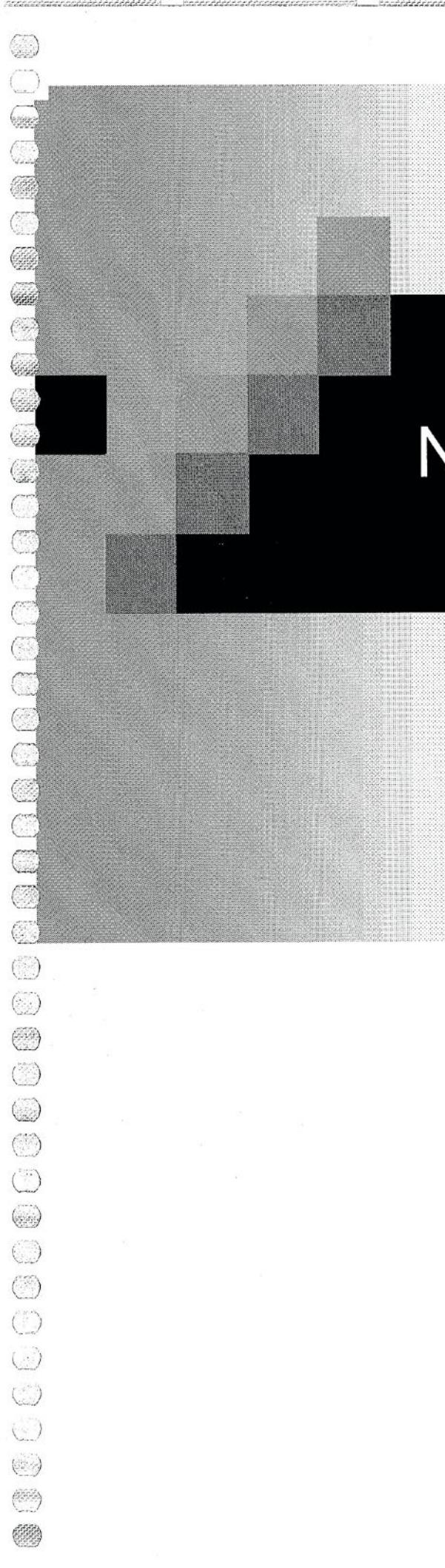
- John Caples
- “Tested Advertising Methods”
- Mix, match, blend and stir

# Caples – Part One

- 1. Begin your headline with the word "announcing."
- 2. Use words that have an announcement quality.
- 3. Begin your headline with the word "New."
- 4. Begin your headline with the world "Now."
- 5. Begin your headline with the words "At last."
- 6. Put a date into your headline.
- 7. Write your headline in news style.
- 8. Feature the price in your headline.
- 9. Feature a reduced price.
- 10. Feature a special merchandising offer.
- 11. Feature an easy payment plan.
- 12. Feature a free offer.
- 13. Offer information of value.
- 14. Tell a story.
- 15. Begin your headline with the words "How to."

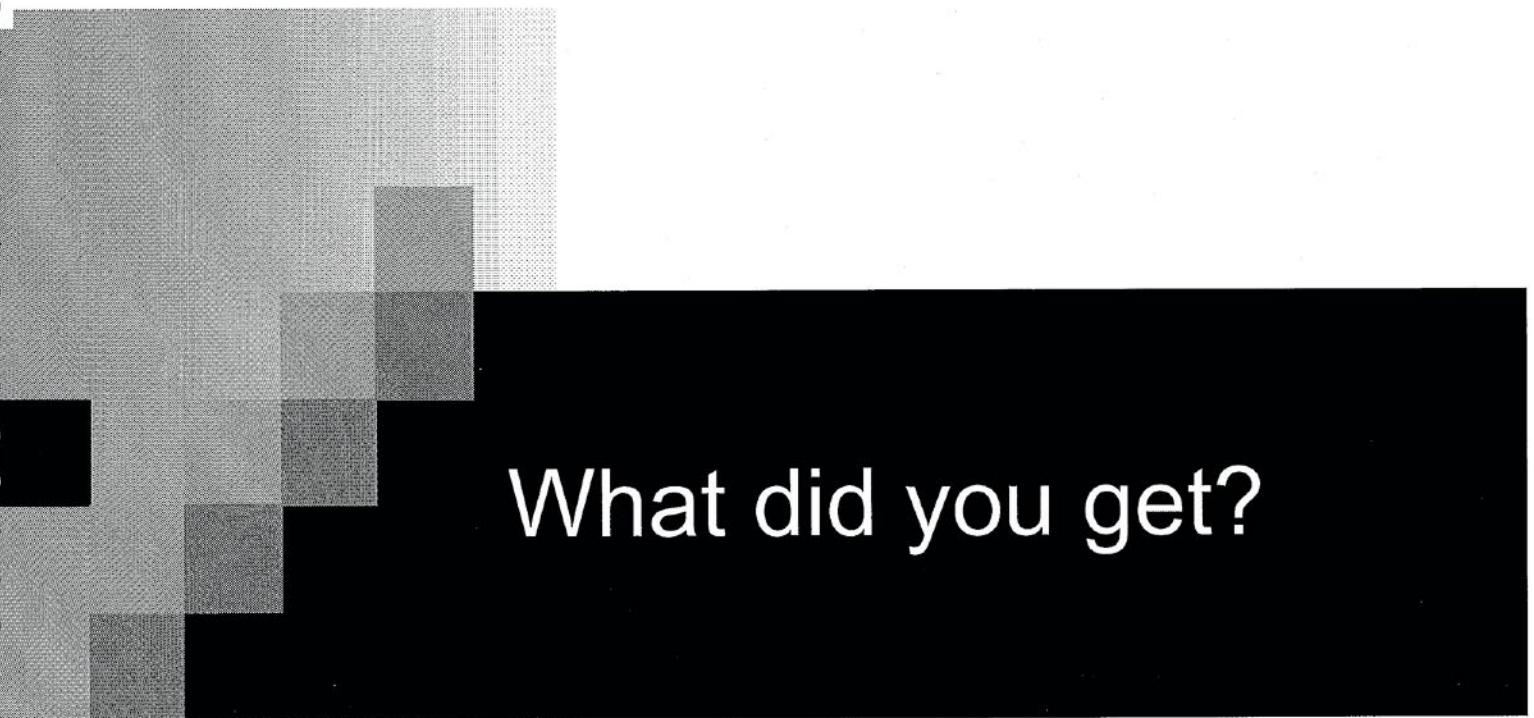
# Caples – Part Two

- 16. Begin your headline with the word "How."
- 17. Begin your headline with the word "Why."
- 18. Begin your headline with the word "Which."
- 19. Begin your headline with the words Who else."
- 20. Begin your headline with the word "Wanted."
- 21. Begin your headline with the word "This."
- 22. Begin your headline with the word "Advice."
- 23. Use a testimonial-style headline.
- 24. Offer the reader a test.
- 25. Use a one-word headline.
- 26. Use a two-word headline.
- 27. Warn the reader to delay buying.
- 28. Let the advertiser speak directly to the reader.
- 29. Address your headline to a specific person or group.



**Now you try**

**Groups  
Speed counts  
Read out loud**



What did you get?

# Copywriting reality check #1

## ■ The direct marketing pyramid

- List 40%
- Offer 40%
- Creative 20%

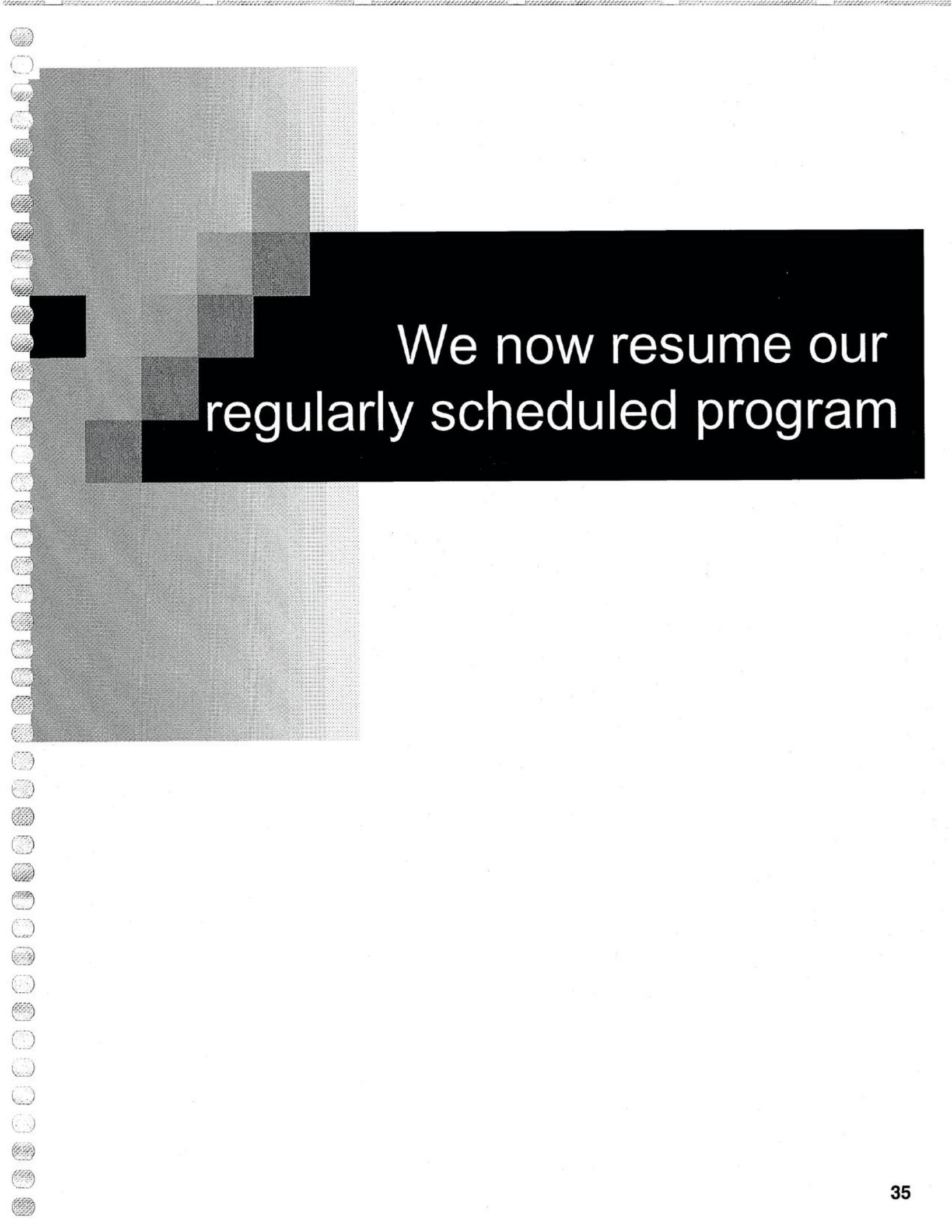
## ■ The 'genius' is in making the right offer to the right list

## ■ The ad is the tip on the edge of the spear

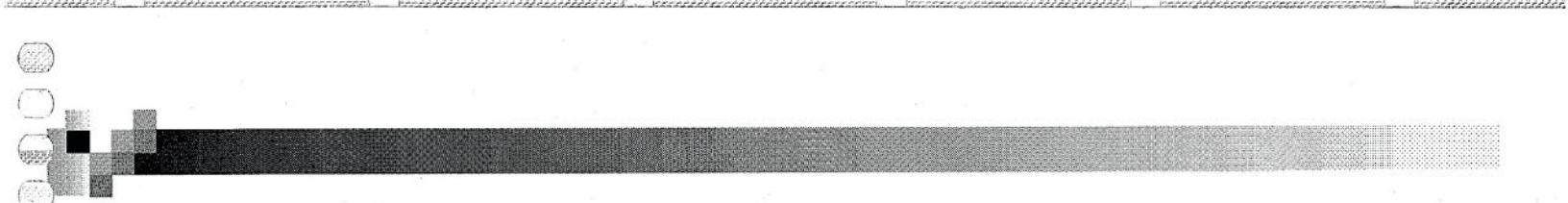
## ■ How to improve your list

# How to improve list response

- Lists rot
- Response begets response – make offers
- Ideas: book reviews, resource lists, new product announcements, specialized courses, free reports, consumer guides, articles, bulletins, checklists
- Segmentation and customization beats personalization
- Be an invited guest
- Deliver what your promise,
- Better yet over-deliver
- Never send junk
- Hot lists: Time is of the essence

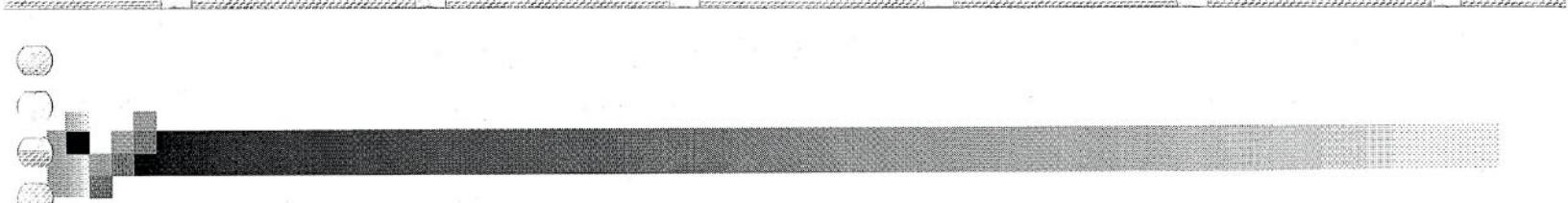


We now resume our  
regularly scheduled program



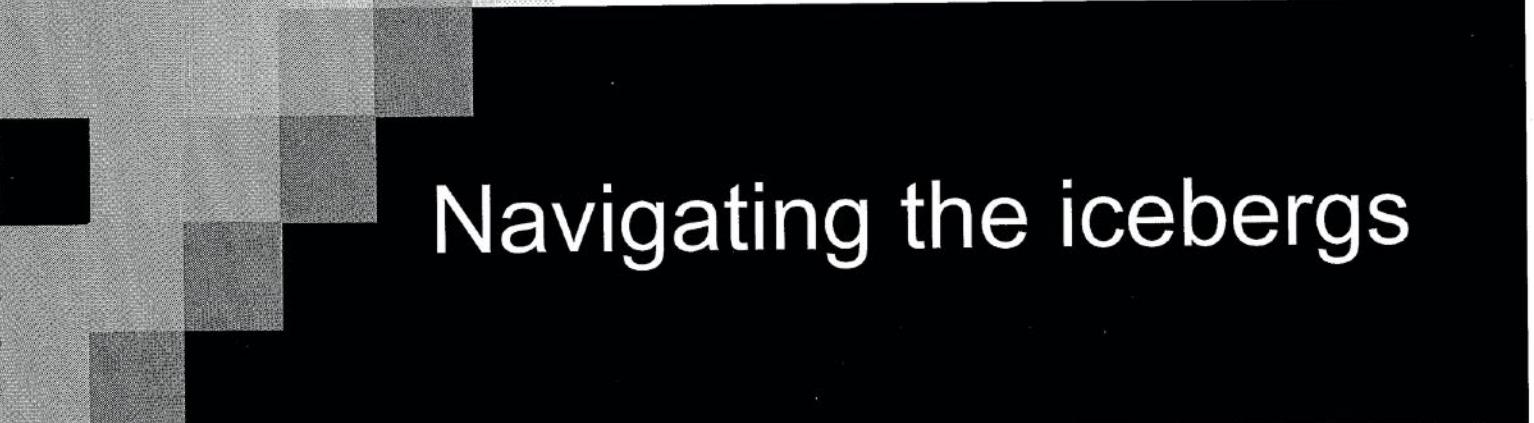
# The Three Musts - or Tears

- This for me!
- I've never seen anything like this before  
and I can't imagine where else I can get it
- I need to do this right now

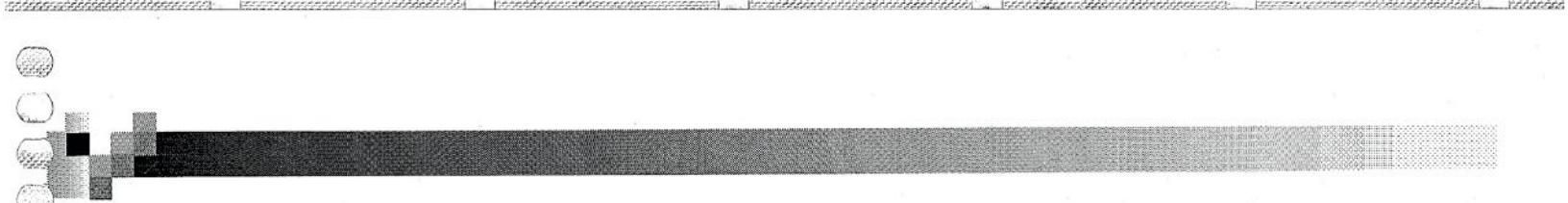


The two terrible tigers that guard  
your prospects mind

- So what?
- Bullshit!!!

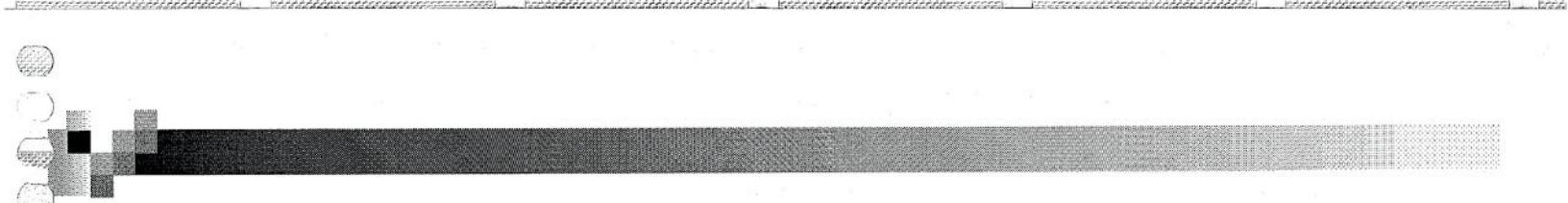


# Navigating the icebergs



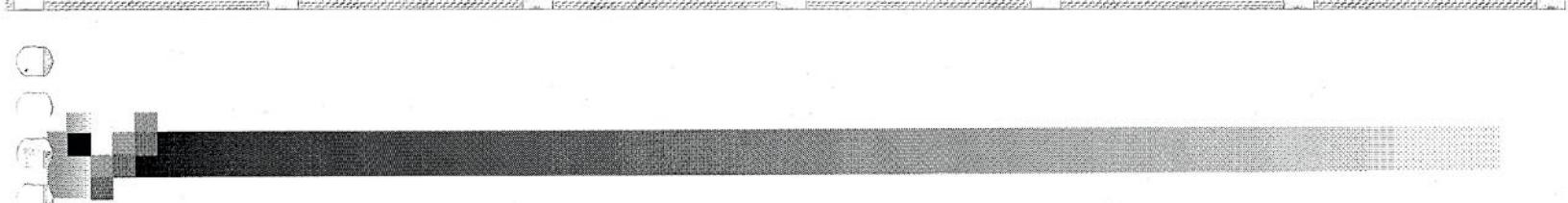
# What is a direct response ad?

- A communication designed to stimulate a specific, measurable action
- A sequence of ideas that results in a sale or inquiry
- Guiding the thoughts of a prospect so that he comes to believe and act in a certain way
- Taking the mind of a prospect ‘for a ride’
- Write a ‘Twilight Zone’ letter – hijacking the TV



# Selling is a sequence: AIDA, Walter Dill Scott, and

- Attention (Attraction) – Big promise
- Interest (Interest) – I know what you're going through and here's how I can help
- Desire (Conviction) – The solution described (with an obstacle)
- Action (Action) – Call to action (how to get it)



# Make an unusual promise

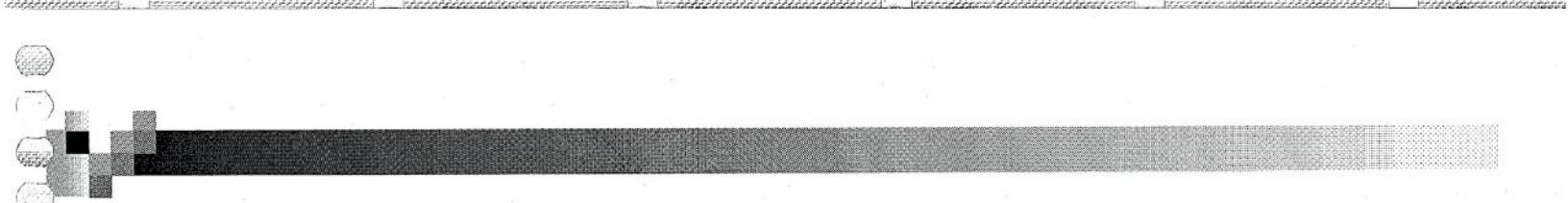
- Right on target
- Hits the BIG Problem
- Attention grabbing
- 'I gotta read this now!'
- 'How can this possibly be true? (but I sure hope it is') OR
- 'At last, someone who sounds credible'

# **Prove it!**

- Authority
- Testimonials
- Best proof: Demonstration
- Risk-free trial/Risk reversal/guarantee

# Your testimonial factory

- Run your business as if...
- It's sole purpose were to inspire, encourage, document and disseminate testimonials
- Why the System rules



# Stimulating desire

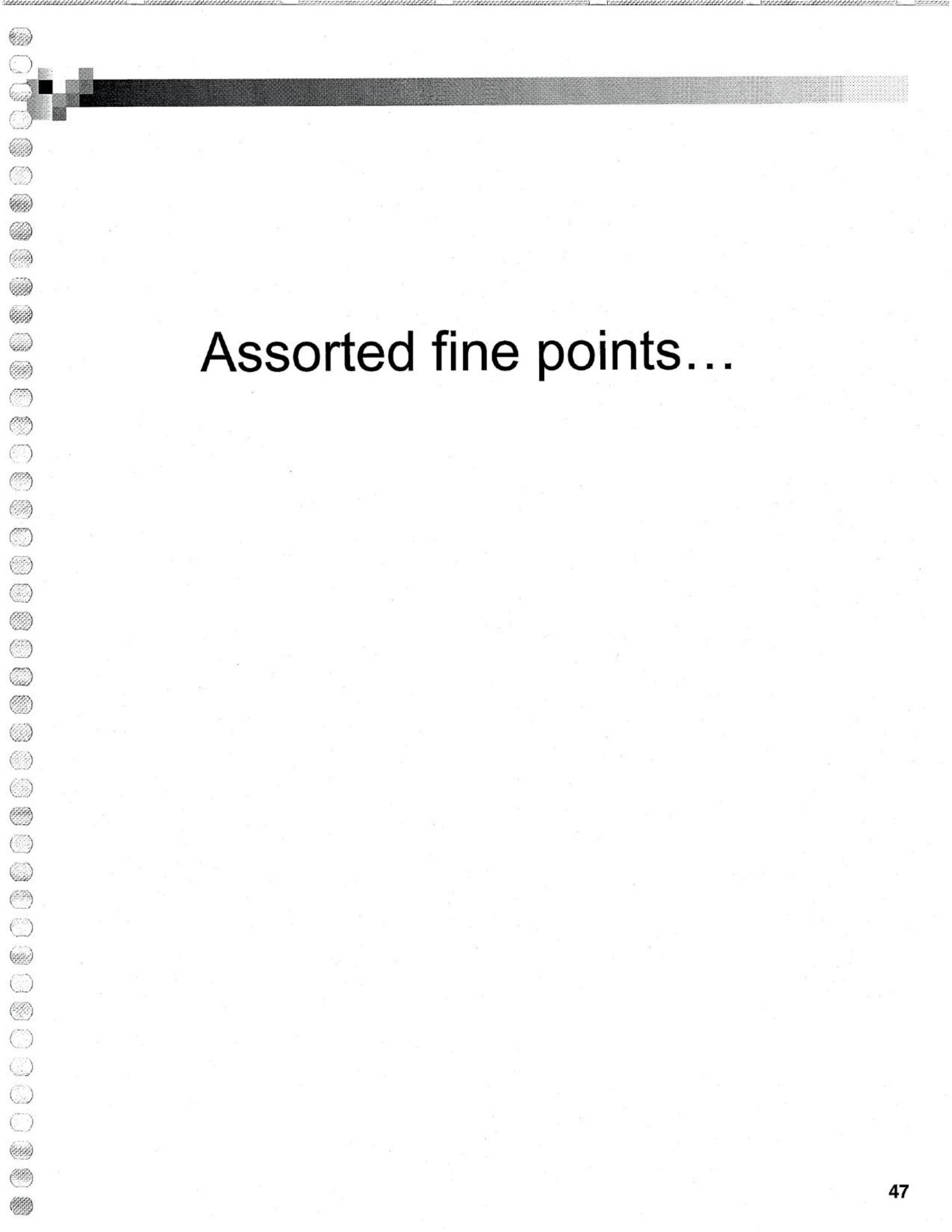
- Paint a picture of heaven...
- 3D technicolor and 360 degree Dolby surround sound...
- Let them linger in it until they own it, then...
- Pull the rug out from under them
- Plausible obstacles
- Pressing reason to act NOW!

# Tipping the scale

- Overcome resistance
- Bonus in exchange for...
- The pile of junk technique – NOT!
- Bonus as good as your best headline
- Pull your bonus from your product (bullet)
- Free bonus can sell the product

# Finish strong – A sale is a very fragile thing

- The order form – run through the tape
- It's just you and their credit card
- Mini-sales letter: headline, bullets
- Make it crystal clear and dead easy
- Clarity: Spell out the offer again in excruciating detail
- Direct with action graphics – “YES!”, phone receptionist,
- Simple stuff can make a HUGE difference – vaccination story, arrow increases opt-in 24%
- The guarantee – risk reversal



# Assorted fine points...

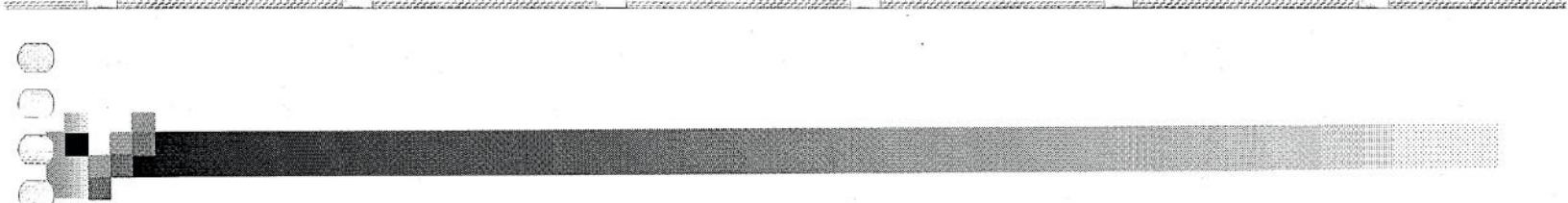
# What it means to 'close'

- Open the door...
- Invite your prospect to walk down the hallway...
- After each new threshold is crossed, close the door behind blocking any possibility of return...
- The last threshold is the action you want the prospect to take...
- If you have constructed your ad correctly, you have closed off all possible escapes and the only possible direction to they can take is forward

**Yes, yes, yes, yes, yes, yes**

# Anticipate objections and...

- Neutralize them in advance
- How
  - Listen
  - Document
  - Solve
  - Deploy



# Your language

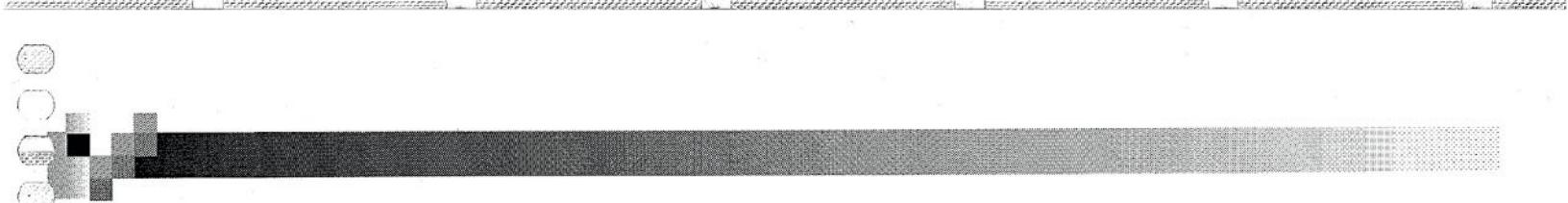
- Keep it simple
- Informal and friendly
- You, your, yours - YOU

# Ogilvy's favorite words

- Free
- New
- How to
- Suddenly
- Now
- Announcing
- Introducing
- Startling
- Improved
- Amazing
- Revolutionary
- Guaranteed
- Miracle
- Magic
- Offer
- Quick
- Easy
- Wanted
- Challenge
- Advice to
- The truth about
- Compare
- Bargain
- Last chance

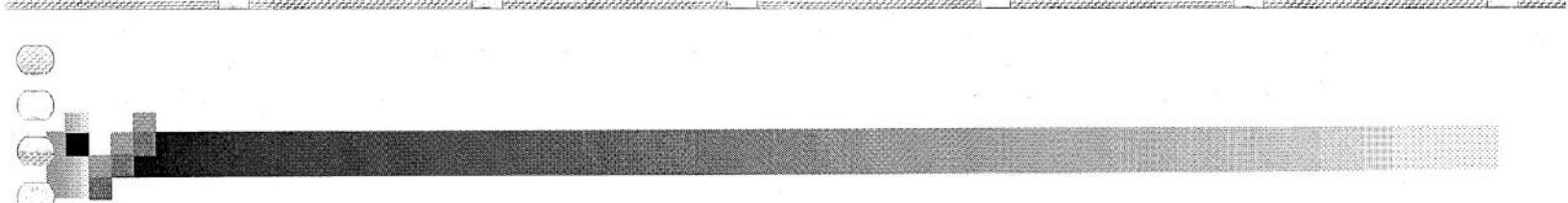
# Denny Hatch's Baker's Dozen

- You
- Save
- Money
- Results
- Guarantee
- Love
- New
- Easy
- Safety
- Discover
- Health
- Proven
- Free



# Does your do at least one?

- stimulate fear
- inspire greed
- induce guilt
- provoke anger
- Offer exclusivity
- promise salvation
- flatter skillfully



# **The Eugene Schwartz “Lethal Weapon” Method (bullets really do come in handy)**

# Always offer two paths

- Write for the word-by-word reader
- Design for the skimmer
- Visual aids:
  - subheads,
  - bullets,
  - underlining,
  - highlighting,
  - side bars,
  - diagrams

# “Turns of the dial...” Formulas

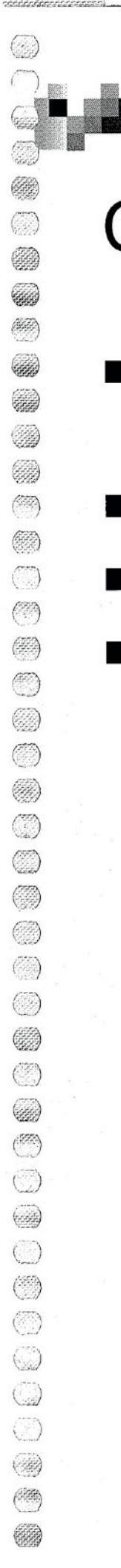
- Frankly I'm puzzled...
- I was skeptical, but...
- What this is NOT
- As you see I have attached a...
- No competitor dares match this guarantee
- Double, Triple guarantee
- Expose the enemy
- Questions and answers
- Two man letter – WSJ
- Recycle class headlines
- Premium – relevant and not
- Before/After
- My accountant thinks I'm an idiot close
- Non-disclosure
- Exclusive ‘lock out’ license
- Apples to oranges
- Basic/Deluxe
- Media quote endorsement
- I'm eating steak whether you buy or not
- Warning: Consumer alert
- Summary of offer
- This offer is not for everyone
- Fear
- How hard it is to make this
- Impending event
- I'm going to war for you

# Follow up rules

- Go for the sale every time, but...
- Always be a welcome guest
- How often is too often?
- NO LIMIT as long as you provide value
- Monthly is a minimum
- Weekly is better
- Daily – yes daily – is best
- Mix it up: DoubleYourDating.com model

# It don't mean a thing if...

- They don't read what you have to say
- The secret of getting maximum readership is to...
- Offer useful, interesting information right in the sales letter
- Give them reasons to read
- Send them on a treasure hunt
- Get them involved –
  - imagine,
  - calculate,
  - click the box

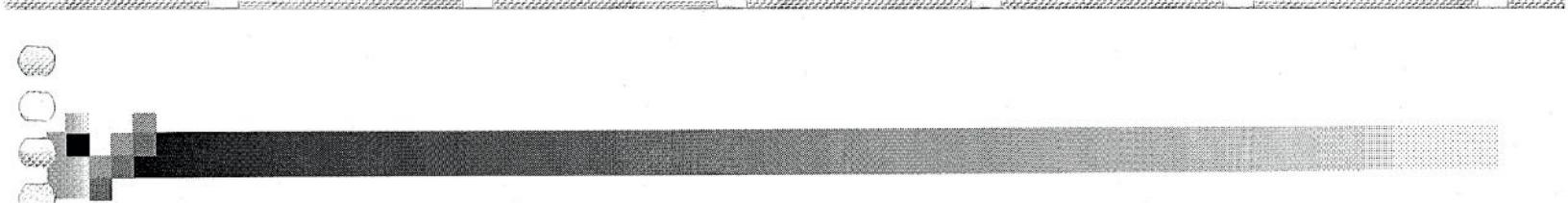


# Copywriting reality check #2

- Great copy is 80% research and 20% writing
- It's 20% writing and 80% rewriting
- It's not writing!
- Copywriting is assembling ideas in a sequence that sells

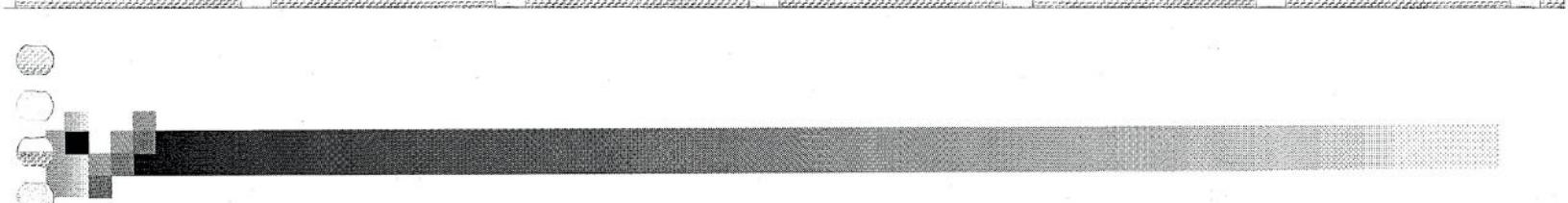
# Where does great copy from?

- Talking...
- To your prospects and customers...
  - The 'door to door' method
  - The tape-your-sales-calls method
- Talking to your product... (What do you do? How do you do it? How are you made? What are your ingredients? What's your story?)
- Talking to yourself...and listening
- DEEP research thorough dialogue



# Making it happen

- Every day
- No distractions
- AM is often best (solve it in your sleep)
- Pace yourself
  - The 33.33 kitchen timer method – Eugene Schwartz
- Pen and paper everywhere
- Read aloud
- Eliminate the ‘so what’s’ and the ‘bullshits’



**Pat yourself on the back...  
You're one in a million.**

# Bonus Session

# What I learned from Gene Schwartz:

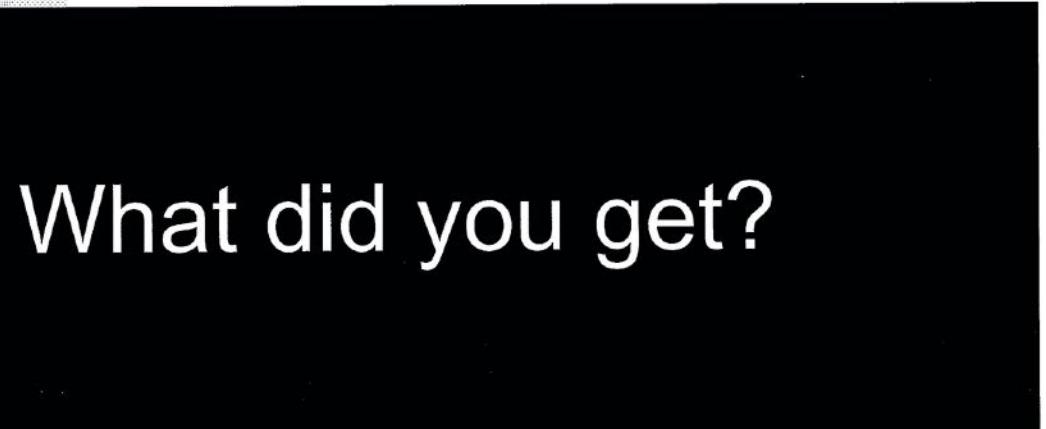
- It's all about work, but...
- Pace yourself – Daily with breaks, a few hours is enough
- It's your life: cultivate enthusiastic interest for other people
- It's your life: feed your mind
- In advertising you don't create demand, you harness it
- Bury them in bullets
- Take them to the movies – Lethal Weapon
- Good vs Evil, Epic, Biblical, Dramatic, Apocalyptic
- What is the awareness level of your prospects?
- What is the state of evolution of your market place
- Sales letters aren't written, they are assembled
- Never, ever, ever sell...



# Invite them to try



# **Thanks Gene**



What did you get?

# Masterpieces and warhorses

# Do You Make These Mistakes in English?

**Sherwin Cody's remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.**

**M**ANY persons use such expressions as "Leave them lay there" and "Mary was invited as well as myself." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom" and how frequently we hear such glaring mispronunciations as "for MID able," "ave NOO," and "KEW pon." Few know whether to spell certain words with one or two "c's" or "m's" or "r's" or with "e" or "ei," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

## Why Most People Make Mistakes

What is the reason so many of us are deficient in the use of English and find our careers stunted in consequence? Why is it some cannot spell correctly and others cannot punctuate? Why do so many find themselves at a loss for words to express their meaning adequately? The reason for the deficiency is clear. Sherwin Cody discovered it in scientific tests which he gave thousands of times. *Most persons do not write or speak good English simply because they never formed the habit of doing so.*

## What Cody Did at Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks correctly thinks of rules when he is doing so.

### "Stoping Stone To Admiration"

"The Course was a stoping stone for me. Soon after I began to study it I was promoted to Clerk Clerk. Later the Course was instrumental in my promotion to Vice-Commissioner; 67½ rated. The next year I was promoted to Commissioner. A Member of City Board of Commissioners." —Albert F. Johnson, Indianapolis, Ind., Indiana, Indiana.

### "Great Help and Benefit"

"Your Course is quite the best thing I ever have ever studied English. I feel that it will be of great benefit to me in my everyday work, and to me it is money well spent." —John C. Smith, 625 Ivy St., Jacksonville, Fla.

### "Mastery Speaks Wholly"

"As a member of the American League of English I recommend the Course most sincerely. I have been using writing letters now, however, I consider yourself more often than not. I am sure that I spend my money wisely." —John Morris S. Chicago, Ill.

### "Overcomes Inertia by Competition"

"It has helped me a great deal and it has given me an added sense of accomplishment. I am especially pleased to find how surprised I am to find how little I know about English. I am finding that one has been out of school for years, and learned and unlearned, and learned and unlearned, and I am still learning. Mr. Cody's Course has been of great help to me in my efforts to overcome these weaknesses, for which I am grateful. —Mr. Verne G. Thompson, 100 W. Monroe, Indianapolis, Ind., Indiana.

Here is our mother-tongue, a language that has built up our civilization, and without which we should all still be muttering savages! Yet our schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the most fascinating of games! For years it has been a crying disgrace.

In that point lies the real difference between Sherwin Cody and the schools! Here is an illustration: Some years ago Mr. Cody was invited by the author of the famous Gary System of Education to teach



**SHERWIN CODY**

English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises Mr. Cody secured more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under old methods. There was no guesswork about these results. They were proved by scientific comparisons. Amazing as this improvement was, more interesting still was the fact that the children were "wild" about the study. It was like playing a game!

The basic principle of Mr. Cody's new method is habit-forming. Anyone can learn to write and speak correctly by constantly using the correct forms. But how is one to know in each case what is correct? Mr. Cody solves this problem in a simple, unique, sensible way.

## 100% Self-Correcting Device

Suppose he himself were standing forever at your elbow. Every time you mispronounced or misspelled a word, every time you violated correct grammatical usage, every time you used the wrong word to express what you meant, suppose you could hear him whisper: "That is wrong, it should be thus and so." In a short time you would habitually use the correct form and the right words in speaking and writing.

If you continued to make the same mistakes over and over again, each time patiently he would tell you what was right. He would, as it were, be an everlasting mentor beside you—a mentor who would not laugh at you, but who would, on the contrary, support and help you. The 100% Self-Correcting Device does exactly this thing. It is Mr. Cody's silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on them. You do not need to study anything you already know. There are no rules to memorize.

## Only 15 Minutes a Day

Now is there very much to learn. In Mr. Cody's years of experimenting he brought to light some highly astonishing facts about English.

For instance, statistics show that a list of sixty-nine words (with their repetitions) make up more than half of all our speech and letter-writing. Obviously, if one could learn to spell, use, and pronounce these words correctly, one would go far toward eliminating incorrect spelling and pronunciation.

Similarly, Mr. Cody proved that there were no more than one dozen fundamental principles of punctuation. If we mastered these principles, there would be no bugbear of punctuation to handicap us in our writing.

Finally he discovered that twenty-five typical errors in grammar constitute nine-tenths of our everyday mistakes. When one has learned to avoid these twenty-five pitfalls, how readily one can obtain the facility of speech which denotes the person of breeding and education!

When the study of English is made so simple, it becomes clear that progress can be made in very short time. *No more than fifteen minutes a day is required.* Fifteen minutes, not of study, but of fascinating practice! Mr. Cody's students do their work in any spare moment they can snatch. They do it riding to work or at home. They take fifteen minutes from the time usually spent in profitless reading or amusement. The results really are phenomenal.

Sherwin Cody has placed an excellent command of the English language within the grasp of everyone. Those who take advantage of his method gain something so priceless that it cannot be measured in terms of money. They gain a mark of breeding that cannot be erased as long as they live. They gain a facility in speech that marks them as educated people in whatever society they find themselves. They gain the self-confidence and self-respect which this ability inspires. As for material reward, certainly the importance of good English in the race for success cannot be overestimated. Surely, no one can advance far without it.

## FREE—Book on English

It is impossible in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method and of what his practice exercises consist. But those who are interested can find a detailed description in a fascinating little book called "How You Can Master Good English in 15 Minutes a Day." This is published by the Sherwin Cody School of English in Rochester. It can be had by anyone, free upon request. There is no obligation involved in writing for it. The book is more than a prospectus. Unquestionably, it tells one of the most interesting stories about education in English ever written.

If you are interested in learning more in detail of what Sherwin Cody can do for you, send for the book "How You Can Master Good English in 15 Minutes a Day."

Merely mail the coupon, a letter or postal card for it now. No agent will call. **SHERWIN CODY SCHOOL OF ENGLISH, 8811 B. & O. Building, Rochester 4, N. Y.**

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8811 B & O Building, Rochester 4, N. Y.**

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If 18 years or under, check here for booklet A

## Illustration 5-1

**"Do You Make These Mistakes in English?"**

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"This pose helps reduce water retention and excess weight."

"...cures and prevents hemorrhoids, and cures problems of the prostate, such as weakness, enlargement and cancer."

"Eventually throw your glasses away, and never need to see an eye doctor again, simply by rubbing around the eyes for a few minutes every day."

"I can't believe it's so easy!"

"...I can't believe it's so easy!"

**FREE**

(To find out how,  
see page 66)

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- Accept your first lesson FREE, plus a special free report, "7 Great Ways to Invest in the '90s."

Dear Reader:

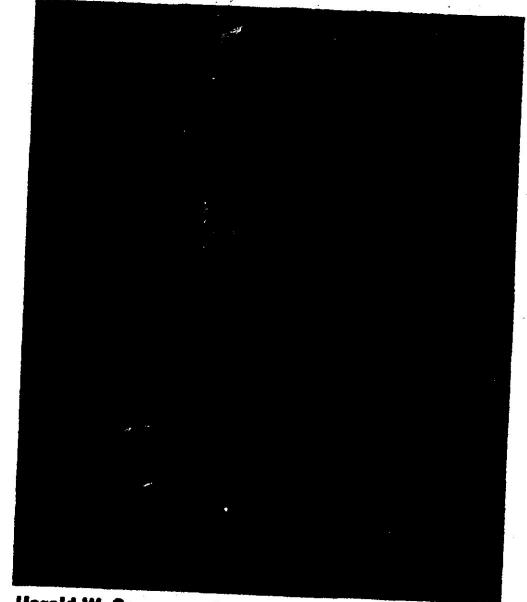
Hype, hype everywhere!

Just turn on your TV, open your mail box or pick up a magazine and you're hit between the eyes with the latest hype on how to *GET RICH QUICK!*

Get-rich-quick in real estate foreclosures....Get-rich-quick in stocks....Get-rich-quick in mutual funds....Get-rich-quick in the latest scheme-of-the-month.

You're right to be skeptical of these extravagant claims. Just as you suspect, most get-rich-quick schemes add up to little more than empty promises designed to separate you from your money.

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(over please...)



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# 2 reasons why the price of SILVER may rise steeply

## 1972 PCCE SILVER PROFITS CHART

1972 was a good year for investing in silver coins. If, on December 31, 1971, you purchased a PCCE silver coin investment and held until December 29, 1972, you earned a minimum profit of 24.3%—and you might have earned as much as 112.2%, depending on the investment. We believe the prospects for 1973 are just as promising.

Type of PCCE Investment	Silver Coins (\$1000.00 Face Value)	
	Purchased on Margin	Purchased Outright
12-31-71 Base Price	\$1174.00	\$1174.00
Brokers Commission to Buy 12-31-71	\$23.00	\$23.00
Total Amount Of Investment	\$197.00	\$1197.00
Unpaid Balance	\$1000.00	—
12-29-72 Base Price	\$1518.00	\$1518.00
Brokers Commission to Sell	\$30.00	\$30.00
Maintenance Charges on Unpaid Balance	\$60.00	—
Storage	\$10.00	—
Total Profit 12-29-72	\$221.00	\$291.00
Percent Of Profit	112.2%	24.3%

Two powerful forces are at work today which make a steep rise in the price of silver seem inevitable.

First, the demand for silver surpassed new production for each of the last 20 years. And for each of the last 11 years the demand for silver surpassed new production by more than 100 million ounces. This excess of demand over supply is exerting a strong, steady upward pressure on the price of silver. During the 1960s the price of silver rose 95%.

Second, soaring federal budget deficits, record balance of payments deficits, and 37 years of inflation have brought the dollar to the brink of collapse. Harry Browne, whose book *HOW YOU CAN PROFIT FROM THE COMING DEVALUATION* accurately predicted the first dollar devaluation in 37 years, and the record gold prices, warns: "The alternatives are narrowed to either runaway inflation or a full-scale depression."

For nearly 2,600 years, since the first silver coinage, knowledgeable investors have turned to silver for financial protection—because silver generally performs well in bad times. For instance, between 1932 and 1935—the depths of the Great Depression—the price of silver more than tripled.

Our new booklet, *The Case for Silver—How to Protect Your Assets Against Inflation*, by Louis E. Carabini, President of the Pacific Coast Coin Exchange, shows you:

- 3 reasons why the dollar *must* be devalued again.
- How silver protects your assets against inflation and monetary crises.
- Why the peculiar nature of the supply and demand for silver makes sharp gains for silver seem inevitable—regardless of monetary crises.
- 2 common mistakes in silver investing—and how to avoid them.
- Why we believe a new silver investment—the Pacific Coast Coin Exchange Protected Margin Account in silver coins—is your best, most reliable hedge against inflation in existence.
- How to open your Pacific Coast Coin Exchange Protected Margin Account.

May we send you a **FREE** copy of *The Case for Silver*? Simply rush the coupon below to the Pacific Coast Coin Exchange, 3711 Long Beach Boulevard, Long Beach, California 90807, or call (213) 595-4687.

Please do not delay—the price of silver coins is now in an uptrend. Your opportunity to invest in them so cheaply may not last long.



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Gentlemen: Please rush me a **FREE** copy of your new silver booklet, *The Case for Silver*. I understand there is no cost and no obligation.

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# Do you make these mistakes in job interviews?

—BY GARY BENCIVENGA

**NEW YORK**—Do you know why you should *never* eat a spinach salad when you're being interviewed over lunch?

If you're a man, do you know why you should *never* wear a gold bracelet to a job interview?

If you're a woman, do you know the kind of blouse that makes interviewers of both sexes think you're a loser?

According to a new report, these are examples of innocent mistakes almost everyone makes when job-hunting. But they're small potatoes compared to the most common mistake of all—*not knowing how to position yourself as the #1 candidate in an over-crowded field.*

Here's the problem. Competition for white-collar jobs has grown so fierce that a single help-wanted ad in a major newspaper can pull in 2,000 resumes. That's seven large mail sacks bulging with resumes—from a single ad.

How can you beat odds like that?

This is the key question addressed by the "underground" best-selling report, *Interviews That Win Jobs*. Privately published and not available in bookstores, the report is based on extensive research with hiring executives, recruiters, outplacement officers and other experts on how to land lucrative job offers in today's tough white-collar job market.

The report even incorporates the results of video-taped studies, conducted through two-way mirrors, by top placement services. These studies have identified what *the most successful job candidates do differently than others to win many more job offers.*

Of greatest value, the report spells out today's most powerful strategies for winning the job over hordes of others, some of whom are bound to be better qualified than you. Surprisingly, it shows that beating the odds can be much easier than you'd ever imagine *IF* you apply some simple rules of *effective self-marketing*. Indeed, since so few candidates even know about these strategies, they give you an almost unfair edge. For example:

- Why, according to studies, candidates with the best qualifications "on paper" usually *don't* get the job. You'll learn the factors that count for much more and how to use them to gain an enormous advantage.
- The simple 12-word sentence that will make you the #1 candidate more often than you'd ever believe.
- 11 ways to get interviewers to *like* you. (People only hire those they *like!*)...25 biggest interview *turnoffs*.
- Interview Etiquette Checklist:* Many "unwritten" rules you may be breaking.
- Worst times to schedule an interview—your odds of getting hired are *very low*.
- A simple strategy to make yourself *three times* more likely to get hired.
- The mistake made by 90% of those fired from a prior job. *It can guarantee you won't be hired again soon!*
- How to skyrocket your number of job offers by making interviewers feel *SAFE* in hiring you.

The report also reveals how to make nervousness and body language work for you....How to wow them with your qualifications without sounding braggy....The three qualities interviewers prize *most*....How skilled interviewers can detect when you're lying or even "stretching," and...The strategy the *best* interviewers use to lower your guard and get you to talk much more freely about yourself—and your shortcomings—than you ever intended.

There's more: How to get strangers inside the company

to put in a good word for you....Best ways to establish rapport with interviewers, and...How to avoid numerous little traps, sometimes placed in your path on purpose.

Finally, the report gives you a masterful way to "close the sale"—the single best strategy for making the short list of finalists, becoming the #1 candidate, then getting invited back to hear those magic words, "*You're hired.*"

Job-seekers interested in gaining every possible edge can obtain this unique report for only \$49.95, on a risk-free, money-back guarantee basis, by calling the toll-free 800 phone number below.

## 5 Free Reports If You Respond Now

Readers of *USA Today* who respond immediately will also receive these five additional free bonuses:

**FREE BONUS #1: *How to Answer the 64 Toughest Interview Questions.*** Selling nationally for \$49.95, this freebie tells you how to give answers that hiring executives love to hear to tough questions such as: *Why should I hire you? □ Aren't you overqualified? □ Where could you use some improvement? □ Why have you been out of work so long? □ Name two weak points of your previous boss.* (Beware—a trap!) *□ What would you do over in your life? □ How do you feel about working nights, weekends?...Will you relocate or travel?* (Even if you won't, don't say no just yet!) *□ How many hours a week do you normally work?...and dozens more.*

You'll see how to turn all these questions to your advantage with masterful answers *in your own words*, so they don't sound canned. You'll walk into any interview feeling much more confident and make a stronger impression. This is like having the answers *before* you take a final exam.

**FREE BONUS #2: *Red-Hot Cover Letters*** that get 50%-100% more interviews. Formula works like a charm.

**FREE BONUS #3: *Get a Job NOW!*** Perhaps the fastest, simplest plan ever devised for getting a new job *now*.

**FREE BONUS #4: *Negotiate Your Best Compensation Package.*** How to boost your compensation offer by 25%-50% or more....The "diplomat's secret" for winning more in any negotiation....How to make your bargaining position stronger, even if you're out of work....How to get the employer to say what he'll *pay* before you say what you'd *accept*....The only way to know if you're getting top dollar....*Compensation Checklist:* every fringe and perk to consider when comparing offers.

**FREE BONUS #5: *The Greatest Job-Finding Secret.*** So powerful, this strategy generated multiple job offers even in the Great Depression. This one simple secret instantly puts you among the most successful of all job-seekers.

All this for \$49.95 (+\$6.00 shipping & handling), all of which can be tax deductible. Call now (24 hour, toll-free):

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USA97

"Before I Learned the Real Secrets to Flexibility I Was Stiff, Tight and Muscle-Bound... But Not Anymore!"

# How To Double Your Flexibility In One Evening!!!

*Follow my step by step program and feel the tight spots loosen, the pain dissipate and the years of stretching frustration waylaid. Amaze your friends with your new found flexibility.*

Dear Friend,

Last weekend I was in Cincinnati, having dinner at TGIFridays with a group of friends. One of the people at the table was Bill, an executive in his early 40's. He kept asking me about the many coaches I have had throughout my career. He wanted to know what Olympic champion Dan Gable was like. He wanted to know what Bruce Baumgartner (another Olympic champion) was like. He wanted to know what Karl Gotch was like... and so on.

Finally, out of the blue, he asks me, "Are you flexible?"

"Sure am," I said, thinking nothing of it. Then I continued: "But I didn't use to be. In fact, I was so stiff I started having back pain in college."

Bill then put a puzzle, I-don't-believe-you look on his face. "YOU'RE flexible?" he questioned. "I wouldn't think with your muscular size that you would be."

I proceeded to tell Bill that I could do the splits, hold a gymnastic bridge with one arm, lie on my stomach, grab my ankles and jump off the floor only using my stomach muscles, and so on. He looked at me in surprise and gave me one of those long drawn out words. I'm sure you're familiar with it. It sounds like this...

"REALLLYY?"

Then it hit me. If this guy doesn't think I'm flexible because of the way I'm built, then there are probably a lot of other people who think the same thing. Moreover and more importantly, these people could greatly benefit from the unique system of stretching I teach.

**My system can even help the super stiff double their flexibility – oftentimes in one hour.**

Let me tell you about Vampiro, a world famous pro wrestler, and a prime example of someone I have helped gain far more flexibility in one hour than he could attain following other programs for months, even years. I'm sure you're familiar with some of these programs. They're the ones that lead to a destination called... frustration.

As you know, Vampiro is 6'3" and 255 pounds of streaming steel. He is incredibly powerful and as a cat. Yet, in terms of flexibility, he has endured so much pain in the ring, including a broken neck, that some of his muscles and joints had no give left in them. Talk about stiff. He had the flexibility of an iron dog. He was even stiffer than I used to be.

Well, a couple months ago Vampiro came to Tampa to train with me for a few days. When he left he had this to say:

"I just finished my private bootcamp with Matt. Today was great. Wait, today was... emotional. When I came here I wasn't able to come close to touching my nose in the bridge. I was only on the top of my head. But within 30 minutes Matt had me down and touching for the first time. I also had a shoulder injury that was killing me and needed an operation. I couldn't move my right arm without a lot of shoulder pain. Matt fixed it in 6 min. I also SAW Matt help a guy to breathe that was so sick, he could not even talk! Thank you Matt, from the heart."

Now, bear in mind that I only worked with Vampiro on some of the stretching exercises I'll be teaching you in my new course entitled, **Combat Stretching – How To Double Your Flexibility In One Evening**. Why? Because he was primarily here to improve his submission fighting skills.

So imagine how fabulous he would have felt if I would have taught him the entire program you'll be learning in my new course. And imagine how great you're going to feel when you impress your friends with your new found flexibility.

This mind-blowing course will consist of three parts, taught on three separate videos. Part one will feature nearly 20 dynamic stretches, many of which most people here in the U.S. have never seen or done before. These dynamic stretches increase flexibility through movement, hitting all the major muscle groups and joints. You'll learn dynamic movements used by Hindu wrestlers as well as some of the toughest champion athletes in Japan and China. [Don't forget, I live in China during part of each year; my wife is Chinese and I won a world kung fu title in Beijing, so I have access to teachings most Americans would love to know. And I'm bringing them to you in this course.]

The bottom-line is that you won't just become flexible from these dynamic movements – you'll also get stronger.

Always remember that flexibility without strength is a very bad thing. If you're in a combat sport and you're limber but weak, I think you know what will happen to you. That kind of flexibility makes you injury prone. Not a good thing. So it's important to strike a delicate balance between strength and flexibility. One without the other is not good.

I've said it before and I'll say it again, **"What does it matter if you have the flexibility to kick someone in the head, if you don't have enough power in the kick to knock him out?"**

The dynamic stretches I teach will give you that "moving" functional stretch and the power to go with it.

These dynamic stretches alone will greatly enhance and improve your current level of flexibility. They will also give you more energy, more stamina and increase feelings of well-being. And for those of you who compete in sports, they're the perfect warm-up before engaging in more vigorous exercise.

Also, rest assured, none of these stretches are girlie-man stretches done by a sissified, skinny wimp with a ballerina build. These are stretches that anyone can do. Even someone with a stocky, bulldog muscular build like mine. Even someone who is stiff as a board. Just watch the video and follow along and your muscles will begin to loosen; tension will melt away and your athletic skills will soar.

The second video will cover what I call **Deep Breathing Stretches**. Once again, there are courses on deep breathing and there are courses on stretching, but mine is the only one that truly teaches you the most important keys about how to connect the two. Yes, you learn deep breathing techniques with stretching programs, but mine cuts to the bone and shows you the "master keys" that make your body COMMAND your body to get more flexible.

I'll show you how to do the splits, but realize that this stretch is grossly over-rated. Think of your body as a complete system of energy. If your hip flexors and groin are flexible, that's only part of your



body. If you want the real keys to flexibility, vitality and high energy, then you gotta get to work on your spine. That's where your personal electricity gets turned on. And that's where your energy gets blocked.

#### It's All About Vibration

Remember that your success in life is in direct proportion to how vibrant you are. And how do you increase your level of vibration, and rapidly? You do it through deep breathing, proper thinking and the most beneficial stretches to your entire system. Isolating one little muscle here and there is not what you want, especially in a combat situation. Your body moves as one unit. So don't stretch it one unit at a time. Do stretches that hit multiple areas of the body simultaneously. Do stretches that also, through the application of deep breathing and proper thinking, increase your physical strength and health. Again, you're not just going for flexibility. You're going for the entire package.

#### Tape three in the course teaches Energy Drills & Joint Mobility Stretches. And look out. We're talking major league great stuff here.

For example, did you know that there are many exercises that martial artists, combat athletes and other exercise enthusiasts do, and without realizing it, they are literally harming themselves? Why is it that more and more karate students need reconstructive knee surgery? Why is it that so many are having hip replacements? Why is it that after the age of 40, many of the top karate kickers in the world, even those who used to have beautiful, powerful kicks – now have kicks that have literally turned to shit?

You'll find out why in this tape, and you'll learn some quick, simple, easy-to-learn energy drills I learned in China that will correct these weaknesses instantly. Minutes after doing these drills, you're going to have greater flexibility and power in your lower limbs. You're also going to be fired up, full of pep and enthusiasm that had inexplicably drained out of you, without you even knowing it.

In addition to this, you'll find another 15 exercises on this tape that loosen every joint in your body. Just doing these drills and joint loosening exercises, even without the other stretches, will astound you. You'll feel like a little kid again, bouncing off the walls with energy.

By now you should definitely see how much these tapes can help you. But I want to go one step further. Normally this course will sell for \$177 or more, but if you're one of the first 50 people who place their order this month, you will also qualify for a discount of \$50, which drops the price to an unbelievably low \$127 plus \$10 S&H.

But that's not all.

Order now and I'll also throw in a FREE copy of a tape called, "Chinese Underground Sports Rejuvenation Secrets" – a \$199 dollar value. On this tape I am going to teach you what I learned on my last visit to our second home in China. These incredible techniques will, without a doubt, double your flexibility in record time. Not only that, they can help your aches, pains and injuries heal much faster. Learn the secret of how I eliminated Vampiro's shoulder problem inside of six minutes. Learn much, much more than that, too.

Here's how to order: The first way to order is online; go to [www.mattfurey.com](http://www.mattfurey.com) and place the order. Or call our secure voicemail at (813) 994-8267 and leave your information. Or you can mail your order to me at Matt Furey Enterprises, Inc., 10339 Birdwatch Drive, Tampa, Florida, 33647.

Best,

*Matt Furey*

Matt Furey

P.S. Remember, if you're one of the first 50 to order this month, you'll get \$50 off the regular price of \$177 – dropping it to an incredibly low \$127. Plus you'll get a FREE copy of "Chinese Underground Sports Rejuvenation Secrets" – valued at \$199. Order now.

# “Picture Two People, Locked In Mortal Combat, One Strangling The Other. Now, Imagine Yourself In This Scene And Tell Me... What Would You Do?”

(Hint: Whatever Your Answer, The Odds Are... It's Wrong!)

**K**ick him in the groin.” “Strike the arms or punch the solar plexus.” “Grab the hands.” “Stomp on his instep.”

The list is always the same. Unfortunately... each answer puts YOUR life at risk in the face of a life-or-death assault.

Why? Because invariably when Tim Larkin asks students his question at his *Target-Focus™ Training* bootcamps...

## No One—Not Even Trained Martial Artists—Sees THEMSELVES As The One Doing The Choking!!

**They're always the one BEING choked.**

But think about it... couldn't this be the scenario?

*You're surprised by two attackers. You've left the first on the ground writhing in pain, and now have control of the second one and are about to make him wish he'd never targeted you today...*

Possible? Sure. It's just that no one sees it this way.

**Here's the problem:** Some thug comes up, places a knife to your throat and demands your wallet. Taking him at his word you give him the wallet. He then proceeds to stab you repeatedly leaving you in a pool of your own blood, stunned that you've been stabbed.

**What went wrong?** Just this. You ASSUMED he only wanted the wallet. After all, why would anyone stab someone over a few measly bucks? **YOU** certainly wouldn't do that if you were robbing someone.

And that **IS** the problem. See, think like that and...

## You've Just Transferred Your Own Moral Code To A Sociopathic Killer... And With It, Quite Possibly, Your Life.

See, nothing bothers him. He's not bound by your morals or rules. He has no regret at all in cramming a blade into your gut... if that's what it takes to get what he wants.

Yet you stroll around thinking 15 years of martial arts training or that 6-week self-defense course or some reality fighting guru's video gives you the edge against someone like this. **Wake up!**

**You are hopelessly training techniques** (then praying they work) against some thug who isn't ‘training’ for you at all. How many criminals in federal pens spent years sweating through JKD workouts before committing their crime? How many are Jujitsu experts?

**Not a one!** They excel at just one thing: doin' it. No training, no practice, no techniques. And certainly no ‘rules’. So why squander years fooling yourself with something that only works “if everyone plays by the rules”?

**These are the facts:** 98.1% of us, caught in an unavoidable violent attack (even those with years of training), would never consider doing “whatever it takes” to survive—like gouging our attacker's eyes—even if they were the the only means of saving our own life.

That's why TFT teaches both mind and body to act in unison, training you for the real threat in your life... criminal violence. It shows you how to deal with the ultra-violence of a life-or-death confrontation (it's very easy to ramp this down to fit a lesser situation but impossible to ramp up to a “killing-set” if you've never trained for it. By the way, is this you?).

Make no mistake... Larkin doesn't advocate violence. TFT de-mystifies it. He's often quoted...

## “Violence Is Rarely The Answer. But When It Is... It's The Only Answer.”

Look... others try to impress you with how ‘bad’ they are, with their accomplishments in some “secret military or government world” you and I aren't privy to, or with

their athletically-gifted ‘guru’ status. Larkin isn't like that.

His record IS impressive. He trains units from all the top echelons of federal law enforcement and military special operations groups. It's not surprising since he comes from that world and is well known there. But everyone now claims they teach this type of training so even though he's often treated like a guru there, you'll rarely hear him talk about it.

He is an awesome communicator and trainer, and is amazingly approachable for someone with his abilities and credentials. He's trained 1,000's of CEOs and others in high-risk positions around the world—all very real people. But why is this so important?

### Why is TFT being sought out in all these other arenas?

**Because it works!** Because you “get it” immediately. There's no waiting. It's usable instantly... and it stays with you forever, even without practice.

Take fear. Others say they will make you ‘fearless’. It's a total lie! Fear is hardwired into our brains. TFT instead quickly and easily reprograms your muscle ‘software’ enabling you to take deliberate action... despite your fear.

Here's what **TFT** is about: the key to this system lies in the fact this is the only system based totally on PRINCIPLES (not techniques) that determine the outcome of any physical confrontation. Combine these with three supporting methodologies that form the foundation of every fighting system on the planet and you have a complete system for handling any violent confrontation.

*“It was the most effective five days of training in hand-to-hand and hand-to-weapon that I and everyone else had ever experienced.” Brian (last name withheld), US Border Patrol*

Last year Larkin trained over 600 CEO's in Europe. These folks ate his stuff up because **TFT** principles are as effective in business ‘combat’ as they are in a truly lethal fight, and for the exact same reason... **RESULTS**.

Think about this: If these people can get this much from his material, imagine how much more you can learn... a dedicated reader of BlackBelt magazine who is really into finding and applying a personal protection system that is quickly learned and deadly effective. If all these folks are seeking him out, shouldn't you be too?

Larkin is swamped and realizes he can't begin to reach everyone. He'd love to have you as a member of his organization and take part in his live training but realizes few will be able to do this. Training camps run \$1,500.00, international events start at \$9,500.00, and personal training for small 2- to 4-person sessions is \$10,000.00 and more.

That's why, in a daring move with potentially serious ramifications, he's released a new WEAPONS-focused version of his TFT system that shows you how to defeat a violent criminal in a **WORSE-than-worst-case scenario**.

Listen. I understand you may find this hard to believe. That's how I felt too until I saw the DVDs. Unfortunately there's not room here to adequately describe the shocking reality of what Larkin has created for you. That's why he's not asking for a penny of your money now. Instead he'll spend his own cash to put a 17-page Special Report into your hands that will prove everything you've just read and explain why this program is so radically **DIFFERENT** from anything you've seen before.

All you need to do to get his **FREE** report is pick up the phone and call 866-750-3208. There's a short message and then you can leave your name and address so the report can be mailed to you. Since it's voicemail, you can call 24-hours a day, 7 days a week and no one will hassle you.

Call now. There's no obligation.

# 9 “How To Instantly Hobble, Cripple Or Destroy Your Adversary... Using Joint Breaking & Leverage Principles Not Even Whispered About In Public Before”

**E**veryone knows the quickest way to end a violent life-or-death confrontation is by crushing your assailant's joints... blowing a knee, breaking an ankle, tearing a shoulder.

But what most don't understand is that even if you only intend to use some form of joint manipulation to end a bar fight, to win a martial arts sporting competition or to control a suspect...

**In Each Case, The One Surprising Secret To Your Success Is Exactly The Same...**

**It's Knowing How To BREAK Any Joint In The Human Body... EVEN IF YOU NEVER INTEND TO ACTUALLY DO IT!**

That's because you've got to know what's required to actually **BREAK** a joint if you ever hope to execute that leverage **WITHOUT** causing physical harm!

Yet even though it's critical to understand these secrets behind joint breaking, if you're like most of the rest of us mortals... you haven't a prayer of executing this stuff in a real-world confrontation, regardless of your experience!

Here's why:

**1. Everything you've been taught about the subject has been so friggin' complex**, even Einstein himself couldn't have figured it out!

You're fed crap about there being “hundreds of ways to break a joint.” But it's all **BULL!**

Why?

Because there aren't hundreds of ways... there's just **ONE!** And within this one, there are only 6 ways to make it happen! Period.

Everyone's got you memorizing useless **TECHNIQUES** when in fact... it's all about **PRINCIPLES**. Learn the simple principles behind this stuff... and you can generate any technique... as you need it... right on the fly!

**2. There IS a secret to making leverage work...** unfortunately one's every taught it to you before. Yet without understanding this... you'll never make a joint break, or any joint manipulation, work.

Well, finally... someone IS teaching it. And there's a new report out that explains this in detail.

Written by Tim Larkin, creator of *Target-Focus™ Training*, it clearly explains why no one's ever shown this to you before. And while all other TFT material applies only to life-threatening situations, this one is **VERY DIFFERENT...** because... it works anywhere... even in sporting applications.

Get his 14-page Report and check it out for yourself. It's **FREE**. Just call 877-355-1464. Leave your name and address and he'll mail it to you immediately. You can call **24-hours a day, 7 days a week**. Or access it on-line at [www.bbleverage.com](http://www.bbleverage.com)

3

# They Thought I Was Crazy To Ship LIVE MAINE LOBSTERS As Far As 1,800 Miles From The Ocean

BUT I HAVE ALREADY SHIPPED 18,685 OF THEM AND MY CUSTOMERS ARE DELIGHTED!



WHEN I began talking about shipping live Maine lobsters direct to the homes of seafood lovers all over the country—many of my friends here shook their heads. Veteran lobstermen told me I was crazy. Whoever heard of selling live lobsters by mail? How could they be shipped? What condition would they

be in on arrival? And so on. Objection after objection. For generations lobster had been sold only through the traditional channels of trade—from lobsterman to distributor to wholesaler to retailer to consumer. Me and my new-fangled notions! Down Easterners, of course, are strong for tradition. As a matter of fact, I am, too, but I also believe in Yankee ingenuity.

So I got a job in a lobster plant where I studied packing and shipping methods at first hand. I knew that Maine lobsters are the best eating in the world—a prize delicacy. Folks are hungry for them, drooling for them. But lots of places, you can't even buy a Maine lobster. In my spare time, I experimented and surprised inland friends by shipping them buckets of live lobsters.

I had my answer in the enthusiastic letters that began to pour in; "Lobsters arrived in fine condition, alive and kicking" . . . "best lobsters I ever tasted; real, fresh-from-the-ocean flavor" . . . "a rare treat; just like a New England shore dinner" . . . "what a feast we had! The lobsters were so tender and delicate they seemed to melt in the mouth." My friends told *their* friends. The news traveled. Newspapers and magazines picked up the story. Famous food editors wrote mouth-watering columns about my delectable Maine lobsters—shipped *alive*. Clementine Paddleford called them "Lobsters DeLuxe."

I started to advertise, using a modest little one inch announcement. It brought a rush of orders. Somebody said, "Why not run a big ad?" Well, as you see, I have finally got up courage to do it. Here I am, splurging with a full page!

I'd like to tell you about my new way of shipping live Maine lobsters straight from the ocean to your home—how my unique method delivers the pick of the lobster traps at your door in prime condition—lively, frisky and healthy, with that special, sea-fresh flavor preserved at its incomparable best.

#### Why My Lobsters Have Real, Fresh-from-the-Ocean Flavor

Here's how my "crazy idea" works: You write and tell me the date you plan to have your lobster feast. I select your lobsters fresh from the cold Maine waters. I pick the plump, solid ones, about a pound and an eighth in weight, the best eating size, when the meat is at its tender, delectable best. I pack these choice lobsters between layers of rockwool in my Ready-to-Cook metal container. Then I put the container in a pine cask, pack it with ice and rush it to you by 1st class Railway Express, with re-icing en route if needed. Your lobsters arrive on schedule for the royal banquet. You have only to punch a few holes in the container lid, pour in a quart of salted water and put the container on the fire—all without even touching the lobsters. Wait till steam starts, then cook for 15 minutes longer and take off the lid.

There are your lobsters, done to a gorgeous scarlet, steamed to perfection in real Down-East clambake style. Good! They're heavenly. You've never tasted better lobsters. The tang of the sea is in each luscious morsel. They're a gourmet's dream come true.

#### I Guarantee Live Delivery

Within 1,800 Miles—For Date You Name

If you are hungering for your fill of delicious Maine lobsters, with real, fresh-from-the-ocean flavor—if you want to surprise and delight your friends with a really unusual Shore Dinner, a Down-East clambake or barbecue—then you will want to join my epicurean circle. Select the order you want from panel at right.

Many like the combination of lobsters and steamer clams. The tasty, succulent clams steam right in the same cooking container with the lobsters. Served with melted butter, they're an appetizing delight—just the thing to get your dinner off to a perfect start.

Mail the coupon or wire, letting me know the date set for your feast. I guarantee to deliver your lobsters with clams, if wanted, in time and **ALIVE**, anywhere within 1,800 miles—or your money back. But please order as soon, so I can schedule your shipment. Allow a week between your mailing and my shipping. Enclose check or money order for price quoted; express charges are collect—they'll be about the same for each size feast.

Plan now to thrill your family and friends with the finest eating in the world! Share an order with your neighbors—the cost is low for such a sumptuous feast of delectable Maine lobsters.—Ed Meyers, *The Lobster Man*.

**NOTE:** If you want more information before ordering ask for my descriptive free folder. Perhaps you'll also want to know about Gift Certificates for friends and business contacts.

The Best Eating in All the World!



#### Take Your Pick of These Seafood Feasts

##### 1. EIGHT LIVE LOBSTERS HALF PECK STEAMER CLAMS

A real Down East Clambake with a generous supply of succulent, melting-in-the-mouth clams to start the feast. Clams and lobsters are packed together, ready to cook together, right in metal container.

\$14.85

##### 2. SIXTEEN LIVE LOBSTERS FULL PECK STEAMER CLAMS

The "full treatment" container for a sumptuous Down-East clambake. Enough luscious clams and lobsters for a memorable party that will crown you King of Hosts.

\$23.50

##### 3. TEN LIVE LOBSTERS

Eat your fill of delectable Maine Lobsters hot one day, cold the next—either steamed or boiled with a lobster dinner or barbecue—or share an order with neighbors.

\$14.85

##### 4. TWENTY LIVE LOBSTERS

A magnificent abundance of lobsters for a regal party or to share with friends. Each lobster over a pound in weight, the tenderest, most delicate eating there is!

\$23.50

Complete cooking instructions with every shipment, also, "How to Eat a Maine Lobster."

Ed Myers, Saltwater Farm, Lobster Cove  
Damariscotta, Maine

Please send me the Seafood Feast checked below, express charges collect, to be delivered by (date) . . . . . You guarantee live delivery within 1800 miles for date specified or my money back. Amount enclosed \$

1. Eight Live Lobsters, Half Peck Steamer Clams, \$14.85  
 2. Sixteen Live Lobsters, Full Peck Steamer Clams, \$23.50  
 3. Ten Live Lobsters, \$14.85  
 4. Twenty Live Lobsters, \$23.50

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

Check here if you want descriptive folder only

Check here if you want information about Gift Certificates



SALTWATER FARM  
Lobster Cove  
Damariscotta, Maine

Illustration 10-1

"They Thought I Was Crazy to Ship LIVE MAINE LOBSTERS" (Ed Myers)



"Can he really play?" a girl whispered. "Heavens, no!" Arthur exclaimed. "He never played a note in his life."

# They Laughed When I Sat Down At the Piano But When I Started to Play!—

**A**RTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur. "Heavens, no!" Arthur exclaimed. "He never played a note in all his life... But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

## Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first bars of Liszt's immortal Liebesträume. I heard gasps of amazement. My friends sat breathless—spellbound.

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and the visions it brought me. Visions as beautiful and as changing as the wind-blown clouds and drifting moonlight, that long ago inspired the master composer. It seemed as if the master musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies.

## A Complete Triumph!

As the last notes of the

Liebesträume died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions.... "Jack! Why didn't you tell us you could play like that?" ... "Where did you learn?"—"How long have you studied?"—"Who was your teacher?" "I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks." Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked. A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by note in just a few months."

## How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"It seems just a short while ago," I continued, "that I saw an interesting ad of the U. S. School of Music mentioning a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used required no laborious scales—no heartless exercises—no tiresome practising. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the

Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A. B. C.! And as the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease. And I never did have any special talent for music."

## Play Any Instrument

You, too, can now *teach yourself* to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown almost half a million people how to play their favorite instruments by note. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

## Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Sign and send the convenient coupon now. Instruments supplied when needed, cash or credit. U. S. School of Music, 812 Brunswick Bldg., New York City.

**U. S. School of Music,  
812 Brunswick Bldg., New York City.**

Please send me your free book, "Music Lessons in Your Own Home," with introduction by Dr. Frank Crane. Demonstration Lesson and particulars of your offer. I am interested in the following course:

Have you above instrument? \_\_\_\_\_

Name ..... (Please write plainly)

Address ..... \_\_\_\_\_

City ..... State .....

Pick Your Instrument	
Piano	Harmony and Composition
Organ	Sight Singing
Violin	Ukulele
Drums and Traps	Guitar
Mandolin	Hawaiian Steel Guitar
Clarinet	Harp
Flute	Cornet
Saxophone	Piccolo
'Cello	Trombone
Voice and Automatic	Speech Culture
Finger Control	Finger Control
Piano Accordion	
Banjo (5-String, Plectrum or Tenor)	

Illustration 5-3

*"They Laughed When I Sat Down at the Piano"*

An important message for anyone who is serious about protecting themselves and their loved ones... 10

# Will the martial art you're learning work when you need it the most?

Take this simple quiz and find out today before you have to learn the hard way!

Most martial arts work great in big, open spaces. But how well do they work in tight quarters?

It matters a lot. Here's why:

The predators of the world know fully well that confined spaces make the perfect 'killing field' for ambushes and muggings.

So, not surprisingly, a big percentage of attacks by strangers take place in small areas: stairwells, elevators, bathrooms, public transportation, and - now in the era of workplace violence - offices, factories, and even airplanes.

What do you do when you can't retreat? Or move to your left or right? Or wind up?

Or run? Or even stand up?

Take this simple test and find out how well your martial art would protect you - or a loved one - from a real world attack in a confined space.

Test #1 - Stand with your back to the wall and imagine a hulking thug coming at you full speed, armed to the teeth and pumped up with homicidal rage. What would you do?

Test #2 - Now place something to your immediate right and left that prevents you from moving sideways. Two chairs will do. Boxed in like this, how would you defend yourself now?

Test #3 - Place a chair with its back to the wall and sit in it. Imagine an attack from the front. Now imagine one from your side. Quick. You have less than a second. What are you going to do to keep from getting creamed?

Test #4 - Sit at a desk or table. Now you can't stand up even if you want to. You can't back up, go left or go right. You look up and see the glint from a piece of razor sharp steel bearing down on you. Now what?

Former Russian Special Forces Operative and close quarters combat expert, Vladimir Vasiliev, has developed simple, end-the-fight-now techniques that can get you and your loved ones out of these jams and dozens more.

And for the first time, he's put them into a video/DVD home study course called: "Defense in Confined Space."

## Forged on the battlefield - not at the health club

If you've ever been to Russia or know its history, you know Russia is one very tough place. It's possibly the most invaded, most fought-over piece of earth on the planet.

The greatest fighting forces the world has ever seen have all taken a shot at Russia at one time or another - the Mongols, the Teutonic Knights, the Turks, the Vikings, the Muslims, Napoleon, even Hitler.. but in spite of all their best efforts, Russia still belongs to the Russians.

In Russia, fighting is not just sport or a way to lose a few extra pounds. It's a serious-as-death, this-better-work-or-else way of life.

And Vladimir Vasiliev is not just another martial arts instructor. He's a Russian combat veteran whose North American-based school attracts martial artists, military, and law enforcement professionals from around the world.

## The school where experts go to get to the 'next level'

Vladimir runs a no-nonsense school: no protective gear, no gloves, no pulled punches, full contact.

Students train with weapons of all kinds: knives, sticks,

staffs, even hatchets and military shovels. Special emphasis is placed on dealing with real world situations like assault by multiple attackers.

On any given night at Vladimir's school, students might include police officers, professional bodyguards, and even active duty and retired military from any one of over a dozen countries.

They all come to Toronto to learn the natural, effortless, and brutally effective martial art called "Systema." In Russian "Systema" simply means "The System."

## About Systema

Because of the sheer number of invaders Russia has faced over the centuries and the variety of their methods, Systema developed a simple, flexible, yet devastatingly effective approach to self-defense that is unique in the world of martial arts.

Other martial arts depend on speed, strength, and hours and hours of repetitive training.

Systema is completely different:

- There are no forms or katas at all to learn or memorize
- Instead you learn how to use easy, natural movements that are powerful and effective in combat
- Your size and strength don't matter
- You can use Systema regardless of what level of fitness and flexibility you're currently at
- Systema teaches you how to automatically respond to all kinds of attacks in all kinds of surroundings

## About the video/DVD home study course

"Defense in Confined Space" shows you exactly what you need to know to defend yourself in the tight places where violence is most likely to happen.

Once you learn the principles, you'll be able to apply them in any confined situation: a crowded bar, an alleyway, an elevator, a stairwell, even a jail cell.

Here are just a few of the things you'll see:

- How to make a confined space into a trap for the aggressor
- Unique disarmals that immediately neutralize intense knife attacks
- How to easily defend yourself while seated in a chair
- Over 10 ways of utilizing a regular desk for overcoming an attack
- Small movements that buy you space even in the tightest jams
- What to do when your attacker grabs you in a confined space
- How to turn common, everyday objects into instant weapons
- Why doorways and other hard surfaces are your best friends in a fight
- The right way to use a chair as a weapon (forget the Hollywood stuff)
- Spectacular demonstrations of prevailing against two assailants in a tight space
- How to quickly 'lock up' your attacker even if he is bigger, stronger and faster than you

## Bonus Section: "Short work"

One of the specialties of Systema is ending fights fast, known in Systema as "short work."



When there is no room to move or time to waste...

Imagine yourself on a battlefield being attacked by multiple opponents each with the intent to kill you. If you're going to survive, you must be able to put every attacker down permanently, one after another, in seconds. No second chances.

For the first time ever, Vladimir demonstrates the secrets of "short work" on film. Designed for real combat situations, "short work" techniques are normally reserved for serious students who've trained for years.

"Short work" techniques are lightening fast and devastatingly brutal. You'll only want to use them when your life is truly at risk. Now, you can see these closely guarded methods up close and have them broken down for you by an expert.

## Two courses for the price of one

The "short work" section of "Defense in Confined Space" alone is a complete course all by itself. It contains the kind of highly advanced fighting techniques you're unlikely to learn anywhere else, no matter how hard you look or how far you seek.

The core program of "Defense in Confined Space" is the most thorough, comprehensive course in how to defeat even the most vicious attacker in confined spaces - spaces where an overwhelming percentage of real-world violence occurs today.

Both courses are available together for a single price that's less than what you'd pay for one private martial arts lesson... Just \$39.95 total with free shipping to the US and Canada (Only \$10 shipping if you live anywhere else in the world.)

The course is available on DVD or video and comes in NTSC or PAL format.

There are two quick ways to order:

- 1) Call 905-886-0483 or
- 2) Order online at the web site [www.RussianMartialArt.com](http://www.RussianMartialArt.com)

(Note: There is no 's' in the word 'Art' in this web address.)

Or, if you prefer to pay by check or money order, make it payable to V. Vasiliev and send to:

V. Vasiliev  
137 Birch Ave.  
Richmond Hill, Ontario  
Canada L4C 6C5

Will the martial art you're learning work for you when you need it most? Get "Defense in Confined Space" and find out what you've been missing. It could save a life - Your own or of someone close to you.

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## MY PERSONAL STORY

My name is Laura Johnson, I am the originator of the most popular money making plan in existence today. Perhaps you've seen me on TV. I travel the country telling people just like you how to cash in on the hundreds of millions of dollars that magazines give away to anyone who follows the simple directions that I have prepared.

The material I have for you reveals the secret behind this guaranteed give-away of wealth. In it, I will show you how to take advantage of the millions of dollars that are yours for the asking.

I stumbled upon this wealth secret quite by accident. I was having lunch with a friend who I hadn't seen in over 3 years, I noticed her new diamond ring, her new Mercedes, and her new \$2,000 dress. At first she kept quiet about it. But after two or three glasses of wine, her face lit up and she began to talk.

## THE SECRET REVEALED

She told me one of the most incredible secrets I've ever heard. She explained how she got her new diamond ring, her new Mercedes, her new home and how she and her husband are quietly banking over \$100,000 per month in each of three bank accounts.

## THE MOST INCREDIBLE WEALTH FORMULA

She invited me to try it for myself. I did and I was shocked when I discovered how easy it was. All I needed to do was fill out two pieces of paper. Within 3 weeks I was making between \$3,000 and \$5,000 per day!.

**ATTENTION:** This program in no way is associated with any advertisement that doesn't have the Laura Johnson name, nor is it related to other products or programs. Don't be fooled by those who call others imitators or competitors and who illegally copy the ideas, phrases or layouts, claiming them as their own, as this one is the only original and copyrighted system.

Now I'm a multi-millionaire, thanks to my long lost friend. No wonder I hadn't heard from her, she was so busy taking trips to Europe, sunbathing in Hawaii and shopping in Hong Kong that she was hardly ever at home! That's what kind of life I lead now too.

Publishing is an interesting business. Most people take for granted that people read magazines for the interesting articles they contain. Now I know different, a lot different. And thanks to my friend. I am living the life I've always dreamed about. I have one of the easiest lives imaginable. Once or twice a week I go to the bank to make some large deposits and visit my money.

Once you send for my material you'll be living in luxury too. I do it. My friends do it. And you can do it too by following some very simple instructions I'll send you.

**THERE IS ONLY ONE THAT WORKS THIS ONE !!**

## THE GOOD LIFE

In the last 15 years I have worked less than 4 hours a day, have a beautiful multi-million dollar home, drive a brand new Cadillac, relax in Mexican and European luxury hotels six or eight times a year, and basically have life handed to me on a silver platter. All because of the incredible secret I know which makes millions without any efforts at all.

It's really as easy as I say it is. You can make \$40,000 or \$50,000 per month, or you can make \$400,000 or \$500,000 per month - it's totally up to you.

By sending for my materials I'll reveal in detail exactly what I do to get richer by the hour. With almost no effort whatsoever you could be moving into a new luxury home within the next 6 months.

For my material I ask a small fee of \$29.00. That's not a lot to pay for a new life is it? I will also give you the most airtight guarantee in existence. Try my system out for yourself for the next 90 days. At the end of that time, if you aren't laughing your way to the bank and swimming in hundred dollar bills, simply return my materials and I'll send you my personal check for \$1,500. How's that for confidence?



Laura, you are not only beautiful but you are also a financial genius. I've been in business for 10 years already. I can't believe I was so blind. You opened my eyes and showed me a way to real wealth. Laura, I love you!

Greg W., New York, NY

I have no words to express how much I thank you. I was so skeptical ordering your program. Now I am out of almost half a million dollar debt I was in before. I am so happy I never believed I can be. We bought some beautiful property on Lake Tahoe and finally I am ready to take my kids for a long promised trip to Venice and other Mediterranean cities. Thanks from all my heart Laura.

Judy T., Reno, NV

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R/3

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# NEW! "Never Be Tapped-Out by Pain Again. Now You can have Miraculous Pain-Free Healing!"

It was 9:50 on a Friday morning, of all times the worst situation seemed to be happening. I was struggling to get my pants on. My left knee wasn't cooperating. You see, it was swollen to double its size, and wouldn't fit in the pant leg. Well, barely...

You're probably saying, "So what? Stay home!" Unfortunately, I already was home, and outside my office door in my living room sat over a hundred people, including a few who had traveled several thousand miles at great expense to attend this seminar on energy work. (Well, at least I still had my voice!)

Now, in less than five minutes, everyone would expect me to gracefully walk out. I would then, as in the past, walk, talk, and stand for three full days. With my hand now on the office doorknob, a slight flicker of doubt whispered, "How are you going to pull this one off?" Opening the door, seeing all those smiling faces, I didn't have time to chide myself. Yes, I'd been foolish! I should have known better and backed off. But, oh how I love to train. That's how I re-damaged the cartilage in my knee. (Too many sidekicks against the wall, and drilling knee bars with my full contact students didn't help either.)

I thought I had aced the first session, but during the break a few folks asked what I had done to my leg. I couldn't fake the enormous swelling or the limp. The sensible course of action would have been to get into bed and elevate my leg for a few days. Others would have run to the doctor for x-rays and pain killers. But for me, miraculous pain-free relief was just around the corner - literally, I mean.

I had in my office our first prototypes of 12,000-Gauss Rare Earth Palm Magnets. I knew that *when used in Qi Gong, your Qi (chi) soars to the stratosphere*. But now I was curious - how effective would they be in relieving pain and in promoting rapid healing? Here was the perfect test, and I was the perfect guinea pig. In the audience were athletes, Qi Gong practitioners, martial artists, and health care professionals who generously offered assistance. But I had to refuse, even though I knew some of those modalities work. I needed instant relief! Would these Rare Earth 12,000-Gauss Magnets prove more powerful than herbs, massage, acupressure, and so on?

I recalled an article in which Baylor College of Medicine (Houston) researchers experimented with the healing power of magnets. Their findings indicated that magnets caused changes in the body's pain-receptor cells, which in turn triggered the brain to release enkephalin, the body's natural pain killer. In one double-blind study involving subjects suffering from post-polio syndrome, *magnets enhanced the physical rehabilitation process by seventy-six percent*. And they used small, single magnets.

Okay, I thought, if small magnets can cause the brain to release

enkephalin, what would these powerful magnets do? On the one hand, I could imagine the damage incurred by standing for three days on a knee that isn't fit to walk on, not to mention bearing the pain. *If I were wrong about the magnets, I would risk a permanent, disabling injury. But I was confident.*

In the April 2003 issue of Science News, the University of Virginia, working under a grant from the National Institute of Health, reported that dilated or constricted blood vessels in laboratory animals can be positively affected by using magnets to alter blood flow in damaged tissue. The magnets that they used were only 700 gauss, and for as little as only fifteen minutes. *I was soon to find out what a pair of 12,000 gauss magnets would do.*

During the lunch break I connected the pair of Rare Earth Palm Magnets together around my knee, one magnet on each side. *To my surprise... instant relief!* The afternoon session went quite smoothly. That night I slept with them strapped to my knee. The next morning, I had almost no limp and the swelling had gone down considerably. Again, for the second day in a row I stood on my feet all day, walking and talking. I repeated the magnetic therapy again that Saturday night. Sunday came -- no limp, no swelling! *How could this possibly happen?* Not only miraculous, pain-free relief, but healing too! At the end of the three-day seminar, I felt like dancing. In fact, that's exactly what I did! And we've got it all on videotape, with over a hundred witnesses.

The trick of such miraculous healing is found in those 12,000 Gauss Rare Earth Magnets (which, by the way, are some of the most powerful made). *And here's the best part: they're inexpensive.* When you combine these magnets with healthy, live food, you'll magnetize solar photons in every cell of your body. *Why, you'll feel invincible!*

Magnetic researchers Davis and Rawls stated, "In research experiments with small and advanced animals and man, in the case of the willing subjects, we have found that the magnet's North pole only, when applied to the brain, can and will upgrade the senses of the perception."

They also cite successful government investigations into mental telepathic data transfer as a means of inter-space communications. How odd these "new" studies, when in fact certain *Qi Gong practitioners have used magnets to enhance ESP and anti-aging since ancient times*. Of course, nothing close to the strength of our 12,000-Gauss Rare Earth Magnets were available then.

Use of these magnets not only evokes a feeling of invincibility; you'll find yourself physically performing at levels that will astound you! Doesn't that sound like a good idea? Who wouldn't want to run, jump, and play like a little child, plus have the physical strength of the so-called "prime of life"? Why not give them a try? *You'll have nothing to lose but your limitations!*

*Here's to never being tapped-out again,  
Peter Ragnar*

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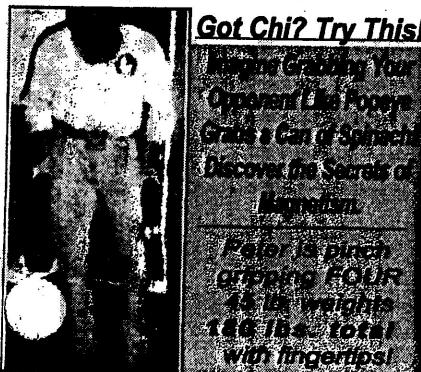
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# New! "Tennessee Mountain Man Discovers Missing Link to Eternal Youth, Previously Known Only to China's Yellow Emperor and an Anonymous Tibetan Sage!"

*This startling discovery by a Tennessee recluse charged my body in just 11 days. I thought I had been doing everything right until he shared his secret. My skin became smooth as silk. My eyes took on a new power and lightness. I had just drunk from the fountain of youth! And you will too! Would you like to supercharge our chi and revitalize your internal strength in as little as 5 minutes a day? Can I tell you my story?*

*At first they laughed at me when I told people the secret went back to the Yellow Emperor's classic of internal medicine in the first century B.C. But no one was doing it except an American, affectionately known as the "Magic Man," living on a mountaintop in Tennessee. I had to thank my lucky stars for finding him. I pleaded with him to teach me his practice. He said the surprisingly simple secret was used by a Tibetan Yogi in the 1800s to expand the body's subtle energy fields. It creates high-amplitude alpha brain waves, when done with a special Qi Gong routine, is said to change the brain tissue. Can you imagine how it sets the environment for eternal youth? Since I'm an avid athlete, I asked if the missing link could also improve my strength. He went over to a cut-off 80 lb. dumbbell, his fingertips just barely reaching around the wide end. He picked it up as if it were a paperweight. He laughed at my amazement and replied, "How would you like to vitalize your fingers with chi like this? Myagnetic Qi Gong® is the fastest way to turbo-charge the physical body that I've ever found."*

**'Magnetic Qi Gong is power-personified. Learn these ancient teachings and alter your life!' Matt Furey -Holder of 3 U.S. National Titles / Author of COMBAT CONDITIONING & NO B. S. FITNESS / Only American Gold Medalist in China's World Kung Fu Shuai-Chiao Championships / NCAA National Wrestling Champion**  
**"You want proof? Peter is his own proof – his results verify his methods! After all, there's something different about a man who can bend his shoes." John Saylor 3-time US Judo Champion / 2-time Pan American Medalist / US Judo Assoc. Coach of the Year / Director Shingitai Jujitsu Association.**  
**"I would have gladly paid \$1,500.00 for the infinite treasure chest of value I've found in Peter's 'Magnetic Qi Gong' Course. The magnets alone are more than worth the cost." Jim Anderson -Former NCAA wrestler / Corporate Motivation**

## YOU MAY HAVE SEEN THIS AD BEFORE... THESE PEOPLE WERE ALSO SKEPTICAL!"

**"I discovered this course from an ad in BLACK BELT Magazine and the effects are phenomenal! The material definitely produces positive results." Chris Williams -Martial Arts School Owner/Instructor -Fort Lewis, WA**

**"It's been only a week with 'Magnetic Qi Gong' and the 'buzz' was immediate and lasting!" Mike Wanger -CEO Lake Front Billing -Mequon, WI**

**"After a short time practicing 7 minutes twice a day, the 'energy ball' became solid between my hands. Sometimes it's so tangible the hair on my forearms stands straight up! Eric Flotillo -IBM Computer Systems Analyst/Professional Strong man -Albany, NY**

**"Judging from the standpoint of a doctor, I can tell you the results of this Magnetic Qi Gong have been truly remarkable! Tara Shah, M. D. -Troy, Michigan**

**"Peter's system produces exceptional results that will impact all aspects of our life in the most profound ways." Don Handyside -President of Clear Light Community & Magnetic Image -Southfield, MI**

**"Magical magnetism--from the tip of my toes to a song in my heart--a bouquet of gratitude for this course." Surya Vitals -Teacher -Cobble Hill, Canada**

**"I expected it would increase my strength but I was pleasantly surprised to have my personal magnetism increase! I feel more self-confident than I ever remember." Bruce Reed -Dock Maintenance of Newport Beach -Newport Beach, CA**

**"Peter invites us back to that state wherein we can feel and live in a real ocean of energy. As he says, "It's an energy game." His meticulous study and research into our physiology, reach us even at a molecular level. These graceful movements can be followed by anyone who wishes to live with more strength and vitality." Bruce Campbell -Bruce Campbell Design, President -Southfield, MI**

As we walked together down the twisting mountain trail, under a flowered canopy of pink and white laurel, he said, "When you hold your hands apart, if the empty space doesn't feel as solid as an iron ball, your chi could be toxic, and that could cause tumors, cysts, and growths. Do you agree that could be a problem? When do you believe the best time to change would be?" I sputtered, "Why, right now!" He put his hand on my shoulder as he laughed. His laughter made me feel unusually peaceful. The countless songbirds flitting from branch to branch seemed somehow to sing louder now. I'd always heard stories about sages secreted away in the mountains but I never thought I'd have the opportunity to... He stopped me as he read my mind. "Of course, it takes a very special individual to fully appreciate the value of this Qi Gong. The healing effects are so awesome. In fact you'll multiply your personal power instantly. That's why I've hesitated in sharing this secret some might misuse it. So it's not for everyone. But, if one does misuse it..." I assured him I would not misuse this teaching and that I believed there were many other people who would value this as if a priceless treasure. He relented.

*I can't believe my good fortune. I doubled the power of my chi in less than 11 days, and even further, he allowed me to film his secret! As I profusely thanked him, the Mountain Man just laughed and laughed, "Isn't it a shame how others waste their time, when so simply, they could do what you just did?"*

**Tony Balistreri -Milwaukee, WI**

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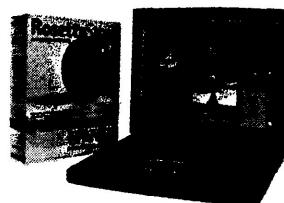
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The Dark Side  
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16

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...Tells How Cigarette Filters Take Out Nicotine



**WITHOUT FAIL,** read the article in the January issue of the Reader's Digest, "How Harmful Are Cigarettes?" You will see why... if you smoke over eight cigarettes a day... you will want to switch **TODAY** to the cigarette which filters your smoke!

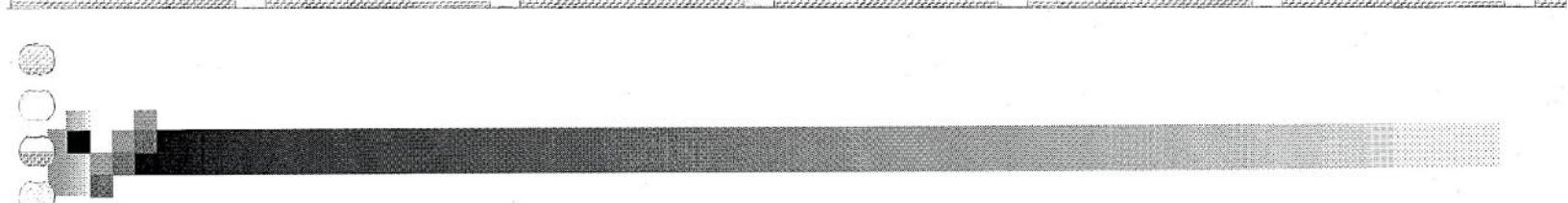
YOU SHOULD KNOW  
THE NICOTINE AND  
TARS TRAPPED\* BY THIS  
VICEROY FILTER  
CANNOT REACH  
YOUR THROAT OR  
LUNGS!

THIS  
IS THE TIP  
THAT FILTERS  
YOUR SMOKE!

Each Viceroy tip has 7,000 millionths of filtered smoke. Yet Viceroy usually costs only one penny per pack less than ordinary cigarettes.

\*No other smoking cigarette has more of either tar or nicotine than Viceroy takes out.

VICEROY  
SUPER SMOOTH  
CIGARETTES

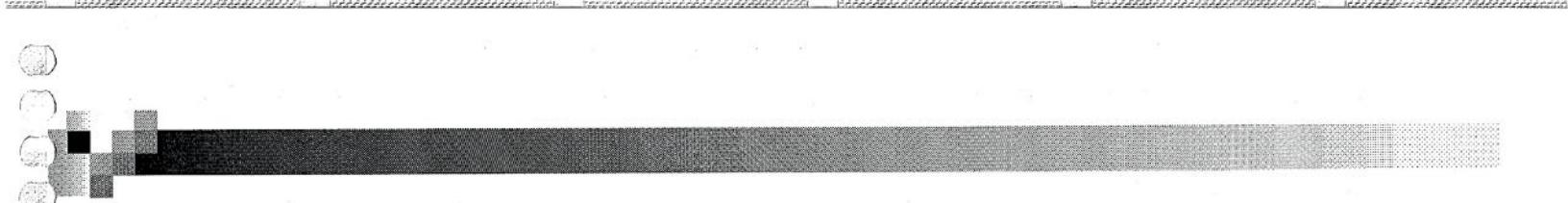


# Good judgement comes from...

- Wisdom
- Wisdom comes from...
- Experience
- Experience comes from...
- Bad judgement
- Ergo: Wisdom comes from bad judgement!



# Positioning: The plot thickens

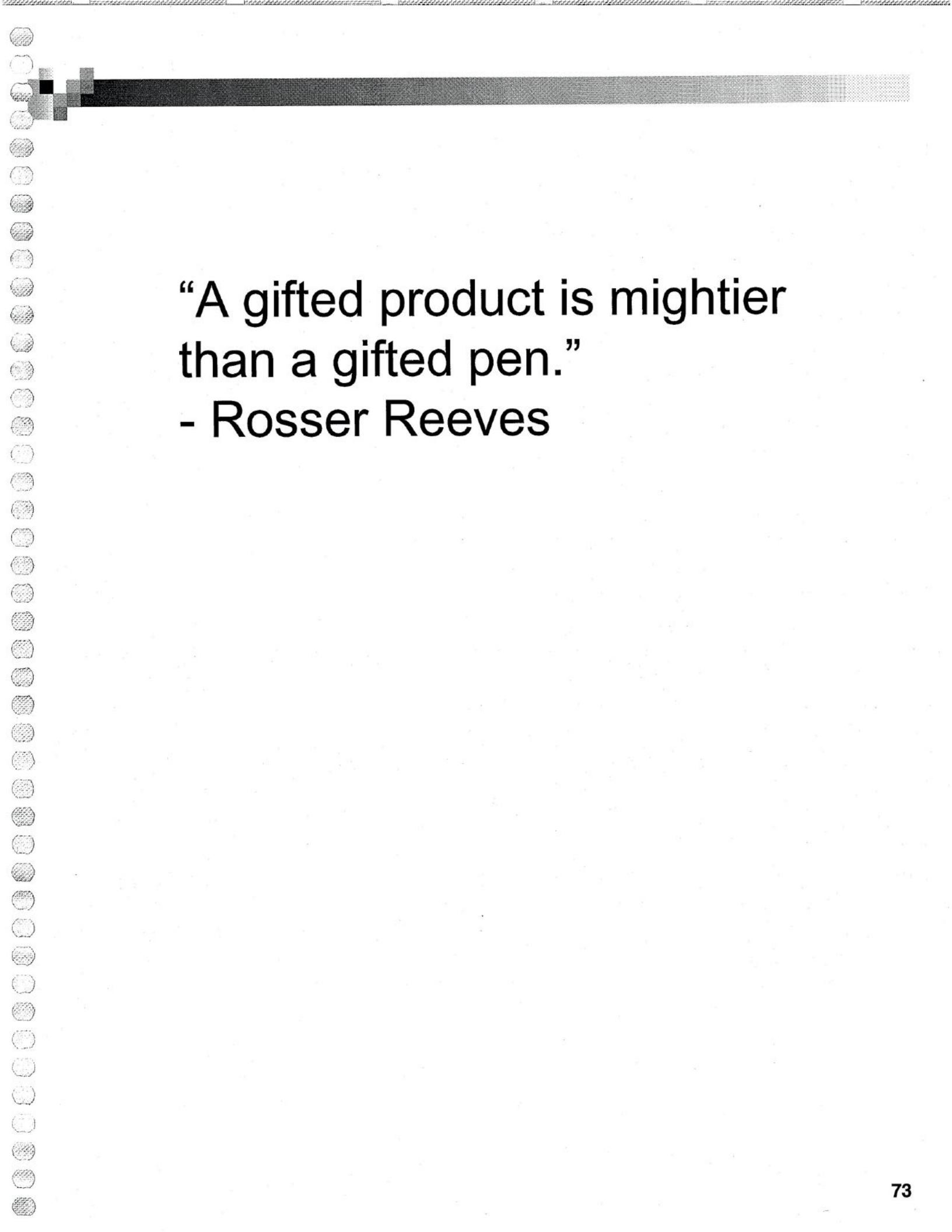


## Great copy comes from...

- **Great positioning**
- It can't come from a vacuum
- But before we talk about positioning, we've got to...

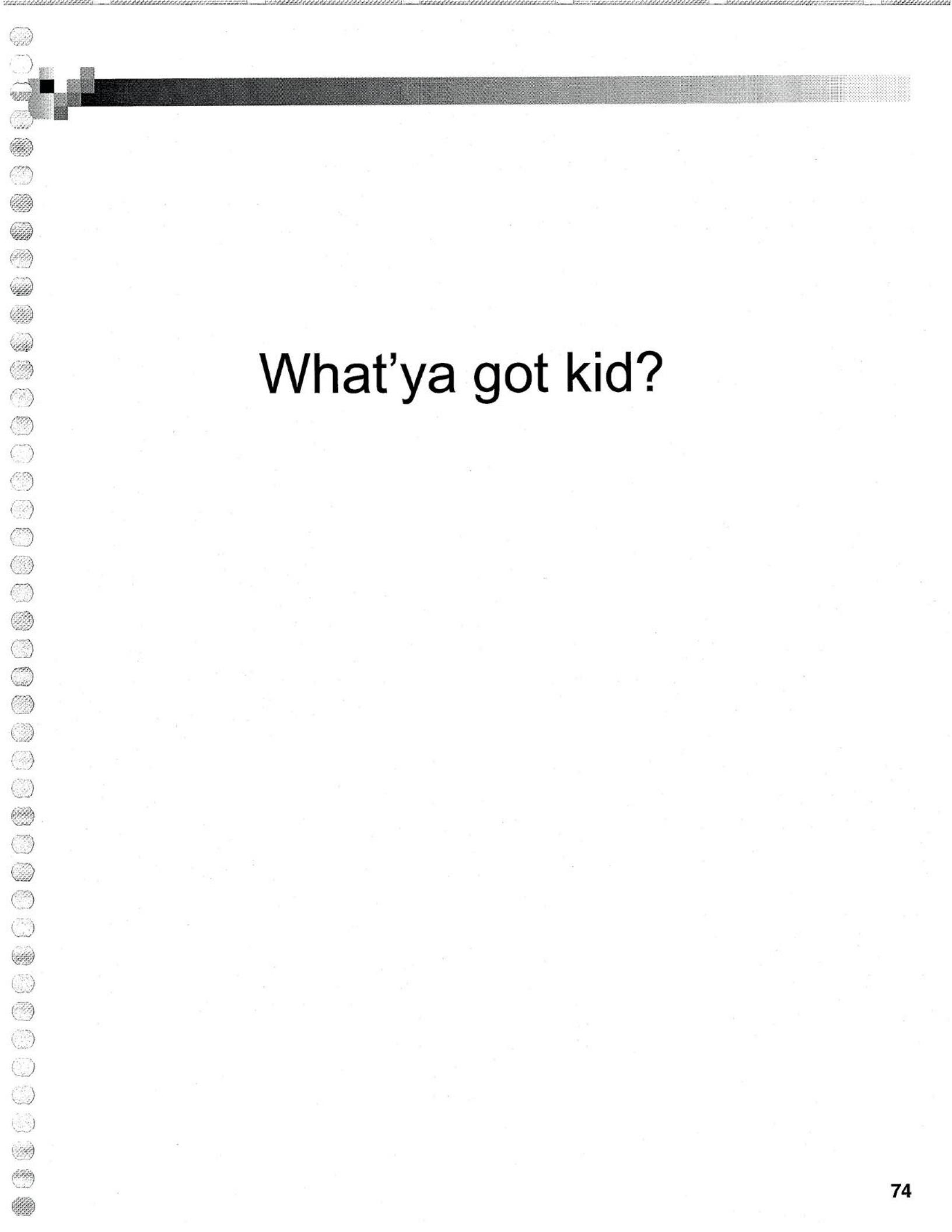
# Clean out the junk

- “All products are the same”
- “Marketing is the only thing that counts”
- “Originality and quality don’t matter”
- “The only bottom line is the bottom line”
- “High ideals are for saps”
- “Customers suck”

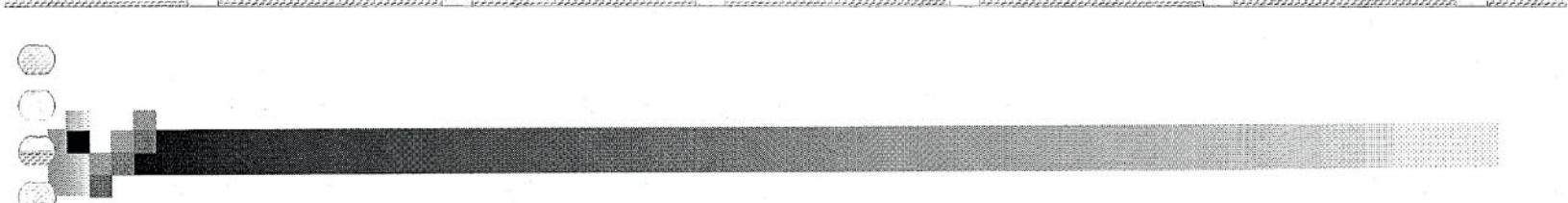


**"A gifted product is mightier  
than a gifted pen."**

**- Rosser Reeves**

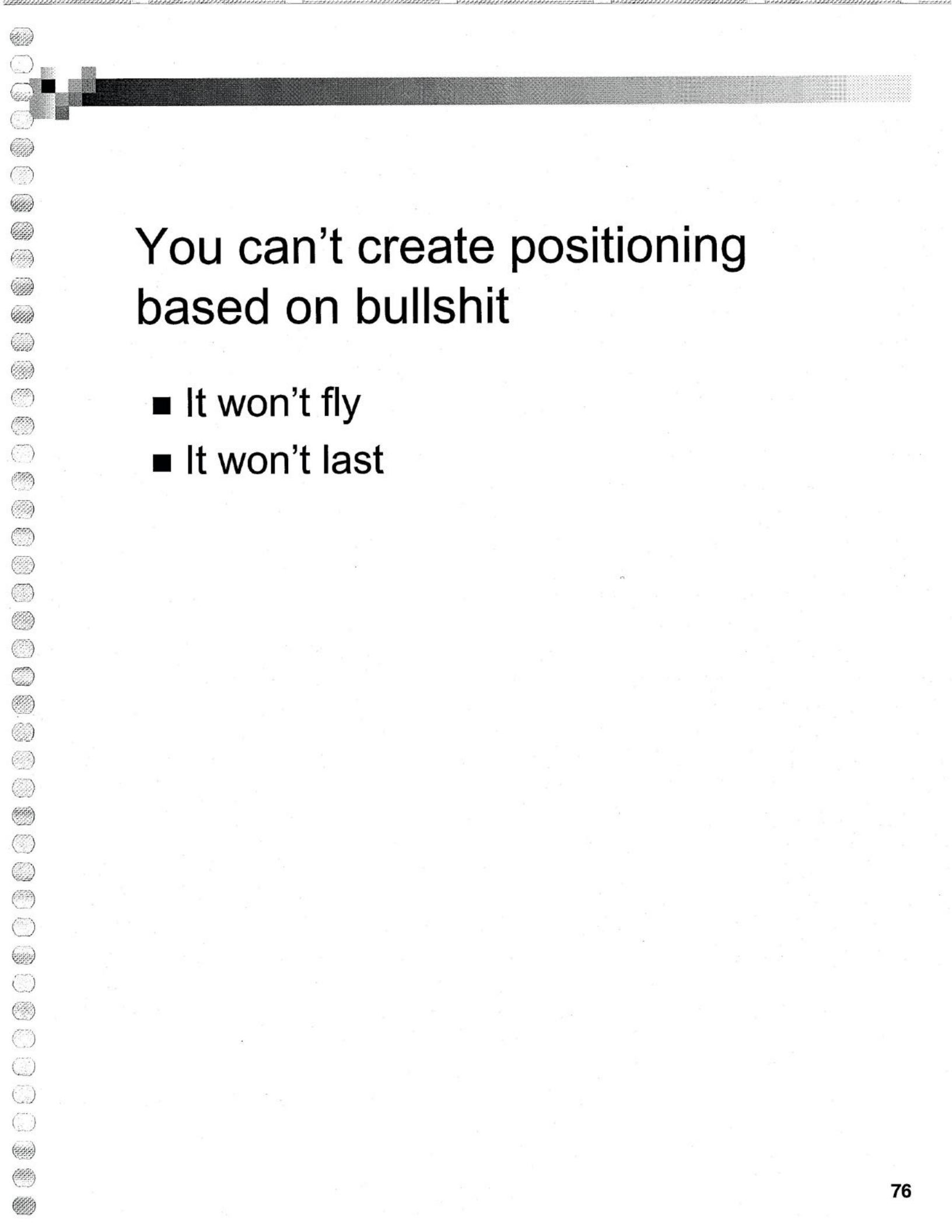


**What'ya got kid?**



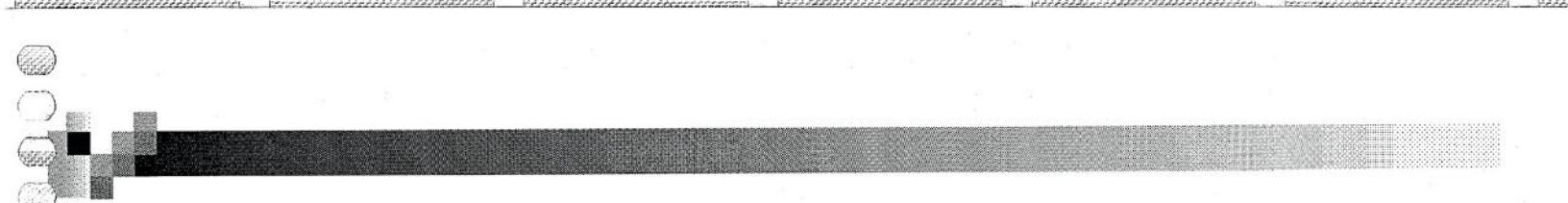
# Why should I care that you exist?

- Clear benefit
- Dramatic difference
- Real reason to believe



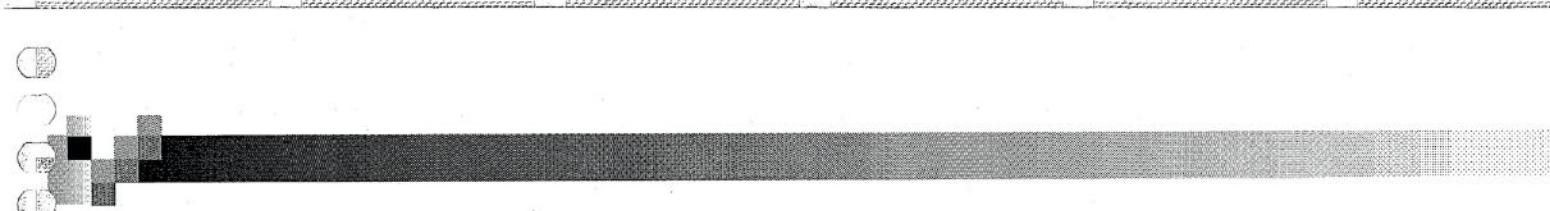
# You can't create positioning based on bullshit

- It won't fly
- It won't last



## **Words you don't hear from run-of-the-mill marketers**

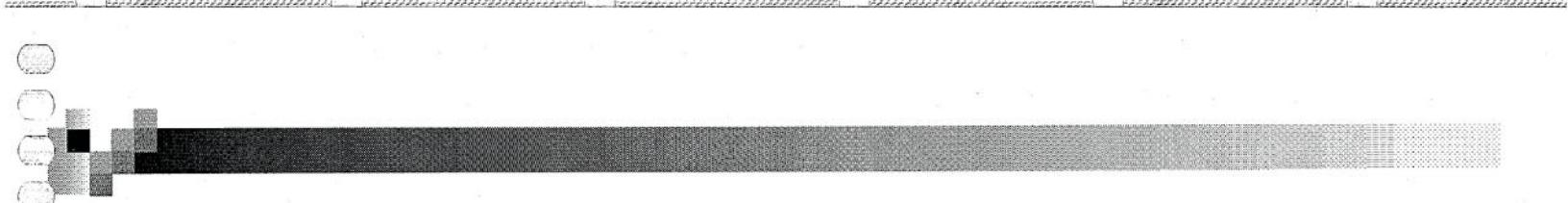
- Vision**
- Mission**
- Quest**



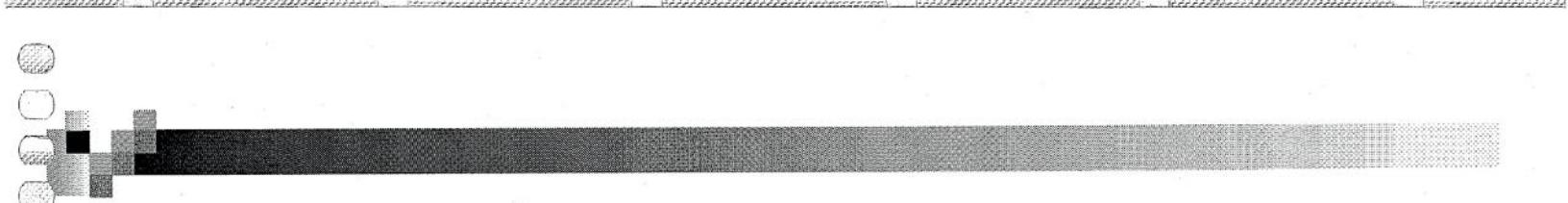
# What's your vision?

# Quick...

- What brand of toothpaste do you use?
- Where do you go to get your car fixed?
- Who produces the most consistently reliable, high-content seminars on Internet marketing



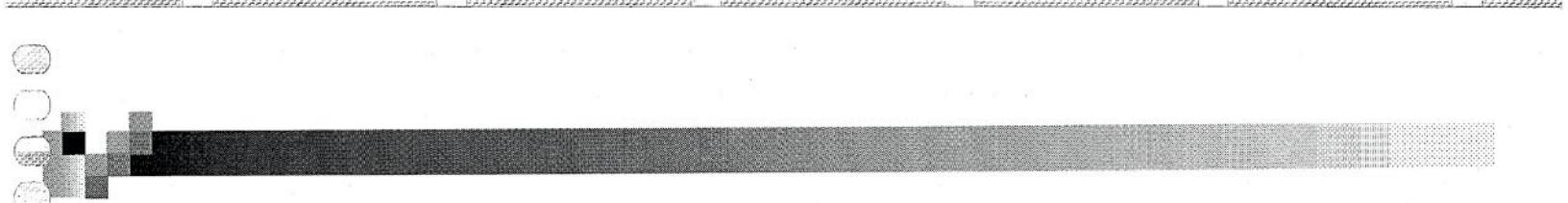
Limited bandwidth:  
There's only room for one



**To win, you must be the one**

# Winners...

- Pizza - Fast delivery
- – Dominos
- Wristwatch – Durability
- – Timex
- Overnight delivery – Impact
- – Western Union
- Banking – Privacy
- – Switzerland
- Communication – Online
- - Internet



Positioning is what lets you  
be seen and heard in  
an over-communicated world...  
otherwise you are invisible

# How to...

- Map your prospect's mind – what's there?
- What position do you own?
- What position do you want to own?
- Who must you outgun?
- Do you need to outgun anyone?
- Do you have the resources and stamina?
- Do you match your positioning?

# How to...

- Easiest: Be first (in mind) and don't blow it
- Too late? Cut a unique slice and own it
- Need to reposition #1? Use comparison
- Stuck in #2? Be the alternative to #1
  - Avis
  - Apple
  - 7 Up
- The solution is in the prospect's mind
- The answer is usually simple and obvious

# How to position...

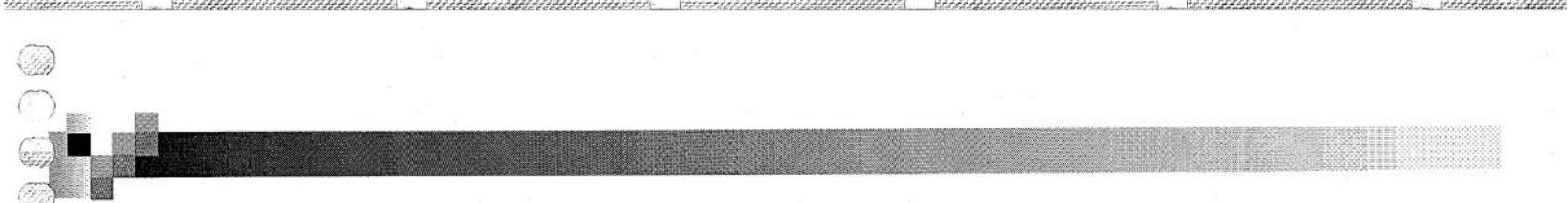
- Be 'new'
- Be 'ten times' better
- Products that break the market's trance
  - The famous Apple commercial

# Tools: Get the name right

- Hog Island vs. Paradise Island
- Marion Morrison vs. John Wayne
- Ken's names
  - Optimal Learning
  - Marketing Solutions for Mortgage Brokers
  - E-Media
  - The System
- How does it sound? How does it look?
- Viral

# Tools: Your story

- “He who tells the best story teller wins”
- Hollywood, Wall Street, Politics etc.
- Overwhelmingly the chief way people process and spread info (vs. recipe)
- Viral



# Going deeper into stories

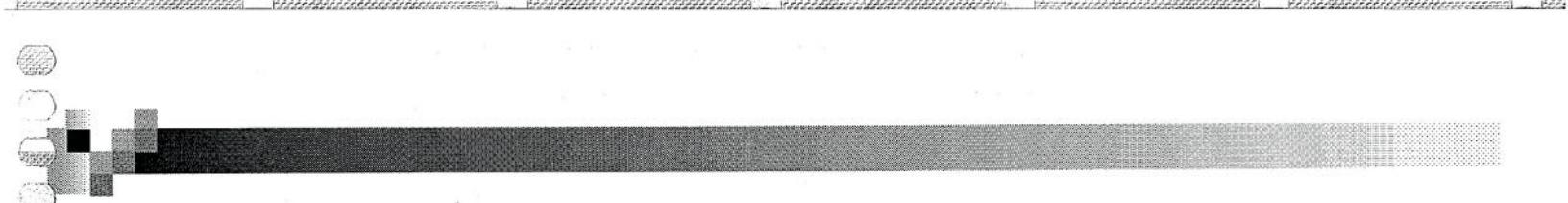
- ‘Reality’ is the sum of all the stories we tell ourselves
- Shared stories are the glue that holds us together and tells others who we are
  - Religion – Christmas, Hanukkah
  - Patriotism – Star Spangled Banner
- ‘Don’t change your tune’
- What’s your story?

# Story templates (archetypes)

- “The Seven Basic Plots”
- The ones we can use in sales
  - Overcoming the monster
  - Rags to riches
  - The Quest
  - Rebirth
- Ones we can’t
  - Tragedy
  - Comedy
  - Voyage and Return
- Everyone needs a creation myth

# The props

- Your Name
- Big Story and related mythology
- Simile – “You know how...?”
- ‘Documents of bedazzlement’
- You – Consistent public face
- Keep it simple: Cartoon-style
- Build your structure to build your stature

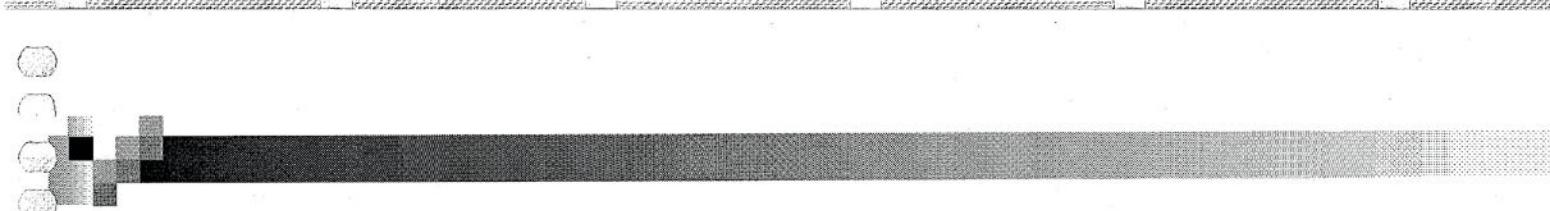


# Positioning headlines

- What your product is – and what does it do - and how does it do that?
- How aware is your market?
- How sophisticated is your market?

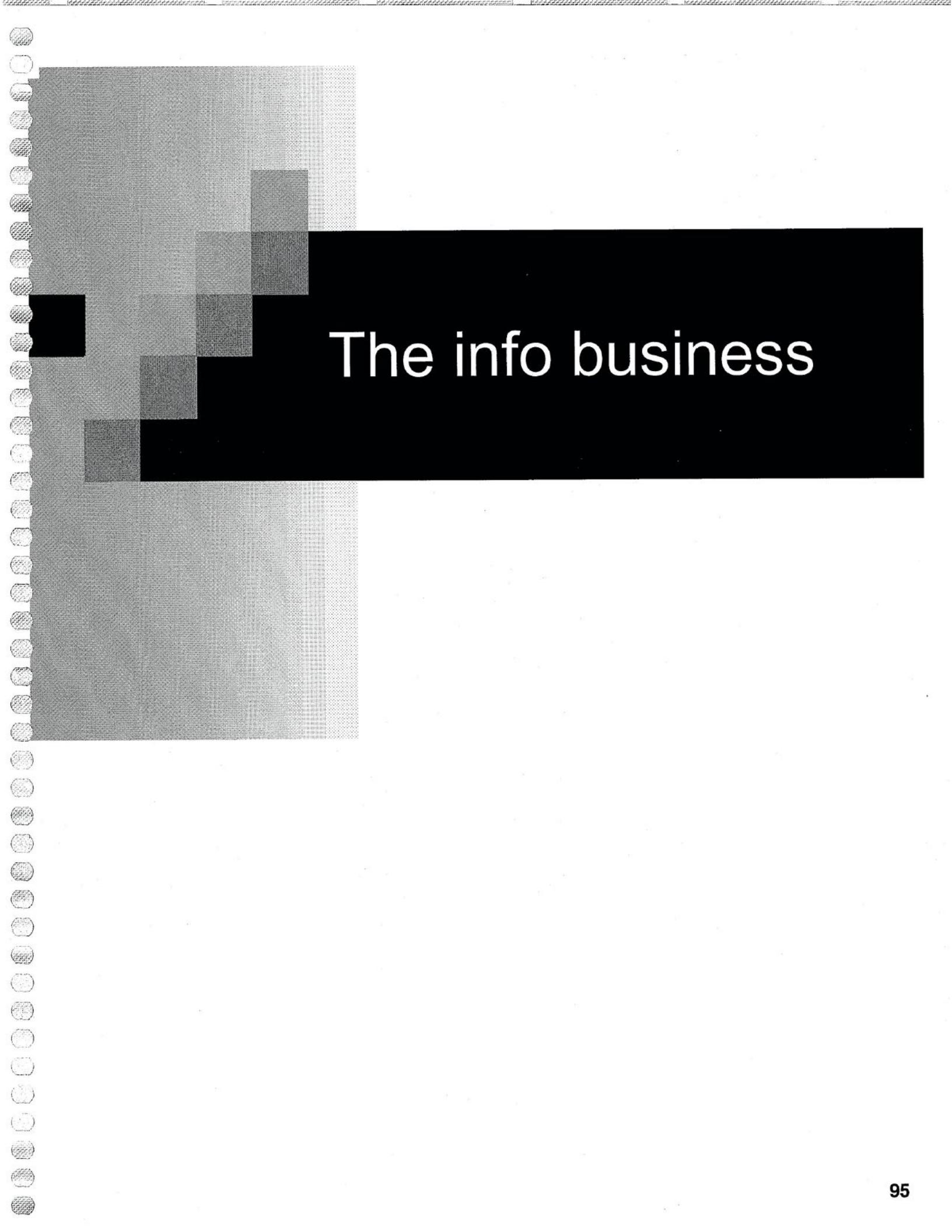
# Prospect's state of awareness

- 1. Knows all about your product
- 2. Knows of product but not why he should want it
- 3. Wants what you do, but doesn't know there's a product that can do it for him
- 4. Has a need – not a desire – but doesn't know how your product can fill it
- 5. Not aware or desire or need – or won't admit it – or need is too general for headline – or it's a secret that can't be verbalized



# The sophistication of your market

- If you are first
- If you are second
- In a crowded market
- In a mature crowded market
- In a market that's gone 'deaf'



# The info business

# Let's cut to the chase

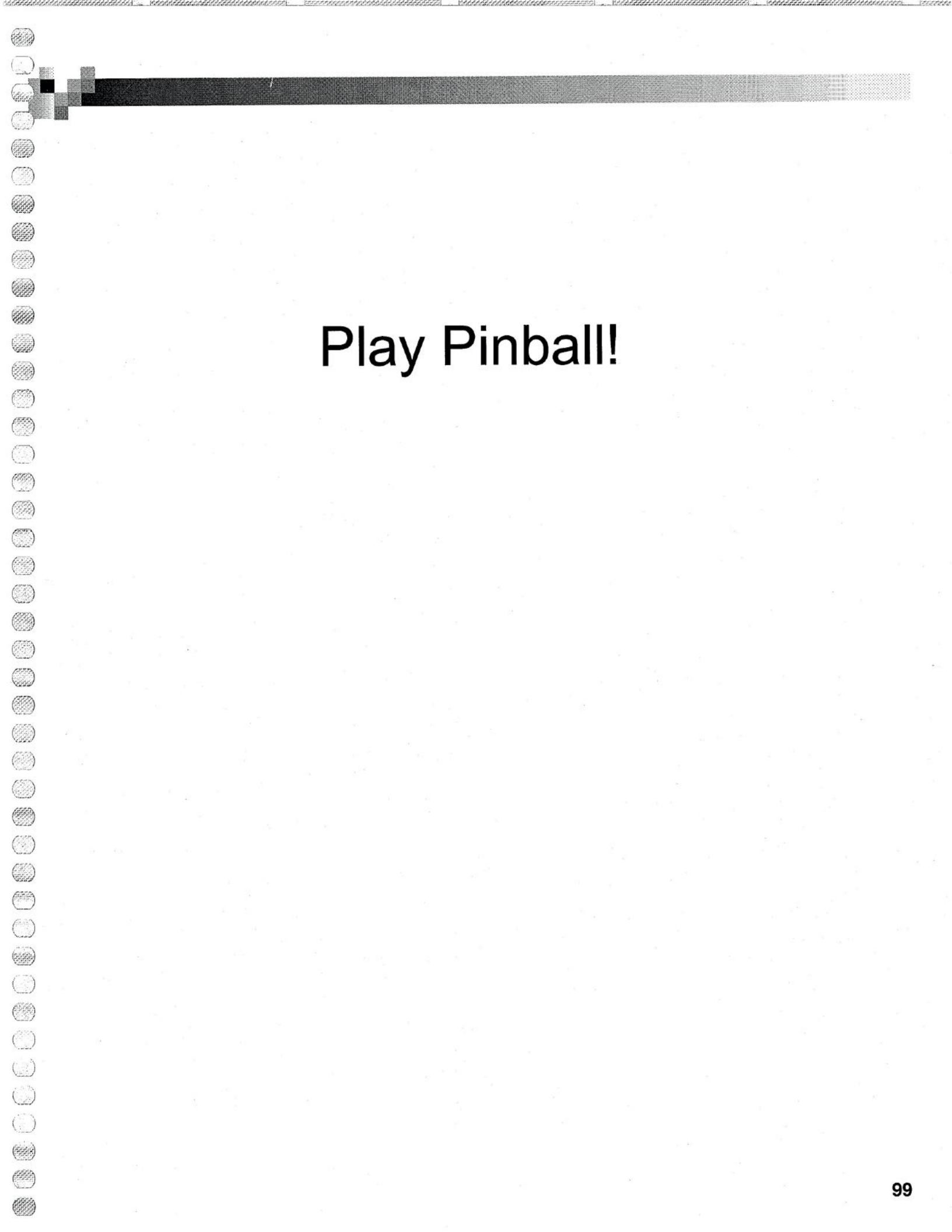
- You're in the arithmetic business
- Paths to \$100,000
  - \$29 eBook - 3,448
  - \$95 Manual – 1,052
  - \$495 Home Study Course – 202
  - \$1000 Seminar - 100
  - \$5,000 Seminar – 20
  - \$10,000 Training Program – 10
- Perspective
  - Inflation calculator
  - Look what people spend
  - What's it worth?

# How do you do it?

- Numbers – The buyers are out there and are self-selecting... if you propose
- Practice upping the ante
- Your positioning
- Recyling
- The Sky Box Principle – Same game, different seats
- The price of admission: imagination & guts

# Forms

- Book
- Manual
- Newsletter
- Tape set
- Home study course
- Continuity – coaching, mastermind groups
- Tele-seminars
- Live seminars
- Services – ex. AMS in Toronto



# Play Pinball!

# Keys: Community and Continuity

- Your chief asset: ‘The herd’ ‘The tribe’
- Continuity – Glue and revenue

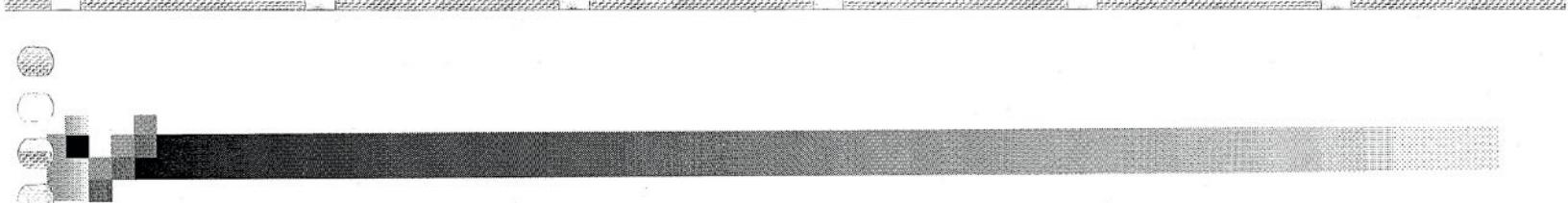
- Newsletter – Constant contact
  - Club membership - Levels
  - Coaching

- Live events – The main event

- Seminars
  - Conferences
  - Retreats

# Why seminars?

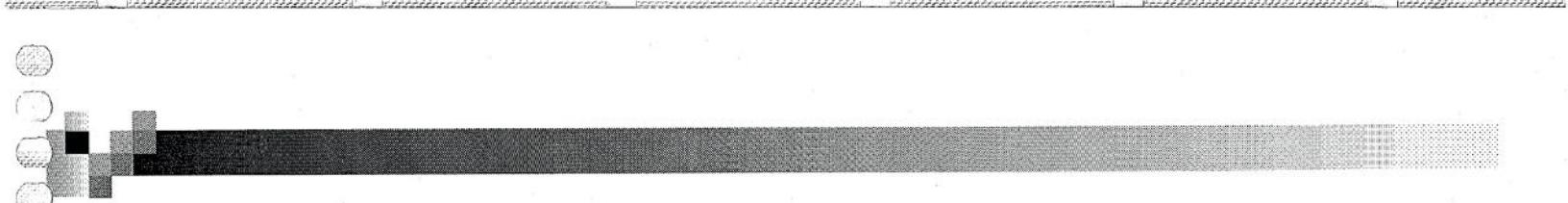
- Revenue
- Content and product generation
- Great selling environment
- Sales at seminars stick
- Stimulates product sales of non-attendees
- Positioning
- Bonding with you and with each other
- Chance to see where your students are at



# The gathering of the tribe

## ■ There's a social dimension in every sale

- 'Personal' motivations are social
  - Richer, thinner, prettier, smarter compared to who?
  - It gets very specific: a particular girl, a particular competitor, a particular group (Wozniak)



# The gathering of the tribe...

- Belonging and status seeking
- Hard-wired into the brain like seeing and hearing – actual physical structures
- Why?
- Belonging and status = survival (fear)
- Belonging and status = goodies (greed)

# The gathering of the tribe

## ■ People go online for four things

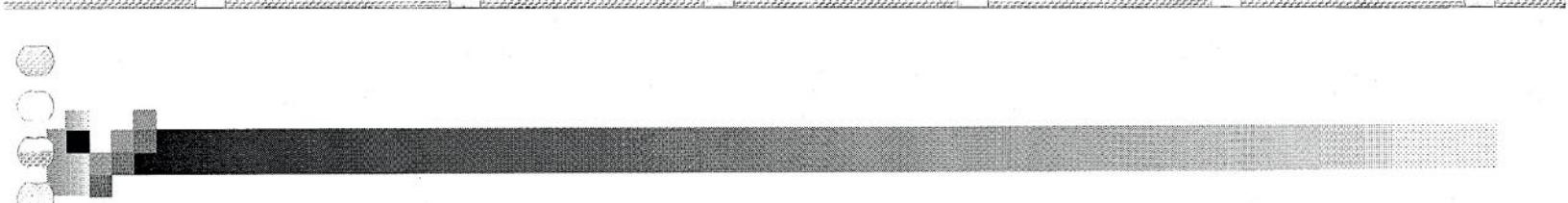
- Cures for boredom
- Cures for loneliness
- Improvement of specific life situation
- Opportunities to make money

## ■ The universal wound

- People are starved for attention and acknowledgement (Grand Lodge story)
- The feeling of importance
- Fun, food and music
- At the end of the day, we're simple creatures

# Up/Down or Down/Up?

- Tried and true – up the ladder
- New school – flood the market and float to the top and work down
- In the end, you want it ALL from free to five (and even) six figure price points
- Build your structure to build your stature



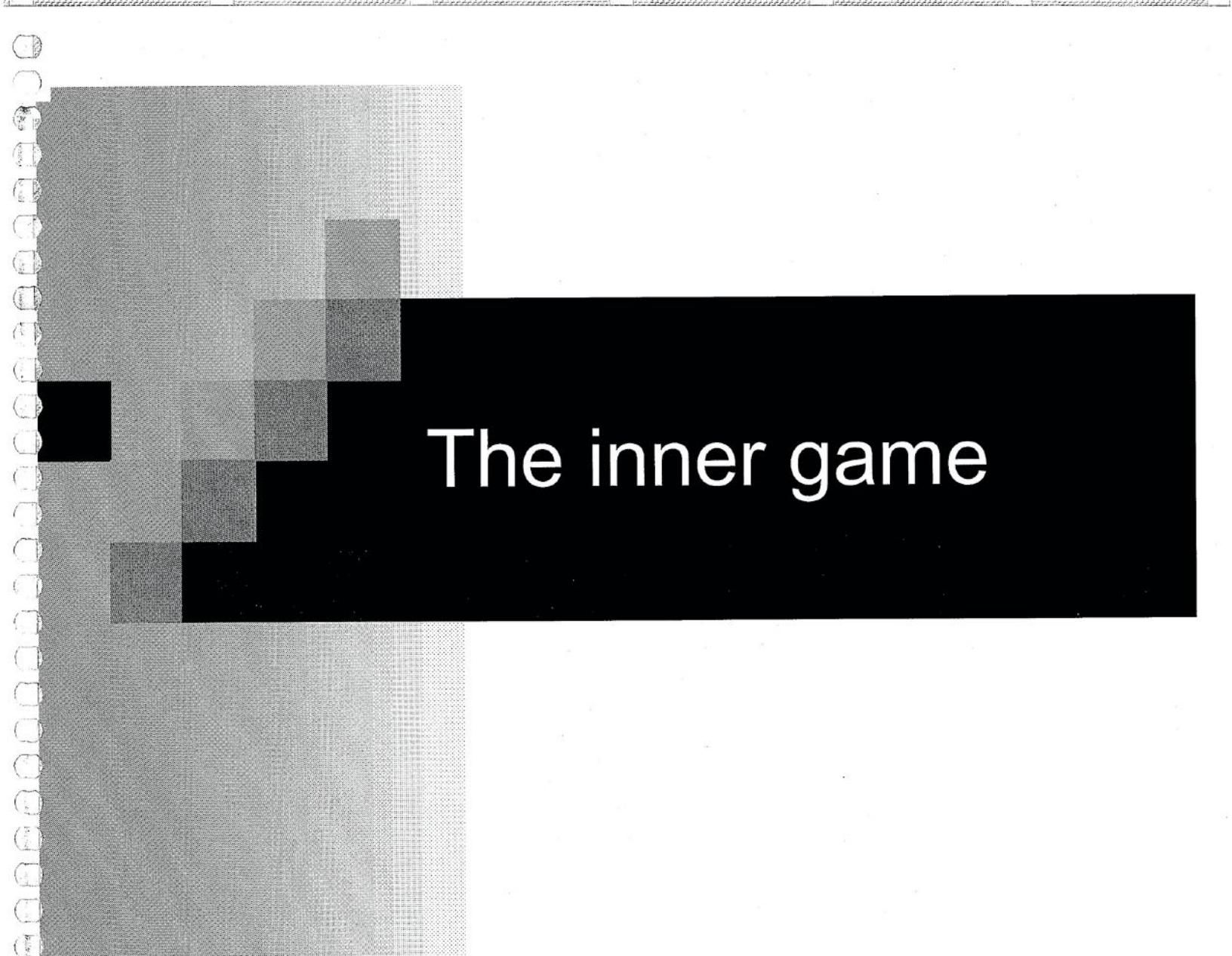
# But I don't wanna...

- Publish a newsletter...
- Operate a membership organization...
- Put on seminars...
- Flood the market with free, high quality info...
- Write a book...
- Appear at events...etc.

# Let's play tennis

- Forehand, backhand, serve, net play
- How many points – and games - are you willing to lose?
- The basics to reach \$1 million a year
  - Constant promo – articles, books and speaking
  - Mail Order - Intake and indoctrination products
  - Continuity – newsletter, club
  - Community – seminars and other live events

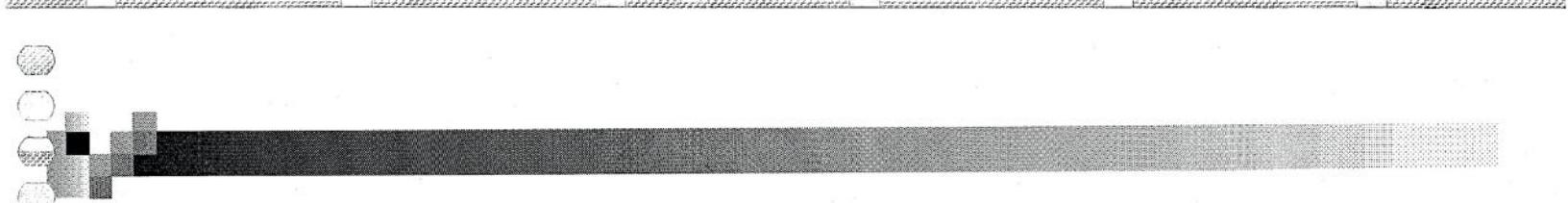
# Hot seats



# The inner game

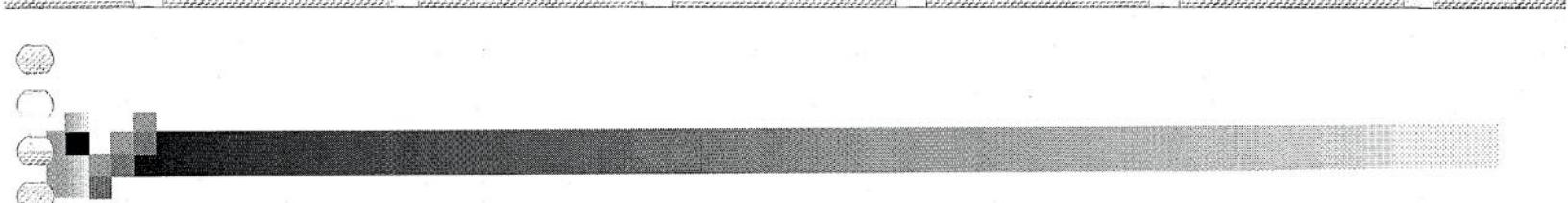
# What do you believe?

- About your market?
- About your customers?
- About yourself?



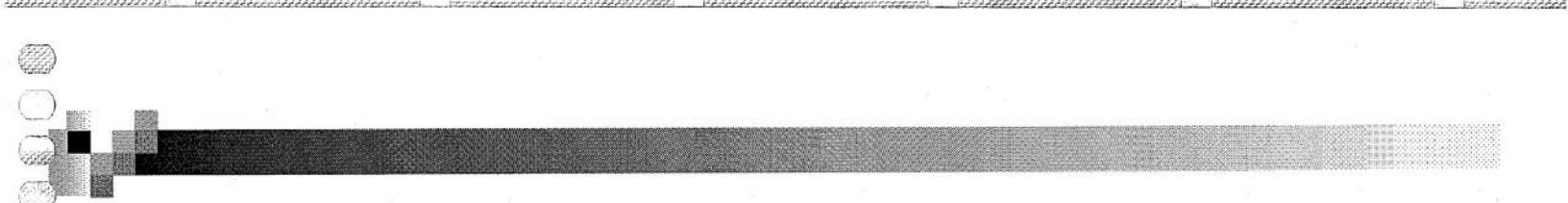
# Imagine the ultimate success story in your marketplace

- Do you believe someone could follow the plan and achieve it?
- Do you believe that you can do it?
- *Really* believe?
- If not, why not?
- List needs – internal and external
- Make a battle plan



# The great bean counter

- \$100,000 a year for Sammy
- \$200,000 a year for Billy
- \$1,000,000 a year for Johnnie
- Baloney!
- The numbers come from how you have wired your business
- It's totally impersonal

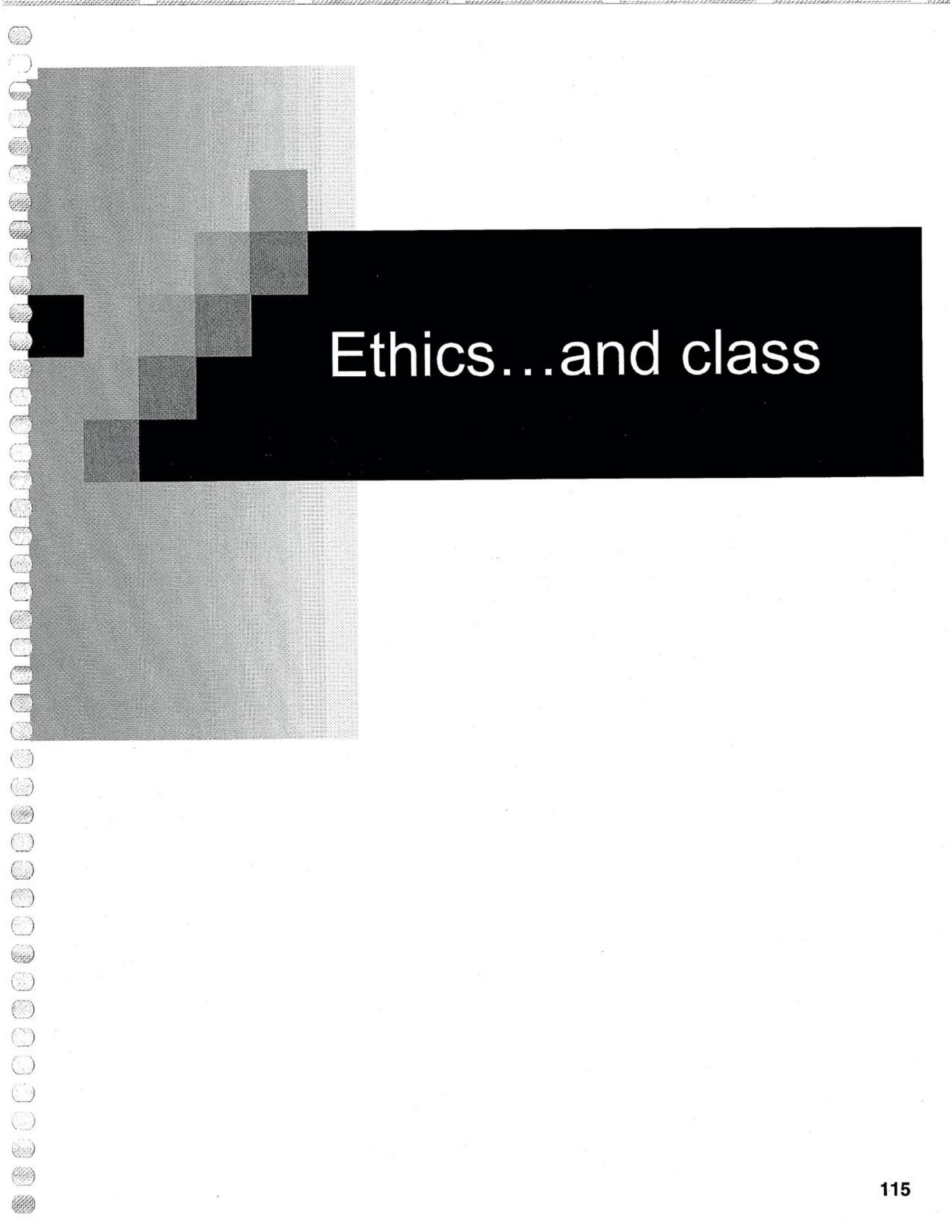


# Written goals work

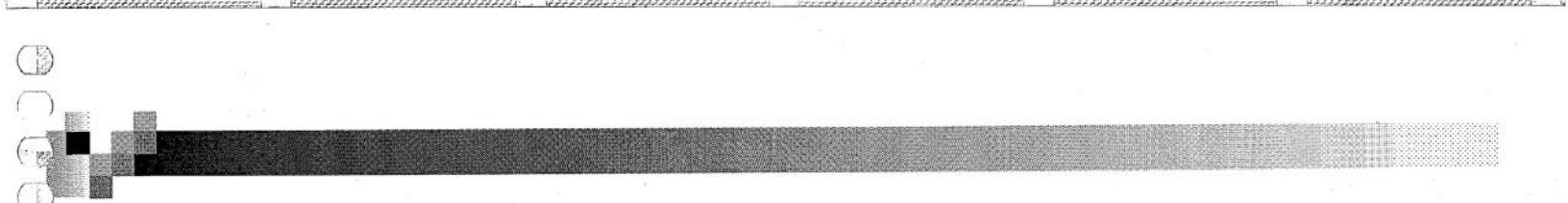
- Your best year
- How much do you want?
- You can have anything you want...
- As long as you're willing to pay the price

# The price...

- Is not what you think it is
- The 80/20 Principle
  - Richard Koch – “Living the 80/20 Way”
  - Filofax, Plymouth Gin, Zoffany (hotels), Belgo (restaurant chain), Capstone Publishing, Betfair
- Where do you really want to go?
- What’s working? What’s not?
- Create a ‘not to do’ list
- “Enables anyone to get extraordinary results without extraordinary effort.

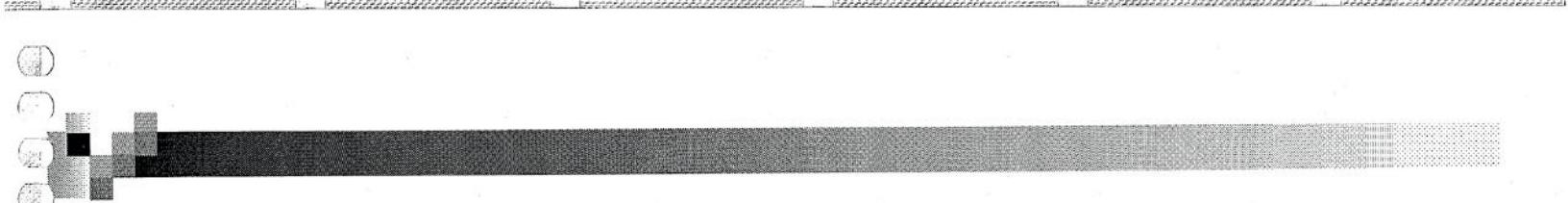


# Ethics...and class



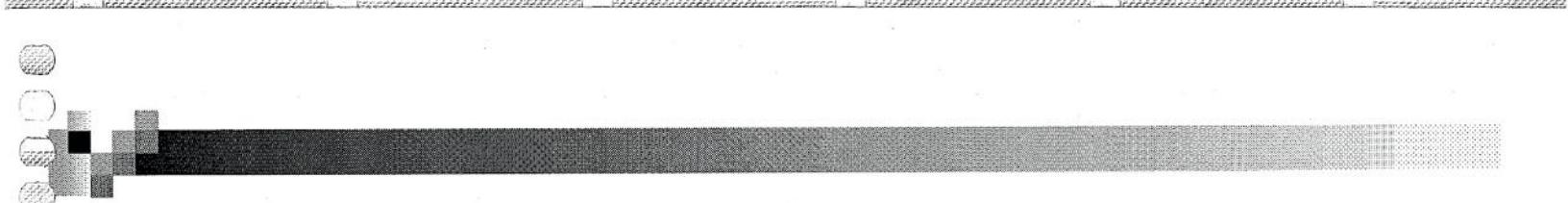
**“Wanted: Gentlemen with brains”**

**- David Ogilvy**



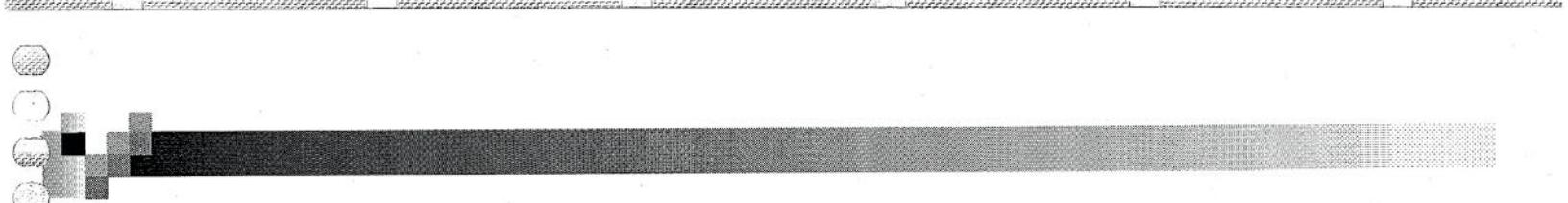
# At the very top... gentleman all

- John Caples
- Victor Schwab
- David Ogilvy
- Eugene Schwartz
- Gary Bencivenga



# The Dark Side

- The taboo topic: Ethics
- Why don't we talk about it?
- The Problem
  - They abound
  - They're good
  - They're dangerous



# **Manipulation: The \$100 bill test**

# Facing the Problem

- “The Sociopath Next Door”
- 1 out of 25 people is without conscience
  - Not situational - TOTAL
- They gravitate towards our world (marketing) where they wield a lot of influence
- Why?
  - The smart ones are gifted at manipulation
  - In the ‘manipulation business,’ they seem admirable



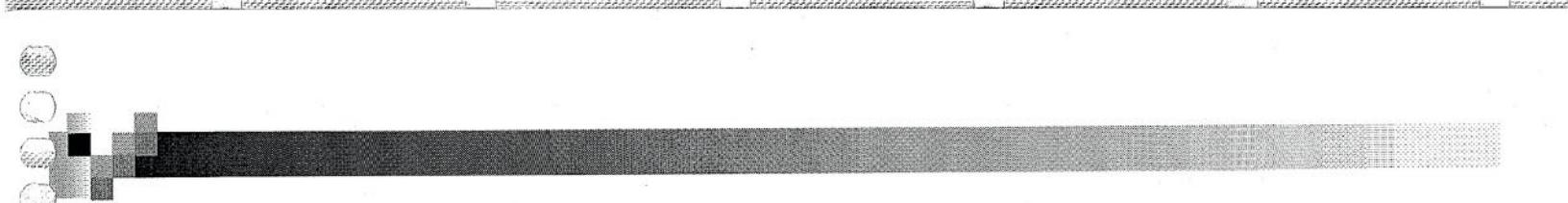
# Coming to a business near you

## ■ Rip offs

- Theft of intellectual property
- Receiving fees and not delivering services
- Under-handed competition
- Over-hype and under-delivery
- Bad advice for a profit (the mafia)

## ■ Setting a bad example

- The 'normalization' unethical behavior
- Not successful in the long run...
- On the run



# Solutions

- Don't be them
- Don't emulate them
- Don't do business with them
- When in doubt, ask
- My \$10,000 cash mistake
- My \$500,000 sales mistake

# How to recognize bad guys before they do you in

- Extraordinary skill at making ‘first impressions’
  - Fast friends

- Is this a normal interaction?

- Where are their old friends?

- Churn and burn, Hit and Run
  - Birds of a feather

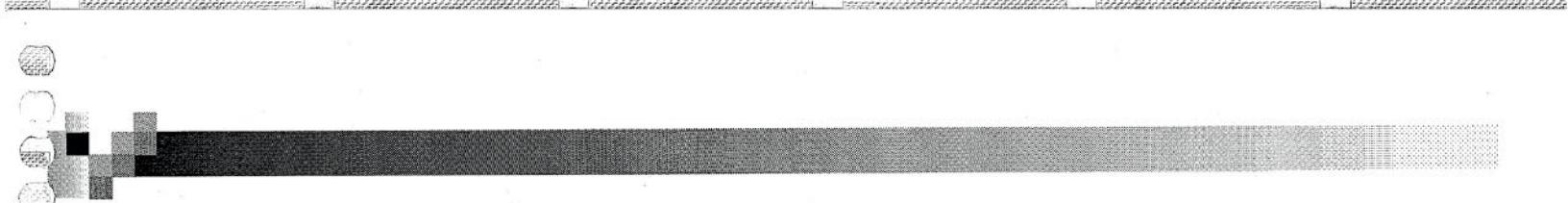
- Do they ever talk about the service they deliver?

- Constant bragging about their manipulative ability
  - Total absorption with manipulative strategy

- Amazing stories... that don’t add up
  - The Big Lie Technique
  - The con artist’s cloak: ‘friends’ ‘really good guy’ ‘pity’

# Simple ethical guidelines

- First, do no harm
- Don't sell an empty box - deliver
- Don't ask your customers to pay for your mistakes – even if they're willing to
- If it's his, make sure he gets it
- Gordan Gecko was wrong...
- Greed is not good
- Integrity is NORMAL – like showering
- The deadly drift...
- Integrity is sanity – and smart too

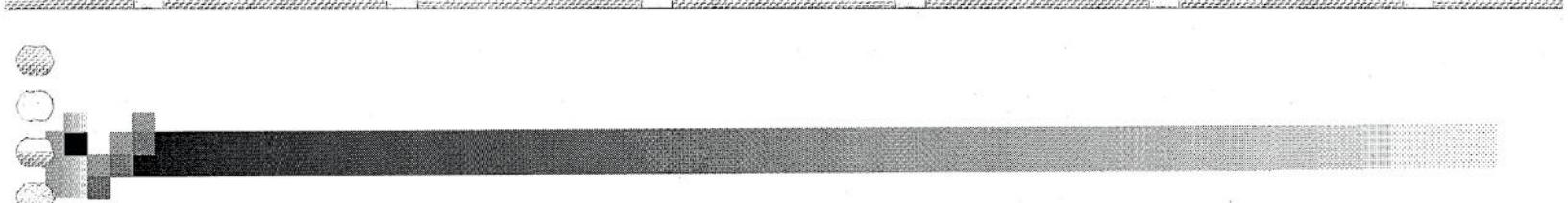


# Why this matters

- The secret to sustainable profitability is...
- Customer loyalty
- And the secret to customer loyalty is...
- Your loyalty to them

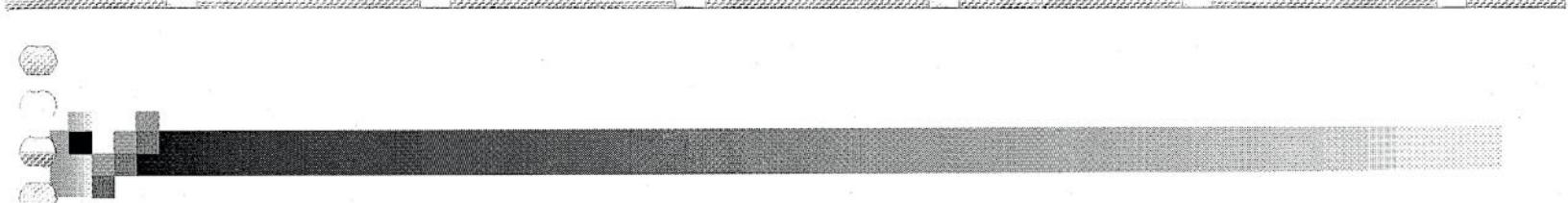
# Meaningful vs. meaningless marketing

- ‘Look how smart I am’ marketing
  - Obsession with tricks
- “The customer is not an idiot”
  - David Ogilvy
- Credibility is a bank balance
  - Tricks work, but have a price
- The alternative...



# The dreaded 'T' Word

- Tell the Truth!
- Get to the point
- Do one thing great and tell people about it
- If you don't have something great, go back to the drawing board
- People don't have time for the dance



# Truth and advertising

- The most powerful in advertising is the truth
- The truth isn't the truth until people believe you
- They can't believe you if they don't know what you're saying
- They can't know what you're saying if they don't listen to you
- They won't listen to you if you're not interesting
- You won't be interesting unless you say things imaginatively, originally, freshly
- Our job is to bring dead facts to life
- William Bernbach – The Beetle, Avis

# Doug Hall studies

- “Meaningful Marketing”
- 1000s of studies, the Darwin 900
- Meaningful difference, quality, customer first, clarity, courage...make all the difference

# Passion – Yes!

- Reported by Hall
- Survey of MBA students

- I'm going for the money now, I'll follow my passion later
- I'm following my passion now and I'll let the chips fall where they may

- Results:

- 1,200 passion later folks...1 millionaire
- 250 passion now folks...

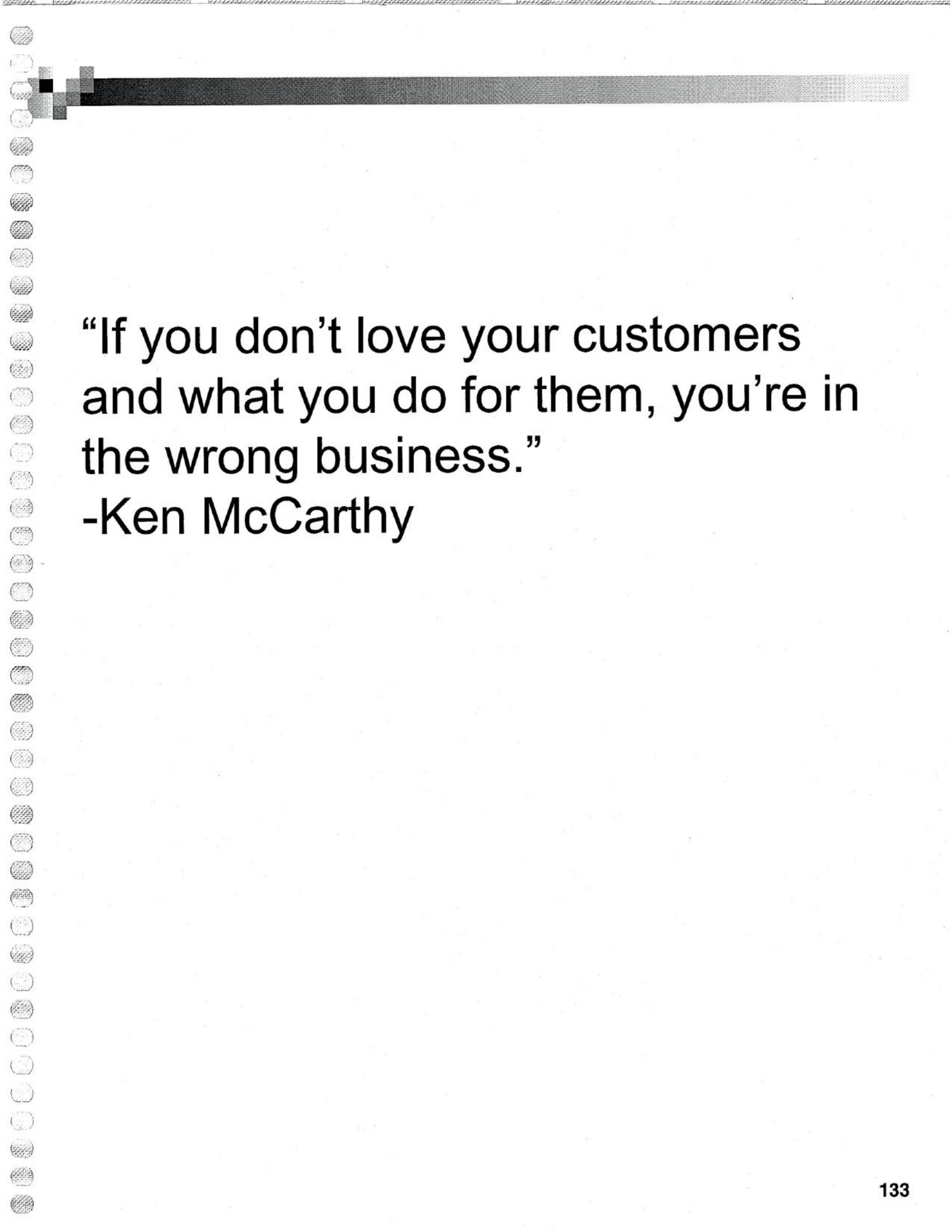
- 100 millionaires!

# Recap

- ‘Nuts and bolts’ are essential
- Master the craft
- But your business needs a soul too
- This is your life
- Parting thought...

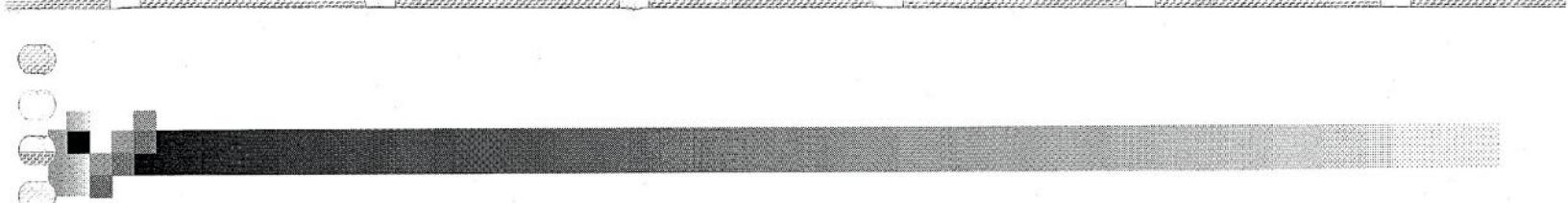
# It makes the world go 'round

- Vladimir Vasiliev and Mikhail Ryabko
- World's worst marketers
- Making six figures, changing people's lives and having a ball
- Does it get any better than that?
- Their secret: "The student should be cherished"
- Systema – The System



**“If you don’t love your customers  
and what you do for them, you’re in  
the wrong business.”**

**-Ken McCarthy**



“Start by doing what’s necessary;  
then do what’s possible; and suddenly  
you are doing the impossible.”

- Francis of Assisi (1181-1226)