

The Eugene Schwartz Headline Swipe File

127 Winning Headlines from a Direct Response Genius

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Ask an accomplished direct response marketer or copywriter to name the best five ad writers of the last fifty years and it's certain Gene Schwartz would be on that list.

How could he not be?

His copy has sold well over a billion dollars worth of products in dozens of varied markets.



Eugene M. Schwartz

He was such a prolific writer that at one point, he turned out a top flight space ad on a daily basis; copy, layout and all.

- His “Flaming Torch” ad emptied the shelves of plant nurseries from coast to coast
- His ad copy moved a basement full of super-model, Oleada Baker’s books...who was stunned a single ad could change circumstances so rapidly.
- His space ads sold almost a half-million copies of his own book -- “How To Double Your Child’s Grades In School” -- largely based on his vocational work with underprivileged school children in New York City’s Harlem.

What Makes a Gene Schwartz Space Ad Tick?

You could sum up the dreams and desires of the self-improvement industry in two words: “Instant Improvement.” And it’s no accident this was the name of one of Gene’s longest running companies.

Try this product or read this book, 100% at my risk. If it doesn't immediately solve every problem you're now facing...free your mind from worry forever...and let you walk two inches taller, then send it back...and every penny of your purchase will be returned.

A Gene Schwartz promise wasn't just *big*, it usually bordered on the *unbelievable*. It was virtually impossible not to get sucked into the vortex of his copy if you were a prospect for the product. Even if you were a hardened, penniless cynic, as long as you were literate, a part of you wanted to *believe* in the promise...and the possibility that life could turn on a dime.

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The giant promise combined with the “Try-Before-You-Buy” proposition made Gene’s offers irresistible.

Interestingly, it’s the outrageousness of his advertising claims (on the surface) that led him to become a champion for the rights of advertising copywriters under the protection of the First Amendment. If an author made a claim in a book, then an advertising copywriter could also present this claim in the copy. Gene was so passionate about this that he successfully litigated his own case against the government.

Since so many of Gene’s claims were “over the top,” it’s worth acknowledging the flip side. Critics argue since you can write anything you want in a book -- as long as no libel is involved -- an unscrupulous advertiser can exploit this First Amendment protection to skirt the truth in advertising law.

No doubt about that. Look at some of the formerly prominent pill and supplement marketers who were permanently barred from that industry by the Government. They’re now successful newsletter publishers!

But if that’s the price to pay for a strong First Amendment, then it’s a tolerable one, not unlike a hate group’s right to gather and march in the street.

Looking back on Gene Schwartz’s career, I see plenty of evidence that his claims are grounded in the truth and for the ultimate benefit of the suffering prospect...as long as he’s open to change.

This 1967 ad for Alan Watt’s [“The Book”](#), is a good example of a Eugene Schwartz self-improvement offer. I’ve found many of Gene’s offers, like this, with sterling reviews for the actual product by present day readers on Amazon.com.

And to those who question the effectiveness of Gene’s copy in today’s marketplace, I’d challenge you to read a few ads like this without surfing over to Amazon and ordering the book.



YOURS FREE! A Million Dollar Testing Lab

On that very topic of the effectiveness of Gene’s (or anyone’s) copy approach; if you’re a true marketer, it’s a moot point.

That’s because, ten minutes from now, you can set up an experiment that will give you almost foolproof feedback about the strength of a headline, or any other advertising element.

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It's called [Google Website Optimizer](#).

And whether Google is bent on world domination or they secretly know higher conversions will result in more money spent with them, it's a testing and optimization tool no serious marketer can be without.

Several years ago when Google bought Urchin, (now Google Analytics) it was a \$6,000 piece of software. Website Optimizer must be several fold this in off the shelf dollars. However, its real value to marketers is worth millions, even though it's 100% free.

Let's say you have three versions of a space ad with the headline being the variable. In the old days, you'd have to invest money in three ad insertions and wait for weeks or months before you got a drop of feedback. Today, smart advertisers set up an A/B/C split test online with website optimizer and receive rapid data about which version is the *likely* winner, thus saving untold thousands in ad insertions and more importantly, time.

A/B Experiment - The simplest way to start testing fast



This method compares the performance of entirely different versions of a page.

- ◆ Your page receives fewer than ~1,000 views a week
- ◆ You want to move sections around or change the overall look of the page

Website Optimizer is the Fantasy Sports League of direct response advertising. You can set up all sorts of fun experiments, like matching up the headlines of several great ad writers against each other. The experiment can be as simple as CTR (click through rate) conversion, the more rigorous, conversion to opt-in or the gold standard, conversion to sale. I am not suggesting taking the headlines word-for-word but using these historical headlines in your own well defined idea lab. My own findings are Eugene Schwartz-like headlines perform superbly in many markets, right now.

Combinations						
Analysis for: May 1, 2008 3:37:58 PM PT - May 10, 2008 6:07:40 AM PT						
View: <input checked="" type="radio"/> Best 2 Combinations <input type="radio"/> Worst 2 Combinations			Download: T X PDF Print Preview			
Combination	Estimated Conversion Rate Range ?	Chance to Beat Orig. ?	Chance to Beat All ?	Observed Improvement ?	Conversions / Visitors ?	
Original	83.0% ± 8.9%	—	57.6%	—	39 / 47	
Combination 1 - Variation 1	78.2% ± 9.0%	30.0%	20.2%	-5.78%	43 / 55	
Combination 2 - Variation 2	78.0% ± 10%	31.0%	22.3%	-5.94%	32 / 41	

Headline spit test data measuring CTR conversion

One last comment about Website Optimizer. Once you become a proficient split-tester, you'll want to delve into multivariate testing, where you can test pictures, colors, sub-

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heads, bolding, copy length, and dozens of other factors you may not even realize are significant in your conversion process.

Winning Headline Approaches

The following headline approaches were repeated by Gene and worth noting.

Headlines emphasizing an immediate or rapid result:

- **Instant Relaxation!**
- **Instant Beauty!**
- **How to Build A Memory In 4 Short Weeks -- So Powerful It Is Beyond Your Wildest Dreams Today!**
- **Change Your Life Next Week**
- **Her Eyesight Was “Born Again”...Returned To Normal In A Single Day.**

Headlines using metaphors and word pictures:

- **Turns up your “Digestive Furnace and burns flab right out of your body!**
- **"FAT DESTROYER FOODS!"**
- **Pain Causing Poisons Literally Pour Out Of Your Body!**
- **This Woman Is Slimming Her Waistline - By Blowing Out the Candles On An Imaginary Cake!**
- **Pick Yourself a Fortune from the Money Trees**

Headlines phrased as questions:

- **DO YOU HAVE THE COURAGE TO EARN HALF A MILLION DOLLARS A YEAR?**
- **Will This Be The Most Explosive Turn Around In The History Of The Stock Market?** (Far stronger than making a declaration.)
- **Is This the World's Easiest Yoga?**
- **Are The Foods You Are Eating Today STARVING YOUR BRAIN?**
- **Why Haven't People In Debt Been Told These Facts?** (A good spin in 2008 might be: Why haven't adjustable rate mortgage holders been told these facts?)
- **Is It Immoral To Make Money This Easily?**

Headlines stressing the “Try Before You Buy” proposition:

- **Don't Pay A Penny For This Book Till It Doubles Your Power to Learn!**
- **Don't Pay One Penny Until This Course Turns You Into A Human Computer!**

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Beauty and Rejuvenation Advertising Headlines

How To Stroke Wrinkles Right Out of Your Face!

AT LAST!

Instant Beauty!

Hollywood plastic surgeon releases 7-day Crash course towards new youth and beauty.

Now, a blunt promise by an eminent dermatologist:

Every cell of your face as a “clock” in it! Here's how to wind those clocks backwards!

“I just celebrated my 62nd birthday and most people take me for 42, thanks to you.”

AT LAST!

Natural Face Lifting By Exercise!

Is It Worth \$2 To You To Banish Ugly Cellulite Forever?

Why Models Stay Young Till Sixty!

Revealed at last! By the world's most beautiful women – who make their living by being, and staying, young!

If you have problem hair, read this –

AT 42, I HAVE TO CUT 2 INCHES OFF MY HAIR EVERY TWO MONTHS
otherwise, it might very well grow right down past my waist.

This book says that

THE SPRINGTIME OF A WOMAN'S LIFE SHOULD BEGIN AT 55

Hollywood plastic surgeon's amazing new book shows how any woman over 30 can
Look Years Younger, Pounds Lighter
in 10 short days!

Now, a blunt promise by an eminent dermatologist:

You can make your face look as though time was running backwards!

YOUR BODY IS TWICE AS YOUNG AS YOU THINK!

And these five "Age-Trimming Actions" will prove it to you, in as little as a single week!



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For lazy people only!

HOW TO SAY GOODBYE TO YOUR MIDDLE-AGED BODY!

And to your middle aged face! In as little as two “lazy” exercise periods a week!

At last...a leading American physician shows you

How to Stay Young Till 90

How To Live To Be A Hundred!

At last! A leading American doctor releases positive proof that you can add up to forty health packed years to your life – AND LOOK UP TO TWENTY YEARS YOUNGER BY DOING IT!

A baby born in the year 2100 will outlive you by 20 years! Now, an extraordinary research program has discovered the secret of making that happen for you - right now, today! You can...

FEEL 20 YEARS YOUNGER, LIVE 20 YEARS LONGER!

Now! A world famous trainer of champions says:

Break All the Rules, and Win A 35-year-Old Body at 50-60-70 and Beyond!

She Sells Youth!

Perhaps you have read this fascinating story in the Chicago AMERICAN...Louisville COURIER...Sioux City JOURNAL -- or dozens of other top newspapers:



Now a naturopathic doctor says: "Let me show you how you may

WAKE UP SLEEPING GLANDS,

See and Feel yourself Grow Younger"

Now, Gertrude Enelow says

THROW AWAY YOUR PILLOW

and wake up the next morning looking and feeling up to 10 years younger!

Weight Loss Advertising Headlines

Now - for the first time - an international jet-setter reveals the “inside” story:

How The Beautiful People Get Rid Of Both Cellulite And Ordinary Fat Without Dieting!

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At Last! A Plastic Surgeon's Diet!

Designed to carve 20 pounds off your figure in one month! But leave your face looking years younger - and far more beautiful than you have known it for years!

*At last! Doctor reveals new 6-days-a-week diet that
Doesn't Just Shrink Fat Cells, But Destroys Them!*

*If you have the determination to follow this world famous physician's Final Diet, then
You can lose 20, 40, 60, 80, EVEN 100 pounds and never gain an ounce of it back.*

*Revealed at last by one of America's most successful weight reducing doctors, a simple plan of hearty eating and gentle body toning that
Turns up your "Digestive Furnace" and burns flab right out of your body!*

*Released at last! From the physician whose average weight loss is 65 pounds per patient... the fat melting program that
Overcomes the Body Chemical that keeps you fat!*

*Announcing - An exciting new way to lose weight with
"Miracle FAT-BURNING Foods"*

How To EAT YOUR WAY to a Happy Stomach Again!

Now - Diet expert Sidney Petrie reports on an exciting way to banish excess poundage look and feel better... and never go hungry with...

"FAT DESTROYER FOODS!"

*Announcing - an exciting new way to lose weight with
"Miracle FAT-BURNING Foods"*

Now see how the high-powered nutrients in these delicious foods chase fat out of the body quickly... easily... painlessly... permanently!



Is This The World's First Spot Reducing Diet?

Designed by America's best known diet doctor—to smooth out ugly bulges that have never given way to any diet you have ever tried before!

Want to lose up to 15 pounds a month? Then Eat Six Times a Day - Not three!

Yes, How would you like to eat as many AS 6 TIMES A DAY – and still watch your weight tumble 8, 12, even 15 pounds per month?

I've Found a Lazy, Crazy Way To Reduce!

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Exercise Advertising Headlines

World's First Effortless Exerciser!

This woman is giving herself the equivalent of eight hours of "solid sleep" relaxation in a mere minute! Just one of the fabulous Yoga exercises you can master – on sight!

World's Easiest Yoga

Is This the World's Easiest Yoga?

This Woman Is Slimming Her Waistline -

by blowing out the candles on an imaginary cake!

They Are Adding Years To Their Lives

Now, Stretch Your Way To A Beautiful Body

in exactly TWO utterly delicious minutes a day!

If You're Over Thirty -- This Is The Best Exercise You Can Do For Your Face, Your Body And Your Heart!

Adult and Childhood Education Advertising Headlines

How To Turn Your Child Into a Classroom Wizard

How to Give Your Child the Top Grades In School He Deserves!

Yes, here is your chance to make such a difference in your child's performance in school that the teacher may actually call you up to see what happened.

*New! Revolutionary! The most exciting educational breakthrough of the century! **Guaranteed To Improve Your Child's School Marks***
- or you pay nothing!

Does your child's behavior worry you sick?

Now - Gesell Institute's Child Specialists Give You the Answers You Urgently Need



Use Your Newspaper to Boost Your Child's Grades. *Five minutes every Sunday with this paper could be one of the greatest gifts you will ever give your youngster.*

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Now! The world's Greatest Minds Force-Feed their Knowledge Into Your Brain Automatically!

Don't Pay A Penny For This Book Till It Doubles Your Power to Learn!

You Are Twice As Smart As You Think!

And these seven simple actions will prove it to you in a single weekend

Don't Pay One Penny Until This Course Turns You Into A Human Computer!

At last!

The Complete Mathematics Education You've Always Dreamed Of!

So easy to learn -- and for a price so incredibly low that you may not believe it's possible!

Now! Automatic Learning With

“THE INFORMATION MACHINE”

Yes, the world's greatest minds – coupled with the most powerful information scanning system ever devised by the mind of man – can turn you into a walking encyclopedia!

Memory Improvement Advertising Headlines

Don't pay a penny until this course turns your mind into a

MENTAL MAGNET

That automatically draws friends, power, love, money, far beyond your fondest dreams into your life OVERNIGHT!

**How to Build A Memory In 4 Short Weeks -- So Powerful
It Is Beyond Your Wildest Dreams Today!**

I'll Make You A Mental Wizard As Easily As This

Let This Machine Work On Your Mind For One Evening

and I guarantee that your friends will gasp in astonishment at the feats of “Mental Magic” you can perform that very next morning.



Biz-Op Advertising Headlines

**DO YOU HAVE THE COURAGE TO EARN
HALF A MILLION DOLLARS A YEAR?**

This is a private advertisement. It is meant for the tremendously ambitious man only.

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Is it possible?

An Automatic Income for Life of \$20,000...\$50,000...\$100,000 a Year Without Working... from a Business That Runs Itself!

Is It Immoral To Make Money This Easily?

For the man who wants to make his fortune overnight! Startling information that opens a great new inside-road to wealth

Any of these "smart money secrets" may make you \$20,000, \$50,000, even \$100,000 this year alone.

Pick Yourself a Fortune from the Money Trees

One Day With This Man Could Make You Rich!

He has already shown thousands of men and woman how to "bootstrap" themselves into their own spare-time businesses...pull in as much as \$1,000-\$10,000 net profit in thirty short days, without even risking their present jobs!



37 ingenious SPARE TIME BUSINESSES that require almost no investment, and net you up to \$200 EXTRA INCOME every week!

Free! 30 Ingenious "Super Money-Makers" You Can Use Tomorrow!

Investment Advertising Headlines

*Why were bankers warned that this "new book could upset the savings applectart"**
How to Make up to 13½ % or More on Your Savings, All Fully Insured.

Will This Be The Most Explosive Turn Around In The History Of The Stock Market?

Grants, Credit and Legal Advertising Headlines

How to Buy Money... Cheap!

10,000 Benefits - Millions in Services and Payments...Giant New Encyclopedia Tells You How to Get YOUR Share Right Now!

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Today any family can get into debt and suddenly be at a creditor's mercy. A collection lawyer knows his exact legal rights – and yours. But you don't:

Why Haven't People In Debt Been Told These Facts?

Why Haven't You and Your Family Been Told These Facts?

At last! A well known, widely experienced practicing attorney shows you

HOW TO AVOID LAWYERS

Self-Improvement Advertising Headlines

To The Man Who Will Settle For Nothing Less Than The Presidency Of His Firm!

How Your Body Can Make You Rich!

And your voice can make you powerful. And your hands can make you loved! All of which may sound incredible to you at first, until you consider these facts.

At Last!

INSTANT RELAXATION!

Now! A noted psychological researcher shows you how to PUT YOURSELF COMPLETELY AT EASE -- in seconds, with simple self suggestion -- EVEN IN THE MOST NERVE RACKING SITUATIONS YOU FACE EVERY DAY.

How to Defend Yourself Against the HUMAN PARASITES Who Want to Rule Your Life!

THE SEVEN DEADLIEST CRIMES AGAINST YOURSELF!

Are you guilty of any of them?

HOW TO READ PEOPLE LIKE A BOOK!

HOW TO MAKE ANYBODY LIKE YOU!

Can popularity be purchased? The answer is yes. And the cost is two to three hours of your time.

How someone famous you don't even know may

Change Your Life Next Week

In this unique project, great writers give psychological help for virtually any problem that may be now worrying you.



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This book could remove your fear of death forever

It could teach you – for the first time in your existence -- how to be outrageously alive.
Now. Not tomorrow but now!

Secrets of Eastern Super-Men Revealed to the West At Last!

Executive's Self-Improvement Advertising Headlines

HOW TO PICK MEN

Now! One of America's leading management consultants shows you how to judge a man's inner character and personality - simply by talking to him.

Gain startling insight into his hidden drives and needs in as little as a single hour.

At last! A leading woman executive shows you how to

Work All You Want! And be a BETTER WIFE and MOTHER because of it!

Nutrition and Diet Advertising Headlines

Now the world famous "STAY YOUNG" doctor invites you to SOAR WITH NEW HEALTH AND ENERGY AT ANY AGE -- while you save large sums you used to spend on pills and hospital bills!

HOW TO EAT YOUR WAY OUT OF FATIGUE!

Now, a world famous physician, who treats some of America's leading celebrities, says forget about drugs and realize that

FOOD IS YOUR BEST MEDICINE

Are The Foods You Are Eating Today STARVING YOUR BRAIN?

Check the three vital symptoms below – and then read how ORDINARY FOODS – used in a new way – may actually be able to refuel your vital brain cells, ACTUALLY AVOID OR BANISH MANY KINDS OF MENTAL TROUBLE!

AT LAST, A DOCTOR WHO SAYS:

Take Food, Not Medicine, If You Suffer From Any One Of These Ills!



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Quit Smoking Advertising Headlines

From Four Packs A Day To Zero In 4 Hours!

And he hasn't touched a cigarette again in six years!

Health, Pain Relief and Alternative Medicine Advertising Headlines

Doctors In Sweden Say There IS A Cure For Arthritis

There IS a cure for arthritis...according to a number of Swedish physicians who have developed for this dread disease an unorthodox treatment which they have found to be totally successful.

Now -- developed by over 1,000 arthritis specialists and doctors working together, a needed and medically approved program to

OVERCOME ARTHRITIS!

Her Eyesight Was "Born Again"...Returned To Normal In A Single Day.

Your Eyes Can Heal Themselves

once you learn to relax them back towards normal, this eye specialist's ingenious way...

Now! With the simple method of foot reflexology!

"You Can Get Almost Immediate Relief from Aches And Pains All Over Your Body!"



Let me say this bluntly –

You Can Manage Almost All But The Most Grievous Illnesses Entirely By Yourself

Without drugs...without cost...without painful apparatus...and (except in rare instances) entirely without the services of a doctor!

A noted physician says:

"You May Suffer From This SECRET SICKNESS That Makes Millions Of People Weak And Weary All Their Lives."

This book prevents backaches caused by plowing, weeding, cultivating, and spraying.

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Take food, says this doctor, NOT MEDICINE...and see
Pain Causing Poisons Literally Pour Out Of Your Body!

"Doing this simple exercise, I have no more problems with my sacroiliac."
How To Correct Your Own Back Troubles!

Revealed at last!
A Chiropractor's Treasury of HEALTH SECRETS

Free! 2 Complete sets of anatomical manikins
Famous 'Doctor Book' of a Million Homes

YOUR NERVES CAN CURE THEMSELVES
once you learn how to desensitize them, this doctor's ingenious new way...

Occult and Hypnosis Advertising Headlines

Is it true the amazing secret of TELECULT POWER
AUTOMATICALLY BRINGS YOU ANYTHING YOU DESIRE...

*For the first time...the expert who teaches DOCTORS
how to CURE WITH HYPNOTISM helps YOU unleash
explosive powers you've kept "chained up" since
babyhood!*

**Are You Ready to use SELF-HYPNOTISM to Make
Life Give YOU What You Want!**

**Is it true? This Amazing Psychic Preceptor brings
you Wealth, Love and Power Beyond Belief!**
*Miraculous "Mental Instrument" offers instantaneous
power to make your dreams come true! Power to see all,
hear all, and command all!*



**How To Develop Psychic Dominance Over Others - Either When You're Near
Them, Or Far Away**

INTRODUCING SUPER HYPNOTISM!

*A new way of combining self hypnosis - with the power to hypnotize any other person
you choose, even without their knowing it!*

**Has this man developed the power to see into the future and control his own
destiny?**

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Occult investigator claims amazing

AVATAR POWER CHANTS GUARANTEED TO BRING RESULTS!

Gardening Advertising Headlines

FLAMING TORCH ARRIVES FROM CANADA.

It's here! Fabulous flower variety gives you thousands of blooms - masses of red flowering torches, as long as your arm the first blooming season.

**Zoysia Grass Is A Good Investment
Saves Time, Work, Money**

**The British Miracle That Creates Super Plants
In the Garden -- In the House**

**How to Grow Thousands of Flowers Without Dirtying
Your Hands**

Full Grown Trees - One Foot Tall



Automotive Advertising Headlines

NOW! Run your Car Without Spark Plugs

New jet fire fuel igniters will deliver up to 30 more horsepower, five more miles per gallon using only regular gas!

Make this 30 second change in your oil... follow these simple directions...and...
Get up to 12 Miles MORE Per Gallon from Your Car

**DON'T PAY ONE PENNY MORE FOR GAS THIS YEAR THAN YOU DID
LAST!**

Now! The Miracle Gas-Saver That Europe Couldn't Hide!

Misc Advertising Headlines

Why Haven't TV Owners Been Told These Facts?

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Want To Bowl More Strikes?

Ask Dick Weber, U.S. National Champion, and author of the Champion's Guide To Bowling.

*FREE! Keep this amazing multi-purpose hem gauge! Even if you buy nothing!
Save up to 90% on clothes and home accessories with*
COMPLETE BOOK OF SEWING

Great Free Offer To Introduce You to
The Ladies' Home Journal Cookbook Club

Weird, New Sonic Lure Caught Fish Like Crazy!

Secrets of old time bird lore, and modern bird psychology attract and
Hand Tame Wild Birds

Amazing applicators give...
Spray Job Finish! 648 Square Inches in 3½ Seconds -- even for beginners!

Magalog And Direct Mail Package Headlines

The Sex Food So Potent Priests Were Forbidden To Eat It

She Fled The Hospital When The Doctor Said "Cut Her Open"

Sneaky Little Arthritis Tricks that Pain-Proofed Everyday People Like You

Super Potency At Any Age

Here Is The Tablet Doctors Give Their Wives To Reduce

71-Year-Old Man Has Sexual Congress 5 Times A Day

Now A Tranquilizer Pill Without A Doctor's Prescription! Released To You For The First Time!

How To Get The Guts Of 370 Business Magazines In 30 Minutes

Can You Make Onions Into Medicine That Rids You Of A Dripping Cold?

Inside this package...A WIRE NAIL THAT CUTS THROUGH ARMOR PLATE!

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Why Do Chinese Women Have Such An Impossibly Low Rate Of Breast Cancer?

How To Rub Your Stomach Away

How Modern Chinese Medicine Helps Both Men and Women Burn Disease Out Of Your Body Using Nothing More Than the Palm of Your Hand

Resources For Serious Direct Marketers and Copywriters

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