



DAN KENNEDY'S CHINESE MENU

COPYWRITING ACCELERATION TOOL

ON THE MENU

DOZENS OF DAN KENNEDY'S VERY
BEST HEADLINES

SUB-HEADLINES THAT MOVE THE READER
DOWN THE PAGE

OPENING PARAGRAPHS THAT GRAB ATTENTION
AND GUARANTEE READING

ANSWERS TO OBJECTIONS, STOP LEAVING
OBJECTIONS UNANSWERED

BRIDGES TO THE SALE, NOTHING HAPPENS
UNTIL SOMEONE BUYS!

SAMPLE GUARANTEES AND MUCH MORE!



菜單卡

2002: THE CHINESE MENU. At the Copywriting Mastery & Sales Thinking Boot Camp, I gave out a “bonus” compilation of over 250 headlines.....some classics, others from actual ads and sales letters of mine or clients’, a dozen fill in the blank headline templates and dozens of examples of the templates filled in, groupings of sample headlines with multiple sub-heads, 50+ opening paragraphs, samples of segues into offers, answers to objections copy samples, guarantee copy samples, and sample PS’s. 88 pages in all. We called it THE CHINESE MENU, with the idea you could pick one of the headlines, one of the opens, a few of the subheads, one of the segues, one of the objection+answers, one of the guarantees and one of the PS’s and cobble together a very good start on an ad or sales letter. In short, a giant shortcut and cheat sheet, made quickly. Frankly, the finished version of this seems to be lost and its digital file was on a little floppy disk that can’t be opened, so you are getting a scanned copy, with some of my handwritten notes on it. I think you’ll find it a valuable resource even if it is messy. Or you might take the time to scan or re-enter it into your computer and create a more easily used reference. The best thing would be to devote a couple days to writing your own Chinese Menu for your business from this one – do it once, use it forever. The best thing about this one as a source is that everything in it was actually used in real, successful ads and ad campaigns –there are no “made up” examples.

**“CHINESE MENU”
COPYWRITING *ACCELERATION* TOOL**

**DAN KENNEDY’S
COPYWRITING MASTERY
&
SALES-THINKING BOOT CAMP**

**NOVEMBER 2002
PHOENIX, AZ**

HEADLINES

How to raise your child's
IQ before it is even born

How Much Are You Losing
To Deadbeats Right Now?

Sell Your Product
On National Television
For a Percentage of Profit

He Became Twice The
Man At Half The Weight

The Secret of Being Wealthy

Phone Wizard

The Child Who Won
The Hearts Of All

One Place-Setting Free
For Every Three You Buy!

Do You Make These Mistakes
In Job Interviews?

How to Write A
Good Advertisement

— VICTOR SCHWAB

Doctors Prove 2 Out of 3
Women Can Have More
Beautiful Skin In 14 Days

Life In the
Fast Lane

The Crimes We Commit
Against Our Stomachs

A Breakthrough Idea For
Those Who Want To Act
In the Movies

A FEW MORE
NEED CALLED

Which of These 5 Skin Problems
Do You Have?

Test Your Ability To
Ever Grow Up

Here Is A Way To Become Tight, Lean
Attractive and Remarkably Healthy In Just 45
Minutes Three Times A Week

How Do You Grow
\$1,000 Worth of Food
In A Garden This Small?

Why People on the Queensland Are
Healthier, Less Overweight, Stay Young
Longer, Live Longer Than People Of
Any Other State in Australia

Stop Dreaming And
Start Making Money

Free Giant Cookie

How to Get Out of the
Rat Race and Into the Chips

Wanted: Your Old Shredder.
Get a Minimum \$700 Trade In
On Our New Models

Throw Away Your Oars!

This is Marie Antoinette—
Riding To Her Death

The Chinese Secrets
Of Weight Control

Think And
Grow Rich

Who Else Wants to Make Big
Money In Electronics?

N. HILL

Three Powerful Reasons You
Should Come To My
Seminar

New Rubber Stamp Business
Pays Beginners Up To
\$20.70 An Hour!

If Your Bathroom Isn't Ready
In 8 Days I'll Give You \$100 Cash
For Every Day We Go Over Time

Who's Making
A Bundle?

You Can Laugh at Money
Worries If You Follow
This Simple Plan

Watch Your Weight and
Inches Disappear

They Laughed When I
Sat Down At The Piano -
But Then I Started To Play!

CAPPLES

\$80,000 in Prizes! Help
Us Find The Name For These
New Kitchens

Vita-Mix Makes Juice 12 Times
Faster Than Other Juices - And
400% More Nutritious

SWICERS

Who Else Wants a
Screen Stare Figure?

How Your Horoscope Can Bring You
Wealth, Love, Success and Happiness

Imagine Me ... Holding An
Audience Spellbound For
30 Minutes!

Why Are We Giving You These \$18.50
Delicious Macadamia Nut
Chocolates – for FREE?

The Amazing Secrete Of The
Hottest Investment Of
The Last 5 Years!

Have a House You'll Be Proud of ...
With ColorMarkers Range of 362 Tiles and New
Easy-To-Apply House Paint

The Amazing Money-Making
Power of Pac-Man and His Friends!

Important News For People Who Swore
They Would Never Try
Another Reducing Product

How To Pay
Zero Taxes!

A Wonderful Two Years' Trip At Full Pay –
But Only Men With Imagination Can Take It

The \$112,000 Housewife

Your TV Fixed in 4 Days Or It's FREE

Confessions Of A
Disbarred Lawyer

"You Kill That Story – Or I'll
Run You Out of the State!"

Smart Car Owners: Save Up To 87% Off
Retail Prices On Your Spare Parts

The Secret of
Perfect Putting

How to Become Debt-Free
And Stay That Way – Forever

FROM THE TV SHOW
THE SIX MILLION
DOLLAR MAN

Where You Can Go
In A Good Used Car

How to Write A
Business Letter

Mobile Money Maker

Today...Add \$10,000 To Your
Estate -- For the Price Of A New Hat

Gold Coast Lawyer Discovers How
To Make Money At Home With The
Help Of the Federal Government

Right and Wrong Farming Methods --
And Little Pointers That Will
Increase Your Profits

Do You Sincerely
Want To Be Rich?

World Poker Champ
Sells Secrets for \$9.95

Thousands Now Play
Who Never Thought
They Could

Do You Do Any Of These
Embarrassing Things?

How to Get \$373,500
Out Of A \$300,000 House

At Last, Someone Has Unlocked The Secret Of
Getting People To Fall In Love With You!

If You Read Music
You'll Love Our Magazine

Brighten Your Dark Rooms
In Less Than 1 Hour

TED
NICHOLS

How To Form Your Corporation
Without A Lawyer For Under \$50.00

Are You Ready To Use
Self-Hypnotism to Make
Life Give You What You Want?

"I Had Been Overweight For 10 Years, So...My
Friends Could Hardly Believe Their Eyes When
They Saw Me Lose 56 pounds In Only 6 Weeks!"

Do You Make These
Mistakes In English?

What's Your Best Chance To Make
Money In Real Estate Today? The
Answer Below May Surprise You.

You Don't Have To Die To
Collect On Your Insurance Policy

Some Straight Talk About Vitamins
And Your Sex Life

How You Can Make
Money With The Arabs

The Amazing Grafton
"Wrinkle Eraser" Discovered
By A Top Oriental Chemist

47 Reasons Why It Would Have Paid
You To Answer Our Ad A Few
Months Ago

Buy No Desk ... Until You've
Seen This Sensation Of
The Business Show

New "Energy Pill" Tested By
The R.A.A.F. With Amazing Results

417
The Amazing "Face-life-In-A-Jar" Used By
Hollywood Stars Who Don't Want
Plastic Surgery

Here are 87 Surprise Ways
To Get Money From
Parliament House

Released At Last –
143 Perfectly Legal Ways To Get A
Check Out Of Uncle Sam!

The Machine That Peels Off
Kilograms While You Sit Back
And Enjoy It

How to Wake Up the
Financial Genius Inside You

How You Can ~~Eat~~ *EAT*
More And Weight Less

Remember When You Could Have
Picked Up A Good Piece Of
Real Estate For A Song – And Didn't?

Is the Life of a Child Worth \$1 to You?

Imagine Being Such A Great Lover
Women Can See It In Your Eyes!

How Long Will you Live? Ignorance About
Taking Care Of Yourself Can Be The Mistake
That Kills You In Your 50's Or 60's...
"The Dangerous Years"!

How To Discover What You
Are Really Good At

Again She Orders ... "A
Chicken Salad, Please"

7 Ways Long Distance Can
Keep Your Head Above Water

How To Rob
Race Tracks Legally

— MIKE WARREN

How To Avoid Having Your Car Stolen This
Summer On The Gold Coast

Lawyers Reveal Legal Loopholes
That Make Money

Generous Creative Businessman
Wants To Find A Hot Sexy Woman With
A Good Sense Of Humor

GARY
HALBERT

How To Make Money
Writing Short Paragraphs

Science Has Finally Counterfeited
A Perfect Diamond!

CHASE REVEL

Would You Like to
Take In \$140 After Supper?

"Insider Information" – On Who's Really
Making Money – Plus Exactly How Those
Businesses Operate

CHASE REVEL

The Secret Of Teaching
Yourself Music

How To Burn Off
Body Fat.
Hour By Hour!

Sunshine Coast Man Swears Under Oath That His
New "Energy Pill" Does Not Contain Cocaine Or
Any Other Illegal Stimulant – "It's A Food, Not A
Drug," Says Joe Bloggs

At Marina Mirage's New Mexican
Restaurant Your First Meal is FREE

Free Kit Tells How
To Take Better Photographs

Inventors, Strike Paydirt!

It's A Shame For YOU Not
To Make Good Money – When
These Men Do It So Easily

Fountain Of Youth Discovered By Little
Known Civilization Over 2700 Years Ago

How To Obtain Guaranteed Credit
Anywhere in Australia

Now Any Auto Repair Job
Can Be "Duck Soup" For You

How To Get Rich In Reading
Classified Ads

Sydney Lawyer Reveals
The Insiders Way
To Get Even

How To Make A Fortune
Today Starting
From Scratch!

How To Find
Someone To Love

To The Traveling Salesman
Who's Smart Enough To Know
When To Call it Quits

How To Turn \$5000 into
\$5,436 in Just 12 Months

To People Who Want To
Write – But Can't Get Started

161 New Ways To A Man's
Heart – In This Fascinating
Book For Cooks

Why Some People Almost Always
Make Money In The Stock Market

It's Easy To Cash In On Your
Amazing Astrological Abilities

How To Make A Killing In Closeouts

How Often Do You Hear Yourself Saying,
 "No, I Haven't Read It; I've Been Meaning To!"

Can You Pass This
 Memory Test?

Too Busy Earning A
 Living To Make Any Money?

JOE KARISO

Look Great With Our
 Free Stylecut

Brisbane Man Reveals A
 Shortcut To Authorship

"Send Me To Any City In Australia. Take Away My Wallet.
 Give Me \$100.00 For Living Expenses And In 72 Hours
 I'll Buy You An Excellent Piece of Real Estate
 Using None Of My Own Money."

From
 2013 & 2014
 Allen

Attention: Home Owner. Don't Buy Any
 Curtains Until You Read This

How To Give Your Children
 Extra Iron - These 3
 Delicious Ways

Money-Saving Bargains From
 Australia's Oldest Diamond
 Discount House

The 5 Most Costly Mistakes
 In Business - How Many Are
 You Making Right Now?

The Inside Story Of A Business
 That Requires So Little Of Anything
 You Could Run It Out Of A Phone Booth

12 Special Tax Strategies That
 Are Making Doctors Rich

What's your Best Chance Of
Earning \$50,000 A Year
By The Time You Are 30?

No More Back-Breaking Garden
Chores For Me – Yet Ours Is Now The
Show Place Of The Neighborhood!

Make Anyone Do Anything You
Mentally Command –
With Your Mind Alone!

Dare To Be Rich!

Take This 1-Minute Test – Of
An Amazing New Kind Of
Shaving Cream

9 Good Reasons To Choose Country Curtains
Quality Sun Blinds And Beat The Scorching
Heat This Summer

The Man With The
“Grasshopper Mind”

“...The Amazing Thing, Of Course, Is The Speed At
Which This Program Works. It Is Rather Remarkable
To Throw Off As Much As 4 Kilograms of Fluid And
Fat In The Very First Weekend...”

Man Who Limped With Foot Pain – Now
Runs 2 Miles Every Day!

Some Straight Talk About
Earning Extra Income

How To Make Money
With Display Ads

Imagine Working Until
4:00 AM – and Loving
Every Minute Of It!

Amazing New Titanic Commemorative
Is Mint-Perfect And Even Bigger
Than A Fifty Cent Piece!

My Name is Michael Trent – And
I'd Like To Make A
Confession!

Thousands Have This Priceless
Gift – But Never
Discover It!

The Last 2 Hours Are The
Longest – And Those Are
The 2 Hours You Save

How To Pay Less For Advertising
While You Get More Orders

An Open Letter To Every
Overweight Person
In Melbourne

One Transaction Can Make
You Independent For The
Rest Of Your Life

They Shocked Us. They Outraged
Us. They Didn't Do Anything Wrong –
They Just Did It First

I'd Like To Give This To My
Fellow Men – While I Am
Still Able To Help

How To Develop A Silver
Tongue, A Golden Touch And
A Mind Like A Steel Trap

How To Raise and Train Your Puppy

New Halley's Comet "Silver Eagle" Is
Totally Unique And Made
Of Pure Silver!

Free 1 Month Gym Membership Worth \$79
With Every Pair Of Reebok Cross-Trainer
Shoes. This Weekend Only.

Why Some Foods "Explode"
In Your Stomach

Want To Save A Bundle? An Open Letter
To Everyone Who Drives A Truck Or Car
More Than 10,000 Kilometers Per Year

The Other Side Of The
Story On Rock Hudson

A Little Mistake Cost A Farmer
\$3,000 A Year

How Much Is "Worker
Tension" Costing Your
Company?

Free Book - Tells You 12
Secrets of Better Lawn Care

The Secret Of How Australia's Number
One Handicapper "STOLE" Over
\$1,000,000 From The Racetracks Last Year

How To Win Friends
And Influence People

DALE CARNEGIE

New Diet Burns off More
Fat Than If You Ran
98 Kilometers A Week!

Make Extra Cash Writing
Advertising Book Match Covers

Pregnant? The Sooner You
Know, The Better

Everywhere Women Are Raving
About This Amazing New Shampoo!

Why These Vitamins Can Make
You Feel Peppier

Now Let This Strange And Powerful Gift
From Outer Space Bring You Incredible
Good Luck – Absolutely Guaranteed!

”Some Straight Talk About Vitamins
And Your Sex Life”

Are You Closing Your Eyes To
The Profit Potential In 800 Services?

Winning At The Races May
Not Be Your Idea Of Fun,
But...

What Everybody Ought To Know...
About This Stock And'
Bond Business

Pierced by 421 Nails...
Retains Full Air Pressure

Advice To Wives Whose
Husbands Don't Save
Money – By A Wife

The Amazing \$10.00 Fake
Diamond That Will Fool
9 Out Of 10 Jewelers

There's Another Woman Waiting
For Every Man -- And She's Too Smart To
Have "Morning Mouth"

FREE Report – "How To Increase
Your Profits In A Recession."

Are You Too Busy Earning A
Living To Make Any Money?

Tested Advertising Methods

Local Business Swears Under Oath He Did Not
Steal Any Of The Car Radios He Is Selling So Cheap

Doctor Discovers The
Cellulite Dissolver

How To Write Copy
That Will Make You Rich

The Secret Of Making
People Like You

The "10 Quickest Ways" To
Get More Customers

You Can't Become Rich In
Your Pocket Until You
Become Rich In Your Mind!

How To Beat Tension Without Pills?

If You Can Read And Write Simple English,
I'll Show You How To Make Real Money
Selling Words

Now! Own Queensland Land
This Easy Way ... \$10 Down
And \$10 A Month

How To Get What
The Australian Government
Owes
You!

17 Stocks You Should
Dump Right Away

The Lowdown On
Self-Publishing

If You Were Given \$200,000 To Spend – Isn't
This The Kind Of *(type of product, but not brand name)*
You Would Build

HARRY
AND DAVID

You Never Saw Such Letters
As Harry and I Got About
Our Pears

Do Your Employees Work
As Slowly As They Read?

Suppose This Happened On
Your Wedding Day!

How To Get A Free Supply
Of An Amazing New Diet Pill
That Works Like Crazy!

This Almost-Magical Lamp
Lights Highway Turns
Before You Make Them

A Startling Fact
About Money

The Most Expensive Magazine In
The World. Yet Over 40,000
Businessmen Buy It Every Month. Why?

Have You Ever Seen A Grown
~~Man~~ May Cry?

How To Discover The Fortune
Lying Hidden In Your Daily Paper

Don't Try This With
Any Other Copier

Fatten Your Bank Account

How To Discover The Priceless
Secret of Good Health And Slash
Your Medical Bills In Half!

It's Crazy That A High
School Dropout Would
Make This Much Money

Six Types of Investors –
Which Group Are You In?

Here's A Quick Way
To Break Up A Cold

The Secret Of Having
Good Luck

How To Start From "Scratch"
And Become A
P.O. Box Millionaire

How To Get A Grip On
Audience Attention

Adelaide Man Discovers The
Secret Of How To Escape The
Australian Rat Race

When Doctors "Feel Rotten"
This Is What
They Do

Profits That Lie
Hidden In Your Farm

But What If You Could
See Her Naked?

This Pen "Burps" Before It
Drinks – But Never
Afterwards!

Here's A Way To Make Money
That Has Never Yet Failed

How To Push Your Resume
To The Top Of The Stack

What Would You Rather
Do This Evening: Watch TV
Or Make Some Real Money?

Reduce Office Turnover
By 100%

Want To Be A Legal
Investigator?

He Was 240 Pounds
Of Sweet Tooth

New Help For Not
So Perfect Hair

Take Any 3 Of These Kitchen Appliances –
For Only \$8.95 (Values Up To \$15.95)

An Educated Failure

Reduce While You Sleep

Guaranteed To Go Thru
Ice, Mud or Snow – Or
We Pay The Tow!

The Amazing Diet Secret
Of A Frustrated
Toowoomba Housewife

How A "Foot Stunt" Made
Me A Star Salesman

How A New Kind Of
Clay Improved My
Complexion In 30 Minutes

Tom McCahill Says: "The Appliance
Repair Field Is So Uncrowded It's
Almost Lonely"

How To Flatten Your Tush

Did You Ever See A
"Telegram" From Your Heart?

An Amazing Business You
Can Carry In Your Pocket

The Amazing Blackjack Secret
Of A Las Vegas Mystery Man!

If Your Home Doesn't Have An Alarm He'll Break-In Just 10
Seconds. With a Wornald Back-To-Base Alarm He Won't
Even Try!

Famed Physicist Proves That Sitting In A
Pyramid Causes Unexplainable Good Things
To Happen

How To Collect From
Social Security At Any Age!

HAUBERT

The Passport To Riches

Have You Ever Taken A
Practice Gold Swing At A Dandelion?

How To Plan Your House
To Suit Yourself

How The Experts Buy And
Sell Gold And Silver

Announcing ... The New Edition Of
The Encyclopedia That Makes It Fun
To Learn Things

The Amazing "Magic Mud" Used
By A Top TV Doctor Who Doesn't
Believe In Plastic Surgery!

Do You Have These
Symptoms Of Nervous Exhaustion?

Little Leaks That
Keep Men Poor

Are You Ever
Tongue-Tied
At A Party?

Don't Envy The
Plumber -- Be One

How I Made A
Fortune With A
"Fool Idea"

My Feet Were Killing Me ... Until I
Discovered The Miracle In Germany

Here's How To Find
Out If Your Bank Is About
To Go Bankrupt!

It's Easy To Cash In On
Your Amazing
Astrological Abilities

Need More Money?

Good News For Franchise Owners: Here's How To Get
Hundreds of Qualified Leads At Half The Cost

What's Wrong With
This Picture?

How Bad A Beating Are
You Willing To Take
To Own A New Car?

Does Uncle Sam Owe You
Money You Don't Even
Know About

How To Discover The Fortune
That Lies Hidden In
Your Head

How To Take Out Stains ...
Use (*product X*) And Follow
These Easy Directions

New Shampoo Leaves Your
Hair Smoother – Easier
To Manage

How To Own A \$139,000 Investment
Home For Only \$35 Per Week And
No Deposit

38 Fun, Easy Ways To
Earn \$500 Next
Weekend

How To Do Wonders
With A Little Land!

7 Steps to Freedom

Corporation Uses Magazine
Articles As Marketing Key

Hands That Look
Lovelier In 24 Hours –
Or Your Money Back

We're Looking For People
To Write Children's Books

You Don't Know Me, I Realize...But I Want
You To Have This Before It's Too Late

How To Overcome
The Body Chemical
That Keeps You Fat!

How Come Some People
Can Walk Up To A
Blackjack Table
And Always Walk Away A Winner

Moneymaking Sledgehammer

What To Be An
Airline Flight Attendant?

How A New Discovery
Made A Plain Girl Beautiful

The Deaf Now
Hear Whispers

The Ugly Truth
About Your New Car

Scientists Discover
Mystery Chemical
That Seems To Drive Women Wild!

TO Men Who Want To
Quit Work Someday

Who Else Wants Lighter
Cake – In Half The Mixing Time?

10 Easy Ways To Meet People,
Have Fun And Lose Some
Weight At The Same Time

The Truth About
Getting Rich

The Book On Who
Owns Whom

New Pill For Diet Failures
Lets You Burn Off Body Fat
24 Hours A Day!

Are You Tired Of
The Treatment
You're Getting?

New Pill Gives Almost Complete
Relief From Arthritis Pain!

Banking Secrets
That Banks Don't
Want Published

How The Way You Undress
Reveals Your Personality

Alive With Pleasure

Check The Kind Of Body
You Want

How To Improve
Your Memory

Desperate Woman Loses
277 Pounds With
Amazing New Diet Secret!

New! Your Child Is The Star Of This
Brand New Sesame Street Storybook!

Have You Ever Said,
"I Just Can't Seem
To Concentrate?"

The Amazing Diet Secret Of
A Desperate Housewife

No Office – No Phones – No
Hassles – Just Cold Hard
Cash In The Mail!

How To Turn
Stumbling Blocks Into
Stepping Stones

If You Read Nothing
Else – Read This

Financial Columnist
Makes Unique
Discovery

Greatest Gold Mine Of Easy
"Things-To-Make"
Ever Crammed Into One Big Book

The Most Comfortable Shoes
You Have Ever Worn
Or Your Money Back

Why (*X Brand*) Bulbs Give
You More Light This Year

The People Who Read This
Book Will End Up With
Your Money

How To Beat The Banks
At Their Own Game

Often A Bridesmaid,
Never A Bride

How I Made A
Fortune With
A "Fool Idea"

The Amazing Secret Of A
Marketing Genius
Who Is Afraid To Fly

Save 20 Cents On 2 Cans
Of Blueberry Sauce -
Limited Offer

The Lazy Man's
Way To Riches

Greed And Gouging
In The Stock Market

If You Can Lick A Stamp -
You Can Lick Your
Weight Problem

Former Barber Earns \$8,000
In 4 Months As A Real
Estate Specialist

The Most Expensive
Mistake Of Your Life

Call Back These Great
Moments At The Opera

"Last Friday ... Was I
Scared - My Boss Almost
Fired Me!"

DAY ATTRACTION

How To Double Your Income
In Just 60 Days

Own A Business Of Your
Choice Without Investing 1 Cent

"I Lost My Bulges ... And
Saved Money Too"

The Art Of Selling
By Telephone

Where The Money Is
And How To Get It

Get Out Of Debt In 90 Minutes
Without Borrowing!

How To Get Free
Advertising And
Free Publicity

How To Get 12 Hours
Out Of An 8-Hour Day

Full Time Minister Finds
Part Time Goldmine!

Are You An Overeducated
Underachiever?

Movie Actor Reveals Amazing
New Weight-Loss Breakthrough

Lost For Words? Push
The Buttons And Voila!

How To Raise Venture Capital
Without Losing Equity

Are We A Nation
Of Low-Brows?

At 6 for 99 Cents, You Can
Indulge Your Fantasies
This Month

Does Your Child
Ever Embarrass You?

How To Have A Cool Quiet
Bedroom. Even On Hot Summer Nights.

You Can Only Go So
Far On BS

— 6K1C

The Secret Of Sticking
To Your Diet

Want To Lose
Some Weight?

The Amazing Lost Money
Secret Of The U.S. Government

How You Can Legally Profit
From "Insider" Information On
The Stock Market

The Secret Of Bowling Strikes

Can Your Child
Read These Words?

How To Write
A Hit Song
And Sell It

MEZUR POWERS

Which Of These 5 Skin
Troubles Would
You Like To End?

Whose Fault When
Children Disobey?

New Cake-Improver Gets
You Compliments Galore!

For The Woman Who
Is Older Than She Looks

Using A Lawyer May Be
Dangerous To Your Wealth

By This Time Next Month,
You Could Have A Global
Data Communications Network

Have You Ever Bowled A Strike
And Said, "I've Got It!"?

Speak Spanish
Like A Diplomat

You'll Just Love The Way
This Diet Pill Works!

Great New Discovery Kills
Kitchen Odors Quick! Makes
Indoor Air "Country-Fresh"

Is Your Home Picture-Poor?

Have You A
"Worry" Stock?

Are They Being Promoted Right
Over Your Head?

Don't Let Athlete's Foot
"Lay You Up"

How To Earn \$30,000 a
Month with Low Budget
Direct Mail Projects

Are you ready to start your own
\$10,000 a Month
Direct Mail Business
Internet Marketing

How To Make \$25,000 a Month with
Low Budget, High Profit Projects you
Can Start Today and Run from
Anywhere in the World!!!

"If Your Home Is Plagues By Ants, Roaches, BoxElder Bugs
Mice, Or Rats, I Can Quickly & Easily Get Rid of Them Forever
With An Exciting New Monthly Maintenance Service!...100%
Guaranteed!"

100% Insurance Coverage For People Over 45 With No
Physical, No Waiting, No Restrictions

Here's a Quick & Easy Way To Become Tight, Lean,
Attractive, Radiant, And Remarkably Healthy In Just 45
Minutes, Three Times A Week ... 100% Guaranteed
Or You Pay Nothing!

Looking For a \$1,500 Sofa Value For Just \$475? We Have 150
In Stock Right Now!

Finally, Here's How YOU, Mary Jackson, Can
Teach Your Children To Always Get Top Grades

Power Headline Words:

Do You
Amazing
At Last
Bargains
Little-Known Secrets
Life
Breakthrough
Only
The Truth About
Now
Sale
How Would
Advice To
Love
Facts
Discover
Inside-Secrets of
Announcing
Yes

Amazing Secrets
Which
Here
New
How Much
This
Which of
How to
You
Free
Hot

TEMPLATES

①

They Didn't Think I Could _____, But I Did.

They Laughed When I Sat Down at the Piano—But Not
When I Started To Play!

They Grinned When the Waiter Spoke To Me in
French – But Their Laughter Changed to Amazement
at My Reply!

②

Who Else Wants _____?

Who Else Wants A Screen-Star Figure?
Who Else Needs an Extra Hour Every Day?

③

How _____ Made Me _____

How A Simple Idea Made Me "Plant Manager of the Year."
How Relocating To Tennessee Saved Our Company
One Million Dollars a Year

④

Are You _____?

Are You Ashamed of the Smells in Your House?
Are You Smarter Than Your Boss?
Are You Prepared for the Japanese Invasion of Your
Industry?

⑤

How I _____.

How I Raised Myself from Failure to Success in
Selling.
How I Retired at Age 40 – With a Guaranteed Income
For Life.

How I Turned a Troubled Company into a Personal Fortune

6

How To _____.

How to Collect from Social Security at any Age.
How to Win Friends and Influence People.
How to Improve Telemarketers' Productivity – For Just \$19.95

For the Executive with Work Left Over Every Day: How To Delegate Without Worry
For Busy Doctors: How to Educate New Patients in Half the Time.
Stock Market Investors – How to Predict Short-Term Surges and Slumps.

7

If You Are _____, You Can _____.

If You Are a Nondrinker, You Can Save 20% on Life Insurance.

If You Are a Football Expert, You Could Win \$50,000 Next Weekend.

If Your Firm Uses "Temporaries," You Might Qualify for \$1,000 in Free Services.

8

Secrets of _____.

Secrets of a Madison Ave. Maverick – "Contrarian Advertising."

Secrets of Four Champion Golfers.

9

Thousands (Hundreds, Millions) Now _____
Even Though They _____.

Thousands Now Play Even Though They Have "Clumsy Fingers."

Two Million People Owe Their Health to this Idea Even Though They Laughed at It.

138,000 Members of Your Profession Receive a Check from Us Every Month Even Though They Once Threw this Letter into the Wastebasket.

(10)

Warning: _____.

Warning: Two-Thirds of the Middle Managers in
Your Industry Will Lose Their Jobs in the Next
36 Months.

Warning: Your "Corporate Shield" May Be Made of
Tissue Paper - 9 Ways You Can Be Held Personally
Liable For Your Business's Debts, Losses, or Lawsuits.

(11)

Give Me _____ and I'll _____.

Give Me 5 Days and I'll Give You a Magnetic
Personality.

Give Me Just 1 Hours a Day and I'll Have You Speaking
French like "Pierre" in One Month.

Give Me a Chance to Ask Seven Questions and I'll
Prove You Are Wasting A Small Fortune on Your
Advertising.

(12)

_____ Ways To _____.

101 Ways to Increase Patient Flow.
17 Ways to Slash Your Equipment Maintenance Costs.

Enclosed:
Doug Casey's New Investment
Predictions for 2002

_____ This Free Information Package
Is Guaranteed

_____ When Are You Going To Get Tired Enough Of
Being In Debt To Do Something About It?

_____ "A money-saving message
exclusively for
small company CEOs..."

_____ Why Is This Gallery Owner Giving Away \$50,000.00
Worth Of Art And Framing - Free Of Charge?

_____ How Albertans Can Profit From The Current
Alberta Real Estate Boom ... *Starting Today*

ENVELOPE
TEASER
COPY

ARM / HEADLINES
USE / TEASER COPY

33

\$475,368 To The Person
Who's Primed To Take Action!

Discover The Most Profitable Real
Estate Secret Ever Revealed!

Quick-Turn Real Estate Expert Reveals
Secrets To Making \$117,000 In Cold
Hard Cash ... In 12 Months Or Less
Using A 100% Guaranteed Program!

Discover When, Where & How
To Buy Alberta Real Estate
For Maximum Profits!

Delirious Millionaire Reveals
How To Greatly Improve
Your Sex Life...

I'll Pay Your Complete Tuition For All Of These Events
When You Become a REIN Member

Discover the Amazing Secret
That's Making These 376 People
Wealthy In Real Estate!

You May Be Paying Too Much In
Property Taxes!

How I Reduced My Property
Taxes By These Simple and
Easy Steps - You Can Too!!!

We Have 826 Customers
With Cash In Their Hands
Wanting To Give You Their
Money - Will You Take It?

Quit Training Like A Sissy
Are You Falling For The Same BS
You Keep Reading About In
Martial Arts Magazine?

LE GRAND

A. JAGGERS

HALBERT

There Are Many Mysteries
In the Universe, But This
Isn't One Of Them...

How To Suck-In As Many Clients
As You Like – Automatically –
Like A Giant, Out-Of-Control,
Client-Sucking Vacuum Cleaner!

“FINALLY!!!!
It's About Time Someone
Asked Us Hygienists What We
Want In An Instrument!”

How Can You Resist This
Cute Little Teddy Bear?

“Whew, Are You Busy!”

Free Report Reveals How Any
Dermatologist Can Collect On More
Top-Paying Cosmetic Cases

Special Report:
Secrets of Getting More
Top-Paying Cosmetic Patients
Without Really Trying

Now You Can Laugh At Managed Care Worries – If
You Discover The Breakthrough Secrets To Getting
All The Money-Making Cosmetic Cases You Want

Don't Let Anyone You Love Or Care About Go Into Surgery
Without This Report

Do You Want To Prevent Equipment Breakdowns
From Happening In Your Lab?

How To Lower
Your Property
Taxes At No Cost
To You

"The World's Easiest & Most Complete
Hair Replacement Marketing Program,
Including the Best Ads, Sales Letters,
Commercials and Lead Generation
Tools Ever Created!"

WARNING!
"Your Competition Just Got My NEW
Marketing Program, and You Missed It!"

I, Tim Paulson, Admit That
I BLEW IT!

Let Me Show You How I Made Over...
\$109,305.20 in Only Seven Months
Using My "Top Secret" Free
Advertising System!

Warning: Your Present Computer Systems Could Be Costing You
Hundreds of Wasted Hours (and thousands of dollars) Every Month!

Guaranteed
Magic Secrets
Of Doubling or even Tripling
Leads, Sales & Traffic Flow At
Your Next Trade Show...
Through the Use of a
"Live" Interactive Sales Entertainer

"How would you like a FREE 100% Silk
Designer Tie just for visiting Gage
Menswear in Owings Mills once again?"

As you can see, I've sent you
a whole bag full of money.
There's a lot more where that came from.

To try Power Points on a
Generously guaranteed basis,
I'm going to bribe you so silly your
Legs'll wobble, you'll be bumping into
Furniture, holding your head and humming
"Volare" before it's over.

TIM
PAULSON

B. GLAZER

DSK

As you can see, I've sent you
a million dollar bill.
There's a lot more where that came from.

FREE:

6 Audio Tapes, 5 Special Reports,
1 Book, 2 Critique Certificates,
Telephone Consulting & Coaching,
a veritable truckload of
Moneymaking information and
assistanceALL FREE...
and all you have to do to get all of it
is say "maybe."

DSK

At The Very Least, Reading My Letter
Can Double Your Income From
Speaking in 1994.

How a 24 and 25 Year Old Alaskan Couple
Went From Dead Broke To Making Over \$250,0000
A Year Cleaning Carpets (In Less Than 24 Months.

for Joe Rich

When You Retire, Will You Live The
Good Life Or Be Constantly
Frustrated By "We Can't Afford It-It is?"

"I'm 50! I look great! I feel terrific!
I drink home-made Kombucha Tea."

Sinus and Allergy: Laser Procedure Provides Quick Relief
For Sufferers of #1 Chronic Health Problem

"How I Went From An Unemployed 46-Year Old,
With Almost Zero Money, A Whopping
Mortgage, And A Pile Of Unpaid Bills
To A Multi-Millionaire - And How You
Can Do It Too!"

"If You Can Answer One Easy
Question Inside, You're Already
90% Toward Making Your First Million!"

Money Secrets Your Banker
Hopes You Never Uncover

"I'm Satisfied With My Present Insurance Coverage, Company
And Agent. Why Should I Take The Time
To Meet With a Catholic Life Representative?"

DSK for client

You've Resisted --
So I'll take the extraordinary step of letting you pay
Only AFTER you've put profit in your bank account.
(This is my final offer.)

An Important Message From
Joseph P. Truncale, Executive Vice President
National Association of Printers and Lithographers

"New Solutions to Printer's Sales & Marketing
Problems Stuns Even This NAPL Veteran..."

Revealed at Last...
The 'Missing Ling' -
Never-Released Original SEAL Training
Guaranteed To Skyrocket Your Fighting Skills!

DSK for clients

Why Would A Wealthy Man Offer
To Set You Up In Business For Just \$99.00?

How To Solve "What's Bugging You"
About Your Printing Business
And Create Maximum Profits - Now.

2ND NOTICE
ARE YOU INSANE??????

FINAL NOTICE
R-r-r-r-r-i-i-i-i-n-n-n-g!

New challengers.
New answers.

- for Joe Polish

The wealthiest carpet cleaner
In America. That must be you.
Congratulations.

The Lazy Wealth-BUILDER KICK-OFF
Tele-Seminar Registration Form

The little-known
stock strategy that picked
42 winners and no losers.

(It also averaged 124%.*)

79-Year-Old Master Trader
"Calls It Quits" ... And Finally
Agrees To Reveal The One
Commodities Trading Strategy
That Made Him Rich!

If You Want A Lifetime Of Unlimited
Wealth, This New Information From
Robert G. Allen Will Be An Eye-Opener.

"If *you* don't plan your own future
you are at the mercy of *other*
people's plans" – Robert G Allen

If Your Pool Is Too Cold To
Use, Read ON:

"10 Reasons Why Your Friends & Neighbors Love
Doing Business With Harrimans!"

Wealth, Health, Love And
Happiness – Now You Can
Have It All!

Stay Home And Make Money

If You Love To Catch
Fish, Get Your "Bass-
Buster" While We Can Still
Legally Sell Them!

The Amazing Secrets Of A
Sweepstakes Millionaire

The Best New Book On Making
Money By Mail Is Yours Free!

A Little Mistake That Cost A Farmer \$3,000 A Year

Advice To Wives Whose Husband Don't Save Money –
By A Wife

The Child Who Won The Hearts Of All

Are You Ever Tongue-Tied At A Party?

How A New Discovery Made A ~~Plan~~ Girl Beautiful

How To Win Friends And Influence People

The Last 2 Hours Are The Longest – And Those Are The
2 Hours You Save

Do You Make These Mistakes In English?

Hands That Look Lovelier In 24 Hours – Or Your Money
Back

You Can Laugh At Money Worries – If You Follow This
Simple Plan

Why Some People Almost Always Make Money In The
Stock Market

IT SEEMS INCREDIBLE That You Can Offer These
Signed Original Etchings – For Only \$5 Each!

Five Familiar Skin Troubles – Which Do You Want To
Overcome?

Which Of These \$2.50-to-\$5 Best Sellers Do You Want –
For Only \$1 Each?

Who Ever Heard Of A Woman Losing Weight – And
Enjoying 3 Delicious Meals At The Same Time?

How I Improved My Memory In One Evening

Discover The Fortune That Lies Hidden In Your Salary

Doctors Prove 2 Out Of 3 Women Can have More Beautiful
Skin In 14 Days

Thousands Have This Priceless Gift – But Never
Discover It!

Guaranteed To Go Thru Ice, Mud, Or Snow – Or We
Pay The Tow!

161 New Ways To A Man's Heart – In This Fascinating
Book For Cooks

Profits That Lie Hidden In Your Farm

Everywhere Women Are Raving About This Amazing New
Amazing!

Do YOU Do Any Of These Ten Embarrassing Things?

Six Types Of Investors – Which Group Are YOU In?

Today ... Add \$10,000 To Your Estate –
For The Price Of A New Hat

Does YOUR Child Ever Embarrass You?

Is YOUR Home Picture-Poor?

Little Leaks That Keep Men Poor

Pierced By 301 Nails – Retains Full Air Pressure

BUY NO DESK ... Until You've Seen This Sensation
Of The Business Show

"I Lost My Bulges ... And Save Money Too"

Why (Brand Name) Bulbs Give More Light This Year

IMAGINE ME ... Holding An Audience Spellbound
For 30 Minutes!

Check The Kind Of Body YOU Want

Here's A Quick Way To Break Up A Cold

67 REASONS WHY It Would Have Paid You To Answer
Our Ad A Few Months Ago

Suppose This Happened On YOUR Wedding Day!

Are They Being Promoted Right Over Your Head?

What Everybody Ought To Know ... About This Stock
And Bond Business

Money-Saving Bargains From America's Oldest
Diamond Discount House

FREE BOOK – Tells You 12 Secrets Of
Better Lawn Care

Greatest Gold-Mine Of Easy "Things-To-Make"
Ever Crammed Into One Big Book

"This New Business-In-A-Box
Can Earn Your Hundreds
Of Thousands Of Dollars"

(While It Runs On Full Auto-Pilot!)

Here's How To Get at the Leads
You'll Ever Need For Your Business

"Here's The Quickest & Easiest
Way For You To Succeed
In Mail Order"

"How To Avoid The
Pain & Discomfort
Of Product Development"

"How To Cash-In On
The Booming Demand
For CD-Roms"

"Here's A Rare Opportunity For You To
Own & Cash-In On Group M's Million Dollar,
'Hyper-Responsive' Mailing List
Of HOT Proven Buyers!"

"Double Your Direct Marketing
Profits -- 100% Guaranteed!"

Maximum Profit Direct Marketing

How To Win Tons Of New Customers,
Get Them To Buy More Often,
Increase The Dollar Amount Of Every Sale,
And Double Your Profits In Record Time!

"How To Master The Art-And-Science
Of Writing Ads & Sales Letters
That Work!"

"I Was Held Hostage
For 4 Days By The Sharpest
Minds In Direct Mail"

How To Make A Fortune Selling
"How-To" Information By Mail...

How You Can Create
A Hot Selling Information Product
On Any Subject
Almost Instantly
...In Just 2 to 4 Hours!

How To Turn All Your Ads
And Sales Letters Into Powerful
Cash Generators – GUARANTEED

How To Obtain Premiums, Giveaways
& Promotional Merchandise At
Discounts So Huge & Prices So Cheap
You'll Feel Like You're Stealing!

"301 Direct Mail Tips, Techniques, & Secrets"
The Insider's Guide to Direct Mail Marketing

"How To Get Your Very Own
Web Site On the Internet
(Professionally Designed and Everything)
For Less Than \$2 A Day"

"Here's How You Can Promote
Virtually Any Business, Product, Or
Service On The Internet!"

DSK
For
C/S

How To Get One Million Dollars
Worth of FREE ADVERTISING
On The World-Wide Internet...
Even If You Don't Have A Computer!

Amazing Secret Electronic Money-
Making Goldmine Revealed!

How To Write Million Dollar Ads,
Sales Letters, And Web Marketing Pieces

Question: What's The Key Secret
To Increasing Your Sales & Profits
By As Much As 917%?

"How To Find Mailing List
That Can Make You Rich"

38 Fun and Easy Ways to Earn \$500 Next Weekend

American Woman, Say Hello To Your Next Boss. You.

An Amazing Business You Can Carry In Your Pocket

Another Show In Our Series About Improving Our Lifestyles

Are You Looking For Small Companies With Big Futures?

Are You Ready To Use Self-Hypnotism To Make Life Give You What
You Want?

At Last Someone Has Unlocked The Secret Of Getting People To
Fall In Love With You!

Because Someone Noticed Something, That Nobody Else Ever Did,
The Most Important Discovery For Success Has Been Made!
Can You Pass This Money Test?

Can Your Child Read These Words?

Cash in on Your Vacation!

Don't Envy The Plumber -- Be One

Earn \$4,000 per Month From Your Home With a Computer!

Earn \$50,000 Yearly With Your Own Mail-Order Book Business

Earn \$90,000 A Year Repairing Cracked Windshields

Elect A Better Future

Ex-Truck Driver Gets \$21,108 a Month Doing What Your Aren't!

Fatten Your Bank Account

Free Book Tells You 12 Secrets Of Better Lawn Care

Here Is A Way To Make Money That Has Never Yet Failed

How A New Discovery Made A Plain Girl Beautiful

How Bad A Beating Are You Willing To Take To Own A New Car

How To Develop A Silver Tongue, A Golden Touch And A Mind Like A Steel Trap

How To Discover The Priceless Secret Of Good Health And Slash Your Medical Bills In Half

How To Discover What You Are Really Good At

How To Earn \$30,000 a Month with Low Budget Direct Mail Projects!!!

How To Find Someone To Love

How To Flatten Your Tush

How To Get Free Advertising And Free Publicity!

How To Get A Grip ON Audience Attention

How To Get Rich Reading Classified Ads

How To Make A Fortune Today Starting From Scratch!

How To Make Money With Display Ads

How To Make People Line Up and Beg You to Take their Money!

- 1/21/82

How To Make The System Work For You

How To Pay Zero Taxes

How To Plan Your House To Suit Yourself

How To Push Your Resume To The Top Of The Stack

How To Rob Race Tracks Legally

How to Retire with Money

How To Start A Creative New "Money Hobby" That Might Double
Your Present Income

How To Turn A Slow Weekend Into A Fast Profit

How To Turn Stumbling Blocks Into Stepping Stones

How To Wake Up The Financial Genius Inside You

How To Write A Business Letter!

How To Write A Good Advertisement

How To Write A Hit Song And Sell It

How To Write Copy That Will Make You Rich

"If You Know How To Sell, You Owe Yourself A Promotion"

"It's A Food, Not A Drug" Says So & So

If You Can Read & Write Simple English, I'll Show You How To
Make Real Money Selling Words

If You Read Nothing Else – Read This!

If You'd Rather Put Money In Your Pocket Than Watch T.V....

It's Crazy That A High School Dropout Can Make This Much Money

Looking For A Growing Business With A Great Track Record?

Lost For Words? Push The Buttons And Voila!

*M-22
H-5-1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100*

Make Big Money – All Profit – At Home

Man Who Limped With Foot Pain – Now Runs 2 Miles Every Day

Mobile Money Maker

Money Making Sledgehammer

Money to Loan!

My Name is Paul Franklin ... And I'd Like To Make A Confession!

Need For Consultants Growing Rapidly

Need More Money?

New 'Energy Pill' Tested By U.S. Marines With Amazing Results

New Cake Improver Gets You Compliments Galore!

New Diet Burns Off More Fat Than If You Ran 98 Miles A Week

New Help For Not So Perfect Hair

New Shampoo Leaves Your Hair Smoother, Easier To Manage

New York Lawyer Reveals The Insider Way To Get Even

No More Back Breaking Garden Chores For Me -- Yet Ours Is Now The Show Place Of The Neighborhood

No Office – No Phones – No Hassles – Just Cold Hard Cash In The Mail

"No Time For Yale – Took College At Home" Says Well Known Author

Now! Your Child Is The Star Of This Brand New Sesame Street Story Book!

Of Course You Can Afford It. Think Of All The Money You've Saved Drinking Ordinary Scotch.

Often A Bridesmaid, Never A Bride

Ohio Man Discovers the Secret Of How To Escape The American Rat Race!

One Transaction Can Make You Independent For The Rest Of Your Life

Only 1 Career Woman in 1,000 Finds The Job She Deserves

Open Your Mind, Read This Book And Your Life Will Change – It Will All Be Yours

Operate Your Own Home Shopped Television Show

Others Got Back Thousands Because They Believe In Me And My System. Not One Lost.

Our Sales Approach Helps You Avoid Unpleasant Surprises Down The Road.

Own A Business Of Your Choice Without Investing 1 Cent.

Personal Survival In A Collapsing Society -- The 'Guerilla' Video That Can Save Your Life

Pick The Brains Of A Millionaire For \$10

Pierced By 30 Nails ... Retains Full Air Pressure

Poems Wanted – For Songs and Records

Pregnant? The Sooner You Know The Better

Profit From the Wisdom Of These Investment Experts

Profits That Lie Hidden In Your Farm

Phone Wizard

Read It Tonight And Start Tomorrow

Reduce While You Sleep

Released At Last – 137 Perfectly Legal Ways To Get A Check From Uncle Sam

Remember When You Could Have Picked Up A Good Piece Of Real Estate For A Song – And Didn't

Rewards of Gifts And Trusts For Middle –Income Families

Right And Wrong Farming Methods ...And Little Pointers That Will Increase Your Profits

Roaches To Riches! Electronic Invention Turns House Wiring Into Giant Pest Eliminator

Satellite Scrambling Got You Down? We Have the Solution!

Save Enough On Your First Cruise To Take Your Wife For Free

Science Has Finally Counterfeited The Perfect Diamond!

Scientists Discovered Mystery Chemical That Seems To Drive Women Wild

Sell Your Ideas!

Six Propositions For A Fuller Future

Some Straight Talk About Vitamins And Your Sex Life

Sometime In The Next 24 Months, a Government Declared
Economic Emergency Could Wipe You Out

Something To Look Forward To Each Day!

Stop Dreaming And Start Making Money

"Stop Playing Catch-Up And Start Getting Ahead"

Suddenly Multiply Your Income With Unorthodox Strategies Like These!

Test Gold Like A Jeweler

The 10 Quickest Ways To Get More Customers

The Amazing \$10 Fake Diamond That Will Fool 9 Out Of 10 Jewelers

The Amazing Blackjack Secret Of A Las Vegas Mystery Man!

The Amazing Diet Secret Of A Desperate Housewife

The Amazing Lost Money Making Power Of Pac-Man And His Friends!

The Amazing New Beverly Hills 'Wrinkle Eraser' Discovered By A Top Oriental
Chemist!

The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly

The Amazing Secrets Of The Hottest Investment Of The Last 5 Years

The Amazing Story Of A Business That Requires So Little Of Anything, You Could Run
It Out Of A Phone Booth

The Art of Selling By Telephone

The Lowdown On Self-Publishing

The Quickest Way I Know To Make A Million Dollars

There's Big Business In Losing!!!

They Shocked Us. They Outraged Us. They Didn't Do Anything Wrong -- They Just Did It First.

This Christmas, Let Your Present Be Your Future!

This Is Absolutely The Easiest Way For You To Have A Future Free Of All Money Worries

Tired Of Making Your Boss Rich?

Tom McCall Says 'The Appliance Repair Field Is So Uncrowded It's Almost Lonely'

Using A Lawyer Can Be Dangerous To Your Wealth

Want To Be A Legal Investigator?

Want To Save A Bundle? An Open Letter To Everyone Who Drives A Truck On More Than 10,000 A Year

Wanted! Ideas and Inventions!

Watch Your Weight And Inches Disappear

We Have An Interest In Your Success

We Think Growing Companies Deserve As Much Cash Flow And Asset Protection As Giant Multinationals

We're Looking For People To Write Children's Books

We're Looking For People To Act in TV Commercials

We're Looking for People Who Want to Make Money with Their Own Business!

What The Travel Agents Won't Talk About Can Save you 50%-70% On Your Cruise Vacation!!!

What's Your Best Chance Of Earning \$50,000 A Year By The Time You Are 30?

What's Your Best Chance To Make Money In Real Estate Today?
The Answer Below May Surprise You!

Where The Money Is And How To Get It

Why Not Increase Your Income Dramatically?

Why Publisher's Buy

Why Some People Almost Always Make Money In The Stock Market

Why Struggle To The Top Of Someone Else's Business When you Can Start At The Top
In Your Own?

Why Would Investors World Wide Be Willing To Pay A Quarter Million For This Old
Watch?

World Poker Champ Sells Secrets For \$9.95!

You And I Will Both Profit

You Can Only Go So Far On B.S.

You Can't Become Rich In Your Pocket Until You Become Rich In Your Mind!

You Don't Know Me I Realize...But I Want You To Have This Before It's Too Late

You Grow – We Grow – A Partnership That Works

Your Survival Guide To Corporate Politics

SUBHEADS

We guarantee to make your carpeting look like new,
or there's no charge for our services!

Like new again – no matter what!

Act now – call us today at XXX-XXX-XXXX and ...

Headline: How Much Are Your Customers Worth?

Subheads: Why you should bother

The importance of coding

Get out your calculators

Keys to success

Headline: Hey, It Gets Late Early Out Here."

Subheads: Can Numbers Change Your Life?

How Bad Are Most People at Productivity?

What Is "Productivity"?

A Word About Punctuality

Telephone Time Suck

The Link to "Magnetic Marketing"

Re-Capturing Car Time

Controlling Procrastination

Minutes Matter

Headline: "Announcing...A New Resource That

Can Help You To Become A...

Million Dollar Ad & Sales Letter Writer"

Subheads: You Could Be A Mailbox Millionaire!

Do You Know How To Write A Million Dollar Ad Or Sales Letter?

"The Ultimate Collection Of Winning Ads & Sales Letters"

That's Just One Of The Letters In This Collection

These Ads And Letters Sell A Variety Of Products

Now You Can Own This Ultimate Collection Of Ads & Sales Letters

What's the Investment To Own This Collection of Ads & Sales Letters?

Special Early Bird Bonus!

My \$5,000.00 Guarantee:

How To Get Your Very Own Copy

Headline:

"How To Get Set Up And Own

Your Own

Automatic Self-Operating

Mail-Order Money Machine"

Subheads:

For A Limited Time: This Mail-Order Publisher

Will Set You Up, A-To-Z, In A "Clone", A Perfect Copy

Of His Hugely Successful Business - If You Qualify

Warning: This is a serious business proposal only for a few individuals very

HEADLINES
+ SUBHEADS
FROM
ACTUAL
SALES
LETTERS

Sincerely interested in establishing an "automatic" monthly (extra) income of \$10,000.00 to \$50,000.00 a month...

Why Would I Offer To Set You Up In Business

For About 1/10th Of What It Should Cost If It Were A Franchise?

I Think It's Possible There's Nothing Quite Like My

"Automatic Self-Operating Mail-Order Money Machine!"

Anywhere Else In The World!

"Money-Making Secrets" Built Into My Business

Soon To Be Your Business Too, If You Qualify

What's Included In The "Marketing License" And

How The Business Makes Money...

14 Reasons Why This Is THE ONLY BUSINESS Worth Being In:

Why You Should NOT Miss Out On THIS Opportunity Even If You

Have To Walk Barefoot And Naked Across The Death Valley

Desert In 120-Degree Heat To Do It!

But Here's The Biggest Reason Why This Is A Better Opportunity

Than Anything You'll Ever Hear About In Mail-Order

Profit From A Huge, Explosively Growing, Hungry Market

How Can YOU Get Into This

Amazing Business? (Can you?)

Who should NOT do this?

Who should?

Wait, There May Be Another Reason NOT To Respond

In Addition To the "21-Day Free Inspection Guarantee,"

I'm Willing To PERSONALLY GUIDE YOU

In Cloning My Business Successfully,

In Getting A Fast Start...

Now Let Me Take Just A Minute

For Some Very Blunt, Straight Talk:

What To Do Next:

A Final Question

Headline:

"This New Business-In-A-Box

Can Earn You Hundreds

Of Thousands Of Dollars"

Subheads:

(While It Runs On Full Auto-Pilot!)

You just open the box...

Plug into the simple auto-pilot marketing plan...

And make deposits into your bank account!

\$278,130 In Sales!!!

Direct Mail Bootcamp!!!

The NEW Direct Mail Bootcamp Home Study Course!

Now's Your Chance To Acquire The Reprint Rights

To This Powerful, Money-Making Course!

You'll Earn A Whopping \$359 On Each Sale!!!

390 BILLION DOLLARS

Worth of Good & Services

Were Sold By Direct Mail In 1997!!!

Let's Do Some Brainstorming!...

Full Auto-Pilot!!!

Accept And Process Credit Card Orders For You!

You'll Never Find An Easier, Sure-Fire Way

To Earn This Kind Of Money!

Non-Negotiable \$10,000.00!

\$18,000.00 each!!!

If You Order Your "Business-In-A-Box" Within The Next 10 Days,

You'll Get These Extremely Valuable FREE Bonuses:

If You Want To Get In On This Limited

Opportunity - You Must Act NOW!

Headline:

Here's How To Get All The Leads

You'll Ever Need For Your Business

Subheads:

...And I Mean Hot, Qualified Leads That Will

Blow The Lid Off Your Sales And Profits!

The COSTLY TRUTH About Bringing In New Business...

A Foolproof Way To Bring In

More And More New Business

Here's The Difference That Makes

This Program So Much More Profitable

Than Anything Else You've Ever Seen:

Here's How To Start Boosting

YOUR PROFITS Right Away

Here's the Bottom Line...

Here's How To Get Started

The Silver Program

The Gold Program

The Platinum Program

There's Just One Slight Catch

Take Control Of Your Financial Future

Starting Today!

Headline:

"Here's A Rare Opportunity For You To

Own & Cash-In On Group M's Million Dollar,

**"Hyper-Responsive" Mailing List
Of HOT Proven Buyers!"**

Subhead:

*And if you don't have a product or service to sell, keep reading!...
I'm gonna tell you*

'How You Can Easily Create A Hot-Selling Information
Product (In 3 Hours Or Less!) That The Group M List
Would Just Love To Buy From You!"

Your Mailing List Is Everything...

"Tell me more about the Group M List."

How To Create A Hot-Selling Information Product
On Any Subject, In Just 3 Hours!!!

You'll Even Have A "Killer" Sales Letter For Your Product!

"What kind of investment is required to own this list?"

If You Want The Get In On This Rare
Opportunity – You Need To Act NOW!

Your Success In Direct Mail Marketing Is

Totally Dependent On Having A Responsive Mailing List...

Headline:

Maximum Profit Direct Marketing

Subheads:

How To Win Tons Of New Customers,
Get Them To Buy More Often,
Increase The Dollar Amount Of Every Sale,
And Double Your Profits In Record Time!

What I'm about to show you is a risk-free, completely guaranteed way to
make all your direct marketing far more profitable than you ever dreamed
possible. For example, using just a couple of these simple, inexpensive
techniques, one person recently tripled her sales in a mere 30 days.

Now I can't guarantee you'll triple your sales in 30 days, but I will promise
you this: You will make at least \$7,500 extra profit ... and I mean \$75,000 you
never would have seen without this breakthrough information, or it won't
cost you a dime.

The truth is, \$7,500 in extra profit is just the tip of the iceberg. If you're like
most people that use this course, you'll make much, much more!

The Costly Truth About Direct Marketing
Here's What You Need To Start Cashing In
On All Your Direct Marketing Projects

Here's How Profitable These Techniques
Have Been For Others – In Hard Dollars And Cents!

Here's What Makes This Course So Different –
And So Much More Profitable –

Than Anything Else You've Ever Seen

Here's How You Can Start Boosting Your Profits Right Away

Here's The Bottom Line!

Here's How You Get Started
 Now Let's Talk About Your FREE BONUSES!
 It Gets Better Still—Your Success
 Is Completely Backed By My \$7,500 Double Guarantee
 If You Want To Get In On This Limited
 Opportunity – You Need To Act Now!

Headline:

These Four Days Altered My Entire Thought Process!

"I Was Held Hostage
 For 4 Days By The Sharpest
 Minds In Direct Mail"

Subheads:

*"And when it was over, I didn't want to leave. I had learned the ultimate skill...
 how to make real money anytime, anywhere. All my fears about now knowing what
 to do were gone. By day four, I had the formula down; I knew how to do it right,
 and even before I got home from the seminar, I had started a major direct mail
 project which may end up earning me \$20,000 this month!"*

How to Make A Good Income Anywhere, Anytime,
 By Developing And Following Through On Direct Mail Projects!!!
 Starting Mailing Letters!!!

Here are just some of the things the experts taught us...
 Raising Hug Sums Of Money With Direct Mail Projects!!!
 The Choice Is Yours.

True Independence.

They had discovered a way to escape
 from the rat race, and didn't mind sharing the secret!
 Even a small success with direct mail can reap huge profits!
 But not everybody could get in...

The Components of the Direct Mail Bootcamp Experience
 A COMPLETE, READY-TO-USE DIRECT MAIL OFFER!!!

It's Like Having Your Future Delivered To You On A Silver Platter!!!

On the Other Hand...

But it's not free.

The Total Learning Experience That Changes Your Life!

Headline:

750 How-To Books, Reports and
 Manuals You Can Report And Sell...
 All On A Single CD-ROM!!!

Subheads:

No Royalties Due—Ever!

Easy-To-Use!

A Great Resource

The Best Part – The Price

Headline:

How To Obtain Premiums, Giveaways
& Promotional Merchandise At
Discounts So Huge & Prices So Cheap
You'll Feel Like You're Stealing!

Subheads:

Insider Secrets Of The Close-Out And
Promotional Goods Industry...
The Promotional Strategy
That Never Wears Out, Never Loses Its Power
Let Me Swing Open The Concealed, Secret Door:
Here Are Some Promotional Ideas
"How Can Such Bargains Exist?" "Don't I Have To Buy
A Train Carload Of Stuff To Get In On This?"
"Where Does All This Stuff Come From?..."
"How Do I Get In?"
"How Easy Is It To Get Started?"

Headline:

Here's the FREE Report you requested:

"How To Get Your Very Own
Web Site On The Internet
(Professionally Designed and Everything)
For Less Than \$2 A Day"

Subheads:

Now You Can Build YOUR Business
On The Internet!
Take A Look At
These Internet Statistics:
"What's A Web Site Anyway?"
Now Is The Time To Establish Your Presence
And Identity On The Internet With Your Own Web Site!
The Internet Is The Ultimate Prospecting
And Business Generating Tool!
It's Easy To Get A Web Site On The Internet!
Your Web site will showcase your business, products,
And/or services to potential buyers – all day and all night!
Your Web Site Will Increase The Results You
Are Getting With Any Other Form Of Advertising!
If You Order Your Web Site Within The Next 7 Days,
You'll Get These FREE BONUSES Worth Hundreds,
Maybe Even Thousands Of Dollars:
Now, Here's All You Need To Do
To Get Set-Up With Your Web Site:
You Get A No-Risk, No Hassle
30 Day Money-Back Guarantee!

Headline:

Question: What's The Key Secret
To Increasing Your Sales & Profits
By As Much as 917%?

Subheads:

If you don't know, read on. You'll find out what
it really takes to pull more sales and profits from
every ad or sales letter you ever use.

More powerful concepts and copy.

You're cheating yourself out of all
the profits you could potentially be earning!
Here's How To put An End To Poor Results –
And Start Increasing Your Sales And Profits Right Away.
Here's How Profitable The Copywriting "Power Formula"
Has Been For Other Marketers
Here Are Just Some Of The Powerful Advantages You'll Gain
From This Unique, Comprehensive Training:
There's More Still – I've Turned Up The Heat
To Make Your Business Even More Profitable!
Here's How To Get Started
Now Let's Take A Look At Your FREE BONUSES!
Here's Proof That This Innovative New Program
Will Work For You
Take Control Of How Profitable Your Business
Can Be – Starting Today!

Headline:

Finally, a way you can learn...

'How to Earn \$30,000 a
Month with Low Budget
Direct Mail Projects'

Subheads:

You'll be surprised at how easy it can be to earn as much as \$30,000 a
month from your home...if you know the secret formula the experts use to get RICH.

Earning \$5,000 a Week is Easy!

The Secret Behind the Success

A Real Live Success Story

FREE Information Kit now available

Headline:

We Have 826 Customers
With Cash In Their Hands
Wanting To Give You Their
Money – Will You Take It?

Subheads:

Why are we doing this?
 What else will you get by participating?
 What do you do next so you can get access to over 800 hot prospects and get your foot in the door with the UN System?

Headline:

"FINALLY!!!

*It's about time someone
 asked us hygienists what we
 want in an instrument!"*

Subhead:

"Make 'em last ... We hate sharpening."
 "Make 'em comfortable ... Instruments should feel good."
 "Make 'em thicker and lighter .. Carpal tunnel is a danger in our profession."
 "Make 'em cost effective..."
 "By the way, who is Marie Reiko anyway?
 Although the company is new, it is not new in terms of experience.
 Marie only uses the finest raw materials.
 Marie's points are superb.
 Marie's instruments are environmentally friendly.
 Marie has "Rainbow Dental Handles"!!!
 Express yourself and design your own!!!
 Here's Marie's irresistible offer...
 There's more..
 Why such a great offer?

Headline:

Get Some Green And Save Some Green!
 Save Up to \$300 Or Even More!

Subheads:

Nitro-Green Lawn Care – The Best Of Both Worlds!
 Lawn Care By Professionals!
 Guaranteed Results!
 Save Some Green With Nitro-Green! Save Over \$300!
 Special Bonus Offer For Those Taking Our Lawn
 Are Program As A Result Of This Letter!
 Get Started Early!

Headline:

"Proven Solutions for Arthritis ... From a Leader in the Field!"

Subheads:

Here are the 7 important qualities you need...
 Here is what you gain from coming to the Arthritis and Osteoporosis Center of
 Maryland...
 Tomorrow's Treatments Today!

Friendly advice and direction from experts...
 Individual attention...
 Superb Diagnostic Facilities...

Headline:

Now You Can Laugh At Managed Care Worries – If
 You Discover The Breakthrough Secrets To Getting
 All The Money-Making Cosmetic Cases You Want

Subheads:

There's Only One Way Left For You To
 Earn The Income You Deserve...
 It's A Shame For You Not To Make The Big Money
 When Other Surgeons (Less Qualified and Skilled Than You)
 Do It So Easily!
 You Are The Skin Expert. Not Them.
 So What's The Secret To Attracting All The
 Big-Money Cosmetic Patients You Want?
 Even The Greatest Doctor In The World
 Will Go Broke Without A Constant Stream Of
 Profitable New Patients
 Almost Everybody Is Dead Wrong About The Way
 They Try To Attract Cosmetic Patients
 In Fact, Let Me Give You Your First Lesson Right Now:

Headline:

Let Me Show You How I Made Over...
 \$109,305.20 in Only Seven Months
 Using My "Top Secret" Free
 Advertising System!

Subheads:

I want to show you how I made \$109,305.20 in sales in the last seven
 months --- without spending a dime on advertising!
 My "Free Advertising" Secrets have earned me tens of thousands of
 dollars a month...Now I want to show you how I do it!
 Why pay \$50, \$100, or even \$250 or more for a tiny classified ad –
 when you can get even better (and bigger) ads – *Absolutely Free*?
 My "Insider Secrets" will show you exactly how you can get \$1,000's
 of dollars worth of advertising – Free – for almost any product or
 service you sell! Read my letter for more exciting details...

11 Years Later – I've Found the "Secret" To Getting
 \$1,000's of Dollars Worth of Advertising Absolutely FREE!
 Now You Can Get \$1,000's of Dollars Worth of Free
 Advertising – But Only If You Know The "Insider Secrets"!
 Just Look at What You'll Discover Inside My
 Giant "Free Advertising" Course!

You'll Find Page After page of Shocking "Free Advertising"
 Secrets That You Won't Find Anywhere Else!
 You'll learn all of these secrets ...
 and many, many more --- including:
 Plus, I'll Even Show You How I Got On TV ... and How YOU
 CAN, TOO (if you really want to!)
 You'll learn every single secret I've used to
 make over \$100,000 in the last year
 without spending a dime on advertising!
 First, you'll get the actual word-for-word transcripts of y
 closed-door, \$4,000-a-seat "Free Advertising" speech...
 Next, you'll get Bonus #2...How to Get Ads, Home Pages,
 Even Entire Web Sites On the Internet - Absolutely FREE!
 Plus, a Full 1-Year Better-Than-Risk-Free Guarantee!
 One Man Went From Bankruptcy to \$2,000 a Week With Just
 One Of My Free Advertising Ideas. Why Not You?
 Fill Out The Enclosed Order Form and Order Now!

OPENING PARAGRAPHS

Dear Friend,

You're getting this letter because - incredibly - it's matter of public record that you're
 in financial difficulty!!! I say "dear friend," because six years ago, I was where you are
 now...embarrassed. Frustrated. Hounded by creditors. Paranoid. Defensive. Angry.
 Wondering whether I'd ever get ahead. Hating the ring of the phone.

Dear Beleaguered Business Owner,

I say "beleaguered" because I know you are surrounded by taxes - payroll taxes, income
 taxes, sales taxes, taxes, taxes, and more taxes!!! Well, I have some incredibly good new
 for you:

Dear DMA Member:

I'd like to ask you to look through your Rolodex or address book and come up with the
 name of at least one person who probably isn't a DMA member, but who you believe
 should be.

Dear Customer,

SAVE 50% ON NEW SUPER-ANTI-TICK SHAMPOO
 JUST RIGHT FOR THE COMING SUMMER SEASON.

Dear Husband,

Women are different than we are. (Vive le difference!) YOUR loving wife needs, wants, and deserves SPECIAL ATTENTION maybe more often than you think to give it to her.

Dear Husband,

As you can see, I've attached 3 shiny pennies to this letter. I've done this for two important reasons: first, to grab your attention for just a moment or two or three. Second, to remind you of that wonderful romantic son, "Three Coins in the Fountain..."

You see, this is your second notice ... your romance wake-up call from me, Giorgio!, the Romance Director at Giorgio's Italian Grotto. My bell tolls – does it toll for thee?

Would you like to have a predictable flow of interested, high-caliber candidates calling YOU and working hard to convince you to accept them? Dream candidates who already know what your opportunity is all about?

Dear Friends:

The Waterford area has to be the best place on Earth. We have it all here: Skiing, snow, ice skating, snow, ice fishing, snow, freezing temps, snow boarding...and...SNOWMOBILING!

Do you ever get the feeling that there is a hidden value on your practice, just waiting patiently to be pumped out? You now it's there, but you're just not sure where to look?

Dear Real Estate Investor:

On a beautiful late spring afternoon, five years ago, two men in their mid-30s completed a real estate investment Workshop. At that time, they were very much alike, these two men. Both had good jobs, both were personable, both took the course so they could better themselves financially and both – as novice real estate investors – were filled with ambitious dreams for the future.

Dear Valued INNER CIRCLE Client,

Never in the history of real estate investing has there been a real estate investment Program that 100% guarantees your success. Sure, we've all heard the many empty promises and high expectations of some courses, seminars, textbooks, etc....but never before has there been a Program that delivers all it promises, and must more!

Dear Inner Circle Client,

Imagine you can foresee the future of real estate, you'd know the answer to the most critical questions like: *Is the market going up or is it going down -- and for how long will the trend continue? What types of real estate should I buy? Where should I buy for the biggest bang for my buck?* In fact, you'd know exactly when to buy, when to sell, when the interest rates are going to bottom out and best of all...

You'd Know Which Towns Will Boom
...And Which Town Will Bust!

Dear Valued Inner Circle Client,

You're about to be one of the first in Canada to discover a real estate system (*with a long and proven track record*) that can put an extra \$9,750 of cash into your pocket every month.

Dear Friend,

As you can see, I've attached a million dollar check to the top of this letter. Why have I done this? Actually, there are two reasons:

#1. I have something very important to tell you so I wanted to make sure I'd catch your attention.

and...

#2. Since I'm going to show you exactly how to achieve financial independence through Alberta real estate, I thought some kind of "financial eye-catcher" would be appropriate.

Dear INNER CIRCLE CLIENT,

This short letter promises to be the most profitable and pleasurable letter you've ever received... You are about to discover one of the most important secrets of your life.

Dear INNOCENT CIRCLE Client,

Over the last 6 weeks, I've sent three very important letters to you and to a number of other specially selected action-oriented people. Letters that described, in detail, EXACTLY how you can create wealth in real estate.

Dear Homeowner,

According to the information obtained from public records, **I believe you should file for property tax reduction.**

Dear Homeowner:

Three years ago I learned some **important information**: many County homeowners (very possibly you) were being **billed too much for property taxes**. I also learned another thing: persuading the County to give homeowners the reduction they deserve can be a lot of work. I learned how and did the work myself and I have saved **thousands of dollars in property taxes**.

Dear Frustrated Drummer,

If you're tired of feeling frustrated with your feet, and wonder why you don't get any better, keep reading this report. You're about to discover how to learn the one aspect of your bass drums that everyone's taught you incorrectly ... and how to **INSTANTLY** correct this mistake.

Dear Drummer,

Go sit down behind your drumset and tell me if you're happy with how your feet are playing.

Dear Double Bass Drummer.

Frankly, I'm Puzzled.

You asked for -- and we sent -- a small truck load of information about having the Best Feet In The World. AND, I wonder, why I haven't heard from you?

Dear Fellow (or soon-to-be) Photographer,

What's the true secret of getting what you want out of life -- when you want it? Why do some people have the "golden touch?" How is it that many people just grind out their lives in day-to-day drudgery, while a few seem to *breeze through*, effortlessly, living the "good life?"

If you have an *existing* business, you're a little ahead of the game. However, being "open for business" won't do much good unless you have gobs of clients calling you. That takes marketing. Good marketing that's effective and doesn't cost much, if anything, to get started -- *yes it can be done*.

Dear Dental Hygienist,

You work hard. Your occupation is time and labor intensive. Your profession requires skilled hands and excellent rapport with patients. And yet...some of you might be under-appreciated.

Dear Dental Hygienist,

You haven't claimed yours yet!

A couple of weeks ago, we sent you a letter introducing Marie Reiko RDH, Inc. In it, we shared a wonderful offer which included a 30 day risk-free trial, 30% off the list price and a "free" teddy bear for you to keep (no obligation to buy), similar to the "cutie" above.

Hi There!

This is us, Marie Reiko RDH, Inc., again. Many of your associates have taken advantage of our tremendous offer and love to "design your own" instruments.

Fed up with managed care? Getting rich is your best revenge! Let's face it, with managed care and medicare cuts the only way left for the "little guy" dermatologist to succeed is by getting lots and lots of cash-paying cosmetic patients.

Dear Friend,

Are you frustrated with the money you've been making in your practice lately?

WARNING:

This may be the last time you hear from me, Jay Silver. About a month ago, I sent you a copy of this report showing you the secrets to getting more top-paying cosmetic cases. If you had already started using my non-threatening, emotional based marketing, last month, *You Would Already See A Huge Difference In Your Practice And Your Outlook For The Future!*

Dear (name):

When you go home from work tonight, are you 100% certain that your lab equipment won't break down due to premature failure or wear? If the answer is no, (Name) Caltech can help you achieve that peace of mind. We have done it before for many other laboratories here in B.C. And I am sure we can do it for you, too. At the very least, I'm offering you a way to find out without taking a penny of your money and only a few minutes of your time.

Dear (name):

If you usually put things off until the last minute, then now is the time to take action!

Dear Fellow Property Owner:

I know you just recently paid your property taxes and I'm sure you did everything in your power to get them down – lawyers, accountants, consultants – I admire you for doing everything you did – but I wonder if you still paid too much. You know that paying your taxes based upon an assessed value dictated by a government bureaucrat virtually guarantees it will cost you more than it should. The question is:

Will You Continue To Give The Government More Money Than You Should? OR, Will You Do Something Different – Something That Will Guarantee You The Lowest Taxes?

A couple of weeks ago, I wrote to you offering a Free Advisory Report that would show you **HOW TO SAVE MONEY ON YOUR PROPERTY TAXES AT NO COST TO YOU.**

Dear Friend:

Here it is. It's finally here. You're greatest hopes and wishes are about to be fulfilled.

Dear Colleague:

How will you feel when you hear me tell you that your competition got my new marketing program, and that they have the exclusive use of all the powerful **ads, sales letters, scripts, press releases** (to get free publicity with) and **lead generation devices** that are part of the program? How will it make you feel to have your competition stealing business away from you over the next few years with the marketing materials I've created?

Dear Colleagues:

I admit it, I blew it. I really messed up this time! But I'm going to correct my mistake! Quickly read this letter to see how you can benefit from my mistake...

Dear Friend,

It's true – I've made over \$100,000 in the last 7 months – using nothing but free advertising.

Dear Fitness Equipment Retailer:

There's a new trend going on in the direct response industry you may not know about. And it's being successfully applied in traditional retail markets as well. It's called "upsell" marketing and it's creating a **huge source of previously untapped income** for the companies who are utilizing it.

Dear (Name):

Warning: Your present Computer system could be costing you hundreds of wasted hours,
(and thousands of dollars) every month!

Our FREE SPECIAL REPORT tells you why – and what you can do about it!

Dear (Name),

I was going through our store records and discovered that it's been too long since you last visited Gage Menswear at Valley Center in Owings Mills. Since we already know the types of clothing you've purchased from us in the past, I think I should tell you that now is the perfect time to stop in at our Owings Mills store again.

Dear Client and Neighbor:

I've got a problem ... and it occurs to me that you may be one of the very few people on the face of the Earth who can help me resolve it. Let me explain:

Dear Inner Circle Member,

Hopefully, this little "gimmick" has gotten your attention – and you'll have some fun with it, keeping it around your office or house. I'll bet nobody's ever sent you a bag full of money before!

Dear Friend and Customer,

When I say "there's a lot of "big money" where that came from" – I'm writing to you about a moneymaking "tool" extraordinaire, that I have invested 19 years in making. It is called "POWER POINTS," and it is, by far and away, the most valuable and important "tool" or product of any kind I've ever brought forward, and I can't wait to describe it to you in all of its glorious detail.

Dear Friend,

Although you have purchased my books or tapes or attended one of my seminars in the past, and although we have previously invited you to subscribe to my NO B.S. MARKETING LETTER, it has been brought to my attention that you are NOT getting my monthly Letter (full to the brim with advice that directly boosts your income, fast)—and I cannot allow that situation to continue, so...

I am going to bury you in "bribes," just to get you to test-drive my Marketing Letter.

Dear Neighbor:

We've recently installed several pool heating systems for your neighbors:

The Smiths XXX Country Lane

The Jones ABC Eastwood Lane

The Does at XYZ Orangewood Lane

you too can enjoy a warm, wonderful heated swimming pool just like your neighbors.

Dear Friend,

I want to assure you of something. When I say I'll send you the entire audiocassette program of Multiple Streams of Income: How to Generate a Lifetime of Unlimited Wealth, I'm not kidding. It's not as if we'll send you part of it and tease you to order so you can listen to the rest. You'll receive all six audiocassettes.

Robert G. Allen asks...

"Do you want to be financially free?

"Do you want to end your money pressures forever?

"Do you want to double your income?

"Do you want to build a lifetime stream of income?

"If you said yes, do you know how to make it happen ... this year?"

In this special report, you'll discover how a simple method is helping thousands of people create streams of money flowing to them for the rest of their lives – with no employees, no selling, little or no start up cash, little or no risk, and no inventory.

Ted Warren became a millionaire with what he discovered about the stock market. Incredibly, he started out as just a common laborer with only a 6th-grade education and very little money. And yet, what he discovered (quite by accident) is nothing less than the "secret" of how the stock market is rigged by certain "insiders" Ted called "The Manipulators."

Dear Fellow Investor,

If you can read a road map, you can beat the stock market at its own game.

Dear Friend,

As you can see from the envelope that this letter came in, I am almost certain I contacted you about this once before. I am somewhat at a loss as to *why* you never got back to me. Perhaps my first letter never reached you, or perhaps it came at a bad time – a time when you were distracted and had more pressing matters on your mind.

YES! I Accept Your Invitation! Count me in for the March 28th Tele-Seminar! I can't wait to attend this event and get Mark Nolan's lazy-money secrets! Mark has discovered a proven "lazy" way to make money. He's used this to make over THREE-MILLION DOLLARS while sitting at home!

Dear Member,

I have some bad news, that may turn out to be good new for you.

Hello, Fellow Member,

This is your buddy, Joe Polish, wondering if you are so covered up with good clients, so rich and fat and sassy that you just do not need to be at the Upcoming Bootcamp. I want to know that because it's always good to add to my little green book of really, really rich friends. When I'm in your town then, I know who to call to take me out to dinner. And, by the way, I certainly do have Members in this category: doing so darned well the last thing they need is another good idea! If that's **YOU**, congratulations. (Although complacency is the mother of new competition, know-it-all-it is the father of sudden humbling disaster, and "school is NEVER our for the pro.")

But if you are NOT rolling in more money that you know what to do with ... if you're NOT yet relaxed and secure with a steady, predictable flow of really good new customers coming to you everyday... if you are NOT dominating your market and "eating your competition alive!" ...if you are NOT yet thoroughly, totally happy with your business, income and lifestyle...then damn it

What are YOU waiting for?

R-r-r-r-r-i-i-i-i-n-n-n-g!

Dear Printer Friend,

That's the sound you could be hearing by now, if you'd responded to my first letter about 6 weeks ago...you could be hearing the sound of your own phone ringing like crazy, with lots of good, quality, new clients and customers calling you, eager to bring their printing to you!

Dear Insurance Agent,

Several months ago, I was in the same situation you're in right now ... wondering if I should register for Michael's Million Dollar Marketing Boot Camp.

Dear Fellow Catholic,

A 368-year old Catholic fraternal society has assembled very important, free financial information for you, in a concise, easy-to-read Report, yours for the asking – if you meet these qualifications:

1. You are 40 to 55 years of age
2. You own or are buying your own home
3. You have a household income of no less than \$25,000.00 to \$50,000.00 or more.
4. You own life insurance.
5. You have savings in bank accounts or Certificates of Deposit and/or investment in stocks, bonds, and other real estates, etc.
6. You have children living at home, ages 13 to 20 or grown children living on their own.

Dear Speaking Colleague,

I am going to offer you a totally risk-free opportunity to create really dramatic improvement in your speaking business – whether you're a well-traveled pro or a green novice. But, *before* I start putting money in your pockets, *before* we get into the nitty-gritty, we'll have to get one big, fat question out of the way...

Dear Friend:

A quick, true story that will help you determine whether or not reading my entire, I think very unusual letter is going to be useful to you....

Dear Friend,

How would you like to be able to write an ad or sales letter that could generate a Million Dollars?

Dear Friend,

Now you can own the rights to reprint, mail, and cash-in on one of the greatest direct mail sales letters ever written! (*You also get reprint rights to the famous product sold in the letter!*)

Dear Friend,

If you can use more new customers ... and I mean TONS of new customers, I've got great news for you. Now there's a powerful, inexpensive new way to bring in all the highly qualified leads you'll ever need. The kind of leads that will rocket you sales right off the charts!

Dear Friend,

If you've been looking for a quick and easy way to get into a highly profitable home-based business that you can run in your spare time, this letter will tell you about it – and you simply will not believe the possibilities!

Dear Friend,

One of the most difficult and time consuming tasks in the information publishing business is having to continually create new products to sell. Coming up with good products is hard work, and unless you have the tools and time to develop them yourself, it's easy to keep putting it off until "someday."

Dear Friend,

If you want to create a huge (and immediate) cash-flow for yourself or your business, this is going to be one of the most exciting messages you'll ever read!

Dear Friend,

Now you can own...mail to as often as you like..and earn unlimited amounts of money (forever!), from...

Group M's Million Dollar Mailing List
of proven mail order buyers!

Dear Friend,

I'd like to make you an extremely bold promise. You can easily transform your lukewarm direct marketing campaigns into powerful cash generators. You can quickly and easily double the profits of every ad and sales letter you run from now on.

Dear Friend,

You're about to discover a proven, sure-fire way to increase the sales and profits of every ad you place, and every letter you mail!

Dear Friend,

A lot of people feel that selling information (especially "how-to" information) by mail is the "ultimate" business. Maybe it's because of all these great benefits:

- This business has low start-up costs...anyone can get started in it!
- Low product reproduction costs. (A 96-page book can be printed for under \$3)
- This business offers high profits and low risks—more money in the pocket!
- No need to maintain inventory – just print the products as they sell
- Information products are easy to ship to your customers.
- You can run the business part-time and still make lots of money!
- You can work out of your home! (Or from the beach!)

Dear Friend,

If you want to create high-profit, in-demand information products that you can sell by mail, use as retail business builders, or sell back-of-the-room at seminars and speeches, then you need to read every word of this letter very carefully.

Dear Friend,

If you'd like to put a lot of money in your pocket, I have great news for you. You can easily transform all your ads and sales letters into cash generators.

Dear Friend,

I'm about to reveal to you an incredible opportunity to literally, actually turn pennies into dollars, just about at will.

Dear Direct Mailer,

You know direct mail can make you rich. It's just that it can cost you a fortune trying to figure out the "combination" that unlocks the vault to direct mail success. Unlocking that vault is something that few people really understand.

Dear Friend,

There's never been a better time for you to get a Web site on the Internet!

Dear Friend,

If you have been looking for solid, realistic information about online marketing from business professionals who are doing it in their own companies every day, listen carefully!

Dear Friend,

I'm going to show you how you can quickly and easily get up to \$1,000,000.00 in free advertising on the Internet! In know that sounds hard to believe – But it's 100% true.

Dear Friend,

The Internet is exploding with growth! Within the next 3 years, experts predict Internet sales will reach an amazing \$103 TRILLION DOLLARS! A huge chunk of this money will come from the exciting new world of Internet Auctions!

Dear Friend,

I'm writing to you today about a special offer that can substantially increase your sales and profits.

Dear Friend,

Does every ad, sales letter, and web marketing piece you create product the results you're really after? Are they as profitable as you'd like them to be?

Dear Friend,

It's a fact.

You can have a killer sales letter...that sells an appealing product...at a bargain price...but, if you've got the wrong mailing list, your direct mail campaign will be a failure.

SEGWAYS

Which brings us to THE NO B.S. MARKETING LETTER itself. I've told you about the truckload of "bribes" I'm giving you to try the Letter, but now let me tell about the Letter itself.

Please allow me to explain.

So what's the good news? If you would sincerely like to make a lot more money from your business – with a whole lot less stress and strain – then read the rest of this letter as if it were the most important piece of paper you will handle all year long.

Here's what I've come up with...

Oh, and by the way, it'd cost you and your staff a day of production and at least \$675 per office to attend this as a "live" seminar.

Which brings us to Secret #2:

What this is NOT...

After talking to investors like yourself, it soon became obvious to me that what investors need right now, is a proven strategy to...Create a Lot of Capital ...Quickly and with Little Risk.

Here's a quick explanation of how you can immediately get control of your life, time and wealth:

You may feel this all sounds too good to be true. That any system this effective MUST require great athleticism and years of training. But this system is different from anything you've seen before because it requires...

You may be in the same "boat" now. Scared to take the plunge...not knowing whether you will be successful or not...faced with everyone telling you, "*you can't do that*" (just remember, misery loves company – subconsciously they *want* you to work like a dog at something you less than love doing – just like they are!).

Okay, so you say, "*You are going to provide me with the best lawn service in the world. Just how am I going to save all of that money?*" I'm glad you asked.

You may be saying "**So what? What's it got to do with me?!**" Bear with me, I may provide you the missing key on your way to financial success.

Let's examine the benefits of this Newsletter for you, in more detail:

First though, let me make this point: if I did take all the trouble and expense and legal hassle to turn my business into a "franchise," it would sell for at least \$50,000.00 to \$100,000.00, just like that fast food restaurant "nightmare" the guy next to me on the airplane was stuck with. But unlike his business, mine IS a "dream" business.

Now, about me, and why I'm willing to set people up in my unusual business.

But before we go into that, let me share with you what I think are the key characteristics of the "right" direct mail project. See how many on this list you agree with.

Well, if your answer is "Yes," then you're going to love the rest of this letter!

OK. So you know about the product. You've seen one of the ads, and you've seen how you can run this project on full auto-pilot. But what about the profit potential? How much money can you make?

Now, let me shift gears here and tell you about everything you get in the Mail Order Business In-A-Box package...

Now I realize I'm making some awfully big promises here. And I certainly don't expect you to just blindly take my word for it. So, listen to how well these strategies have worked for the individuals and businesses who've used them.

OBJECTION ANSWERS

As attractive as this product/service/offer is, our marketing experts tell us that only about x% of the people receiving it will respond. Although that's okay with us from a business standpoint, it still bothers me personally. You see, I know how much the owners/users of our product/service/offer benefit from it. I read their letters; I talk to them on the phone; I see them personally when they visit us; and hundreds/thousands/millions each year tell me that ("strong, brief customer quote"). Because of this, I just hate the thought of someone not getting our product/service/offer because of some error or omission in our explanation. That's why I held a special brainstorming session with a group of our people just to try and figure out why you might say "no" to our free trial offer. After several hours, our group could only think of three possible reasons. Here they are:

← List each reason for not buying and then respond to it. →

They said: "Nobody will believe it."

Sure, I know that most offers like this are usually attached to a purchase. You know..."you can apply this \$50 gift certificate against the purchase of any \$350 vacuum cleaner in the store..."

That's NOT what we're taking about. This gift certificate is really a gift. Spend it just like cash...with no further obligation or pressure to purchase anything else.

They said: "They won't know what to do with it."

I agree that there aren't many things in a fine art gallery like ours that sell for \$50 or less. A few, but not many. But...think of all the framing opportunities you have around your house.

They said: "We can't afford to give away so much."

OK. I know that not many people will be inclined to buy anything in addition to the \$50 gift. But, some will. After all, Christmas is only a matter of a few weeks away and what better time and what better place to take care of the ever-present Christmas gift list.

I suspect the only reason you have NOT responded to me before now has to do with the outlay of money required for the System – a bargain when it works for you – but you are not convinced it will.

— — — So let me take that stumbling block away.

You can pay a deposit of just one half the price of the System. Then you can pay the other half whenever you choose, only after you have proven the value of the system in your own business and put plenty of cash profits into your bank account thanks to using it. And the deposit you do pay now is still 100% refundable — if, for any reason, you choose not to keep and use the System, return it within 90 days and get the deposit immediately refunded.

— — — Why the heck should I listen to *this* guy?

— — — Here are a few of the key aspects of this business that I can provide guaranteed, breakthrough business strategies for: (lists 10 benefits in a row)

However, they may NOT be for you.

— — — Who should NOT do this?

Obviously, this is not for everybody. In fact, you do have to qualify to be accepted. So if you are just a “play-at-it-person,” just *interested* in mail-order, *wishing* you could be financially independent in a great business, but *not* absolutely serious, as serious as a raging forest fire about owning a real business, then this is just not for you. And obviously, if you are not willing to invest appropriately in such a business, this isn't for you either. However, remember I will defer half the fee until after you have money flowing in. But don't pony up your rent of light bill money. You do need to be able to make this investment plus put some money into your initial ads and mailings, without letting your kids go hungry! (I'm often asked: how much? The answer is: it depends. But you can certainly launch your business, including initial advertising and mailings, for less than \$2,000. As little as \$1,000 or so. I even include a \$150 start-up strategy you can use.)

— — — Now, you may have heard similar promises in the past, but...

**Here's What Makes This Course So Different –
And So Much More Profitable –
Than Anything Else You've Ever Seen**

Most courses give you the same old rehash of twenty year old marketing techniques. Or they're written by professors based on classroom theories that have never been proven to work.

What's so different about **Maximum Profit Direct Marketing** is it consists completely of tested and proven strategies and techniques. Every strategy, tip, and technique has withstood the most demanding test possible: **it has proven extremely profitable in the marketplace!**

— A Legitimate Reason You Might NOT Choose To Attend, Or Even Bother Reading Further. "In the land of the blind, the one-eyed man is king."

Sometimes, you are doing business in an environment where your prospects and customers rarely see good sales copy and your competitors are clueless. In that arena, you can usually get more than satisfactory results even as a rank beginner, with rudimentary understanding of direct-response, with just a few tools, like the Magnetic Marketing System and my Ultimate Sales Letter book. If that describes your circumstances, and you're happy with that, then this Boot Camp is NOT for you, and you might as well stop reading here. It's okay. It's not for everybody.

If, however, you have a growing fascination with the psychology, art, science and craft of persuading, selling and motivating via the printed word, as well as with direct-response media like ads, sales letters, postcards, web sites, etc. and you can see opportunity in elevating your skills, then is the place for you.

— You're not REALLY thinking the fee is too high, are you?

Unless you're in the ten cent shoelace business, increasing results from your ads and sales letters even a little'll recoup this. It's only the postage for 10,000 sales letters. For a lot of you, just ONE customer, client, or patient you wouldn't get otherwise is enough. But, again, don't think about just recouping the fee. Think multiplying it. Think getting it back 100 times over. Plan to go home with a real breakthrough in hand that will make you gobs and gobs and gobs of money.

GUARANTEES

Basic. Money-Back Guarantee:

If, for any reason, you are not fully satisfied with your purchase, return it for a full refund.

Refund and Keep the Premium:

If you're not thrilled with our subscription, you may cancel, receive a full refund, and still keep the leather-bound appointment diary free, with our compliments! That's how absolutely certain we are that you will find tremendous value in every issue of ...

Redundancy:

Receive a full 100% refund of every penny you paid.

Free Trial Offer:

You take no risk with our Free Trial Offer! If you're not happy with the Rocket Z-Weed Whacker, just return it anytime within 90 days for a full refund.

Make the Guarantee the Primary Focus of the Offer:

Income tax savings guaranteed – or your money back! If, in the first three issues of my newsletter, you haven't found ways to decrease your taxes...

This Free Information Package Is Guaranteed.

How Can something sent to you free by guaranteed? Here's my promise: if you read the attached, admittedly lengthy letter about your speaking business and listen to the enclosed audio cassettes and watch the enclosed video, and you honestly feel I've wasted your time, just jot me a note to that effect on the back of this certificate and I'll either pay you \$25 or donate \$50 to Habitat For Humanity, your choice.

Since I'm sending out about 2,000 of these packages, that puts me on the hook for \$100,000. That's okay, I can afford it. But I'm betting on your integrity as a professional colleague, and I'm betting on the fact that, even if you decide to say "no" to the offer extended to you in this information, at the very least you'll have to admit to picking up a valuable marketing idea or two you can use in your business, so this can't be a waste of time. Anyway, it's up to you. With my Guarantee, you can't lose by paying attention to this.

Sincerely,

Dan Kennedy

Note: Please (1) Listen to the "Spill the Beans" audio tape first then (2) watch the video, then (3) read the letter, then (4) listen to the \$25,000 a day tape last. It is very important to (at least) hear the "Spill the Beans" tape before reading the letter.

Now Offered For The First
Time Ever ... An "Iron-Clad"
Satisfaction Guaranteed!

"The Bionic Body Relief Program™" is probably the finest program I've ever designed to treat your injuries. I want you to instantly realize how much your life can be improved with treatment at my office ...therefore...your first office visit is GUARANTEED.

At the conclusion of your first visit, if you honestly think I've wasted your time, or you sincerely believe that you will not benefit from my care in any way ... all you have to do is say so ... and you will NOT have to make a \$15 donation. In fact, I will make a donation to the Waterford Fire and Rescue in your name...if this happens!

I'm so convinced that you will create the success you want, I'm willing to put that guarantee in writing!

**"We Guarantee That You Will Have All the Practical Hands-on Knowledge,
Plus Be 100% Financially Qualified, To Purchase At Least 1 Positive Cash
Flow Investment Property, Or You Will Receive An Immediate 100% Refund...
No Questions Asked!"**

I am giving you a 100% Unconditional Guarantee that you'll succeed. I am so confident that this Program will work for you, I'm giving you the absolute best guarantee I've ever offered...

100% Unconditional Guarantee

*"You Will Make At Least \$5,500 On Your First Two Quick Turn
Deals, Using Ron LeGrand's System, Or I'll Refund The Difference
Up To Your Entire Tuition ...No Questions Asked!"*

**Joe DARES Other Instructors To Match This GUARANTEE, But So Fat
There Are No Takers!
This Isn't Some Ordinary Satisfaction Guarantee.
HE Guarantees Results.**

Nothing like this Ballistic Bass Drum System has ever been offered before – except to Joe's students. And since he believes strongly that this System is so far beyond anything else available, Joe offers his amazing Ballistic Guarantee.

60 DAY BALLISTIC UNCONDITIONAL SATISFACTION GUARANTEE. Here is the only condition: if, within 60 days from your purchase, you want a refund, **just show me proof that you did something, anything**, used one of Joe's strategies, and look in the eye (on paper) and tell me that you didn't put Ballistic rhythms into your hands and feet that you wouldn't have otherwise, and I'll refund every penny you paid (less S&H).

You take absolutely no risk. We want only happy and successful students. *Of course, if you ask for a refund, you still must AGREE to never reveal or use any of the Unfair Advantage skills that you were taught by Joe.*

NO INDIVIDUAL OR COMPANY DARES OFFER A GUARANTEE LIKE THIS!

GUARANTEED RESULTS!

With our program, your lawn care concerns are over! We guarantee our results. If there are ever any problems (and there sometimes can be), we are just a phone call away and I guarantee that we will be on your lawn within 36 hours.

ABSOLUTELY NO RISK GUARANTEE FOR 30 DAYS

Listen to the tapes in this system as directed, and I absolutely guarantee that you will do better than expected before, during, and after your surgery, or I will refund 100% of your purchase within 30 days.

Your Iron-Clad Money-Back Guarantee

We are confident that once you see the value of **Real Estate Investments in NC**, you will never want to part with it. Nevertheless, should you change your mind, you have our **iron-clad money-back Guarantee**:

- If you change your mind, for any reason, within the first 3 months, we'll give you a full refund promptly, without any hassle!
- After the first 3 months, if you change your mind at any time, we only deduct the money for the issues you have already received and promptly refund the rest of your money, with no hassle!
- In either case, you can keep the great bonuses you will receive.

As you can see, this is an offer you should not refuse. It has great upside potential for you to win and you have nothing to lose.

Plus, a Full 1-Year Better-Than-Risk-Free Guarantee!

I'm so confident that my free advertising course will help you advertise any product or service without cost – that I'm making you this strong **1 Year "Better-Than-Risk-Free" Guarantee!**

If you're ever unsatisfied with this course for any reason at all (even if you just change your mind), send the package back and I'll refund every cent you paid – no questions asked!

But let me begin with its extraordinary guarantee:

DOUBLE YOUR MONEY BACK.

That's right – exclusively for my Inner Circle Members, I'm providing a **DOUBLE-your-money-back** guarantee with this new "tool."

You will have a full **TWO MONTHS** to review it and profit from it. If you are not absolutely thrilled with it, eager to keep it, and eager to continue receiving certain benefits attached to it, you can simply refund everything for a full case refund of every penny you paid **PLUS** again that amount in "script" that you can use for **ANY** purchase with me or my companies; for books, tapes, subscription upgrades or renewals, seminar attendance, even consulting fees.

I trust you to be fair.

And I know you will rank this "tool" as the very best thing I have ever sold you **AND** the very best "bargain" you've ever gotten from me. But if you disagree, for any reason, you get your money back plus again that much toward other purchases.

In all my years of publishing, I have NEVER offered such a guarantee. That should immediately tell you something about how profitable reading this letter in its entirety, carefully, thoroughly, might be to you.

And, to ice the cake, an unbelievably sweet guarantee!...

THERE IS ABSOLUTELY NO RISK. YOU CANNOT POSSIBLY LOSE OR WASTE A PENNY. WITH MY AMAZING DOUBLE GUARANTEE, YOU MUST MAKE MONEY WITH MY INFORMATION AND YOU MUST BE THRILLED WITH EVERYTHING I DELIVER, OR YOU GET YOUR MONEY BACK PLUS \$10 EXTRA FOR YOUR TROUBLE.

Yep, I'll teach you how to make more money than you've ever dreamt possible – or I'll give you your fee back PLUS A TEN DOLLAR "PENALTY" RIGHT OUT OF MY POCKET.

3-MONTH FREE TEST DRIVE:

Guarantee #1: Take 3 months, get 3 Issues of the Letter, plus this mountain of additional information, tools and gifts, receive it all, try it, prove its value – and you decide. After receiving 3 Issues, if you like, you can cancel your subscription, return everything, and receive a full refund PLUS AN EXTRA \$10 – no questions, no hassle.

AMAZING 12-MONTH, \$10,000 WARRANTY

Guarantee #2: Stay with me for an entire year ...get 12 Issues of the Letter, use all the benefits – if, 12 months from today, you can honestly say you have not put at least \$10,000 in your bank account you will know you have not put there put there without me, I will still refund every penny you paid – again, no hassle. (I won't pay you the extra \$10, so the entire year's "experiment" will have cost you ten bucks, but not even one dollar out of your pocket.)

Since this letter will probably add at least 1,000 new subscribers, this means I'm putting \$10,000 of MY money at risk. *Why would I do such a crazy thing?* Because all my years' of experience and that of those following my advice tells me I won't lose a penny, because you'll make so much money "Thank You, Dan Kennedy" will become your mantra. Want proof? Consider the extraordinary experiences described by Mike Kimble on the enclosed green-colored page ... and other peoples' comments on its backside.

ZERO-RISK GUARANTEE:

Our *Lazy Wealth-Builder* Tele-Seminar gives you Mark Nolan's greatest secrets. Everything will be completely revealed to you. Everything! Mark won't hold anything back from you!

You get his complete *Lazy Wealth-Builder System* – for only the cost of the KICK-OFF Tele-Seminar! We'll send this complete Program to you right after the Tele-Seminar!

You Must Be 100% Thrilled – Or The Secrets Are Free!

This must be the perfect way for you to make “lazy” money. If not, just let us know. Call our office on the Monday after the Tele-Seminar and tell us... **You'll get a full “no-questions asked” refund. And we'll thank you for having the courage to attend this event.** You'll either love everything about this new Program or you'll get all Mark's greatest secrets FREE!

Attend this March 28th event and get EVERYTHING for only the cost of the KICK-OFF Tele-Seminar!

Turn this page to see the 3 different ways you can sign up for this valuable Tele-Seminar. Then, sign up today! Do it right now...today...This very minute!

Of Course, We Will Give You An Iron-Clad Guarantee

Get and use “Practice Excellence” for TWO FULL MONTHS – listen, share with your team, extract strategies and implement, and be this program's tough “Hanging Judge”...

--- if you don't feel that this is the best \$125 you've invested in your practice in a long, long time, simply return it to us and we will instantly refund the entire sum.

**I even GUARANTEE that these strategies
will at least double your business within one year!**

Of course, I know that's an outrageous promise, but I'm prepared to back it up. If you'll take the time to read this letter in its entirety, I think you'll see that I do know what I'm talking about.

And I'll even guarantee this letter! That's right -- the letter. I know “time is money,” so if you read this entire letter and honestly feel that I'm “all wet” and that I've completely wasted your time, you can jot me a note to that effect and I'll pay you \$20 (Have you ever known anybody willing to guarantee the value and importance of a letter?)

THIS LETTER IS GUARANTEED

How can a letter be guaranteed? If you carefully and thoroughly read this entire letter and honestly do NOT feel it was extremely relevant to our speaking business, important

and valuable for you to read, just fill out the reverse side of this little Form and I'll pay you \$10 for taking the time to read this letter. This letter proves itself important to you
OR I PAY YOU TEN BUCKS.

REQUEST FOR \$10.00

Dan, I read your entire letter and all the enclosures word-for-word and honestly feel it was a complete waste of my time.

Signature

Name: _____
Address: _____
City: _____ State: _____ Zip: _____

My \$5,000 Guarantee:

Your success in using this "Ultimate Collection of Winning Ads And Sales Letters" is completely guaranteed. In fact, I'll put my money where my mouth is and say, "If You Don't Generate At Least \$5,000 In Sales From Modeling These Ads & Sales Letters...I'll Give You A Complete And A Full Refund Of Your Money."

**And it Gets Better Still –
Your Satisfaction Is Completely Guaranteed!**

In case you have any lingering doubts whatsoever, I want to make this completely "fool-proof" for you. Here's how:

I personally guarantee that you will be absolutely delighted with your new "Business-In-A-Box." In fact, I'll give you a 14 day "free peek" at this blockbuster material.

Take 14 days to examine the "Instant Publisher CD," the starting inventory, the Marketing Guide, the ready-to-use ads, and everything else. Listen to the "Direct Mail Bootcamp" tapes.

If you feel that I fell short in any way on delivering everything that I promised in this letter, just return the "Business-In-A-Box" and I'll be happy to give you a full

refund, issued the very same day we get the materials back. No hassles and no questions asked!

This is the fairest guarantee I can offer. This is because I'm sending you a "license" giving you the legal right to duplicate and sell our "Instant Publisher" and "Start Your Own Business" CDs.

So go ahead and examine the materials at my risk, not yours. If for any reason, you're not 100% satisfied, I want you to ask for, and get, your money back! And, I'll let you keep the "Direct Mail Bootcamp" Audio Cassette Library (*FREE Bonus #2*) as my way of thanking you for looking over the materials.

**To Make This Offer Completely Foolproof,
You Get A One-Year 10 Times Guarantee That Says:**

Your SUCCESS and SATISFACTION is completely GUARANTEED! Use the "Instant Publisher CD-ROM: 750 How-To-Books, Reports, And Manuals You Can Reprint & Sell" for one full year. If you don't make at least 10 times your investment (at least \$1,500 or more!) as a result of this CD, I'll refund your entire purchase price with no hassles and no questions asked!

You must be completely satisfied with the "Instant Publisher CD" or you immediately get every single penny of your money back!

Right now, while it's fresh on your mind, call our 24-Hour Order Line at **1-800-522-4626** and place your order. Your package will be shipped to you within the next 48 hours by Priority Mail.

I guarantee you will love this CD!

**It Gets Better Still – Your Success Is Completely
Backed By My "10 Times, Double Guarantee"**

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee your success. Here's my 10 times take-it-to-the-bank guarantee:

I personally guarantee if you make a diligent effort to use just a few of the proven Strategies and techniques in this course, you'll produce at least 10 times your Investment in profits within the next 12 months. That's right, 10 times extra profits You would never have seen without this course. If you don't, I'll refund the entire cost of the course to you.

Actually, you get double protection. Here's how. I'll also give you a 14 day "free peek" at this blockbuster material. Take a detailed tour of all fifteen chapters. Listen to the bonus tapes. If you feel that I feel short in any way on delivering

everything I've promised, just return the materials and I'll be happy to give you a complete refund. No questions asked!

What could be more fair? You can "test drive" every breakthrough strategy and technique for 12 full months. You'll be able to conclusively determine whether this powerful course will work for you.

If it doesn't bring you serious profits, I want you to ask for, and get, your money back! And, I'll let you keep the free bonuses as my way of thanking you for giving this course a try.

100% Unconditional "10 Times Your Investment" Money-Back Guarantee

If the Online Marketing Power Pack isn't everything I say it is, if you aren't absolutely thrilled when you open the huge box I'm going to send you, if you are dissatisfied in any way shape or form every in your entire life, **and if you fail to earn at least 10 times your money on the course price within 12 months of purchasing it**, I'll give you 100% of your investment back, including any shipping charges. Bottom line, I unconditionally guarantee your total and complete satisfaction forever!

POSTSCRIPTS

P.S. This is our final notice. We sure hope we can be of service to you.

P.S. I know it's January, it's cold and you didn't wake up this morning thinking about your lawn. But we need to have time to get that mower tuned and back to you before the grass starts growing – and we need to get the first treatment down to prevent that ugly crabgrass this spring, so why not contact us today?

P.S. As I promised in that first letter, if you currently have a lawn service, I will match their prices on standard programs – and the rest of the offer is like FREE MONEY, so why not contact us today?

P.S. Remember, your purchase is 100% guaranteed. If you are ever unhappy for any reason, you can return any film boxes opened or unopened for a full refund. No questions asked. No hassles. And even if you decide to return the film you can keep all the free gifts regardless.

P.P.S. Please realize x-ray prices could go up anytime because raw materials like silver are at a 9 ½ year high. Silver has jumped 61% since mid '97 and just last week it bounded up another 10%. Which means this could be your last chance to guarantee these low x-ray prices for the next 3 years.

P.S. Don't miss out on the free service call – at a value of \$180 (with no obligation on your part to purchase anything) it's one of the best offers we have ever made! To receive

yours, simply fill out and fax-back the enclosed form. Or call me directly and I can take down your information over the phone. Either way, you'll need to act fast, because this offer is only available until August 31, 1998.

P.S. I know the natural tendency is to set my letter aside, to think it over -- but then it may get lost or you may forget about it. My time will become more and more limited as the appeal deadline approaches (St. Louis City -- May 11th, St. Louis and St. Charles Counties -- June 15th). So, I will not be able to give out Free Advisory Reports to everyone who calls. Please call NOW to see how much you can save.

P.P.S. The bottom line is this: Not allowing us to help you virtually guarantees you will be throwing money away. When was the last time you threw dollars into the trash can? Why not guarantee that you never do that again?

P.P.P.S. Even if you were unsuccessful previously, or just because this isn't a reassessment year, please still call. We can still appeal your taxes this year. You have nothing to lose (Except Your Hard-Earned Money).

P.S. My guarantee to you is this: you *will* get compliments on your home or I'll refund every cent you paid -- guaranteed.

P.S. If I were you, I wouldn't wait 'till the last few days. Come early so that you can get the best selection and we can give you the attention you deserve.

P.P.S. Only a very select list of previous clients are receiving this letter and the enclosed coupons. They are in addition to the Anniversary Sale prices offered to the public.

P.P.P.S. I almost forgot. When you come in and identify yourself as a previous client, we have another very special gift for you. (DO COME EARLY. THEY MAY RUN OUT.)

P.S. After re-reading my entire letter and thinking this over for a few days, I've decided to up the ante. I am absolutely determined to get EVERY one of my Inner Circle Members using Power Points. Should you be dissatisfied, not only will I refund your money PLUS give you that sum again in "script" toward any products, seminars, or services -- I'll ALSO PAY YOU \$20 IN EXTRA CASH for your inconvenience. That's right: your money back plus twenty bucks out of my pocket.

P.P.S.: If you take my current \$700 per hour rate, and figure it takes about 5 minutes to ask a single question and have me answer it, that breaks down to about \$58 for one piece of advice. Use Power Points just 6 times and you're ahead of the game. But that's till "small potatoes." Imagine what having "me" in a box, waiting to advise you anytime, instantly, can be worth over a year's time!

P.P.P.S: Be sure to take a look at the "orange" piece of paper.

P.P.P.S: I've even had (a limited number of) Power Points computer "mousepads" made up. The mousepad is full of Power Point sayings and ideas. It's yours as a FREE GIFT...first come, first served, until the supply is gone – and I'm not making anymore. To be sure to you get a mousepad, either call 1-800-223-7180 or FAX XXX XXX-XXXX IMMEDIATELY. (If you FAX, jot the date and time on your Form.)

PPSSS: Look, I'm on a mission – I want 500 new subscribers and Inner Circle Members in the first quarter of this year. I'm racing the clock. I don't have time to fool around. That's why I've made such a remarkable offer, provided such a mountain of valuable gifts AND "industrial strength" double guarantee. But on top of everything, I'll kick in yet another bonus – if you are in the first 100 to respond to this letter. About a month ago, Joe Polish interviewed me, for the monthly audio series he provides to his clients. Afterwards, he said that what he sucked out of my brain was the best stuff ever – that listening to this one interview crystallized my entire, very powerful approach to successful marketing. LISTENING TO THIS ONE TAPE IS LIKE A GIANT MENTAL ENEMA, that will flush out all the "b.s." you've been told about advertising, marketing and selling, and will challenge you with a radical new paradigm. I'll send you this mind-blowing tape FREE but you MUST take action this instant.

P.S. One of my earlier Licensees has made over One Million Dollars with just ONE of my "hot" products. This is a documented fact. Of course, it's not "typical" of everybody's efforts and results. But, it is an exciting demonstration of what is possible in this fascinating business.

P.P.S. Let me further encourage your immediate response: I've perfected a most unusual marketing "trick" that offers truly astounding profits. This strategy includes an ad (or postcard or FAX) that gets people to pay money to be added to your mailing list, so you can subsequently sell them the products you licensed. This is like having customers buy tickets to come into your store! Maybe you're familiar with the term "lead cost"; this is the cost you have to pay to get good prospects' names and addresses. Sometimes you pay it by renting others' mailing lists. Sometimes you advertise and give away free information. And so on. Well, imagine having ZERO LEAD COST! Imagine creating a steady stream of hot prospects asking for information about your products, at zero cost? As inconceivable as this may sound, I have just such a method. I will give it to you, including the exact message to put on the ad or postcard. This "Free Leads Method" is available to you as a FREE GIFT, as long as you get your Registration and Application Forms to me within 5 days of having received this letter.

P.P.P.S. You can take care of your \$4,995 payment in three monthly installments of \$1,665 (you can even use multiple credit cards if you wish). But, if you'll save me the bookkeeping work that involves and pay in full now, you can deduct \$250 and pay only \$4,745. PLUS, I'll give you a second, very valuable FREE GIFT: unlimited Reprint Rights to TWELVE issues of my "Direct Marketing Strategies Newsletter." Each issue is about 8 pages. They deal with important topics like "How To Find Hot Mailing Lists" and "15 Ways To Get Your Customers Coming Back And Spending Money With You Repeatedly." You can sell subscriptions to this newsletter, use them as customer gifts, for

lead generation, and many other ways. Or, you can sell them "bundled" as a profitable product. This is easily a \$1,200 value itself. Yours free, if you pay the \$4,745 in full.

P.S. To get your copy of the book with the **FREE Bonus Section**, "350 Of The Best Headlines Ever Written," you must act within the next 10 days. These headlines will absolutely help you create eye-catching, powerful headlines that will captivate your reader's attention. This is a must have resource for creating Million Dollar ads & sales letters.

P.P.S. Don't forget the "Ultimate Collection" book comes with my \$5,000 Guarantee. All of your risks have been removed. You just have to decide how much money you want to make and begin modeling these letters. Call me and order your copy now.

P.S. By acting right now, you get a great price, all the materials you need to flood your business with new customers, and the special Bonus Report. But only if you order within the next 7 days.

Remember, you'd pay a copywriter thousands to create these formats for you. Not to mention what it would cost you to test and fine-tune them. But all that's been done for you. These powerful formats have been proven over and over again the only place where it really counts – in the marketplace!

Place your order NOW! Call 1-800-522-4626.

P.S. By acting right now, you get substantial savings, a wealth of bonuses, and all with a 12-month money-back guarantee. This collection of audiotapes, manuals, **FREE** bonuses, and generous guarantee is good for only 7 days – and will not be repeated.

Plus, it's easy to put into action. Just read or listen for half-hour or so every day. Then follow the simple plan you get to start implementing those strategies that pay you the most profits for the least effort and expense.

Once you see the extra sales start rolling in, there's no turning back! Your only regret will be that you didn't discover this highly profitable course 10 years ago!

So call 1-800-522-4626 ext. 189 and please your order right NOW!

P.S. Accompanying this letter are comments from people who experienced the Direct Mail Boot camp.

P.S.S. Your satisfaction is completely guaranteed! Use the Direct Mail Bootcamp course for **one full year**. If you're not totally satisfied with the course for any reason within the next 12 months, return it for a full 100% refund issued the very same day we get the course back.

P.S. I urge you to seriously consider my offer. Either way, you win big. After all, the worst thing that happens is you get the \$1,177 bonus gift package to keep for FREE. Of course, the best thing that happens is that you make so much money, you never have to worry again. Sounds pretty good no matter how you slice it!

PPS: If you are not planning to invest in my package, then please ask yourself this question: "How will I learn what I need to know to become successful?" If you can't answer that, you must call: 1-800-522-4626.

P.S. Remember, the risk is entirely on me. You can use every strategy and technique of all 123 experts for 12 full months and prove to yourself that they work as well as I've promised.

If you aren't satisfied, for any reason, just return the course for a prompt, full refund. You've got absolutely nothing to lose -- and substantial sales and profits to gain. Fax your order right now to XXX-XXX-XXXX. Or call the 24-Hours Order Line right now: 1-800-XXX-XXXX.

P.S. If you order within the next 10 days, you'll get our manual titled, "How To Grow Rich With Direct Mail" absolutely FREE!!! This manual will give you the *recipe for success* for creating high profit, low risk direct mail projects! Yours FREE if you order within the next 10 days.

(END OF CHINESE MENU)

Suggestions for Seminar On Following Pages.