



# 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

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

— VICTOR SCHWARTZ

X → FEW DYPES  
N → UNLEAD

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

N. H. L.

Who Else Wants to Make Big  
Money In Electronics?

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!

\$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

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 Secret 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 store  
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

TCV  
H1-C7+2X

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

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

How To Make Money  
Writing Short Paragraphs

Science Has Finally Counterfeited  
A Perfect Diamond!

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

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

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!

6/12/47  
HAC/PER

CHASE REVEN

CHASE REVEN

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 Karbo

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  
Bob S. R.  
Alice

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

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!

DALE CARNEGIE

**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~~ 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 Wormald 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!

HARIS ETC

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!"

*DAMN 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

METHOD POWER

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

(1)

They Didn't Think I Could \_\_\_\_\_, But I Did.

TEMPLATES

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  
CD 84*

*ANY 5 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 LEARNED  
A. STAGERS  
HABICHT*

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.

TIPS  
PAULSON

P. GAGE R

D SK

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  
assistance ....ALL FREE...  
and all you have to do to get all of it  
is say "maybe."

10/5/

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

for Joe P. 10/5/94

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.

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

*DSK for client*

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

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. Truncate, 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 Link' —  
Never-Released Original SEAL Training  
Guaranteed To Skyrocket Your Fighting Skills!

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.

2<sup>ND</sup> NOTICE  
ARE YOU INSANE??????

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

New challengers.  
New answers.

*- for Joe*  
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 Plain 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 All 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!”

D  
S  
K  
F  
O  
C  
J  
N

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!"

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 You 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!

- 1/2 - 1/2

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

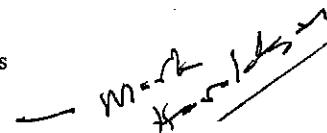
If You Read Nothing Else – Read This!

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!



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 You 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 Wile

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 By 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 By 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

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#### 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

HEADLINES  
+ SUBHEADS  
FR  
ACTUAL  
GIVE B  
WORKS

**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

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 1/10<sup>th</sup> 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 fee.

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 my 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 news 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 much 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 you attention.

and...

#2. Since I'm going to show you exactly hot 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 INNCER CIRLCE 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 toe 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 6<sup>th</sup>-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 28<sup>th</sup> 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-r-i-i-i-n-n-n-g-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! I 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 to 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.

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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!"*

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**Joe DARES Other Instructors To Match This GUARANTEE, But So Far  
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!**

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#### **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 INFORMATON 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 "PENATLY" 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 28<sup>th</sup> 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 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 11<sup>th</sup>, St. Louis and St. Charles Counties - June 15<sup>th</sup>). 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.)

PPPSSS: 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 titles, "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.

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**(END OF CHINESE MENU)**

Suggestions for Seminar On Following Pages..