



MAGNETIC SALESLETTERS

By: Michael Kimble

COPYRIGHT NOTICES

Copyright (MCMXCVIII by Group M Marketing, Inc.

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Published by Success Strategies, Inc.
34952 Hwy 58 Eugene, OR 97405

Tel: 1-800-998-3189
Fax: 1-800-368-4740
E-mail: sales@reprint-rights.com

Printed in the United States of America

LEGAL NOTICES

While all attempts have been made to verify information provided in this publication, neither the authors nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The authors and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

Contents

#1 The Million Dollar Bill Sales Letter

Sales letter for "Instant Publisher Business-In-A-Box"

#2 "This New Business-In-A-Box Can Earn You Hundreds Of Thousands Of Dollars"

Sales letter for "Direct Mail Bootcamp Business-In-A-Box"

#3 Hot, Qualified Leads That Will Blow The Lid Off Your Sales And Profits!

Sales letter for "New Business Power Marketing" reprint rights

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

Sales letter for "Mail Order Business-In-A-Box"

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

Sales letter for "OBE Reprint Rights Package"

#6 "How To Cash-In On The Booming Demand For CD-ROMs"

Sales letter for "Business 6-Pack" CD-ROM reprint rights

#7 "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!"

Sales letter for "Group M's Mailing List"

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

Lead-generating postcard for "Maximum Profit Direct Marketing"

#9 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!

Sales letter for "Maximum Profit Direct Marketing" course

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

Sales letter for "Advertising Magic" course

#11 "How To Increase Your Sales & Profits With Direct Mail"

Lead-generating postcard for "Direct Mail Bootcamp"

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

Sales letter for "Direct Mail Bootcamp" course

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

Sales letter for "Instant Publisher CD"

#14 750 How-To Books, Reports and Manuals You Can Reprint And Sell ...All On A Single CD-ROM!!!

Press release for "Instant Publisher CD"

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

Sales letter for "How To Create Your Own Information Products"

#16 How To Turn All Your Ads And Sales Letters Into Powerful Cash Generators - GUARANTEED

Sales letter for "Direct Marketing Hotseat"

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

Sales letter for "Promotional Merchandise & Close-Outs" manual

#18 "301 Direct Mail Tips, Techniques, & Secrets"

Sales letter for "301 Direct Mail Tips, Techniques & Secrets" book

#19 Gary Halbert's famous "Coat of Arms" sales letter

#20 Internet Profits: Build your business on the Internet!

Lead-generating ad for "Web Sites"

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

Sales letter for "Web Sites"

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

Sales letter for "Online Marketing Power Pack" course

#23 "For People Who Want To Make Serious Money While Spending Little To NO MONEY Of Their Own..."

Sales letter for "How to Get One Million Dollars Worth of FREE ADVERTISING"

#24 "Amazing Secret Electronic Money-Making Goldmine Revealed!"

Sales Letter for "How To Get Rich With Buy-Low/Sell-High Internet Auctions..."

#25 "Don't risk another dime on ineffective marketing." "How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces"

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

Sales letter for "Maximum Profit Copywriting Clinic"

#27 QUESTION: Where Do Direct Marketing Geniuses Gary Halbert, Dr. Gary North, and Phil Kratzer Go When They Want To Super-Charge Their Marketing?
Sales letter for "Direct Marketing Power Summit" course

#28 "How To Find Mailing Lists That Can Make You Rich"
Sales letter for "How To Find Hot Mailing Lists" videos and audios

#29 "Increase Your Income By \$100,000 With This Direct Marketing Newsletter"
Postcard and display ad for "Direct Marketing Strategies Newsletter"

1

Sales letter for
“Instant Publisher Business-In-A-Box”

Dear Friend,

As you can see, I have attached a ONE MILLION DOLLAR BILL to the top of this letter. Why have I done this? Well, there are two reasons:

1. I have something very important to tell you and I needed some way to get your attention.

And . . .

2. Since this letter is all about you earning some serious money with very little effort, I thought that using a Million Dollar Bill as an "eye-catcher" was especially appropriate.

Announcing the ultimate "Business-In-A-Box" for cashing-in like never before . . .

"Now You Can Earn Profits Of Over 12,000% By Owning The Rights To This One-Of-A-Kind Product That Practically Sells Itself"

Hi! My name is COLLIN ALMEIDA. I've been in the Direct Mail business for over ten years and I'm always on the look-out for the "ultimate" product.

You know, that once in-a-lifetime product... The kind of product that sells itself, has tremendous profits, makes customers happy, and can be offered on full auto-pilot roll-out.

While these types of products do exist, they are extremely rare, and most people in this business never get to feel the thrill that comes from the tidal wave of responses this type of product generates.

Subscribers to my marketing newsletter often call me wanting to know what is the quickest and easiest way to get into the direct mail business and earn a lot of money.

Until recently, I had a hard time coming up with an answer except to say, "Have the right product at the right time." And even that answer wasn't really enough.

See, these days, the definition of the right product is a lot different than it was just a few years ago. The market has changed, consumers have changed, and even the methods of advertising products and taking orders has changed.

And this is good news! . . .

You see, getting into the direct mail business is now easier than ever. With all the exciting new methods of reaching customers (e-mail, fax, the Internet, CompuServe, etc.), making real money with a direct mail project can be accomplished without ever leaving your desk!

Of course, even with all the great new methods of reaching customers, you still need the right product at the right time. And that's the hitch. It's hard to find the right product.

Ask anyone in the business and they will tell you the same thing. (Yes, there are a lot of products out there. But most are, at best, a waste of time.)

Basically, it boils down to this . . .

If you want to make money in direct mail, and you want to make it quickly, you need to find the right product and offer it to the right market at the right time.

And that's what this letter is all about . . . helping you find the right direct mail product (and project) for these times. A project you can roll-out effortlessly and make a lot of money quickly!

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.

Checklist For Finding The "Right" Direct Mail Project . . .

The "Right" Direct Mail Project will have all of the following characteristics:

- ◉ Potential customers want the product so badly they will respond to any ad that offers it! (This means you don't have to buy expensive ads. Simple, low-cost ads will do!)
- ◉ The product has such a high perceived value almost any price you charge seems like a bargain! (Customers value the product so highly they are happy and eager to pay your price!)
- ◉ The product appeals to people who have money, and who want to spend it now! (If you don't think this is important, try selling something to people who don't have money!)
- ◉ The product costs you only a fraction of the selling price! (You want a large enough profit so it only takes a few sales to make serious money!)
- ◉ The product is easy to ship, and easy to keep on hand. (You shouldn't have to worry about renting a warehouse to store inventory, or worry about how difficult it is to package and ship the product. You want it to be easy -- a "no brainer".)
- ◉ The product requires no support, and is self-sufficient. (You sure don't want to spend hours on the phone with customers explaining how to use the product!)
- ◉ You can handle customer orders using an order taking service. (When hundreds of phone orders start coming in, you don't want to be the one who has to take all the calls!)
- ◉ Your customers call you back and order more. (When your customers actually get their hands on your product, you want them to be so impressed with what they

received that they'll call you back and order more! You can double your profit on each sale by having the next product (the back-end) ready for them when they call!

So what do you think? A pretty good wish list, right? And wouldn't you love to find a direct mail project with all these characteristics?

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

If your answer is "no", then read on anyway. I guarantee you will be entertained and you might be surprised at what you discover. (But how could you not be interested in a product with all these characteristics?) Anyway . . .

The direct mail business is a real adventure.

Much like panning for gold. When it works, when you find gold in your pan, it's a lot of fun! And even when there's no gold in your pan, you're learning. You're learning how to pan, where to pan, and even what size pan to use.

So, I've been doing a lot of panning lately. And I've found a lot of gold. (Coming up with successful projects seems to get easier the more you do!) But more important than finding gold, I've come up with what I think is a better way to find gold in the first place.

And that way is to . . .

Sell Something To The Other Gold Miners!!!

While all the other miners are knee deep in mud panning for gold, I want to be the one standing on dry land selling them the pans (or any other supplies they need).

This is the way fortunes were made in the Old West. (Levi Jeans to name just one.)

And it is the way fortunes are still being made today. By selling the tools miners (or entrepreneurs) need to find their fortune.

And that's what the "ultimate" product is all about. Showing YOU how to be the one who's selling the tools needed to make money!!!

Here's How It Works:

You know all those books, reports, and manuals you see advertised in the back of most magazines? The ones that show you "How To Start Your Own Direct Mail Business", or "How To Start Your Own Newsletter", or "How To Make \$40 An Hour With Your Video Camera"? Well...

Those books and reports are the back-bone of the direct mail business. They have been around forever, and continue to be one of the easiest and most profitable ways for people to get into the direct mail business.

It's a fact. Ask almost anyone in the direct mail business today, and they'll tell you they got their start by running small ads for reports like, "How To Get Government Land Free" or "Sure Fire Ways Of Raising Instant Cash".

And they'll also tell you the things they learned, and the money they earned from these ads led to bigger and better projects. But these first ads, they were the starting point.

Anyway, just about everyone has heard success stories about people selling these reports. (Have you heard the one about the housewife who sold 112,000 copies of a guide to grocery store coupons?)

It is these stories, plus the ease of actually doing it, that tempts so many people to start out in this business by placing small ads offering various "how-to" books and reports.

And that's where The Ultimate Direct Mail Project comes in . . .

See, because there are an estimated 30 million people wanting to get into the direct mail business, and most of these people will get their start selling how-to publications, we decided to put together the "ultimate package" that would appeal to them.

We did a lot of research, contacted writers and publishers, and after extensive negotiations (involving transfers of money), we were able to acquire the . . .

Reprint And Duplication Rights To Over 750 How-To Books, Reports And Manuals!!!

That's right, we secured the reprint and duplication rights to over 750 "how-to" books, reports and manuals, the kind you see advertised in the backs of all the magazines!

The subjects of these publications range from "Money Making" and "How To Get Into Business", to "How To Lose Weight" and "How To Have Better Health".

Like I said, these are the kind of books and reports you see advertised just about everywhere. Many were written by well known authors, many by unknowns.

But all have one thing in common . . .

For Every One Of These Reports, There's Someone, Somewhere Willing To Pay For Them!

Just to give you an idea of the wide appeal of these reports, here are just some of the titles:

(These publications range from single page reports, to 40 page manuals, to 200 plus page books!)

The Mail Order Beginner's Opportunity Guide	How To Be Audit Proof
How To Buy Surplus Property From The Military	How To Make Huge Profits With Garage Sales
The Easiest, Most Profitable Mail Order Business	Conquering The Smoking Habit
How To Make Money Buying & Selling Used Cars	How To Develop A Winning Catalog
How To Get Big Dollars In Your Mail Box... Everyday	All About Hay Fever, Allergies And Asthma
How To Get A VISA/MasterCard With No Credit	How To Get All The Grocery Coupons You Need
Profitable Techniques For Selling Books By Mail	How To Sell Information By Mail
How To Buy A New Car For \$50 Over Dealer's Cost	The Consumer Guide To Air Travel
How To Start An Import/Export Business At Home	Sources of Free Mailing Lists
How To Start Your Own Resume Writing Service	How To Use The Internet
Making Money With Home-Made Booklets	Directory of Mail Order Publishers
How To Avoid Common Advertising Mistakes	Make Big Dollars With Bumper Stickers
How To Write Profitable Classified Ads	The Secret Exercise That Melts Body Fat
How To Write A Press Release	How To Make \$1,000 Per Week With Your Camera
Where To Place Classified Ads That Pull Like Crazy	How To Get A Good Night's Sleep
How To Earn \$100,000 Reading Newspapers	Sure-Fire Methods Of Raising Instant Cash
How To Write A Money Making Newsletter	How To Live A Longer And Healthier Life
Inside Secrets Of Free Publicity	How To Master The Art Of Super-Salesmanship
The Selling Secrets Of Million Dollar Sales Letters	Legalities And Tax Advantages In A Home Business
Directory Of Computer-Related Business Opportunities	How To Copyright Any Publication Without Cost
How To Start A Profitable Home-Based Business	Mail Order Supply Directory
The Small Business Handbook	How To Get Hundreds Of New Books For Free
How To Get Free Radio Advertising	How To Operate A Successful Typing Service
66 Ways To Save Money	How To Make Fast Cash With Your Car Or Pickup
Secrets Of The Richest People	How And Where To Get Free Advertising
Directory of Free Business Resources	How To Self-Publish Your Own Books, & Reports
Avoiding Common Mail Order Mistakes	How To Get Free Subscriptions To Over 60 Magazines
How To Command, Influence, And Control People	How To Make Money With Post Cards
Make Big Money With A Newspaper Clipping Service	How To Tell Good Mailing Lists From Bad Ones

As you can see, there are some pretty interesting (and marketable) titles on this list. Probably titles you've seen for sale and maybe even a few you've bought yourself!

Anyway, I've obtained the rights to all of these publications, and I decided to make them (along with hundreds more!) available to entrepreneurs who wanted to try their hand at selling them.

But, this is NOT the ultimate product! This is just a small part of it. The real product turns out to be much bigger!

It starts with a CD-ROM (an IBM compatible CD that runs in both Windows and Windows 95) we created called the ...

**"Instant Publisher CD-ROM:
750 How-To Books, Reports, And Manuals
You Can Reprint & Sell"**

With the "Instant Publisher CD", you can quickly review, edit, or print any of the 750 books, reports, and manuals. Once printed, these publications can be sold, given away, or distributed in any way, without any royalty payments due ever!

This means anyone anywhere in the world, armed with this CD-ROM, a computer and printer can instantly be in the business of selling books and reports!

And while this is a pretty appealing product in itself, the price makes it even more appealing.

You see, the price for this magic CD-ROM containing "750 How-To Books, Reports, And Manuals You Can Reprint & Sell", is just . . . \$149!

But, this is not for you!

See, while this is a great product anyone in any way connected with the information business absolutely must have, it is not for you! (But just imagine owning 750 publications you can reprint and sell any way you want!!! You could use these as stand-alone products, premiums to help sell other products, lead generators, or any other way you wanted . . . the choice is yours!)

But the truth is, you don't want to buy this CD-ROM. Not if you want to make real money. If you want to make real money, and make it for a long time, you want to be selling this CD-ROM to others!!! (Remember, you want to be the one selling the tools to the miners!)

You want to be the one getting \$149 from the legions of customers who will want to buy this kind of high-value product. You want to be the one who's running ads that say . . .

750 How-To Books, Reports, And Manuals You Can Reprint & Sell. Complete text with ready to use ads. Get all 750 on CD. Call 1-(512) 328-4442 for a FREE info pack.

Imagine what would happen if you had this ad running in almost any magazine, newspaper, or newsletter. Or on the Internet, or on CompuServe (or just about anywhere else!).

The results could be overwhelming! And also quite profitable!

Here's how easy it is . . . (This is just one of several ways you can sell the CD!)

Prospects will read your ads and call your answering machine or voice mailbox requesting the FREE info pack. (You can get a voice mailbox for about \$10 per month. And, we'll even recommend a voice mailbox service that will transcribe all the names and addresses of your prospects and fax them to you on a daily basis!)

Once you start getting a response from your ads, you'll immediately want to send your prospects one of the direct mail sales letters we supply to you.

Assuming you had an ad like the one on page 5 running in a few magazines, you would want a way to take and process the orders. The easiest way, the way that guarantees the most orders with the least work, is to use an order taking service.

The one we recommend you use, will provide you an 800 number, answer calls, and take orders 24 hours a day. And, at your request, they will even . . .

Accept And Process Credit Card Orders For You!!!

That's right! The order taking service we recommend can do it all!

With this service, you do not need to have a credit card merchant account! Because, they'll accept and process all credit card payments on their merchant account for you!

All you need is a fax machine so they can fax you copies of all the orders they take for you. (Every two weeks this service sends you a check for all the credit card orders they processed for you!)

Using a service like this frees you from the responsibility of setting up an office, hiring employees, buying and installing phone equipment, and getting involved with other negatives of running a business. (Plus, it will give you time to enjoy the fruits of success a project like this can deliver!)

Running on auto-pilot like this means all you have to do is check your fax machine once a day, ship all the orders that come in, and make out your bank deposit! And that's why this is . . .

The Ultimate Direct Mail Project!!!

Once you start, it basically takes care of itself!!! (Of course, you'll have to remember to keep placing those low cost ads each month.)

Let's Take A Look At The Profit Potential:

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?

Well, let's see . . .

The CDs sell for \$149 each. If you get just one order each day, you'll earn \$4,470 a month. If you get two orders each day, you'll earn \$8,940 a month. And should you get just four orders a day, you'll earn a whopping \$17,880 a month!!!

Of course, you'll have to deduct the cost of the CDs from each \$149 sale. The CDs cost (and this is real embarrassing for me to admit) \$1.15 each.

This means you earn about \$147 from each sale!

Let me repeat that. Each time someone orders the CD, you earn almost one hundred-fifty dollars!!! (That's a profit of over 12,000%!!!)

Which means, if just 100 people place an order . . .

You Earn Almost \$15,000.00!

And, if just 1,000 people place an order . . .

You Earn Almost \$150,000.00!!!

And best of all, you won't have to work too hard to do it!

You just fill the orders when they come in. Filling the order means writing the customer's name and address on a CD-ROM mailer (these cost 23 cents each), placing a copy of the CD-ROM into the mailer, adding 55 cents postage, and mailing it. That's it!

Each time you do that, you earn \$147! (If you wish, you can have the order taking service ship the CDs to your customers for you!)

And, when your customer gets the package and tries the CD-ROM, he'll be so happy with what he sees, he'll often call your order taking service and ask if you have any other products you can sell him! (Your answer will be yes! Keep reading!)

One thing's for sure: Your customers will love the "Instant Publisher CD"! Here's what they're saying:

"I just received the 'Instant Publisher CD-ROM' and I love it! This jam-packed, full of information CD gives me more money-making information than I'll ever need! I can read the reports and absorb all the knowledge; and, I can sell them and keep all the profits!"

Kevin Wright, Oklahoma

"The 'Instant Publisher CD' is one of the most phenomenal products I've ever seen! If anyone has any kind of need at all for 'how-to' information, this is the CD to have. What's exciting is the fact that the information on the CD can be reprinted and sold. I give it two thumbs up all the way!"

-- Millard Grubb, Illinois

"The 'Instant Publisher CD' is loaded with good, useful information. I am quite impressed with the quality of the reports on the CD. I'm using the reports as bonus items with one of my products."

-- Reed Schwartz, Washington

Think about this: For the bargain price of \$149, your customers get a "library" of 750 how-to publications that are easily worth thousands of dollars. And on top of that, your customers

By: Michael Kimble

can reprint and sell these publications . . . and they keep all the profits!

By now, you're probably wondering . . .

"What does it cost to get involved with this Ultimate Direct Mail Project?" . . .

Well, I've got some good news. Getting involved with this "Business-In-A-Box" is going to be very affordable. Here's why:

The last CD-ROM reprint rights package I offered required an investment of almost \$5,000. For the people who could afford this kind of an investment, it represented a tremendous bargain. They received the reprint rights to seven top CDs, and a starting inventory of 350 CD-ROMs.

And, they could sell directly to the big guys . . . Wal-Mart, K-Mart, QVC, and the Home Shopping Club. Already, I've heard some pretty amazing success stories from people who invested in those rights.

But this time, I felt an obligation to offer something more affordable, something in a price range people could be comfortable with, especially if they were just starting in this business. But in order to do that, I had to place one restriction on this package. And that restriction is . . .

The "Instant Publisher CD-ROM" can be sold only to end-users. It can not be sold to distributors, wholesalers, or anyone else for resale. That means you can run ads forever, and sell to everyone who responds to your ads, but . . . you cannot sell these CD-ROMs to resellers.

And actually, this is good for you. That's because not only does this restriction allow me to offer this product at a comfortable price, but it also protects you from anyone who might try to flood the wholesale market with copies of this CD-ROM.

In a nutshell . . .

**This "*Business-In-A-Box*" puts you in the business of selling
a high-value, high-profit CD-ROM to eager consumers.**

You do NOT need a computer, or any computer experience. And we get you started by supplying you with everything!

Here's what you get with your CD-ROM "Business-In-A-Box":

1. You get a "**License Certificate**" giving you the legal right to reprint, duplicate, and distribute our CD-ROM called the "Instant Publisher CD: 750 How-To Books,

Reports, And Manuals You Can Reprint & Sell".

2. You get a **starting inventory of 50 copies** of the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell". These first 50 CDs will give you enough inventory to earn almost \$7,500.00!!! After that you can replace the CDs in your inventory for \$1.15 each!

3. You get a **Silver "Master" CD-ROM** of the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell". You can use this master disc to have additional CDs made!

4. You get a **sample of the Ready-To-Ship Package**. This shows you how to package and ship this product so you can create maximum customer satisfaction and generate additional profits!

5. You get an easy-to-follow **Marketing Guide for the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell"**. This 3-ring binder book gives you everything you need to successfully market this CD-ROM. Here's a sample of what you'll find in this comprehensive book:

a) **Ready-to-use direct mail sales letters, display ads, and classified ads** (with suggestions on where to place the ads)! These camera-ready ads have already been tested and proven for you! Use them to immediately start making money!

b) **A ready-to-mail press release**. Use this to get free publicity (and generate more orders) for the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell"!

c) **How to start marketing the "Instant Publisher CDs" on a \$150 budget!** This simple plan will show you how to start selling your CD-ROMs with a total, out-of-pocket marketing budget of only \$150 (or less)!

d) **A step-by-step plan for putting this project on "auto-pilot"**. This includes the name of the company that will process your orders. And remember, they can even process VISA, MasterCard, and American Express orders for you on their merchant account!

e) **Where and how to get CD-ROMs reproduced for as low as 80 cents per CD!** Plus, the phone number of our CD-ROM duplicator, where you can order CDs in quantities as little as 250 and won't have to pay a mastering fee!

6. And, you get **unlimited telephone support from me for one full year!** If you have any questions about marketing, mailing lists, or whatever, just call me! However I can help you, I will. You are not alone with this project!

As you can see, this "Business-In-A-Box" gives you everything you need to succeed! There's nothing left to chance and there's nothing for you to guess about!

When you get your package, all you need to do is open the box, set-up your order taking system, and place the ads. It's that simple!

By: Michael Kimble

The Investment . . .

As I mentioned earlier, we wanted to make this project affordable. We have been able to do so by restricting your sale of this CD to end-users only.

This means you can sell as many copies of this CD to as many people who respond to your ads, but you cannot sell to wholesalers or distributors.

By making this restriction, we are able to offer this complete "Business-In-A-Box", with all the components, for a one-time investment of just . . . \$995. (You only have to sell seven of the CDs in your starting inventory to recover your investment! You can easily do that in one week!)

To order your "Business-In-A-Box", you can use your VISA, MasterCard, American Express, or Discover card. Or, we can take your check over the phone or by fax.

And for your convenience, you can make Two Easy Payments of only \$497.50 spread 30 days apart. (If you don't use a credit card, you can give us your check information over the phone or fax us a check.)

To reserve your "Business-In-A-Box", call our toll-free, 24-Hour Order Line at:

1-800-998-3189, and ask for the "Business-In-A-Box". (This will give you a chance to see how well our order taking service works.)

If you prefer, simply fill out the enclosed "Registration Form" and FAX it to us at:

1-1-800-368-4740. Or, mail it with your check to: SUCCESS STRATEGIES, INC., 34952 HWY 58 EUGENE, OR 97405.

**If You Order Your "Business-In-A-Box"
By The Date Stamped In Red On The "Registration Form",
You'll Get These FREE BONUSES Worth \$1,469.00!**

FREE BONUS # 1:

Reprint and Duplication Rights to a second hot-selling CD-ROM called, the "Start Your Own Business" CD! (a \$975.00 value!) This new CD-ROM was created to appeal to the huge "business opportunity" market. This CD gives your customers (and you) a step-by-step walk-through of just about everything you can think of when it comes to starting and running a business, including these topics: Raising Cash For Your Business, Creating A Business Plan, Pricing Your Products, Advertising & Marketing, Record Keeping, Handling Business Growth, Selling Your Business, and much, much more.

You get reprint rights to the "Start Your Own Business" CD-ROM absolutely FREE... if you order your "Business-In-A-Box" by the date stamped on the "Registration Form"! You also get ready-to-use promotional materials and a starting inventory of 50 copies of this CD-ROM. Now you can double your profits by offering your customers this second product!

FREE BONUS # 2:

The "Direct Mail Bootcamp" Audio Cassette Library. (a \$397.00 value!) This comprehensive course, which consists of 24 audio cassettes will give you the "recipe" for success in the direct mail business. As you listen to the tapes, you'll discover the little-known techniques used by ten of the most successful direct mail marketers on this planet!

You'll hear from such legends as Ted Nicholas, Gary Halbert, Bill Myers, and Carl Galletti. (These four guys alone have sold hundreds of millions of dollars worth of products by mail!) They'll generously share all of their most productive direct mail secrets with you! The "Direct Mail Bootcamp" gives you a complete CRASH-COURSE on how to succeed with direct mail!

Listen to what people have to say about the "Direct Mail Bootcamp":

"I never have gotten so much easy-to-understand, stick like VELCRO to the brain, direct mail techniques from one single source as I have from your 'Direct Mail Bootcamp' tapes. For literally years, I had been looking for just such an all-in-one, complete direct mail guide. Your 'Direct Mail Bootcamp' tapes have given me back my dream."

-- Jim Huebner, Florida

"As someone who has purchased many home study courses in his life, I must admit I was floored by the amazing content and down-to-earth information presented by the masters of direct mail. I've already made money using just one of the ideas in the course - in less than one week! I would seriously recommend the 'Direct Mail Bootcamp' to anyone who wants to make a lot of money quickly with direct mail."

-- Jonathan Mizel, Colorado

"The 'Direct Mail Bootcamp' Home Study Course is practical, professional and astoundingly thorough. I expected the material to be good, but I never expected the amount of information I got."

-- Chuck Bernstein, Georgia

FREE BONUS # 3:

A one year subscription to my Direct Marketing Strategies Newsletter! (a \$97.00 value!) Within the pages of this newsletter, you'll discover the hottest new trends in direct marketing today! Subscribers from around the world consider Direct Marketing Strategies to be on the cutting-edge of what's working in direct marketing. You'll refer to each issue of this newsletter for powerful, new marketing techniques you can use for your business!

As you can see, these three bonuses will put even more money in your pocket. But remember, to get them for FREE, you must order your "Business-In-A-Box" by the deadline stamped on the "Registration Form". Otherwise, these valuable bonuses will not be included.

By ordering now, you get everything mentioned in this letter!

You get the complete "Business-In-A-Box" featuring the reprint rights to the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell"! And, you get the easy-to-follow Marketing Guide, the ready-to-use ads & sales letters, and a starting inventory of 50 CD-ROMs worth almost \$7,500.00!!! PLUS, if you order by the deadline date, you get the FREE bonuses! You get a complete "turn-key" package that's ready-to-go, for \$995.

This price represents a single one-time investment. There are no royalty payments required and you can sell as many CDs as you want -- forever!! (As long as you don't sell them to resellers.)

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 days "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 I promised in this letter, just return the "Business-In-A-Box" and I'll be happy to give you a full refund, issued the very same day we get the materials back. No hassles and no questions asked!

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

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

If You Want To Get In On This Rare Opportunity,

You Need To Act Now!

We are offering just a limited number of licenses to this "Business-In-A-Box" opportunity. If you want to get involved in the ultimate direct mail project, you must hurry! Because like most of our limited reprint rights offerings, this one is sure to sell-out quickly.

To get in on this exclusive offer, you can't wait! You need to take immediate action by calling our 24-Hour Order Line at: 1-800-998-3189. Or, should you have any questions or just want to talk about this, you can call me direct at: 1-800-998-3189.

Pick up your phone and call now! Before you know it, you'll be making some serious money in a highly profitable business, with almost no effort.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. Remember, with this "Business-In-A-Box", you get permanent reprint and duplication rights to a high-value, high-profit CD-ROM that practically sells itself! You also get several winning ads & sales letters, the ready-to-mail press release, the Marketing Guide, and the starting inventory worth almost \$7,500.00!!! You get everything you need to start making money -- immediately!

PLUS, if you order by the date stamped in red on the enclosed "Registration Form", you get all the FREE BONUSES we talked about! This includes reprint rights to the "Start Your Own Business" CD-ROM along with a starting inventory of 50 CDs to this title as well!

With the generous money-back guarantee, you have nothing to lose. So call right now!

P.P.S. If you just want a single copy of the "Instant Publisher CD: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell", you may order a copy from us for \$149. But remember, these CDs only cost us \$1.15 each, so we do make a \$147 profit when you purchase from us. (And, you should be the one making the profit on this CD, instead of us!)

P.P.P.S. SUCCESS STRATEGIES, INC. specializes in offering you reprint rights to

products we develop. The last product we offered reprint rights to sold out very quickly, and we had to turn away a lot of disappointed people. Don't let this happen to you. While it's fresh on your mind, go to your phone and call: 1-800-998-3189. Do not put this off!

P.P.P.S. One more thing: Order your "Business-In-A-Box" right now and we'll also send you a 3.5 inch diskette containing all the ads, sales letters, and press releases for both CDs! We'll even customize the ads with your name, address, and phone numbers if you wish. These proven ads and sales letters will make you a lots of money!

2

**“Sales letter for "Direct Mail
Bootcamp Business-In-A-Box"”**

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

(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!**

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!)

The letter I'm talking about is one "KILLER" of a sales letter! It's a proven winner that's generated hundreds of thousands of dollars in sales!

Everytime this letter is mailed, it makes money! Owning the rights to this highly successful sales letter can provide you with a reliable and steady six-figure income for the rest of your life!

And, the best part is... you'll earn this income with almost NO effort. (In a couple of minutes, I'll tell you how it runs on "auto-pilot"!)

Now, the sales letter I'm referring to was written by master copywriter Bill Myers. I'm sure you've heard of Bill Myers. His copywriting skills are legendary. The sales letters Bill has written have pulled in MILLIONS of dollars and created mail order empires for him and his clients!

Bill did an absolutely brilliant job of writing the letter I'm talking about. It is eight pages of pure salesmanship-in-print! This sales letter is by far one of the most profitable letters Bill has ever written. It's been tested and proven over and over again. IT WORKS!!!

One time, the letter was mailed and it generated . . .

\$278,130 In Sales!!!

That's right! \$278,130!!! And, the letter was mailed to a mailing list with only 8,000 names! I'm telling you ... owning the rights to this letter is like owning the keys to a vault!

I've made a lot of money with the letter and with the product that's sold in the letter. And now you can too! ...

The product that's sold in the letter is one you'll be proud to own the "reprint rights" to. It's a product that appeals to millions of people. It's also a product that is both timeless and classic and it will never go out of style. And, it's a product that will fatten your bank account with hefty profits! The product I'm talking about is the legendary . . .

Direct Mail Bootcamp!!!

You may have heard about the Direct Mail Bootcamp. This highly acclaimed event featured 10 of the world's most prominent direct mail marketers generously sharing their most productive direct mail secrets. (*Marketers like Ted Nicholas, Gary Halbert, and Carl Galletti just to name a few.*)

This renowned group of experts spent four solid days explaining how to create successful direct mail projects in a logical, step-by-step process. They started at the beginning with the very basics, and sequentially worked through each step of the entire direct mail process.

Every exhilarating minute of the Direct Mail Bootcamp was professionally recorded onto 24 audio cassettes. This fully indexed library of tapes, along with a 3-ring binder direct mail workbook, is now part of . . .

The NEW Direct Mail Bootcamp Home Study Course!

And, right now you can be one of a select group of people to acquire reprint and duplication rights to this powerful course. You also get the reprint rights to the high-powered sales letter that's sold several hundred thousand dollars worth of this course. And, you get more!

Now, when you own the rights to the Direct Mail Bootcamp, you'll have 10 of the world's leading direct mail authorities on your team to cash-in like never before!

Here's a list of the experts featured in this comprehensive course:

Ted Nicholas He has personally sold over \$200 million worth of products by direct response!
Gary Halbert -- His clients eagerly pay him \$15,000 a day for his marketing advice!
Bill Myers -- Known for his low budget direct mail projects that net high returns!
John Carlton -- One of the best copywriters alive today, known for getting results!
Phil Kratzer -- President of National Response Corporation; places 4,000 ads per week!
David Deutsch -- Ex-Madison Avenue Copywriter, now highly in-demand freelancer!
Carl Galletti -- Direct mail catalog expert, author, and direct marketing consultant!
Lisa Morrice -- President of On Target Communications, specializing in direct response!
John Eger -- A brilliant marketing strategist, involved in two-step marketing & classified ads!

Karen Anderson -- Registered List Broker specializing in joint ventures and endorsed mailings!

What an incredible line-up! Ten of the brightest and most talented marketing minds the world has ever seen! Everything they teach in this one-of-a-kind course has been proven in the marketplace. There are NO theories or textbook stuff in this course -- just real-world direct mail principles that work!

In fact, the success strategies and techniques that these experts teach in this course have literally sold *BILLIONS OF DOLLARS* worth of goods and services for them and their clients! These marketers "walk-the-talk".

One thing's for sure: Your customers will love the Direct Mail Bootcamp! Our customers tell us that this course is the absolute best thing they've ever seen on the subject of direct mail. And, we constantly hear success stories from customers who've applied what they learned from this course. (See the enclosed blue form.)

The Direct Mail Bootcamp Home Study Course will teach your customers (and you!) high-velocity, profit-generating techniques on how to use direct mail to make massive amounts of money! It's a complete CRASH-COURSE on how to succeed with direct mail!

Keep in mind, this course features an amazingly talented group of direct marketers revealing everything they know about how to create successful direct mail projects! Every single aspect of direct mail is covered . . . from ground zero to complete roll-out. Nothing is left out.

Now's Your Chance To Acquire The Reprint Rights To This Powerful, Money-Making Course!

As a reprint rights owner of the Direct Mail Bootcamp, you can duplicate and sell the course as many times as you like -- forever!

You even get the rights to use any or all of the tapes in the course to create other products. For example, there are several tapes featuring Gary Halbert and Ted Nicholas discussing various aspects of direct mail. You can take those tapes and create separate products if you wish.

And, you'll never have to pay any royalties or fees. You own the products free and clear, and you keep all the profits. With the Direct Mail Bootcamp, you keep a LOT of profits!

Let's take a look at the profits you'll earn:

The Direct Mail Bootcamp Home Study Course will only cost you about \$38 to print, bind, package, duplicate the tapes, box-up, and ship to your customers. I've been extremely successful at selling the course for \$397. Of course, you can sell it for any price you wish. (Just to give you something to compare it to -- I know of one marketing course with 18 audio tapes that's being sold for \$997.00!)

If you sell the course for the bargain price of \$397 . . .

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

This is a VERY profitable product for you to own! The potential for you to make a ton of money with it is incredible!

Now you may be wondering . . . why am I willing to offer you the reprint rights to this goldmine? (My wife, Denise, wanted to know the same thing.)

Well, the answer is quite simple. There are literally millions of potential customers for the Direct Mail Bootcamp. And, there's no way you, me, or any other licensee can reach them all. (Even if we marketed the course like crazy for the next 10 years!)

You see, direct mail is a BIG, BIG business! The other day, the Direct Marketing Association faxed me a report that said . . .

**390 BILLION DOLLARS
Worth Of Goods & Services
Were Sold By Direct Mail In 1997!!!**

Can you imagine that? 390 BILLION DOLLARS!!! Because direct mail is such a powerful medium, there's a tremendous demand for the type of insider information that's found in the Direct Mail Bootcamp Home Study Course.

And what's interesting is this: The demand for direct mail know-how appeals to all kinds of people. For example, I've sold the Direct Mail Bootcamp to dentists, advertising executives, chiropractors, sales professionals, real estate agents, accountants, and even to a couple of college students. It seems like everyone wants to know how to succeed with direct mail!

Let's Do Some Brainstorming! . . .

One way you can easily sell the Direct Mail Bootcamp course is by marketing it to the 9.5 million small business owners who are out there! Also, there are an estimated 37 million opportunity seekers in the U.S. that are hungry for the information found in the Direct Mail Bootcamp! (With tens of millions of people to market to, it should be easy for you to consistently pull in over \$100,000 per year!)

Any business or individual who wants to attract new customers, prospects, clients, patients, etc., AND/OR sell more of their products or services, is a prospect for the Direct Mail Bootcamp.

The bottom line is this:

You're going to make a lot of money with the Direct Mail Bootcamp! There's a BIG, hungry

market for direct mail "know-how". (And it's growing each year!) When you own the rights to this course, you become the supplier of that know-how.

Here's what you get with your Direct Mail Bootcamp Business-In-A-Box:

1. You get **unlimited reprint and duplication rights to the Direct Mail Bootcamp Audio Cassette Library**. (These 24 tapes are completely indexed by hour and subject matter. They're packaged in two very attractive audio cassette library cases.)
2. You get **unlimited reprint and duplication rights to the Insider's Guide To Direct Mail Profits 3-ring binder workbook that's included with the course**. This 140 page, step-by-step guide covers direct mail start-up strategies, product development, sales letter copywriting techniques, envelope addressing & mailing, order taking, fulfillment, back-end offers, and much, much more. It even includes a complete direct mail project checklist.
3. You get **reprint rights to the 8-page sales letter and order form** (written by Bill Myers). You get the letter and order form on a 3 1/2 inch computer diskette and we'll even customize them for you with your name, address and phone number. Remember, this letter has already been tested and proven for you -- many times! Mailing it can provide you with a steady six-figure income year after year!
4. You get **reprint rights to the lead-generating postcard**. Simply mail this postcard for a quick and easy way to generate qualified leads for the Direct Mail Bootcamp. Then follow-up your leads with the sales letter. (You can also use the postcard as a lead-generating display ad in any one of the 1,000's of newspapers or magazines.)
5. You get **reprint rights to several classified ads**. Place these inexpensive ads in magazines and newspapers to generate as many leads as you want. These ads instruct your prospects to call a voice mailbox for more information. (We supply you with the name of a company that will provide you with a voice mailbox number, transcribe the names & addresses of all leads that come in, and then fax the leads to you daily. You simply mail the sales letter to these leads.)
6. You get **reprint rights to all of the glowing testimonials**. (The testimonials you'll own the rights to are enclosed with this letter.)
7. You get a **"Certificate Of Duplication & Reprint Rights"** certifying you own the rights to everything listed above.
8. You get an **easy-to-follow, "fool-proof" Marketing Guide** which gives you successful strategies and techniques you can use to cash-in BIG with this course! This guide also gives you a step-by-step plan for running this project on full auto-pilot!

9. You get **camera-ready copies of the book, 8-page sales letter, tape box covers,** and other printed materials.

10. You get "**professional grade**" **master copies of the 24 audio cassettes** ready to take to your tape duplicator. (Also, feel free to use our duplicator. They keep these tapes in stock and they'll ship them to your customers for you.)

11. And, you get **unlimited telephone support from me for one full year**. If you have any questions about marketing, mailing lists, or whatever, just call me. However I can help you, I will. You are not alone with this project.

As you can see, you get a LOT more than just reprint rights. You get a complete "Business-In-A-Box" that gives you everything you need to succeed! There's nothing left to chance. And there's nothing for you to guess about.

And here's the best part: This new "Business-In-A-Box" can run on . . .

Full Auto-Pilot!!!

Once you start mailing out the sales letters, you're going to need a way to take and process all the orders you get. The easiest way, the way that guarantees the most orders with the least amount of work, is to use an order taking service.

One of the services we recommend you use, will provide you with an 800 number, answer all calls, and take orders for you 24 hours a day. And, at your request, they will even . . .

Accept And Process Credit Card Orders For You!

With this order taking service, you do not need to have your own credit card merchant account. Because, they will accept and process all credit card payments on their merchant account for you! (Every two weeks this service sends you a check for all the credit card orders they processed for you!)

When all the orders start coming in, you can have the tape duplicator that we use ship the Direct Mail Bootcamp to your customers for you (for about \$38). Remember, our duplicator keeps the entire course in stock (books and everything). This means you do not need to invest in an inventory. And, you don't have to bother with fulfilling all your orders -- they'll do it for you! (Under your mailing label.)

You'll Never Find An Easier, Sure-Fire Way To Earn This Kind Of Money!

If you're looking for a reliable way of making some serious money with almost no effort required, then THIS IS IT! The Direct Mail Bootcamp is a HOT product with a golden track

record! It's extremely profitable! It appeals to millions! And, it runs on full auto-pilot.

Right now, you can own the complete Direct Mail Bootcamp Business-In-A-Box for a one time investment of \$2,277.

As you can see, I've kept the investment for this "Business-In-A-Box" as low as possible. I know I could charge more for this package -- a lot more. Here's why:

First of all, the sales letter you get, the one written by Bill Myers, is valued at \$10,000.00! (But, it's worth much more than that.)

You see, Bill's copywriting fee for writing an 8-page sales letter is a . . .

Non-Negotiable \$10,000.00!

As you know, most good direct response copywriters (the ones who know how to write killer copy) charge anywhere from \$3,500.00 to \$15,000.00 just to write an 8-page sales letter. And then, after they write the letter you still don't know how well it'll work. You'll have to test it.

With this package, you get a sales letter that has already been tested and proven for you -- numerous times! It's a letter that's pulled in hundreds-of-thousands of dollars in sales! IT IS A PROVEN WINNER!!!

For the one-time investment of \$2,277, you get reprint rights to a sales letter that practically sucks money out of peoples' wallets... PLUS, you'll own reprint rights to the most comprehensive course there is on the subject of direct mail! You get a complete "business-in-a-box" for much less than what most copywriters charge just to write a letter!

And listen to this: A while back, two reprint rights licenses were offered for the Direct Mail Bootcamp videos. Those two licenses quickly sold for . . .

\$18,000.00 each!!!

(One of those Licensees has already earned over \$300,000.00 selling the Direct Mail Bootcamp!!!)

Right now, you have an opportunity to own the entire Direct Mail Bootcamp Business-In-A-Box for a fraction of \$18,000.00! And, the sky's the limit on how much YOU can earn!

This "Business-In-A-Box" is complete and ready-to-go. All you do is open the box and plug into the simple, auto-pilot marketing plan. The next thing you know, you'll be filling out deposit slips for all the orders you receive.

To obtain the rights to this package, you can use your VISA, MasterCard, American Express,

Discover card, or we can even take your check over the phone or by fax.

And to make it easy, you can use our "**Easy Installment Plan**". This allows you to pay in three equal monthly installments of \$759.

Once you own the duplication and reprint rights, there are no on-going royalties or fees. And, there is no limit to the number of courses you can sell! You own the product and you keep all the profits!

**If You Order Your "Business-In-A-Box" Within The Next 10 Days,
You'll Get These Extremely Valuable FREE Bonuses:**

FREE BONUS #1:

Reprint and Duplication Rights to the Internet Marketing Bootcamp Home Study Course! As you know, the Internet is HOT right now! The Internet Marketing Bootcamp is an intensive course which gives your customers a complete understanding of Internet marketing along with dozens of techniques on how to be successful.

This hot-selling course consists of 16 audio cassettes, two workbooks, and a CD-ROM. And you get reprint rights to all of it! You even get reprint rights to an 8-page sales letter and several testimonials that have sold well over \$100,000.00 worth of these courses in less than a four month period!

FREE BONUS #2:

With this bonus, you get the "rights" to sell the reprint rights to *two audio cassettes, two videos, and a manual to your customers!* One of the first things your customers will want to do after they experience the Direct Mail Bootcamp is roll-out their own direct mail project. So, to make sure they have a project to roll-out, you will be "licensed" to offer them reprint and duplication rights to four tapes and a manual!

The products that you will be offering your customers the reprint rights to are, "How To Find HOT Mailing Lists Using The Little Known Secrets Of The Big-Time List Brokers" (two videos and two audio cassettes) and "How To Grow Rich With Direct Mail" (a manual). You even get a sales letter that sells these products! With this bonus, you'll own a license to provide your customers with their very own "turn-key" direct mail project! You can offer this package as a premium or sell it as the ultimate back-end product!

As you can see, owning the reprint rights to these additional products will put even more money in your pocket. But, to get the rights for FREE, you must place your order within the next 10 days. Otherwise, there will be an additional charge to license these products.

If You Want To Get In On This Limited

By: Michael Kimble

Opportunity -- You Must Act NOW!

Right now, while it's fresh on your mind, go to your phone and call me at: **1-800-998-3189**. Call now and be one of the first to claim your "Business-In-A-Box" and bonuses!

Or, fax the enclosed "Reprint Rights Registration Form" to me at: 1-800-368-4740. The minute I hear from you, I'll reserve one of the reprint rights licenses in your name. And, we'll ship your package to you right away.

If you mail the Registration Form, be sure to mail it today. There's only a limited number of licenses available to this package and they are being offered on a first-come, first-served basis. So, if you want to be one of a select few to cash-in on this easy, sure-fire project, you really must hurry!

Here's your chance to own permanent reprint and duplication rights to several proven, cash-generating products... products that've already been developed and tested for you.

And on top of that, you get the reprint rights to the sales letters that are proven to sell the products! Keep in mind, the sales letter that sells the Direct Mail Bootcamp has already pulled in several hundred thousand dollars in sales! It can do the same for you!!!

Your success and profit potential is only limited by the number of **sales letters** you are willing to mail out... and by your ability to take action.

To get "in" on this extremely rare money-making opportunity, go to your phone and call: 1-800-998-3189. Do not procrastinate. These licenses will sell quickly!

If you want to be among a select few to own the reprint rights to high-profit, hot-selling products that feature the biggest, most prominent names in direct mail, you must call now! If our office is closed, leave a message on our answering machine -- this will prioritize your spot.

Owning this "Business-In-A-Box" is a simple, proven way for you to make some serious money really fast! And, you can keep making this money month-in and month-out for the rest of your life!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. Remember, you get permanent **reprint and duplication rights** to the Direct Mail Bootcamp Home Study Course, the 8-page sales letter, the lead-generating

postcard, the classified ads, testimonials, and more! You get a turn-key package that's already been developed, tested, and proven for you!

And, selling this course is easy! Especially when you've got the credentials of the world's top direct mail marketers on your side.

If you order within the next 10 days, you get reprint rights to a second home study course titled, the Internet Marketing Bootcamp. PLUS you get the rights to sell the rights to two audio tapes, two videos and a manual! These are ideal back-end products for the Direct Mail Bootcamp and you'll make even more money selling them!

P.P.S. The last product we offered reprint rights to sold-out quickly. And we had to turn away a lot of disappointed people. Don't let this happen to you.

Call NOW! 1-800-998-3189

"Here's What People Are Saying About The Direct Mail Bootcamp"

"I never have gotten so much easy-to-understand, stick like VELCRO to the brain, direct mail techniques from one single source as I have from your Direct Mail Bootcamp tapes. For literally years, I had been looking for just such an all-in-one, complete direct mail guide. Your Direct Mail Bootcamp tapes have given me back my dream."

-- Jim Huebner, Florida

"I have just finished listening to the Direct Mail Bootcamp tapes. The material is excellent! I am finally convinced that I can get a direct response business going, and it has the lifestyle I want!"

-- Merle Thowe, Oklahoma

"Purchasing the Direct Mail Bootcamp is by far the most sure-fire way anyone (even a rookie like me) can get started in direct response marketing with the smallest risk and the potential of the greatest success."

-- James H., Tampa, Florida

"The material you sent is just great and will be very helpful to me in my efforts. It is very reassuring to find people who are genuinely interested in helping others. Your honesty and integrity are obvious and I feel fortunate to have purchased your tapes."

-- Ken Schaadt, California

"As someone who has purchased many home study courses in his life, I must admit I was floored by the amazing content and down-to-earth information presented by the masters of direct mail. I've already made money using just one of the ideas from the course -- in less than a week! I would seriously recommend the Direct Mail Bootcamp to anyone who wants to make a lot of money quickly with direct mail."

-- Jonathan Mizel, Colorado

"You gave me step-by-step instructions I can use to grow my own direct mail business. With the advice you share freely, I'll be able to reach my dreams a lot quicker. Your successful experiences, passed on to others, will make doing business less risky and more profitable."

-- Mike Roth, Arizona

"The very complex subject of Direct Mail laid out in a clear, simple, step-by-step system. So simple anyone can do it! Great Job! If you can't take it from here and make a ton of money -- you are beyond all hope."

-- Ken Kerr, California

"Gary Halbert's point-by-point explanation of how to construct an offer and where to get a product was exactly what I needed. This was my first exposure to direct mail marketing and I have received so much good information that I can't wait to begin using it."

-- Steve P., Harrison, Arkansas

"I've already used a couple of the concepts from the Direct Mail Bootcamp. The bottom line was \$11,500 in the bank in about five weeks. If you are serious about success and want to make money with direct mail, you must get this course."

-- Eroid Ansell, Australia

"The Direct Mail Bootcamp was practical, professional and astoundingly thorough. I expected the material to be good but I never expected the amount of information I got."

-- Chuck Bernstein, Georgia

3

**Sales letter for "New Business Power Marketing"
reprint rights**

Here's How To Get All The Leads You'll Ever Need For Your Business

...And I Mean Hot, Qualified Leads That Will Blow The Lid Off Your Sales And Profits!

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 your sales right off the charts!

Think of what this means. Instead of pouring money down the drain trying to bring in new business, your lead generation programs will actually be extremely profitable. In fact, by using one of the strategies I'll show you, prospects will gladly pay you to add their name to your house list!

And that's not all. I'll also show you how you can pay yourself a handsome bonus for using this remarkable program to increase your sales and profits! (I'll give you ALL the details a little later in this letter.)

Now, I know all of this might sound a bit incredible, especially if you're struggling with traditional techniques to try and bring in more new business. But I assure you that once you have all the facts, you'll be amazed how easy it really is.

The COSTLY TRUTH About Bringing In New Business . . .

There's this myth that high quality leads are easy to get. You know, just run an ad or two, or mail an offer to a rented list, and you'll be swamped with new business.

Unfortunately, nothing could be further from the truth. These days the cost of advertising, the declining quality of mailing lists, increased postage costs, and stiff competition make getting leads much more expensive and far more difficult than ever before.

This probably comes as no big surprise to you. Because if you've done any lead generation lately, you've probably produced mediocre results, if not a complete disaster.

Let's face it, if it was so easy to pull in hordes of new customers, everybody would be rich. But you and I both know that simply is not the case.

The problem is, regardless of what kind of business you're in, to keep growing and increasing your profits, you must keep bringing in a healthy flow of new customers.

By: Michael Kimble

With people moving, switching to your competition, and dropping out of the marketplace as their interests change, you're faced with a monumental challenge: either keep bringing in a steady stream of new customers or risk going out of business.

A Foolproof Way To Bring In More And More New Business

Fortunately, there is an answer. Over the past two years, I've tested and perfected TWO powerful lead generation mailing formats that produce explosive results. I've put these formats into a manual with foolproof step-by-step instructions called the **New Business Power Marketing Program**.

Frankly, these two deceptively simple formats work so well, you'll never again have to worry about getting all the new customers you need. In fact, many times when I've used these formats, the flow of new business has been so immense, I simply couldn't handle it all at once. I literally had to stop running the program! Be prepared, you may have to do the same.

Just as important, these formats won't cost you an arm and a leg to use, either. Besides producing phenomenal results, they're dirt cheap to put into action.

Here's The Difference That Makes This Program So Much More Profitable Than Anything Else You've Ever Seen:

I'll be very frank with you. The lead generation techniques that are being taught and used today just do NOT work. If they did, you'd be rich, not frustrated!

The problem is that the marketing books and the so-called "experts" continue to rehash the same twenty year old techniques. But here's something you can bank on: if those techniques aren't working for you now, there's no miracle that's going to make them work any better in the future. Stick with them, and you put your business at serious risk.

What's so different about the **New Business Power Marketing Program** is that two years and tens of thousands of dollars were spent to develop, test, and finely hone it into a blockbuster System that will literally BRING YOU MORE NEW BUSINESS THAN YOU CAN HANDLE.

As I mentioned earlier, the flow of new business can be immense when you use these powerful formats. Many times, they've produced such massive response, I actually had to cut back my program in order to keep up with the flow of new business!

The best news is, the **New Business Power Marketing Program** is incredibly simple and inexpensive to put into action. You could easily have it up and bringing in new customers within a week! And your marketing costs are just a fraction of what you'd pay to run ordinary lead generation programs that get mediocre results.

Here's How To Start Boosting YOUR PROFITS Right Away

This program was specifically designed to make sure you increase your sales and profits in the shortest time possible. These powerful formats can be put into action IMMEDIATELY.

All you need to do is spend about 30 minutes reading the manual that shows you how to put the system into overdrive immediately. Then, select the format that best suits your business and kick it into high gear.

The **New Business Power Marketing Program** works for any type of business. If you sell by mail, it will work like crazy. If you have a service business, it will grow your client list by leaps and bounds in record time. Do you own a retail store? Then get ready for an amazing surprise, because this program will increase store traffic like nothing you've ever seen.

The fact is, this program is so powerful and so flexible, I can't think of a single business that couldn't get immense benefit from it immediately.

The manual for this program is designed to get you up and bringing in more sales in record time. After quickly but thoroughly showing you why these two lead generation formats work so well, the manual gets right down to clear, step-by-step instructions on precisely how to use them in your business.

Here are the powerful advantages you'll gain by using this program:

- ◎ **You'll generate more HIGH-QUALITY leads than you ever dreamed of by using these two powerful formats.** Each format is laid out and explained in comprehensive detail.

You get samples of the two advertising pieces I actually use to generate tons of leads for my own business. All of the copy is there for you to use word for word. But that's just the start. Next, each sample piece is broken down block by block. Each block is thoroughly explained so you understand precisely why it works and why it's critical that you create your own pieces in the precise order that's given to you.

- ◎ **Foolproof directions for customizing both formats to gain maximum advantage for your own business.** The examples used in the manual to illustrate the techniques are the same pieces I use in my own business. And to make sure they'll work for your business, you get detailed instructions that take all the guess work out of customizing them.

You get all the details on how to customize BOTH formats for mail order businesses, retail businesses, and service businesses. Nothing is left to chance. Using this system, you'll be able to adapt each format to the specialized needs of your own business in about an hour. This lead generating system works for ANY business!

- ◎ **Start pulling in more sales and profits super fast.** The manual for profiting from these formats is lean, tight, and right to the point. Quite frankly, it doesn't take all that much space to lay the formats out in comprehensive detail.

So your time is not wasted with a bunch of fluff or filler. What you get are both lead generation formats and precision instructions for using them to make the most money for your business.

- ⦿ **Discover how to get prospects to actually pay you to have their name added to your house list.** This technique eliminates all your costs and turns lead generation from a losing proposition to a lucrative profit center. Proven in the trenches, you'll love what it does for your bottom line!
- ⦿ **BONUS! You also get a SPECIAL REPORT called, "Secrets of Converting More Prospects To Cash Paying Customers."** This Report reveals insider information for getting maximum sales from the leads you generate. This is new information that's never been written about before. It's yours FREE, but only for the next 7 days!

Here's The Bottom Line...

The **New Business Power Marketing Program** gives you everything you need to hit the ground running and bring in truck loads of new business immediately.

Think about this for a minute. What would it be like to have the confidence of knowing your lead generation program is as effective as possible... that you never have to worry again about having enough business... that, at will, you can run circles around your competition and they'll never know what hit them!

How would you feel knowing you are one of a select few who can count on increasing your profits year after year rather than blowing a major hole in your bank account? How would you feel having to scramble to hire more employees to keep up with all the new business even if everyone else seems to be laying off their best people? I know you'd feel great!

This is precisely what you'll gain from this powerful new program. In this very real sense, the **New Business Power Marketing Program** will change your life and your employees' lives forever.

Here's How To Get Started

You can start bringing in all the qualified leads you can handle for as little as \$297. There are three different program options:

Silver Program \$ 297
Gold Program \$ 497
Platinum Program \$1497

The Silver Program

The Silver Program includes everything I just told you about. You get both formats, actual copies of each format the way I use them in my own business, the comprehensive manual, plus the Bonus Report, "Secrets Of Converting More Prospects To Cash-Paying Customers."

The Gold Program

Earlier, I said I'd show you how to pay yourself a handsome bonus for using this program. Here it is! You get everything that's in the Silver Program plus the right to resell all three of these programs at a full 50% commission.

Just use the complete marketing materials I'll provide you with to make your sales. Then, keep your 50% and send the other half to my office, and we'll ship your orders within 24 hours. Look at it this way. Just two orders of the Silver Program pay you back your entire investment!

The Platinum Program

If you want to reap maximum profits, this is the program for you. It includes all the goodies from the Silver Program, **plus unlimited reproduction rights for all three programs!**

With unlimited reproduction rights, you get the masters for reproducing each program. Best of all, you fill your own orders and you keep every cent you take in on every sale! Plus, you get a COMPLETE MARKETING PLAN AND SALES MATERIALS TO MAXIMIZE YOUR PROFITS.

Here's why all three programs give you the best bargains you'll ever find. If you were to hire me to create either of these powerful lead generation formats for your business, it would cost you a minimum of \$4,000. Together, these formats represent at least \$8,000 worth of value.

In addition, you don't have to do any costly testing to prove these formats work. I've done all the work for you by investing tens of thousands of dollars to test, fine tune, retest, and perfect these formats. You're getting the exact formats and word-for-word copy I've used to DOUBLE THE PROFITS of my own business.

Plus, if you choose either the Gold Program or Platinum Program, you get even MORE VALUE for your investment!

There's one last thing to consider. It's important. Getting over \$8,000 worth of value is great, but the crucial factor is what it will do for YOUR business.

What's it worth to YOU to be able to generate all the new business you can handle at will? I can't put a dollar figure on that. Only you can. But I can tell you this, that kind of powerful advantage is truly invaluable.

There's Just One Slight Catch

If you'd like to take advantage of this offer to get more highly qualified leads than you can handle, there is one slight catch. You see, the **New Business Power Marketing Program** does not come with a guarantee.

Here's why. Because this Strategy is so simple to use, and all the copy is provided word-for-word, there's no way to stop someone who is dishonest from photocopying the program and returning it.

I've tried to come up with a way to protect against this, but unfortunately, that isn't possible. Therefore, I will not be able to offer a guarantee with this program. So if you aren't certain you want to apply it and reap the tremendous benefits, please don't order it.

However, if you want to substantially grow your leads and sales, these ingenious, proven in the trenches formats will let you achieve this in record time.

Take Control Of Your Financial Future Starting Today!

As you already know, the FREE Bonus Report, "Secrets Of Converting More Prospects To Cash Paying Customers" is only included if you order within the next 7 days. The techniques in this report alone are worth a small fortune. Which means the phones in my order department will be ringing off the hook. And once the initial print run of this powerful program is sold out, I'll have to return your payment until we decide to offer it again.

So if you're really serious about maximizing the profits of your business, you will have to act NOW. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, pick up the phone and call my 24-Hour Order Line at **1-800-998-3189** and place your order.

If you want to secure your financial future... if you want to stop gambling on how well your business will do... if you want to take control of how much more profitable and pleasurable your business can be, this is the opportunity for you.

Don't wait. Order your copy of the **New Business Power Marketing Program** right now. Do it and I promise you will be on a fast track to boosting your sales and profits as quickly as possible!

Sincerely,

Collin Almeida

Collin Almeida

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!

Plus, the **New Business Power Marketing Program** is EASY to put into action. Just read the manual, pick the format that best suits your business, and kick it into gear.

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

Place your order NOW! Call 1-800-998-3189

4

**Sales letter for "Mail Order
Business-In-A-Box"**

Announcing -- The Mail Order Business-In-A-Box...

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

This "turn-key" package gives you proven products, proven ads, a proven step-by-step plan, proven everything you need to cash-in BIG with your own mail order business (while working part-time!).

You'll own the reprint and duplication rights to hot-selling books, videos, audio cassettes, computer software, and a complete "home study course" that thousands of people want to buy.

Plus, you get ready-to-use advertisements, direct mail letters, and press releases that'll sell the socks-off all these products for you. Use these ads and you're instantly in business making money!

It's never going to get any easier than this to have your own successful mail order business -- so TAKE ACTION NOW!!

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 all about it -- and you simply will not believe the possibilities!

This business can provide you with a **large enough income** -- an income so big that you can quit your present job if you'd like, and live life as you please! You are going to love this!

Imagine this:

Next Monday morning, instead of fighting the rush-hour traffic to work, you call-up the advertising manager of a small magazine. You tell her you want to place an ad in the next issue.

She quotes you the standard ad rate. After some simple negotiating, you get her to run the ad for 35% less than her original quote. And when your ad runs, it's seen by over 100,000 readers of the magazine. Within days, many of those readers begin placing orders for the product you are offering!

Cash, checks, money orders, and credit card orders fill your mailbox

By: Michael Kimble

day-in, day-out -- whether you're on the beach, or in the shower... it doesn't matter, because your business is crankin' in the money no matter where you are, or what you're doing!

And here's the awesome part: By the end of the month, if you've received just one order a day, you've earned yourself **\$7,170.00!**

Now if all this sounds good to you, you must read on; because your life is about to change completely for the better!

It's important to understand that the business I've just described is not a fantasy. And it's not magic. What it is, is the normal operating procedure of a successful mail order business.

No doubt, you've already heard about this kind of business and you've probably read stories about people who have made fortunes in it. And it's true, fortunes have been made and are still being made in the mail order business.

But for most people, it's not the enormous income potential that attracts them to this business... **it's the lifestyle.** Let me explain:

You see, in most businesses, success means having to become a "slave" to the business. This is especially true in the retail and service businesses where your customers control your life and set your schedule.

And you know, quite honestly, for a lot of people becoming a slave to their business is really not a problem. They don't seem to mind having to baby-sit the store everyday.

They don't mind being tied to a cash register, or having to continually deal with employees, inventories, overhead, wholesalers, distributors, and all the rest just to make a measly 15% profit.

But for a select few, life is too short to become a slave to any business. Especially when there are less complicated, less risky, and far more profitable ways to earn a great income without being tied down.

And, that's what the mail order business is all about -- **earning a good income while enjoying a great lifestyle!** In this business, you are the master. You call the shots. And you have the freedom to enjoy your success.

As a matter of fact, a lot of people feel like the mail-order business

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!**
- ⊙ This business offers high profits and low risks which means more money in your pocket!
- ⊙ **There is no direct selling involved -- that means no rejection for you because all selling is done through ads or sales letters!**
- ⊙ You don't need to hassle with employees... you can do it all yourself!
- ⊙ **There is no inventory to buy or to worry about.**
- ⊙ You don't need a store front or office... which would cost you hundreds of dollars a month just to keep up and running! **You can operate this business from anywhere in the world -- as long as you have a phone and a mailbox, you're in business!!!**
- ⊙ And best of all, success in your own mail order business means you can spend your time however you want! Spend it with your loved ones, traveling the world, enjoying your hobbies, or just living the good life. The choice is totally up to you!

So, what does it take to succeed in your own mail order business? Well, in most cases, the people who are making tons of money in mail order have three things going for them:

1. They sell **products that have a lot of profit** in them.
2. They have **a market that has money** -- and a market that wants to buy what they're selling.
3. They have the **right marketing materials** to communicate and motivate that market. (advertisements, press releases, direct mail letters, etc.)

If you've got these three things going for you, your chances of making a lot of money are pretty darn good. So, the big questions are:

"Where do I get such hot products?"

"Where do I find the market?"

And...

"How do I reach them?"

The answer:

"The Mail Order Business-In-A-Box"

The Mail Order Business-In-A-Box gives you everything you need to start making BIG money in your own successful mail order business, in just a few short weeks!

With the proven products, and the marketing and advertising program you get, you could easily be earning 2, 3, 5, or even 10 thousand dollars a month in no time flat!

You get all the right ingredients -- the "recipe" you need for total success in this business! The entire process is pretty simple... here's all you have to do:

First, you place classified or display ads in one of the thousands of newspapers or magazines offering your prospects an opportunity to order various products from you. (We'll give you several proven, ready-to-use ads -- and we'll show you how to place these ads at discount prices!)

Then, after your ads appear, you begin processing the orders as they come in. If you choose, you can take these phone orders yourself.

Or, using the information we supply, you can set up a low-cost telephone order taking service to take the orders for you. And, if you're not set-up with a credit card merchant account, no problem -- **they will process all credit card payments on their merchant account for you!**

After each order has been recorded, you package and ship the products to your customers. (We supply you with a cover letter you can use, sources for shipping materials, and samples of products ready to ship.)

And finally, (this is the fun part!) after the products have been shipped, you get to deposit all the profits into your bank account!!

That's it... That's all there is to it -- it really is that simple when you use the Mail Order Business In-A-Box!

When you order the Mail Order Business In-A-Box, you'll own unlimited reprint and duplication rights to some of the hottest products that have ever been made for this type of marketing!

This means that when a customer orders a product from you, your only cost will be the cost to reproduce and deliver that product! This

completely cuts out the middle-men, and means you get to keep all the profit!

There are no on-going royalties or fees! And, there is no limit to the number of copies or duplicates you can make!!!... it's as if the product were your very own -- one that you created yourself!

You can make money from these products however you'd like -- for as long as you'd like -- there are absolutely no strings attached, and no restrictions on how you use these products.

You can market them as we suggest, or you can market them by any means you like. NO restrictions, and there are NO hidden catches.

Usually, you'll be able to get video tapes duplicated for as little as \$3.31 each. Audio cassettes for about 60 cents each. And books for as little as 47 cents (although some of the larger books will cost more).

Plus, you get a list of our very best contacts who you may want to use to get your tapes copied! We'll even give you the name of the tape duplicator we use. They keep these products in stock and they'll ship them to your customers for you! (No need for you to invest in an inventory.)

Obviously by keeping the costs so low, your profits can be spectacular! Here's a quick example of the kind of profits you can make:

In your package, there's a great book called The Unfair Advantage Letter Book. This huge book is filled with over 200 pages of proven money-making ads, letters, and press releases -- it retails for \$99.00. Yet, it only costs you \$12.00 to print and deliver to your customer.

That means you get a whopping 725% profit! And, this is one of the least profitable items you'll be selling!

So, the minimum profit you can expect on a single order will be over **\$80.00!** And the **maximum profit will be over \$200.00!!** With profits like these, it doesn't take many orders a month to start making some real BIG money!

Heck, with just 20 orders, you'll earn over \$4,000 a month! And averaging just one order a day means you can easily earn over \$7,000 a month! Think about the money you'll make with several orders a day! The sky's the limit!

Now, let me shift gears here and tell you about everything you get in

the **Mail Order Business In-A-Box** package... First, let me say that all of the products in the **Mail Order Business In-A-Box** are proven sellers, designed to appeal to people who have money to spend.

These people are already in the habit of spending money on products of this nature and in this price range.

In this turn-key package, you get everything you need to get your business off-the-ground and raking-in the cash as quickly as possible.

Here's everything you get reprint and duplication rights to when you own the Mail Order Business-In-A-Box:

✓ **How To Earn \$30,000 A Month With Direct Mail Home Study Course.**

This course will give your customers (and you!) a complete education on how to make money with direct mail! It includes three videos, four audio cassettes, and a huge 3-ring binder loaded with reference materials including the most practical information on direct mail you can lay your hands on.

The videos were recorded live at a \$6,500.00 per-person mail order seminar. This is one of the hottest and most profitable products you'll be offering! (Suggested selling price: \$267.00)

✓ **The Insider's Guide To Direct Mail Profits 3-ring binder workbook.** (This is the same book included with the Direct Mail Home Study Course.)

This comprehensive, one-of-a-kind publication was put together by two of the most successful direct mail experts in the business. It will show you step-by-step how to start and manage your own highly profitable direct mail business. (Suggested selling price: \$99.00, if sold as a stand alone product.)

✓ **The Unfair Advantage Letter Book.**

Every small business in the country should have a copy of this book. This 3-ring binder book is jammed with over 200 pages of letters, press releases, full-page ads, classified ads, and examples of letters which can make money for almost any business! (Suggested selling price: \$99.00)

✓ **The Secrets Of Successful Copywriting videos & audio cassettes.**

Here's another hot product you'll be offering. These two videos and two audio cassettes give your customers a first-hand look at the little-known advertising and copywriting secrets that can make them wealthy in the direct mail business. These are simple techniques that any person can use to create advertising that brings in 8 times, 15 times, even 21 times ad cost!

(Suggested selling price: \$89.00)

- ✓ **Successful Direct Marketing In A Decessionary Economy video and audio cassette.**

An information-packed video and audio cassette which reveals how any small business can adapt to the new challenges of the changing economic conditions that surround us all... a reality we've all got to deal with. (Suggested selling price: \$69.00)

- ✓ **The Direct Mail Toolbox computer software.**

A 3.5" IBM formatted disk chuck-full of computer software that most mail order businesses desperately need. It includes a "Project Profitability Analysis" and special spread sheets for direct mail profit scenarios, advertisements, pricing strategies, income tracking and more. (Suggested selling price: \$49.00)

Let me tell you -- **these products are hot!**... and when I say "hot", what I mean is that they sell like hot cakes on a cold winter morning to a starving crowd with money!!

And remember, you have complete control over what you do with these products! You can sell them as a package, or as individual components, or however else you want! They're your products and you own the reprint rights to them -- permanently!

Here are some of the other "gems" that you get:

- ⊙ You get samples of all the products you'll be offering your customers! (a \$672.00 retail value!)
- ⊙ **You get ready-to-use classified ads, display ads, direct mail letters, postcards, and press releases so you can begin making money immediately!** (We'll even send you these ads on diskette or we'll customize them for you with your name, address, and phone number.)

- ⊙ You get The Direct Marketing Resource Directory providing you all the inside sources you need to know in order to help your business grow and become more profitable! (You also get reprint rights to this directory.)
- ⊙ **You get the reprint rights to the tested and proven full page display ads, classified ads, postcards, and press releases used to sell the different products.**
- ⊙ You get the reprint rights to the four-page direct mail sales letter that sells the "Direct Mail Home Study Course".
- ⊙ **You get camera-ready copies of all printed materials. (books, ads, tape covers, etc.)**
- ⊙ You get a "Certificate Of Reprint And Duplication Rights" certifying that you own the rights to the products and ads.
- ⊙ **You get masters of all the video tapes; they're ready to take to your tape duplicators!**
- ⊙ You get professional master copies of the audio cassettes.
- ⊙ **You get sources of tape duplicators, printers, and companies willing to process orders (and credit cards) for you!**
- ⊙ You get unlimited telephone support from me for one full year! If you have any questions about marketing, lead-generation, mailing lists, or whatever, just call me -- anytime!

And there's more!...

With the **Mail Order Business-In-A-Box** in-hand, you'll be able to kick-start your finances, and take control of your lifestyle -- begin living the dreams that you've been dreaming!!

Let's see what other SUCCESS STRATEGIES, INC. customers are saying:

"You gave me the step-by-step instructions I could use to grow my own mail order business. With the advice you share freely, I'll be able to reach my dreams a lot quicker. Your successful experiences, passed on to others, will make doing business less risky and more profitable."

-- Mike Roth, Arizona

"The very complex subject of direct marketing laid out in a clear, simple, step-by-step system. So simple anyone can do it! Great job! If I can't take it from here and make a ton of money -- I'm beyond all hope."

-- Ken Kerr, California

"The material you sent is just great and will be helpful to me in my efforts. It is very reassuring to find people who are genuinely interested in helping others. Your honesty and integrity are obvious and I feel fortunate to have your materials."

--Ken Schaadt, California

**Order Your Mail Order Business-In-A-Box
Within The Next 7 Days,
And You'll Get These FREE BONUSES:**

FREE BONUS # 1:

The Direct Mail Bootcamp Audio Cassette Library. (a \$397.00 value!) This reference library of 24 audio cassettes will give you the "recipe" for success in the direct mail business. As you listen to these 24 tapes, you'll discover the secrets used by the most successful mail order entrepreneurs on this planet!

You'll learn from such legends as Bill Myers, Ted Nicholas, and Gary Halbert. They'll all share their little-known, insider's secrets on how to make really huge, mega-profits in your own mail order business.

You'll learn their secrets, and a whole bunch more!! (These three guys alone have sold hundreds of millions of dollars worth of products by mail and they'll tell you how it's done!)

Here's just a small sample of what you'll discover with **The Direct Mail Bootcamp**:

- ⊙ Where, how, what size, and when to place ads -- as well as which publications to avoid!
- ⊙ **The top 10 magazines to run your ads in!**
- ⊙ What you should really be paying for your ads (and how to get up to 80% off the listed price)!!
- ⊙ **How to get credit cards processed even if you don't have a credit card merchant account!**
- ⊙ Where to find the ultimate market to sell your products.
- ⊙ **How to put your business on full "Auto Pilot" (Get your orders taken, credit cards processed and products shipped without your involvement!)**

- ⦿ How to use premiums and free bonuses to shoot your sales right through the roof! (And why the best premiums probably won't cost you a dime!)
- ⦿ **A strategy to generate \$100,000 in 180 days with just a \$700 investment!**
- ⦿ And much, much more!

Take a look at what some of the people who've listened to these tapes have to say about them:

"I have never gotten so much easy-to-understand, stick like VELCRO to the brain, direct mail techniques from one single source as I have from your Direct Mail Bootcamp tapes. For literally years, I had been looking for just such an all-in-one, complete direct mail guide. Your Direct Mail Bootcamp tapes have given me back my dream."

-- Jim Huebner, Florida

"I have just finished listening to the 24 tapes of the Direct Mail Bootcamp, and have started reading your book "The Unfair Advantage Letter Book". The material is excellent. I am finally convinced that I can get a direct response business going, and it has the lifestyle I want!"

-- Merle Thowe, Oklahoma

The Direct Mail Bootcamp gives you a complete CRASH-COURSE on how to make massive amounts of money through the mail! These tapes are the best thing ever on the subject of direct mail!

All 24 of these information-packed tapes are yours **FREE** as my gift, if you order within the next 7 days!

FREE BONUS # 2:

The Maximum Profit Direct Marketing Course. (a \$237.00 value!)

With this powerful new course, you get 8 audio cassettes and a detailed manual. This course is loaded with little-known direct marketing strategies and techniques you can immediately use to maximize your sales and profits with your new **Mail Order Business-In-A-Box!!**

This comprehensive course will show you step-by-step techniques for generating as many hot, qualified leads as possible! And, you'll learn how to profit from the 18 "new rules" of direct marketing.

Plus, you'll get an incredible war-chest of ingenious "tricks of the

trade". These are the closely guarded secrets top mail order entrepreneurs use to pull-in orders like crazy!

FREE BONUS # 3:

Inside Secrets To Success In Direct Mail Video Library. (a \$297.00 value!) With this indexed set of 8 videos, you'll discover the money-making secrets used by the top names in direct mail. They'll show you in step-by-step detail, how to operate a successful direct mail business. This video library is an incredible reference source!

FREE BONUS # 4:

A one year subscription to our Direct Marketing Strategies Newsletter. (an \$87.00 value!) Within the pages of this newsletter you'll discover the hottest new trends in the mail order business today.

You'll also find case studies of real people who've recently started-out in the mail order business and are now making their fortunes!!

You'll refer to these newsletters for exciting and new money-making strategies. This newsletter is considered by most mail order business-owners to be on the cutting edge of what's working in direct marketing, and how you can apply it to your business. You'll love it!

As you can see, these bonuses will help you put more money into your pocket! But to get them for FREE, you must order your **Mail Order Business-In-A-Box** within the next 7 days.

Man oh man... this entire package is jam-packed and overflowing with powerful, powerful money-making potential! Money that can be going into your pocket day after day, week after week, month after month...

**All You've Got To Do Is Get This Package,
Set A Goal, And Start Rollin' In The Cash!**

Imagine it -- you'll finally be living the dreams you deserve to live with the ones you love! You owe it to yourself to get this package, and to get it NOW!...

Let's do a quick refresher on what you get with your package:

1. You get the How to Earn \$30,000 A Month With Direct Mail Home Study Course. (This includes 3 videos, 4 audio cassettes, and the Insider's Guide to Direct Mail Profits 3-ring binder book)
2. You get The Unfair Advantage Letter Book.

3. You get the Secrets Of Successful Copywriting. (2 videos and 2 audio cassettes)
4. You get the Successful Direct Marketing In A DeceSSIONARY Economy video and audio cassette.
5. You get The Direct Mail Toolbox computer software.
6. You get unlimited reprint and duplication rights to all of the products listed above in numbers 1-5.
7. You get professional master copies of all the products.
8. You get reprint rights to the advertisements and sales letters that sell the products for you.
9. You get camera-ready copies of all printed materials.
10. You get unlimited telephone support for one full year.

And If You Order Within The Next 7 Days, You Get:

11. FREE BONUS # 1: The Direct Mail Bootcamp. (24 tapes)
12. FREE BONUS # 2: Maximum Profit Direct Marketing course. (8 audio cassettes and a step-by-step manual)
13. FREE BONUS # 3: Inside Secrets To Success In Direct Mail. (8 videos)
14. FREE BONUS # 4: One year subscription to the Direct Marketing Strategies Newsletter.

I hope you're beginning to see that this package is much more than just a complete turn-key business... I'm tellin' you:

**"This Package Is Your Ticket To Immediately Start
Earning The Kind Of Income You Deserve!!"**

**"It's Your Chance To Escape The Rat Race And Begin Living The
Kind Of Satisfying, Fulfilling Lifestyle That You Really Want To
Live!"**

Isn't that what you really want?... More freedom?... More passion?...
More time with those you love?... More travel?... More cash?

You must seriously consider this package -- it can change your life,
and bring you all you've ever hoped for; **if you get it, and if you take**

action!!

However, I must warn you... this package isn't for everyone...

Before you start counting all the money you're going to make with this project, there is something you need to know. If you're broke, or down to your last penny, I honestly don't think this opportunity is for you.

If you're having financial problems; or if you've got to borrow money to afford this project, then I really don't think this is for you.

Or... if you're looking for some sort of "magic pill" to fix everything in your life, then this isn't for you either. There's no such thing -- and there's no use in wasting your time or mine... OK?

On the other hand, if you're looking for an honest, honorable way to take you to the level of personal success and financial freedom you desire; a way that is proven to work... **then this turn-key Mail Order Business-In-A-Box is exactly what you need!!!**

Especially if you can afford to invest in your future and financial success.

Now, to make this project work, you're going to need four simple and basic things:

1. You need sufficient resources to invest in this opportunity.
2. You need the ability to get books reprinted, tapes duplicated and everything packaged ready to ship to your customers. (We'll give you sources for this.)
3. You need the ability to place classified ads, display ads, and send out the direct mail pieces supplied to you. And...
4. You need the discipline to fill orders promptly. We recommend that you ship all orders within 24 hours. You can either ship the product yourself, or let an order fulfillment house do the work for you. (Remember, you get the name of our tape duplicator -- they'll ship the products to your customers for you.)

The complete **Mail Order Business-In-A-Box** is available for a one-time investment of **\$1497... PLUS** if you order within the next 7 days, you get all the FREE BONUSES!

After this initial investment there are no other fees, no royalties,

By: Michael Kimble

and no on-going payments of any kind! The investment price includes the one time license fee to use and sell the materials in this package for the rest of your life!

You can use your VISA, MasterCard, American Express, Discover card, or we can even take your check over the phone or by fax.

And, to make it easy, you can use our **"Easy Installment Plan"**. This allows you to pay in three equal monthly installments of only **\$499**. (If you don't have a credit card, you can give us your check information over the phone or fax us a check. You can also send us post-dated checks.)

Now listen... in your hands you hold the key to a risk-free way to get into a highly profitable, turn-key business which you can easily start in your spare time. All that's left is **you taking the action to do it!**

Call my office at **1-800-998-3189** and let's get to know each other. This way we can answer any questions you may have, and we can make sure this opportunity is for you. I'm telling you:

If You Really Want To Secure Your Financial Future, And If You Really Want To Start Living a Great Lifestyle, Simply Pick-Up Your Telephone and Dial: 1-800-998-3189

Call right now, while it's fresh on your mind. Or complete the enclosed "Registration Form" and mail it in now. You can also FAX the "Registration Form" by dialing: 1-800-368-4740.

As soon as we hear from you, we'll immediately ship your Mail Order Business-In-A-Box with all the FREE BONUSES to you! (Get ready for U.P.S. to deliver a GIGANTIC box to your front door.)

Listen, you can go ahead and plug away at whatever you're doing right now to "get by" -- or you can even go out and develop your own products to sell through the mail... and maybe it'll all come together for you.

Maybe.

But why put yourself through it all?

Why go through the cost and the hassles of finding a money-making product?... it's a lot of work, and it can take years to do. Are you really interested in wasting the next 3 to 5 years of your life trying to nail-down a winning product?

Not to mention the fact that, after you go through all the time and expense of researching a product -- the darn thing may not even sell!

By: Michael Kimble

There's no reason to go through it!

We're giving you the chance right here to have total reprint and duplication rights to several, proven cash-generating products... **products that have already been tried and tested** -- along with ready-to-use ads, sales letters, and press releases you can use to sell these products like crazy!

Think About This:

Winning Products... Ready To Go!
Winning Advertisements... Ready To Go!

When you stop and think about it, doesn't it make sense to take advantage of this offer?... that way you can start making money next week if you wanted to!

Don't you think you owe it to yourself to get this package? You can succeed in mail order with the **Mail Order Business In-A-Box...** and I'll help you every step of the way.

Call now! 1-800-998-3189

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. Remember, you'll own the reprint rights to several products and ads that have already been developed, tested, and proven for you! The day you get your box, you're in business!

P.P.S. To get the FREE BONUSES worth \$1,018.00, you must order within the next 7 days. Otherwise, the bonuses will not be included. So go to your phone right now and call me at **1-800-998-3189**. (And don't forget, you can use our "Easy Installment Plan".)

P.P.P.S. The videos are available in all foreign video formats. (International orders please add \$120.)

5

**Sales letter for "OBE Reprint
Rights Package"**

Here's the secret of . . .

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

*. . . yet still be able to earn a good income as an
Independent Publisher of information and software.*

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".

Well, my friend, we all know "someday" usually never comes.

The biggest problem most information publishers face is this: unless you develop the products yourself, you don't own them. And when you don't own the product, you usually end up having to pay someone else a huge chunk of your profits each time you sell their product.

In most businesses, this is the norm. You buy products from someone else at wholesale, and then you sell them at retail, hoping to survive on the margin. Unfortunately, the markup is generally 50% or less. Which means if you buy something at \$10 wholesale, you'll generally sell it for \$15, and try to survive on the \$5 you get to keep . . . which is not easily done.

Of course, all the marketing costs, overhead, and taxes come out of your slice of the pie, not the wholesaler's.

Now this system works fine if you're a big company like Wal-Mart, where you average a billion dollars in sales each week. If you also average a 25% margin, you have up to \$250 million a week in potential profit. And that's enough to keep the babies fed.

But most of us don't have sales figures that come anywhere near Wal-Mart's. And most of us in the publishing business don't want to give up 75% of each sale to a wholesaler. That's why you want to work so hard to develop your own products . . . so you can keep all the profits yourself.

Consider the advantages of being able to bypass the wholesaler. If you sell \$1,000 worth of products purchased from a wholesaler, you might get to keep \$250, at best. The rest goes

back to the wholesaler. But when you sell \$1,000 of products you own outright...

you keep all the profit!!!

Being able to keep all the profit yourself quickly adds up in your favor. When you sell \$2,000 of products you own, you get to keep all \$2,000. But to be able to keep \$2,000 in a wholesale arrangement, you would have to sell \$8,000 in products . . . four times as much!

Of course, the actual amount of sales needed to match wholesale versus outright ownership depends on the wholesale pricing arrangements, but you get the general idea. It's much easier to make a good living when you get to keep all the profit yourself!

But to be able to do that, to be able to keep the entire profit . . .

you must own the product!

And that's the problem. In most cases, owning the rights to reproduce a product means you must first develop it. And developing products can be a very time-intensive process. Unfortunately, most would-be entrepreneurs simply don't have the time to develop their own products (and as a result, they miss out on the huge advantage of selling products they own).

Even people who do have time to develop a product quickly discover that it usually takes more than one or two products to be successful. Customers love being able to buy packages, combinations of products and premiums, and they love to get FREE gifts. And if that's what they want, then that's what you have to offer them . . . more than one product at a time!

In our own business, you may have noticed that we almost never offer a single product. Instead, we create great packages filled with books, CD-ROMs, and other interesting premiums. We know that by doing so, we greatly increase the "perceived value" of the product, and therefore end up with many more sales.

In addition, by adding premiums to our packages, we create a better "OBE" or Out of Box Experience. The "OBE" is the reaction your customers have when they open a package from you. And the "OBE" has a tremendous influence on whether your customer will value the product or be disappointed with it (which leads to product returns and payment refunds).

For that reason, it is important to be aware of, and continually trying to improve, the "OBE" of the products you sell. This can best be accomplished by making sure the customer is impressed by the box the product is packaged in, as well as its contents.

To achieve the highest "OBE", you'll want to have a professional-looking shipping label on the outside of the box, and on the inside, a warm cover letter thanking the customer for the order, a printed invoice with all the ordered items listed, and, of course, the product and premiums in good condition and packaged well.

If you get the "OBE" right, you'll have a happy customer, one who will value the product, appreciate your professionalism, and be happy to do business with you again. But if you get the "OBE" wrong, you run the risk of having a disappointed customer who will return the product, demanding a refund. (Also one likely to tell his friends about the bad experience he had with your company.)

Our Own Approach To A Great "OBE"

Now that we know the value of doing it, we spend a lot of time and effort trying to achieve a great "Out of Box Experience" for our customers. If you've ordered anything from us lately, you probably have a good idea of how we do this . . .

**by creating a professional looking package
and including unexpected bonuses!**

We get the professional look by using the "**Order Desk Pro**" software package (which prints invoices, shipping labels, and envelopes). And we enhance the value of the products we deliver by including a copy of a remarkable new book titled, "**301 Direct Mail Tips, Techniques & Secrets**", plus one of our most popular CDs, "**593 Business Letters**."

This seems to create an exceptional "OBE" and has resulted in many, many repeat orders.

Now, You Can Do It Too!

As you may know, we occasionally offer reprint and duplication rights to books, CD-ROMs, and video tapes we produce. People who acquire the rights receive all the benefits of product ownership (the ability to make and sell as many copies as they like), without being burdened by development efforts or ongoing wholesale pricing arrangements.

Owning the reprint rights to one of our books, videos, or software packages allows you to do what you want with the product . . . sell it by itself, package it with other products, add it to your catalog, sell it on your website, even give it away as a premium to attract new customers. The only restriction is that you cannot resell the duplication rights to others.

Anyway, I've decided to make the reprint and duplication rights available to a few of our most popular products in a very special package. This special package includes:

- ◎ **Reprint and Duplication Rights to the newly revised "301 Direct Mail Tips, Techniques & Secrets". This latest version of this highly rated book (written by Bill Myers) is 190 pages long, is professionally printed and bound with a color cover, and is an ideal product for the income opportunity or business market.**

In this latest printing, we have removed the price (so you can price it as you choose), and have removed all the ads for our products. This is one of the most popular books

ever developed by Bill Myers, and now you can own reprint rights to it! The reprint rights allow you to reprint and sell the book as your own, and keep all the profits for yourself.

We provide you with a camera-ready master copy (which you can take to your printer), a 3.5 inch diskette master (in Pagemaker format), and 20 copies of the book as a starting inventory. This is truly the quickest and easiest way for you to get into the profitable book publishing business! (We've found the best selling price for this book to be \$29.95)

- ⦿ **You get Reprint Rights to a 4-page direct mail sales letter that sells the "301 Direct Mail Tips, Techniques & Secrets" book for you!** This sales letter was written by a very prominent direct-response copywriter who charges \$7,500.00 to write an 8-page sales letter. This potent letter works! We send you the sales letter on diskette and we'll even customize it for you with your name, address, and phone number.
- ⦿ You can make a LOT of money mailing out this sales letter! Remember, the **"301 Direct Mail Tips, Techniques & Secrets"** book appeals to opportunity seekers and to business owners. There are literally hundreds of mailing lists that you can mail this letter to.

This package also includes:

- ⦿ **The Reprint and Duplication Rights to a second book, "Promoting Your Business On The Internet."** This book is the ideal back-end product for the "301 Direct Mail Tips, Techniques & Secrets" book. "Promoting Your Business On The Internet" is a hands-on guide for bringing any business to a worldwide market. It shows your customers step-by-step how to run their business "Internet style". You get a master copy of this book as well. (This book easily sells for \$29.95 -- but of course you can sell it for whatever you want -- or give it away free to enhance your customers "OBE".)
- ⦿ **The Reprint and Duplication Rights to "593 Business Letters" on diskette.** We've taken this popular premium item, and moved it to diskette so that it's easy for you to duplicate. The diskette contains everything found on the "593 Business Letters" CD, including over 600 letters, legal documents and forms, all of which can be viewed and printed with the automatic Windows/Windows 95 interface.

This diskette makes a great companion item for almost any business related product, and costs you very little to produce (blank diskettes cost as little as 23 cents each).

With the reprint and duplication rights, you can duplicate and sell as many copies of this diskette as you like, and keep all the profits for yourself. We include the master diskette, 20 diskettes, the diskette label master, and complete instructions for

duplication. This is a great product to offer as a FREE premium, something everyone likes to have around... or sell them for \$35 each (or whatever) -- it's your choice!

And in addition to these great products, you also get . . .

- ⦿ **Your very own copy of the "Order Desk Pro" software package.** This is a complete order entry, sales tracking, customer database management system! If you sell anything by mail, classified or display ads, over the telephone, or on the Internet, you need this software! It keeps track of all your customers and orders, prints invoices and shipping labels, maintains inventory, tracks ads and sales letter performance, and provides instant reporting of every phase of your business.

"Order Desk Pro" runs in Windows 95, and is network ready (you will also need Lotus Approach, which costs under \$60). "Order Desk Pro" comes with an easy-to-follow 3-ring binder Reference Guide, a ready-to-use demo and tutorial, Internet support, and it's so easy to use, you'll be up and running in no time! You'll love what this software does for your business!

Software systems similar to "Order Desk Pro" are advertised in direct marketing trade publications for \$795.00 and up! You get this powerful system -- **FREE!**

So what do you think? A pretty good package, right? We've done our best to put together products you can use right away, in a package that will retain its value over the long haul.

But for this to be of any value to you, it has to be affordable. So with that in mind, we're making the complete package available to you for . . . \$677.

That's right, you get . . .

1. Reprint Rights to the new, 190-page "301 Direct Mail Tips, Techniques & Secrets" book.
2. Reprint Rights to the 4-page sales letter that sells the book.
3. Reprint Rights to the "Promoting Your Business On The Internet" book.
4. Reprint Rights to "593 Business Letters" (a Windows/Windows 95 diskette).
5. Your very own copy of the "Order Desk Pro" software package (a comprehensive order entry, sales tracking, invoice and label printing, customer database, and sales management system).
6. 20 copies of the "301 Direct Mail Tips, Techniques & Secrets" book .

7. 20 copies of "593 Business Letters" on diskette (with instructions on how to duplicate).

8. Master copies of everything!

...all for a one time investment of only \$677!!!

You can use your VISA, MasterCard, American Express, or Discover card. We can even take your personal or company check over the phone or by fax. And for your convenience, you can make **two easy payments** of \$338.50 spread 30 days apart.

If you've been looking for products and premiums you can sell and keep 100% of the profit, you won't find any better than these. Plus, you'll get the software you need to track all your orders and automatically print professional looking invoices and shipping labels sure to impress your customers.

To get it all, call our 24-Hour Order Line at: **1-800-998-3189** and ask for the "**OBE**" **Package**. If you prefer, you can fax the enclosed Registration Form to: 1-800-368-4740.

We only have 19 of these packages in stock, so if you're interested, don't delay.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. As a FREE bonus, we'll include our new "Insider's Guide to Getting Books & Reports Printed at Below Market Prices." The information in this handy guide will save you big money, whether you're printing newsletters, books, sales letters, or catalogs.

P.P.S. One secret to long term success in the publishing business is being able to develop or acquire enough products so you always have something in your product line to appeal to customers who view your catalog or website. Sometimes it's slow getting started, but by adding three or four new products a year, you can develop a good product line in a relatively short period of time. (That's what we've done.)

Call NOW! 1-800-998-3189. If you have any questions, you can call me direct at: 1-800-998-3189.

6

**Sales letter for "Business 6-Pack"
CD-ROM reprint rights**

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

(Without ever touching a computer!)

Here's a rare opportunity for you to quickly and easily
earn **BIG profits (2,000% or more) with CD-ROMs!** .

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!

Here's why: This letter is going to show you how simple it is to cash-in on the exploding CD-ROM market . . . without ever having to touch a computer!

That's right! Even if you don't own a computer, you can reap tremendous profits (2,000% or better) with CD-ROMs.

CD-ROM Sales Are Booming!

CD-ROM sales have more than doubled every year for the past five years! Starting from almost nothing, CD-ROM sales are now approaching (hold on to your seat) **FIVE HUNDRED MILLION DOLLARS A MONTH!!!**

And while anything generating 500 million dollars in sales a month is big (bigger than the U.S. movie industry), this is . . .

Just The Tip Of The Iceberg!

See, right now only about 55 million computer owners are behind this incredible buying spree.

Experts predict that, within one year, there may be as many as 100 million computer owners wanting and buying CD-ROMs... and if there are enough CDs out there to meet the demand, sales could possibly reach...

ONE BILLION DOLLARS A MONTH!!!...

Whew!!! How'd you like to own the exclusive rights to a few CD-ROM titles around then? With close to a **BILLION** dollars a month spent on these CD-ROM titles, even a very small piece of this pie would be mighty tasty!...

By: Michael Kimble

The Profits On CD-ROMs Are Absolutely Staggering!!!

Consider this:

It costs less than \$1.25 to duplicate, package, and shrink-wrap a CD-ROM disc. And, on the average, that same CD-ROM will retail for \$40 or more. This means each retail sale can generate a...

Two Thousand Percent Profit Margin!!!

And any way you look at it, 2,000% is a tremendous profit margin!! But that's not even the best part!

Read on.

In today's market, it's not uncommon for a CD-ROM title to sell ten thousand copies a month. Some of the bigger titles sell ten times that. One recent title, "Critical Path", is said to have made 12 million dollars in its first 60 days!! (How would you like to have to deal with that -- 12 million dollars in 60 days!)

Of course, not all CD-ROM titles are smash hits like "Critical Path". Most aren't. But in this business, it doesn't take a smash hit to make money. A dead-end title selling just a few hundred copies a month can still generate tens of thousands of dollars in profits!! (Imagine what owning four or six "dead-end" titles could do to your bottom line!)

But it gets even better . . .

OK. The demand for CD-ROM titles is here. And there's no doubt selling these things generates a hefty profit. But what about marketing expense? How much does it cost to generate a sale?

The good news for people marketing CD-ROMs is that just about everyone wants to buy them. Consumers, retailers, wholesalers, exporters, even direct mail and catalog companies are begging to buy CD-ROMs!! They'll take just about every title they can get their hands on! (Their customers are demanding it!)

This Means If You Own A CD-ROM Title, You Won't Have Any Problems Finding Customers For Them!

In fact, you can do a very lucrative business just selling your CD-ROMs to wholesalers (who desperately need CD-ROMs to satisfy their markets).

In a wholesale arrangement, the CD-ROM title owner gives up a bit of profit, but in return eliminates most marketing and order taking expenses, almost all office overhead, and . . .

Still Makes BIG Money!

It's a pretty good arrangement, one where everybody benefits.

With a set-up like this -- high demand, high profit margins, low production costs, and almost non-existent marketing costs -- it's no wonder everyone is talking about the money to be made publishing and selling CD-ROM titles!

But you can do more than just talk about it. You can . . .

Become A Player!

OK. So how can a non-technical, under-financed entrepreneur get in on this gold mine? How does someone with little or no computer background become a CD-ROM producer almost overnight?

The answer is quite simple:

Acquire the "Reprint Rights" to CD-ROM titles!

To make real money in this tidal wave of opportunity, you need to have at least one CD-ROM title on the market, and you've got to get it out there soon! Wait too long, and you'll miss the boat.

If you've got the skills, the tools, the training, and the patience to produce CD-ROM titles, then by all means do so now!! Unfortunately, not many people have the skills needed to produce a polished, consumer-ready, CD-ROM title. And those that do are in high demand . . . (with high price tags attached!)

But if you can't produce your own titles, or don't want to delay getting into the market while your title is being produced, your next best option is to acquire the reprint and duplication rights to existing CD-ROM titles.

When you acquire the reprint and duplication rights to a CD-ROM title, you get all the benefits of owning the product, without undertaking the development costs. (The average CD-ROM title costs \$150,000 to develop.)

Owning the duplication rights allows you to market the CD-ROMs as you choose -- you can sell to retailers, wholesalers, exporters, catalogers, home shopping shows, computer stores, direct mailers, direct to consumers, and on the Internet. The choice is yours. And so are the profits.

Get a few titles out soon, and you can ride the tidal wave of demand and high profits all the way to the bank!

Of course, you'll first have to find someone willing to sell you CD-ROM reprint and duplication rights. And hopefully that someone will offer you the rights at a reasonable price, and on a "no-royalties", "no-strings-attached" basis.

The good news is . . . that "someone" is us!!! . . .

As CD-ROM developers, we are able to offer you reprint and duplication rights to a number of our CD-ROMs at affordable prices.

But, there's only a limited number of duplication and reprint rights "licenses" available to these new CDs. Because of this, the reprint rights to these CD-ROMs are being offered on a first-come, first-served, no-royalty and no-strings-attached basis.

This means when you acquire CD-ROM reprint rights from us, you can duplicate and sell the CD-ROMs as many times as you like (even in the millions), and you will never owe us any additional royalty payment.

You own the product. The only restriction is you can not resell the duplication rights to others. Other than that, you can do what you want.

**This is the quickest, easiest, and most
profitable way for you to get involved
in the lucrative CD-ROM business!
Before you know it, you'll be making more
money than you can shake a stick at!!**

Right now, you can acquire the reprint and duplication rights to six individual CD-ROM titles. Think about how you might get 2 or 3 of them and sell them as a package. (Packages with more than one CD-ROM are hot, hot sellers!!)

Also, think about how you could package all six of them together and make a bundle! Or, if you'd like, simply pick-up the reprint rights to only one CD-ROM and sell the living daylights out of it! The choice is yours!

When you get the reprint rights to any of these CD-ROMs, you're getting all the advantages of owning a CD-ROM without putting out all the expenses of developing one!

Now, let me tell you about each of the six CD-ROMs you can get the reprint rights to. (Reprint rights to the individual titles are priced as marked.) We call all six CDs the **Business 6-Pack For Windows 95**.

1. Start Your Own Business CD-ROM: (\$975)

This new CD-ROM was created to appeal to the huge "business opportunity" market. This CD gives your customers (and you) a step-by-step walk-through of just about

everything you can think of when it comes to starting and running a business, including these topics: Raising Cash For Your Business, Creating A Business Plan, Knowing Your Market, Pricing Your Products, Advertising & Marketing, Record Keeping, Handling Business Growth, Selling Your Business, and much more.

This CD-ROM is a real hot-seller because it has a strong, almost irresistible "must-have" appeal to the large market of entrepreneurs and small business owners!

When you own the rights to this package (or any package), you'll get 50 copies of the CD so you'll have an instant inventory that you can start making money with immediately.

2. The Business Success Toolbox CD-ROM: (\$895)

This CD-ROM has just about all the tools an entrepreneur would need to launch or expand a business. These tools include automatic business plan developers, mailing list managers, customer and product databases, income opportunities, automatic ad & sales letter creators, financial analysis tools, databases, spreadsheets, computer bulletin boards, and a lot more!

This jammed-full CD even includes an automatic press release generator that will create your press release, and then mail it to all the major newspapers in the country!

3. The Guide to Import/Export CD-ROM: (\$975)

As you know, the Import/Export business is booming, and it has been for years! This CD-ROM shows you exactly how to get a piece of the action. (Use this CD to learn how to export your CDs!)

It gives you easy-to-understand details on things like: How To Get Started In Import/Export, Legal Aspects Of Export Trade, Export Promotion Programs, International Business Practices, Opportunities In Mexico, Doing Business In Europe, Trade Finance, GATT, NAFTA, and even includes sections on How to get the U.S. government to provide 100% financing on your export projects! You get all this, plus a complete section on Trade Opportunities and Contacts!

4. The Small Business Administration on CD-ROM: (\$975)

Sure, everyone knows the Small Business Administration offers a lot of programs to help small businesses -- but the problem is, hardly anyone knows where to look, what to look for, or why to look for it!

Besides, cutting through all the "bureaucratic red-tape" is practically impossible and it can be a nightmare!!

Well, for the first time ever, you can quickly and easily get all the information available from the Small Business Administration right here on this new CD-ROM!! It includes: How To Apply For And Get An SBA Loan, Little Known Programs Almost Anyone Can Qualify For, Programs For Quick Business Cash, plus information covering an additional 100 different business related topics.

This is the kind of CD-ROM businesses and entrepreneurs are looking for! It's easy to use, and all the information is right at their fingertips, anytime they want it!! No more waiting on "hold" for hours while the government gives you the run-around!

5. Internet Power Tools CD-ROM: (\$1,025)

It seems like everyone is talking about how hot it is to do business on the Internet these days. This new CD-ROM shows you how to do it!

It uses a simple, step-by-step, easy-to-follow guide that shows you How To Get Connected To The Internet and How To Start Making Money On The Internet!

This CD-ROM also shows you: How To Conduct Business On The Internet, How To Get Your Own Web-Site On The Internet, and How To Place FREE Ads On The Internet.

What's more, this CD features "maps" of the most interesting places on the Net. You also get a complete "Address Book" of over 5,000 Internet "News Groups" (including all the hot ones!).

This is the CD-ROM people have been waiting for!! . . . Now it's yours to sell and profit-from in a major way!

6. CIA World Fact Book CD-ROM: (\$875)

This amazing CD-ROM is a real hot seller! It's compiled from actual CIA files, and provides instant information on every country and area of the world.

In a matter of seconds, you can quickly find-out about the economy, government, culture, religions, political factions, import/export laws, education, climate, military, strategic alliances, and much more about any place in the world!

The information on this CD is useful for business people, entrepreneurs, students, world travelers, and of course, spies! This CD's been a continuous hot-seller to a pretty wide market -- you'll do really well with it!

OK. There they are!

Those are the six fabulous CD-ROMs that are going to make you rich! All of these CDs are

hot sellers all by themselves. They're easy to sell to the hungry CD-ROM market out there.

But what's even better is the fact that when these CD-ROMs are offered as a group in the **Business 6-Pack** they become an irresistible product that appeals to a HUGE number of computer owners!

And because the **Business 6-Pack** contains valuable information that the buyer can't easily get from any other source, it has a really high perceived value.

This high perceived value means this set of CD-ROMs can bring you BIG profits in the various market places!

Now, I want you to keep something in mind: All of these CD-ROMs were put together with the end-user in mind.

That's why they're all:

- ⊙ **Easy-to-load and easy-to-use!** (Even for computer virgins!)
- ⊙ **Capable of running in both Windows and Windows 95!**
- ⊙ **Packed in professional "jewel" cases with sharp-looking color graphics and instructions on the CD disc!**
- ⊙ **Very forgiving with automatic error correction!** (You'll never have to worry about customer problems or support!)
- ⊙ **Totally PC compatible** -- these CD-ROMs will run on any IBM compatible computer equipped with a CD-ROM drive and do not require any special computer knowledge!

And most importantly ...

These CD-ROMs impress customers with their professional look and feel. Customers know these CD-ROMs represent a superior product that's worth the price they paid! (And this leads to profitable repeat sales for you!)

If you want to get in on the CD-ROM mania, acquiring the reprint and duplication rights to one or more titles in the Business 6-Pack can be the quickest, easiest and most affordable way.

Let's take a look at what you get once you own the reprint rights to a CD-ROM title:

1. You get a "**License Certificate**" of Reprint and Duplication Rights for each CD-ROM you own the rights to. (You'll need this License Certificate to get your

CD-ROMs duplicated.)

2. You get a **Silver Master** CD-ROM Disc for each CD-ROM you own. (You can use this as your duplication master.)

3. You get a handy **User's Guide** for each CD-ROM. (This shows your customers exactly how to run the CDs in both Windows and Windows 95.)

4. You get **50 copies of each CD-ROM** that you own the rights to, packed in sharp jewel cases. You can easily sell-out of this starting inventory and quickly recover all of your investment and MORE!! Or, you can use these CDs as product samples, or distribute them any way you choose.

5. You get the **CD-ROM Guide To Profits book**. This 3-ring binder book includes a market overview, sample ads, sample press releases, pricing strategies, success stories, plus our own break-even analysis and profit potential spreadsheet software! This is your complete guide for marketing CDs.

6. You get **sources of CD-ROM duplicators** which includes information on how to get your CDs duplicated for as little as 83 cents per CD!

As you can see, you get just about everything you need to start cashing in on the high demand for CD-ROMs. But don't be misled... In addition to the above, you'll need:

Time: Let's face it... anything worthwhile takes time to get off the ground -- including this project. Realistically, you should figure investing about 15 hours to get this project going. Most of your time will be spent mailing out the press releases, price sheets, and sample CDs we supply to you.

Desire: You need real desire to see any project through to the finish. And while this may be one of the easiest projects you could undertake, you'll still have to have the desire to see it through if you want to profit from it.

Capital Resources: Yes, it takes some money, but fortunately, not as much as you might expect to pay for unlimited duplication and reprint rights to six proven CD-ROM titles!

There's no doubt about it... this opportunity is not for everyone. In fact, there'll only be a few special individuals who will recognize this opportunity for what it is -- and be in a position to take advantage of it.

But, if you can afford success, and recognize this as an opportunity that matches your desires and skills -- then go for it!!

With this "turn-key" package, you get everything you need to succeed! Nothing is left to chance and there's nothing for you to guess about.

And, if you order within the next 10 days, you get these valuable FREE BONUSES with any CD-ROM reprint rights package you order!

FREE BONUS # 1:

Order the reprint and duplication rights to any of the six CDs in the **Business 6-Pack** within the next 10 days, and you get the reprint and duplication rights to this blockbuster CD-ROM title for FREE:

The Greatest Computer Games CD-ROM! (\$875.00 value!)

It's a proven fact that computer users love computer games. They buy them like crazy! **The Greatest Computer Games CD-ROM** is a collection of the top 500 computer games ever created -- all on one CD! This CD is jam-packed with the hottest DOS, Windows and Windows 95 games! It has games in every category (action, adventure, board, card, casino, education, and strategy).

This CD even has the latest versions of DOOM, Descent, and Duke Nukem 3-D! This CD is a dream come true for kids ages 5 to 95!

It doesn't matter if you invest in one, three, or all six CDs in the Business 6-Pack, the reprint rights to this hot new title is yours -- FREE! You even get a sample press release and a starting inventory of 50 CD-ROM discs in jewel cases!

FREE BONUS # 2:

You get **The Direct Mail Bootcamp Audio Cassette Library**. With this fully indexed set of 24 tapes, you'll hear 10 of the world's top authorities (including Ted Nicholas, Gary Halbert, and Bill Myers) reveal everything they know about how to make money in the direct mail business! Imagine selling **100 Business 6-Packs** a week through the mail! You can do it with this information in hand! Yours FREE for ordering NOW! (\$397.00 value!)

FREE BONUS # 3:

You get our insider's **World-Wide CD-ROM Wholesalers and Distributors Mailing List!** This is a confidential listing of CD-ROM distributors, re-sellers, and catalogers all over the world! (This includes a sample cover letter and price sheet you can use to get their business!) This information is hard to find all in one place -- it's yours FREE! (\$297.00 value!)

FREE BONUS # 4:

A one year subscription to Direct Marketing Strategies Newsletter! (an \$87.00 value!)

Within the pages of this newsletter, you'll discover the hottest new trends in direct marketing today! Subscribers from around the world consider Direct Marketing Strategies to be on the cutting edge of what's working in direct marketing. You'll refer to each issue of this newsletter for powerful new marketing techniques you can use for your own business.

To get these valuable FREE Bonuses, you must order within the next 10 days!

Remember, once you own the reprint rights to a CD-ROM title, there are never any on-going royalties or fees -- sell as many as you want, for as long as you want!

You can own the entire **Business 6-Pack** for a one time investment of **\$4,485**. (With the FREE Bonuses, that's a \$7,376 value -- you save \$2,891 over buying everything individually!!)

If you want to own an individual title, or any number of individual titles, they are priced as marked in this letter.

To help you out, you can use our "**Easy Installment Plan**" when you order the complete Business 6-Pack. Just 3 easy payments of \$1,495 a month when you use VISA, MasterCard, American Express, or CHECKS BY PHONE. (The "Easy Installment Plan" is also available for the individual titles!)

We are offering a limited number of reprint and duplication rights licenses to these CD-ROMs. If you want to get involved in this rare opportunity you need to call me right now at: 1-1-800-998-3189.

Listen -- success is staring you in the face right this minute. **You have a chance to own up to seven CD-ROM titles that appeal to millions of people!!** CD-ROM sales are booming... it's almost impossible to fail. These CDs are all proven sellers -- THEY'RE HOT! Now all you need to do is plug-in to this system, and start making money hand over fist!

If you're really serious about enhancing your financial and personal future, you can't wait. You have to take immediate action!

Pick up your phone, call me right away at: **1-800-998-3189** and be one of a select few to cash-in on the exploding CD-ROM market! (Even if our office is closed, call anyway, and leave a message -- this will prioritize your spot for locking up the reprint rights to this powerful money-maker!)

If you prefer, simply complete the "Registration Form" and FAX it to us at: 1-800-368-4740. Or mail it with your check or money order to: SUCCESS STRATEGIES, INC., 34952 HWY 58 EUGENE, OR 97405.

And remember, you can use our "Easy Installment Plan"!

One more thing: SUCCESS STRATEGIES, INC. has been actively involved in the CD-ROM business since CDs first came out for the computer. We know what's hot, we know what sells, and these CD-ROMs are it! And, we want you to have them. But the next move is up to you!

Do not put this off! If you wait, you will lose out! The **"Reprint Licenses" to the Business 6-Pack** will go fast!!

Call NOW! 1-800-998-3189.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. CD-ROMs are incredibly hot right now -- almost any title sells well. But these titles aren't just any title. They're all proven sellers. Take action today while it's fresh on your mind, and while there are still "Reprint Licenses" available along with the \$1,656 worth of FREE Bonuses.

P.P.S. By the way; you also get a 3-ring binder book that will go along with any package you order. It's called the CD-ROM Guide To Profits. This book will tell you about all the different ways you can make money in the CD-ROM business. It's a complete marketing plan and you'll find it extremely valuable!

P.P.P.S. When we ship your CD-ROMs, we'll send you our brand new, special report titled "How To Make Up To \$50,000 Selling CD-ROMs In Just Three Days". (You won't believe how simple this is!)

7

Sales letter for "Group M's Mailing List"

You can make a fortune with this exclusive mailing list . . .
(It's like owning the goose that lays golden eggs!)

"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!"

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!"

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!

And, if you don't currently have a product or service to offer, I'll show you how you can almost instantly create an information product that you can sell to the "Group M List"!

The "Group M List" is a Million Dollar mailing list. This is because over the past several years, it's generated MILLIONS OF DOLLARS in sales!

Just in the last year and a half alone, the customers on this list have earned me over \$500,000.00!!! When you own this HOT list of hyper-responsive buyers, there's just no telling how much money you'll make.

Who knows, during the next year and a half you may even earn more than \$500,000.00!!

Every single time I've mailed to the "Group M List", it's been profitable. Just think about that... if you knew you could make money every time you mailed, think how much that could be worth to you!

The last time I mailed to the list, it generated \$24,928.00 in orders over a three week period. And not long ago, I mailed to it and earned \$64,925.00 -- from a single mailing! When you

By: Michael Kimble

mail to this list, you'll make some serious money.

Right now, I'm offering an extremely limited number of copies of this potent list. And I hope you'll be one of an elite group of successful marketers to own and profit from it.

Your Mailing List Is Everything...

As you know, in direct marketing the list you mail to is everything. You can have the best product or service in the world... but, *if you don't have a responsive mailing list of proven buyers, your direct mail campaign will be a failure!*

The most difficult, expensive, and time consuming part of any business is building your own list of customers.

For example, to build a mailing list of only 1,000 customers could easily cost you several thousand, if not tens-of-thousands of dollars. Sure, it'd be worth it, but you'd be making gambles all along the way. And, it takes a very long time to build a list.

Let's take a look at what's involved in building your own mailing list:

First, you'd have to run dozens of classified and display ads that generate leads or that sell your product or service. That would cost you a fortune, right there.

Then, you'd have to pay even more cold, hard cash to follow-up with your leads.

Another way to go about building a list is to spend thousands of dollars renting mailing lists and testing them. You'd have to gamble on the responsiveness of each list and pay the huge costs of printing and mailing thousands of direct mail pieces.

All this just to get 1,000 customer names!

Here's an example of what I'm talking about:

A friend of mine recently rented a "responsive" mailing list and it cost him \$125.00 per one thousand names rented. He had to rent a minimum of 5,000 names and this was just for a one-time mailing. (When renting lists, 5,000 names is the typical minimum.)

This means he had to pay \$625.00 "rent" for a one time use of those names. He only wanted to test 1,000 of the names, so he had to pay an extra \$500.00 for 4,000 names he wasn't even sure he wanted to use!

If the list is a flop, he basically has to "eat" that extra \$500.00! Renting mailing lists is risky business. Even if you think you have the best list broker in the world... you never really know for sure if a list is going to be responsive or not, until you test it.

Then, my friend had to pay \$635.00 for printing and postage to mail 1,000 sales letters to the list he rented.

Let's add it all up (printing, postage, and list rental): **He spent \$1,260.00 just to TRY a list to see if it's responsive.** Now if it is responsive, he'll do great!

But if it's not responsive, look at all the money he's lost!... a whopping \$1,260.00 down the drain just to TEST a list!

Do you see why I call it a gamble?

Now, I'm not saying you should never rent a list. After you've got an established mailing list and have run some successful direct mail campaigns, selectively renting lists and testing them can be a great way to "grow your list."

But why gamble right now if you don't absolutely have to -- when you can OWN a list of proven mail-order buyers?

Take a look at the advantages you instantly gain when you own the "**Group M Million Dollar Mailing List**":

1. **You'll own a highly-responsive list of proven mail order buyers!** (I've gotten a response rate as high as 13.41% when mailing to this list!)
2. Because you own the list, you can mail to it as often as you like and in any quantities you like! (If you just want to mail a few hundred letters a week to generate a steady income, you can . . . or you can roll out the entire list!)
3. **The customers on this list buy high-ticket items.** (They've spent as much as \$18,000 in the past -- and not much less than \$70!)
4. Many of the customers on this list are **multi-buyers!**
5. **If you offer reprint rights**, the customers on this list are already educated as to what reprint rights are... they are constantly looking for and willing to pay for reprint rights! (More so than most other lists.)
6. They are looking for hot opportunities to make money... if you've got an honest, ethical way of making money, you couldn't own a better list!
7. Because they're interested in direct marketing, **they open and read their mail!** (This is a benefit you're not likely to get with many other lists!)
8. The only way you could access these names in the past was to do a joint venture with me and give me half your profits!... Now, all the profits are yours to keep!

The "Group M List" has got to be one of the most responsive, highest paying lists there is available. And now it can be yours!

"Tell me more about the Group M List."

There are 5,343 names on this list. Most of the people on this list are small business owners, entrepreneurs, or opportunity seekers. If you have a product or service that appeals to these groups of people, then owning and mailing to this list can make you a LOT of money!

Another positive thing about the "Group M List" is that when you mail to it, your direct mail piece will get read. You see, the people on this list are fascinated with and interested in direct mail marketing. And because of this, they open and read their mail! **They're reading this letter just like you are!**

The names on this list are the cream-of-the-crop! In fact, when you own the names on the "Group M List", you'll own many of same the names that are found on the mailing lists of these prominent marketers: Ted Nicholas, Gary Halbert, Bill Myers, Jay Abraham, Bob Serling, Brad and Alan Antin, Don Bice, Brian Keith Voiles, Jonathan Mizel, and others.

The people on the "Group M List" love buying through the mail! They'll buy just about anything from you that will benefit their lives, including

- ✓ Books, reports and manuals on almost any subject
- ✓ Home study courses
- ✓ Newsletters
- ✓ Audio tape sets
- ✓ CD-ROMs and software
- ✓ How-to video tapes
- ✓ Business opportunities
- ✓ Financial offers
- ✓ Reprint rights to hot products
- ✓ Seminars, and
- ✓ Success and self-help products

By now, you may be wondering . . .

"Why are you selling the Group M List?"

Two reasons:

1. First of all, it's a profit center for my company. And if you own a substantial mailing list, you should consider selling or renting yours too. And, here's a proven fact about direct mail you might not know: the more a list is mailed to, the more responsive it becomes.

2. Secondly, I do not want to rent the "Group M List". This is because I don't want to waste my time dealing with and hassling with list brokers day in and day out. And besides, I'd much prefer to see you profit from this list than a bunch of strangers.

The only reason I can think of that would keep you from wanting this "Million Dollar" list is that you don't have a product to sell. Well guess what!?

When you invest in this list, I'll give you an incredible set of FREE GIFTS that will show you step-by-easy-step . . .

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

Legendary direct marketer Don Bice, President of the Direct Marketing Training Center just released two remarkable manuals titled, "**How To Create An Information Product In 3 Hours... That Customers Want To Buy!**" and "**The Lazy Man's Way To Create A Book Or Manual: The Minimum Effort Technique For Non-Writers**".

These two new manuals take you by the hand and show you how to create -- almost instantly - - high-profit, high-demand information products that you can sell by mail!

Using these manuals . . .

- ⊙ **You do NOT need to be a writer!**
- ⊙ **You do NOT need to be a recognized expert! And,**
- ⊙ **You do NOT even need to invest much more than pocket change to get started . . .**

And, you can be on your way to profits in just one afternoon!

If you want to easily create your own information products in minimum time and make maximum profits, these two manuals will show you how! You'll see the complete process from beginning to end.

So, if you don't have an information product to sell to your new list, you will in about 3 hours by using this information!!! (You can use these manuals over and over again to crank-out as many hot-selling information products as you like!)

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

Once your product is developed, you'll need a sales letter to sell it. And you will have one. Because, I will give you a **FREE** copy of **Dan Kennedy's classic book, "The Ultimate Sales Letter"**. (This is one of my favorite books on writing sales letters and I use it every time I write one.)

Even if you think you can't write a grocery list, you can create a successful sales letter when you use this book. You see, Dan takes you through the actual 28 steps he uses to craft super-powerful sales letters for himself and his private consulting clients (whom he charges anywhere from \$9,200.00 to \$18,400.00 or more!).

This powerful resource is a "must have tool" for writing sales letters, not just a book to be read. Dan's simple 28-Step System makes writing an effective sales letter a breeze! (He even gives you "templates" to use for your headlines.)

Plus, I'll throw in **Two Sales Letter Critique Coupons -- for FREE!** I know the "Group M List" and I'll make sure your first two sales letters are right on target to give them what they want and need. Just fax, mail, or e-mail your letters to me and I'll gladly critique them and recommend any changes.

As you can see, you get EVERYTHING you need to succeed:

1. You get a highly-responsive mailing list of proven mail order buyers that you can mail to as often as you like! (It's your list!)
2. You get two easy-to-follow manuals that show you how to create hot-selling information products in about three hours! (If you don't already have one.) And,
3. You get a simple, proven, step-by-step system for writing "killer" sales letters along with two Sales Letter Critique Coupons!

Basically, you're getting a complete DIRECT MAIL BUSINESS -- mailing list and ALL!

If you're currently marketing products through the mail, you must own this list. Or, if you've ever wanted to own a successful direct mail business, here's your golden opportunity! With this package, you will be successful!

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

Before I answer this question, let me remind you that you can easily "blow" thousands of dollars renting and testing other mailing lists. And once you do find a list that works, you'll have to rent it each time you mail to it.

When you own the "Group M List", it's yours permanently! You can mail to it as often as you like -- forever! And keep in mind that over the years this list has generated millions of dollars in sales -- it can do the same for you!!!

Your one-time investment to own this valuable list (and the gifts) is only \$1,497. Heck, the very first time you mail to this list, you could easily recover this investment by 10, 20, 30, even 40 times or MORE!!!

To order, you can use your VISA, MasterCard, American Express, or Discover card. We can also accept your personal or company check by phone or fax.

Think about it: you will actually own one of the most responsive mailing lists in the business. And you can mail to it as many times as you want, in any quantities.

Listen, the most valuable asset of any business is its customer list. I'm offering you a chance to own a proven, responsive mailing list -- it's been my own personal gold mine! And now it can be yours too!

With this list, you'll be able to mail your offer to a highly qualified list of people who have demonstrated they can and do buy products, especially information products, through the mail.

But there are two restrictions:

First, you can use this list as many times as you like, but you cannot rent, trade, transfer, or resell the list to anyone else for any reason. (We have an agency monitor the use of this list.)

Second, when you use this list you may not in any way or form use the names Group M or Michael Kimble in your promotions. We don't want to give anyone the idea that we are endorsing any product or service or that we are in any way involved with unrelated offers.

**If You Want To Get In On This Rare
Opportunity -- You Need To Act NOW!**

As I mentioned earlier, this package is being offered on an extremely limited basis. To get in on it, you must be one of the first 45 individuals to respond to this letter dated <INSERT DATE HERE>. And based on the number of calls I get on a monthly basis from people wanting to know if we rent or sell this list, I know these 45 packages will go in a hurry!

Now if you think 45 sounds like a lot, it really isn't. You see, most of the best responsive mailing lists are rented and successfully used on the open market hundreds of times a year.

If you want to be one of a select group to own and cash-in on the "**Group M Million Dollar Mailing List**", you absolutely can NOT afford to wait. You must call me now at: **1-800-998-3189**.

Or if you prefer, fill-out the enclosed Registration Form and FAX it to us at: 1-1-800-368-4740. As soon as we hear from you, we'll ship your package to you via UPS Second Day Air.

The list will be delivered to you on a 3 1/2 inch diskette in ASCII format. This format allows any computer to accept the list and put it to work immediately. If you don't own a computer, there are print shops and/or letter shops in your area that can maintain your list for you. (Even Kinko's can do this for you.)

If you mail the Registration Form, be sure to mail it today. Because these 45 packages will go fast!

**Your Success In Direct Mail Marketing Is
Totally Dependent On Having A Responsive Mailing List . . .**

I'm living proof that the "Group M List" can make you wealthy. (\$500,000.00 in a year and a half isn't exactly chump-change.)

You really owe it to yourself to take advantage of this unprecedented opportunity. Owning this powerful list and the FREE Gifts is just like having money in the bank! They will provide you with cash whenever you want -- as reliably and predictably as the sun rises and sets!

To get in on this exclusive offer, pick up your phone and call: **1-800-998-3189**. These mailing list packages are being offered on a first-come, first-served basis and they will go fast! And once they're gone, it's all over.

Don't miss out. Call right now and claim your package!

The buyers on the "Group M List" are waiting to do business with you!

Sincerely,

Collin Almeida

Collin Almeida

P.S. Just think! You'll own a hot mailing list of proven mail order buyers, two manuals that show you how to create your own information products (in less than 3 hours), and a 28-Step System for easily creating your own sales letters along with the Sales Letter Critique Coupons. You get everything you need to be successful in direct mail!

P.P.S. Because the "Group M List" is so responsive, this offer will sell out -- quickly! Call me right now and get your own personal copy of this winning list, before it's too late! My number is: **1-800-998-3189** (If our office is closed when you call, leave a message on our answering machine -- this will prioritize your spot.)

P.P.P.S. One more thing: I want to say "THANK YOU!!!" Thank you for being a customer of Group M! You, along with thousands of others, make this list one of the greatest mailing lists on the planet!

8

**Lead-generating postcard for
"Maximum Profit Direct Marketing"**

“Double Your Direct Marketing Profits -- 100% Guaranteed!”

The new **Maximum Profit Direct Marketing** home study course is packed with powerful direct marketing strategies and techniques that produce exceptional profits! For example . . .

“These techniques increased our sales by a whopping 328%.”

-- Bruce Elliot, Owner, The Gold and Diamond Center

“Your concepts immediately shot our profit straight through the roof. I increased my profit on one project by a very real 917%!”

-- Phil Kratzer, CEO, National Response Corporation

You could be using the insider's secrets found only in **Maximum Profit Direct Marketing** to enjoy similar gains. Here are just some of the profit making advantages you'll get:

- ⦿ Powerful direct marketing strategies and tips for what you should be doing to make the most money now with all your direct marketing. You'll get innovative, proven techniques . . . not the same run-of-the-mill rehash you see in so many other courses.
- ⦿ A blockbuster arsenal of ads and sales letters that have sold millions of dollars worth of products and services. You can copy them, change them, use them any way you like to make money with your own direct marketing.
- ⦿ An unbeatable double guarantee. You will make at least \$7,500 extra profit . . . \$7,500 you never would have seen without this breakthrough information, or it won't cost you a dime. Or, if these materials fail to meet your highest expectations in any way, you get a complete refund.

Plus much, much more! To get the complete details, call our 24-hour voice mail at **XXX-XXXX**. Leave your name and address and we'll rush you this FREE information. CALL NOW!

9

**Sales letter for "Maximum
Profit Direct Marketing" course**

Announcing -- A powerful new direct marketing course. If you want to make staggering profits on all your direct marketing campaigns, this comprehensive course is an absolute must...

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!**

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 \$7,500 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 of the people that use this course, you'll make much, much more!

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.

I know this sounds a bit mind boggling. And, quite frankly, when I first decided to send you this letter I realized I had a serious problem.

My problem? How do I describe these powerful new strategies and techniques without making it sound like a bunch of hype? Or so seemingly extravagant you might be tempted to dismiss it?

But if you hang in here with me for a few minutes, you'll quickly see that what I have to show you is completely down to earth, quite simple to learn and apply, and devastatingly profitable.

By: Michael Kimble

The Costly Truth About Direct Marketing

There's this myth that it's easy to make big money in direct marketing with almost no risk. Nothing could be further from the truth.

I'll be completely honest with you: the worst losses I've ever taken have been on direct marketing projects. And the worst losses I've ever seen my clients suffer were on direct marketing projects.

This probably comes as no big surprise to you. Because if you've done a mailing or run an ad lately, you know (by the hole in your bank account) that what I've just said is absolutely true.

Here's something crucial you should know:

The reason you've been getting such horrible results is directly connected to the way you've been strategizing and carrying out your direct marketing projects.

You see, the direct marketing techniques people are using today haven't kept pace with the times. They're still based on strategies and concepts that worked 10 or 20 years ago -- but fail miserably now.

I'll tell you something else that's a sure bet. If what you're doing now isn't producing the kind of profits you need, it surely won't do any better in the future.

Times have changed so radically and customers' buying habits have changed so drastically, you simply can't afford to keep throwing money out the window on outdated strategies and techniques.

That's where **Maximum Profit Direct Marketing** comes in. This course is your direct ticket to restructuring all your direct marketing. The type of restructuring that will produce astounding jumps in your sales and profits in record time!

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

The strategies in this powerful course are unbelievably effective yet extremely simple to put into action. Quite frankly, they can make you so much money so quickly, your head will spin!

One more thing. The strategies and techniques in **Maximum Profit Direct Marketing** are new and completely different. They are not being written about by anyone else or taught in any other course on the market.

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.

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

"Using just a couple of your strategies, we literally tripled our sales in just 30 days. Plus, each month we continue to blow away the previous month's sales record! Best of all, it didn't cost us a cent more than we were already spending to achieve this phenomenal increase."

-- Alba-Marie Besteni, CEO
Special Efx Productions

"Your concepts immediately shot our profit straight through the roof. I increased my income on one project by a very real 917%!"

-- Phil Kratzer, CEO
National Response Corporation

"I'm in awe! I wasn't prepared for this. Your material went far beyond anything I've ever seen in both its highly valuable content and organization. I came away with one breakthrough idea after another for my business."

-- Raleigh Pinsky, President
The Raleigh Group Public Relations

"It crystallized my thinking. As the result of just one of your techniques, I was able to make an instant \$14,857!"

-- Don Alm, Owner
Advantage Marketing

"These techniques increased our sales by a whopping 328%!"

-- Bruce Elliott, President
The Gold And Diamond Center

You could be enjoying similar or even better results. **Maximum Profit Direct Marketing** will give you the new tools you need to get ahead and stay ahead. Right now and in the future.

You'll be amazed how quickly and easily this course can "grow" your sales and profits. That's because it's packed with simple, ingenious, inexpensive techniques that:

- 1. Flood your business with as many new customers as you can possibly handle.**
- 2. Increase the average dollar amount of every sale you make.**
- 3. Convert each customer you do business with from a one-shot sale to an eager, lifetime customer who buys from you again and again.**

4. Make sure you get the maximum number of referrals from existing customers, new customers, and even from prospects.

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!

Many years and tens of thousands of dollars have been spent to develop, test, and finely hone these new strategies into consistently powerful winners that produce maximum sales and maximum profits.

Maximum Profit Direct Marketing reveals in step-by-step detail, cutting edge strategies and techniques that have been used to sell literally millions of dollars worth of products and services. Nothing is held back!

Once you've completed this course, you'll command a powerful new understanding of what it takes to make maximum profits through direct marketing.

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

Maximum Profit Direct Marketing has been designed to make sure you increase your sales and profits in the shortest time possible. Every strategy and technique can be put into action immediately. This course will show you the "why" of what you are doing without wasting a minute of your valuable time.

After quickly but thoroughly showing you why a technique works, you'll get clear, step-by-step instructions of precisely how to put it to use in your business. Plus, you're given a wealth of real life examples to thoroughly clarify every point.

Here's a list of just some of the powerful advantages you'll gain from this comprehensive course:

- ⦿ **Profit from the 18 key secrets of Maximum Profit Direct Marketing.** These are

the high-profit, proven "new rules" of direct marketing you can start using immediately to double your sales and profits. Once you kick them into gear, you'll seize so much market share, your competitors won't know what's hit them!

- ⊙ **Insider's secrets for bringing in more new customers than you can possibly handle.** For most direct marketers, lead generation is a costly, high risk proposition. You'll put an end to all that in short order. Find out how to turn lead generation into an extremely lucrative profit center. Plus, you get a powerful method for converting up to 75% more of your leads to paying customers.
- ⊙ **How to regularly make astounding profits with an ingenious yet simple way of structuring your offer.** This could easily be the most exciting, proven-in-the-trenches technique you'll ever discover.

You'll get fully documented details of several direct mail and marketing campaigns that produced outrageous profits using this **powerful, little-known way of structuring an offer**. This course will show you precisely how to produce consistent returns of 28 to 161 dollars for every dollar invested in marketing.

- ⊙ **The closely guarded secrets for qualifying customers and markets for maximum profits.** This is a simple, low-cost system for determining which markets are losers and which are high profit winners. A number of very savvy business people who have used this course were shocked to find out how little they actually knew about high profit qualifying processes. Some have said this one point alone was the catalyst for the major restructuring of all their direct marketing.
- ⊙ **The secret to making a fortune by developing the ideal product.** This accurate, inexpensive formula shows you how to develop obscenely profitable new products and services. This sure-fire process guarantees that you kill the dogs and run only with proven winners!
- ⊙ **Gain a 10 minute "make over" strategy that will shoot your sales right off the charts.** This ingenious technique called "shifting-the-risk" can result in very real increases of as much as 400% for almost any product or service imaginable.
- ⊙ **Find out precisely how to get all the information you'll ever need to outwit, out sell, and out profit even your most successful competitors.** Discover why dirt-cheap "low-tech" research vastly outperforms complex, time-consuming methods. You'll find out how to quickly and easily determine the real reasons why people buy from you. And how to use that key information to kick your profits into overdrive.
- ⊙ **Boost your profits with "Opportunity Cycle Selling".** Studies have shown that 80% of all customers buy the product they inquire about -- but not from the original company they first spoke to. That's because most companies drop a prospect who isn't ready to buy right away.

If you market this way, you're missing out on an immense, untapped resource. Opportunity Cycle Selling is a simple, inexpensive way to guide your prospects up the selling ladder from suspect to prospect to a cash paying customer.

You'll be pleasantly surprised by how disarmingly simple and non-intrusive this method is. Your potential in increased profits from this technique alone are truly staggering!

- ⦿ **The horrendous truth about mailing lists.** Why most mailing lists are certain to drain the cash out of your bank account. Dirty tricks list brokers like to sucker you into renting deadbeat lists. You'll discover how to turn all this around and reap enormous profits from normally lukewarm lists. Plus, you'll find out how to get obscenely wealthy by paying through the nose to rent the most expensive lists on the planet!
- ⦿ **How to avoid this huge financial disaster.** WARNING: One seemingly innocent direct marketing situation can flatten your sales and put you out of business in short order. Learn how to identify it before it happens and avoid it like the plague.
- ⦿ **Discover how to maximize your sales and profits through Precision Marketing Systems.** The real money in direct marketing comes from simple, turn-key marketing systems you can run over and over to get predictable, highly profitable results. This is one of the least understood aspects of direct marketing.

You'll gain a complete understanding of how and why these systems produce exceptional profits day in and day out. And you'll get all the details of a number of highly effective systems. Plus, you get complete instructions on how to set up the systems you need to produce automatic profits 24 hours a day -- whether you're in the office, away on vacation, even home asleep!

- ⦿ **Avoid these costly mistakes and make your direct mail tremendously more profitable.** Find out the 13 worst mistakes most companies make when using direct mail. Make sure these mistakes don't rob you of all the profits you're entitled to.
- ⦿ **Actually profit from complaints and refunds.** Master a simple, fast-acting technique that turns customer complaints and refund requests into big profits for your business.
- ⦿ **The "Maximum Profit Power Formula".** Most direct marketers don't go out of business for lack of capital, they go out of business because they don't understand where the money really is in their market. This proven formula shows where the profits really are and precisely how to tap into them right away.

Plus, crucial information on how to "fail successfully". Anyone in direct marketing who tells you they haven't failed is either an amateur or a liar. The key is to learn from your failures and apply that knowledge to turning out winners.

- ⦿ **How to double your profits in record time with the "4-Step Marketing Turn-Around"**. This has to be the fastest, easiest way to turn any company's sales around. Or make an already successful company even more profitable. This formula is so simple and foolproof, most business owners can't believe they never thought of it themselves.
- ⦿ **The single most damaging myth everyone still believes about direct marketing.** Huge sums of money are being lost every day in direct mail. This incredibly dangerous myth can put you out of business in short order. But if you recognize it and understand a few simple steps for turning it around, the profits are nearly unlimited.
- ⦿ **Double your success rate with this ingenious technique.** You'll get a simple, foolproof way to predetermine whether any ad or sales letter you're considering using will be a success or failure -- before you ever invest a dime in it!
- ⦿ **How to make certain your prospects immediately open all your direct mail.** There are dozens of new claims flooding the market on how to make sure your direct mail gets noticed and opened. Only 3 of them really work! This information alone can put thousands of dollars of extra profit in your pocket.
- ⦿ **Reap huge profits from an auto-pilot referral system that works like crazy!** Discover a simple, dignified way to get active customers, inactive customers, even prospects to swamp you with more referrals than you can handle.
- ⦿ **Win big with this instant cash generator.** A simple, five minute change in your advertising copy can result in windfall profits. Once you know exactly how and when to make this change, the sky's the limit!
- ⦿ **Why credibility is the crucial factor in the selling of any product or service.** How to get and effectively use all the credibility you'll ever need. Plus, how to "borrow" another company's credibility and use it to sell tons of your products or services.
- ⦿ **Plus, you'll get an incredible war-chest of ingenious "tricks of the trade".** These are the closely guarded secrets master direct marketers use to vastly outperform their competition time and time again.

Once you see these powerful techniques, you'll wonder why advertising agencies don't instruct their clients to use them all the time. The answer to that is simple. Ad agencies don't even have a clue that these techniques exist!

I'm sure you'll agree this is a rather astounding list of advantages you'll be getting. But I want to remind you that this is just a partial inventory of what you'll find in this comprehensive course. There's much more than I have space to elaborate on here.

For example, you'll also get...

... powerful techniques for generating as many leads as possible -- HOT, qualified leads too, not the "lookers" who waste your time and money.

... dozens of actual ads and sales letters you can duplicate, modify, use any way you want to sell your own products.

... secrets of powerful closing techniques.

... insider's tips for powerful offers, guarantees, order cards, bonuses and everything else it takes for a winning sales package.

... tips, techniques, and strategies for pumping maximum selling power into your ad copy.

... lucrative back-end selling systems.

And there's still much, much more!

Here's The Bottom Line!

When you complete this course, you'll have everything you need to hit the ground running and start racking up staggering profits immediately.

Think about this for a minute: Imagine what it would be like to have the confidence of knowing your direct marketing is as effective as possible. That it's letting you run circles around your competition.

How would you feel knowing you're one of a very limited few who can count on making huge profits with your direct marketing rather than blowing major holes in your bank account? How would you feel having to scramble to hire more employees when everyone else seems to be laying off their best people? I know you'd feel great!

This is precisely what you'll gain from this course. In this very real sense, **Maximum Profit Direct Marketing** will change your life and your employees' lives forever.

Here's How You Get Started

The cost of this unique course is just \$237 (plus \$6 shipping). I think you'll agree this is a tremendous bargain.

Here's why: This price includes everything I've told you about -- plus a number of extraordinary bonuses. In fact, one bonus is something that can easily pay you back more than the entire cost of the course. I'll tell you about the bonuses in a few minutes. But first, here's a little more about the course itself.

For starters, you get **8 audio cassette tapes** packed with all the breakthrough information I've just told you about. So you can listen and nail down every last bit of money-making detail in the convenience of your car, your home, or your office.

Then, there's the detailed **Maximum Profit Direct Marketing manual** with tons of information, checklists, and powerful tips and techniques for increasing your profits even more.

Plus, you get another manual called the **Direct Marketing Advertising Arsenal**. It includes dozens of actual ads and sales letters that have sold millions of dollars worth of products and services. You can copy them, change them, use them any way you like to make money for your own business.

That's quite a lot in itself. And we haven't even touched on the FREE bonuses yet!

But here's the real test of true value. If this were just another weak, lukewarm course that didn't deliver the goods, that would be a waste of your money. But, if you can master what you need to double or triple your profits, how much is that worth?

Now Let's Talk About Your FREE BONUSES!

As I've mentioned, I've come up with three nifty bonuses for you. Let's take a look at them.

FREE BONUS # 1

A powerful audio tape interview with Jeff Paul (the guy that makes \$4,000 a day in his underwear) called **Direct Marketing Success Secrets**. Jeff is one of the most successful direct marketers in the country. I was absolutely floored by how Jeff laid it all on the line in this interview. He holds nothing back.

Jeff Paul's secrets for doubling or tripling the number of qualified leads you get and convert is well worth the entire cost of this course. And that's just the beginning. Jeff goes on to show you exactly what to do to sell more of your products more often. Then he reveals how to use his simple plan to easily produce a six or seven figure income year in and year out.

FREE BONUS # 2

Two audio cassettes called, "**How To Find HOT Mailing Lists Using The Little Known Trade Secrets Of Big-Time List Brokers**". It doesn't matter how good your direct mail piece is - if you mail it to a bad list, you're dead in the mail. With these two tapes, you'll discover the insider secrets of how to find hot mailing lists for what you're offering.

Direct Marketing Expert and Registered List Broker, Karen Anderson tells all at a \$5,000 per person marketing seminar. These fast-paced tapes reveal: how to use the "SRDS" list manuals the same way the pros do, how to know what questions to ask about each list to

ensure your success, how to talk the same language list brokers and managers use, what to look for when renting mailing lists, and much, much more!

FREE BONUS # 3

Here's the bonus you've been waiting for -- the one that can easily pay you back more than the entire cost of this course!

When you purchase **Maximum Profit Direct Marketing**, you will be granted the right to sell this same package to your friends and associates at a commission of 60%! Just two sales pays you \$284.40 -- that's more than the cost of the entire course!

Now I'm not suggesting you set up shop and start selling this course as a new profit center. But look at it this way: once you start producing impressive profits, don't you know at least two other direct marketers who would want to do the same?

I'll provide you with all the sales materials you'll need. All you have to do is follow my simple instructions and you should easily pay yourself back more than the entire cost of the course.

As you can see, these bonuses alone are worth far more than the cost of the entire course. There is one catch though. If you want to get all of these bonuses for free, you need to order **Maximum Profit Direct Marketing** within the next 7 days. Otherwise, the bonuses will not be included.

Here's why. As you'll see in a minute, I'm offering this course with a double risk-free money back guarantee.

Now, I know from years of experience the few returns I get come from those people who can't take action. So I've added this powerful incentive to appeal to those of you who are motivated enough to take some real action. Which enables me to cut down on returns and keep the cost of this package to the bare minimum.

By the way, this technique is called a "decision filter". Giving your prospective customers a simple decision that separates the true players from the bench warmers.

I suggest you give this technique a try. It will improve the quality of your customers, cut down on returns, and enable you to pass the savings along to those customers who really deserve it.

**It Gets Better Still -- Your Success
Is Completely Backed By My \$7,500 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.

By: Michael Kimble

Here's my \$7,500 take-it-to-the-bank guarantee:

I personally guarantee if you make a diligent effort to use just a few of the techniques in this course, you'll produce at least \$7,500 profit in the next 12 months. That's right, \$7,500 extra profit you never would 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. At any time during the 12 months, if you sincerely feel I fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the twelfth month!

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 **Maximum Profit Direct Marketing** will work for you.

If it doesn't, 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.

The truth is, you'll never have to worry about a refund. Because once you use these ingenious techniques and see the huge jump in your profits, I'm betting someone would have to wrestle you to the ground to get you to let go of this course.

**If You Want To Get In On This Limited
Opportunity -- You Need To Act Now!**

As you already know, the bonuses I told you about are only included if you order within the next 7 days. Which means the phones in my order department will be ringing off the hook in short order. And once the initial print run is sold out, I'll have to return your payment until we can produce more copies of this powerful course.

So if you're really serious about maximizing the profits of all your direct marketing, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, pick up the phone and call our 24-Hour Order Line at: **1-800-998-3189** and place your order. Or fill out the enclosed "No-Risk Order Coupon" and FAX it to: 1-800-368-4740, or mail it in.

You can use your VISA, MasterCard, American Express, or Discover card. We can even take your check over the phone or by fax.

And for your convenience, you can make **two easy payments** of \$121.50 spread 30 days apart. (If you don't have a credit card, you can give us your check information over the phone

By: Michael Kimble

or fax us a check. You can also send us post-dated checks.) All orders are shipped within 48 hours.

If you want to secure your financial future... if you want to stop gambling on how well your business will do... if you want to take control of how much more profitable and pleasurable your business can be, you couldn't ask for a better opportunity.

Don't wait. Order your **Maximum Profit Direct Marketing course** right now. That way you can get on a fast track to doubling your sales and profits as quickly as possible!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

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 audio tapes, 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 a 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 **1-800-998-3189** and place your order right NOW

By: Michael Kimble

10

**Sales letter for
"Advertising Magic" course**

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

Now You Can Use This Simple, Step-By-Step System
To Turn All Your Ads Into Powerful Money-Makers
-- 100% Guaranteed!!!

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!

Even if your ads and sales letters are doing okay, you can now double, triple, or even quadruple the results you're getting!

And it's easy once you know the...

Step-By-Step System For Writing Powerful Ads And Sales Letters That Sell!

That's what this letter is about... showing you where to turn to find simple, yet detailed information guaranteed to make your advertising work.

That's where my friend Brian Keith Voiles comes in.

You may have never heard of Brian, but he happens to be one of the nation's most talented copywriters. He's one of the few people I know that understands the true meaning of "salesmanship in print". (Advertising that sells is "salesmanship in print" and Brian literally wrote the book on it!)

Brian's fee for writing an advertising campaign is \$7,500.00. His clients eagerly line-up to pay him this fee because the ads and sales letters he writes for them are real money-makers!

Good news for you:

Brian recently released a new home study course that makes writing ads and sales letters a breeze! And now you can get this comprehensive course for a fraction of what you'd have to pay Brian (or any copywriter) to write an ad or sales letter for you.

It's called:

By: Michael Kimble

"Advertising Magic: The Complete Guide To Creating Hot Ads & Sales Letters That Work..."

Advertising Magic is by far, the best thing I've ever seen on the subject of writing advertising and sales letters that sell.

The bottom line is this: If you want your ads and sales letters to stop being money-wasters and start being money-makers, you must get this course!

Look, knowing how to put together an ad that brings in orders like crazy is one of your most powerful assets. It's an asset that you can leverage and use to make yourself serious money every single time you run an ad or mail a letter.

Advertising Magic will show you how to master the "art-and-science" of writing powerful sales letters, postcards, brochures, order forms, web pages, display ads, classified ads, and yellow page ads that sell, sell, sell!

Owning the **Advertising Magic home study course** is like having your own in-house copywriter on call 24 hours a day, 7 days a week. Because once you apply the step-by-step formulas laid-out in Advertising Magic your ads and sales letters will practically write themselves!

By the way, pay special attention, in a few minutes I'm going to tell you about a \$450.00 FREE GIFT that Brian has agreed to give you.

Like I mentioned earlier, Brian is one of the top advertising writers in the business. He's written blockbuster ads and sales letters for:

- ⊙ **Ted Nicholas**, (author of "How To Form Your Own Corporation For Under \$75")
- ⊙ **Gary Halbert**, (author of "How To Make Maximum Money In Minimum Time")
- ⊙ **Jay Abraham**, (marketing consultant and author)
- ⊙ **Dr. Stephen R. Covey**, (N.Y. Time's best-selling author of "The Seven Habits Of Highly Effective People")
- ⊙ **Dr. Jeffrey Lant**, (author of "Cash Copy") and,
- ⊙ **Robert Allen**, (Best-selling author of "No Money Down Estate")

...and the step-by-step system you learn in his course is the exact same system he uses to make these clients and others millions of dollars!!

As a matter of fact, take a look at what some of these top experts and clients of Brian have to say about him and his copywriting skills:

"Brian Keith Voiles is a fantastic, rising young copywriter. He's one of a rare breed in America who shows real talent!"

-- Ted Nicholas, Author/Publisher (Nicholas Direct

"Brian Voiles is an exceptional copywriter. When I'm talking about business, exceptional means only one thing -- he's exceptional at making you money. If you have a chance to get Brian to write copy for you, book him now before someone else grabs your spot."

-- Bob Serling, Marketer, Consultant (Stratford Marketing Group

"Brian Keith Voiles... writes some of the best sales copy I've ever read. He's one of the best copywriters there is and, he's not only good, Brian has my highest recommendation."

-- Gary Halbert, Author (The Gary Halbert Letter

"The most recent letter Brian wrote for me filled the seminar seats to overflowing in record time. Because of Brian's sales letter, I made \$52,682 in 30 days. Get your hands on everything this guy has to offer before he realizes he should be charging TRIPLE what he does!"

-- Robert G. Allen, Author/Trainer ("Nothing Down Real Estate"

These guys have all worked with Brian or made money off Brian's irresistible ads; and once you grab hold of Brian's new course, you'll be cranking out money-making ads that are irresistible to your prospects, too!

I'm telling you, if you've ever wanted to step-up your bank account BIG-TIME, Brian's **Advertising Magic** is the place to start!

Advertising Magic Is A Complete System For Making Advertising That Works. And It's So Simple, Anyone Can Do It!

With this proven system, you'll be putting out ads and sales letters that'll suck-in the cash like crazy!!

Understand, this isn't information you'll find in all the other ad writing books that are out there -- you'll be learning Brian's deepest secrets about how to put out advertising that pulls in the profits.

Here's just a small sample of what you'll discover and learn from **Advertising Magic**:

- ⊙ **The very first thing you must do before writing one word of copy!**
- ⊙ 62 fail-safe tests that every ad must pass before you use it!
- ⊙ **Exact word-for-word samples of sales letters that brought in millions... and how to adapt those same letters for your own business!**
- ⊙ How to guarantee that your letter gets opened, read, and responded to.
- ⊙ **Time tested words and phrases that sell and how to use them.**
- ⊙ The real reasons people choose to buy anything -- the secret truth long known by master salesmen, sociologists, and "con men" finally revealed!
- ⊙ **How to write benefit packed bullets that generate sales!**
- ⊙ The tips, tricks, and techniques that make space ads work like a dream!

- ⊙ **The most important part of every letter and ad you write.**
- ⊙ 21 simple steps for creating order forms that get prospects to act fast!
- ⊙ **How to get "in the mood" to crank out hot ads whenever you want. (...like a hot thoroughbred race horse entering the starting gate.)**
- ⊙ 11 steps to writing a "million dollar" sales letter.
- ⊙ **6 ways to improve your ad... after you've done all you could to make it your best.**
- ⊙ Why people don't respond to a good ad or sales letter, and how to change it!
- ⊙ **The 3 most basic and over-looked questions you must ask yourself to make sure your ad or sales letter is focused!**
- ⊙ The inside secrets of how to create a guarantee that encourages your customers to buy now!

With **Advertising Magic** you'll be writing advertising copy just like the direct marketing pros. Here's what else you'll get out of your course:

- ⊙ **13 tips and tricks for creating powerful openings to your ads!**
- ⊙ The essential elements of every great sales letter and how you can use them.
- ⊙ **The 9-step formula that anyone can use to write advertising copy 100 times more potent than the best Madison Avenue ad agency!**
- ⊙ The best way to create the "first draft" of your ad. (This technique will surprise you!)
- ⊙ **The 12 mistakes most advertisers make and how you can avoid them!**
- ⊙ How to get all the testimonials you'd ever want!
- ⊙ **20 guaranteed ways to increase readership and response to your sales letters and ads... without touching your current copy!**
- ⊙ The 6 steps you must follow to make sure your advertising sells!
- ⊙ **How to lay out your sales letter for increased readership.**
- ⊙ Amazingly simple outlines to follow that make putting out ads and sales letters even easier.
- ⊙ **How to create powerful headlines that guarantee your prospects will read your ad!**
- ⊙ Why you've got to forget everything your English teacher ever taught you to make your ads and sales letters pull in the cash sales you deserve!!

And, believe me... this is just the beginning of all you get from **Advertising Magic!**

**"Advertising Magic Is Like Nothing You've Ever
Seen Before On Creating Ads And Sales Letters That
Bring In The Business You Want!!"**

Brian's approach to coming up with hot ads is completely different than anything you've ever seen, read, or heard before -- and he's convinced anybody can do what he's doing, once they understand it!

Let's take a look at what people have to say about **Advertising Magic:**

"Your book is AWESOME!! I always thought you were a genius... now I know you are a genius! 'Advertising Magic' is not only the best thing ever written on how to write 'Killer' copy, but it virtually stands alone! It's awesome! Serling, Halbert, Kennedy, Nicholas, none of them have even scratched the surface compared to your 'Advertising Magic'. I can't put it down. There's more hard-hitting, profit-generating information in one chapter of your book than in the rest of my library."

-- Kenn Kerr, Former Walt Disney Creative Director (Reno, NV)

"As a direct marketer for some 20 years and as Editor of a newsletter for home-based businesses, I have reviewed and used hundreds of books and courses on advertising and direct marketing. Your 'Advertising Magic' is in a class by itself. The course is power-packed with tested ideas worth hundreds of times more than the meager price you are asking. I was flabbergasted by the sheer amount of heavy duty knowledge your course contains and the ease with which you convey it."

-- Ed Durham, Home Income Report (Willingboro, NJ)

"Your 'Advertising Magic' course is absolutely the best course on copywriting in the world... and I have bought two previous courses before yours. You are without a doubt the hands down winner in giving detailed and understandable copywriting information. You poured your heart, soul and guts into this product and you have given me a wealth of knowledge and I think your course was well worth every dime that I paid!"

-- Al Robinson, Successful Business Associates (Chicago, IL)

"I recently got a copy of your 'Advertising Magic' course -- WOW! Let me just say that I personally spend over \$10,000 a year on books, tapes, and seminar programs to enhance my knowledge of direct marketing. I've read practically every book ever written on the subject of copywriting. Your course did an excellent job of synthesizing everything I've ever read or heard on the topic in one easy to understand course."

-- Brian Kay, Cash, Inc. (Port Washington, NY)

"Writing ads and letters that really sell is the ultimate ticket to financial freedom. As far as making money goes, you just cannot learn a better skill than this one. Imagine. No matter what you want to sell, you can always come up with an ad or a letter to do the job. Anytime you need more business -- simply turn the tap on. Sounds too good to be true?? Well, it isn't. Not if you have the right tools at your disposal. 'Advertising Magic' is what I consider the best guide to writing ads and sales letters in the world. I don't say that lightly. Brian Keith Voiles has created some of the best ads and letters I've ever seen. And he's worked for some very famous (and rich) clients. If you want to learn the ultimate skill, I highly recommend Brian's course. The sample ads and letters included with the course are worth many times the investment. Even if you don't want to learn how to write ads and letters yourself, your are sure to find an ad or letter you can adapt to your business."

-- Peter Sun, Peter Sun Marketing (Australia)

Advertising Magic is a complete "encyclopedia" to creating advertising that sells! The

information in this comprehensive, one-of-a-kind course is laid out for you in precise, step-by-step detail.

Of all the books and courses I own on copywriting, Advertising Magic is the one I refer to most when writing a sales letter or any kind of ad. Once you own your Advertising Magic home study course, you'll refer to yours over and over again too!

Here's what you get with your course:

- ✓ **The Advertising Magic 3-ring binder manual** -- 388 type-set pages of power-packed information that reveal Brian's proven step-by-step system for writing powerful ads over and over again... including samples of money-making letters and ads that Brian has written for himself and others.
- ✓ You get Brian's **easy-to-follow "secret creation system"** that makes writing ads and sales letters effortless.
- ✓ **Six audio cassettes** revealing how you can implement this system, and how you can get the most out of it -- starting today! Plus more details on headlines, bullets, offers, guarantees, and more!
- ✓ PLUS, Brian will be going over several of the **sample letters** in line-by-line detail on **cassette #6!** He'll tell you the thinking behind each of these money-making sales letters and ads so you can learn to do it yourself!
- ✓ You get a **brand-new video** of a powerful and entertaining presentation Brian did at a seminar revealing his simple (yet potent) formula for advertising success!

And, if you are one of the **first 45** to order **Advertising Magic**, Brian has agreed to give you this HUGE FREE BONUS worth more than the entire course:

**You Get Two, 30 Minute Advertising
Critiques On The Phone -- Direct With Brian
Absolutely FREE! (Valued at \$450.00!)**

That means, for the next 2 ads or sales letters of your choice, you'll be able to run them past Brian to make sure your ad is positioned to sell! Brian usually charges \$225.00 for each critique... but you get both of them for FREE -- if you're one of the first 45 to order! (Because of Brian's busy schedule, he can only offer this FREE bonus to the first 45 who order.)

But, that's not where it stops!

Brian wants to make sure you get the very most out of each of your critiques, thus helping you to learn to put together ads that sell even better. So, not only do you get his advice over the phone...

You Immediately Get A FREE Cassette Recording Of Each Critique!!

This will give you a permanent record of your learning experience with Brian. Anytime you need a refresher course, you can simply pop that cassette into your player, and hear the money-making ideas flow again!

These critiques give you **immediate insight** on how you can improve your sales pitch before it goes out the door!

For you, it's a no-lose proposition. You'll be getting everything you need to make your ads and sales letters work.

And, you get a No-Risk, 12 Month Money-Back Guarantee that simply says:

Try "**Advertising Magic: The Complete Guide To Creating Hot Ads and Sales Letters That Work!**" for the next 12 months. If, after you put Brian's techniques to the test and try them for one full year, you find that Advertising Magic hasn't more than paid for itself, simply return it for a complete no-hassle refund. And the FREE bonus consultations and cassettes are yours to keep even if you do get your money back!

Plus, all six audio cassettes and the video come with a life-time warranty... if they ever break or wear-out for any reason, we'll replace them FREE of charge.

Think about it:

The worst that can happen is you'll come out \$450.00 ahead! (The two consultations are worth \$450.00) There's simply no way you can lose!

Here's how to get going:

You get Brian's complete "secret-system" for creating your own ads, sales letters, and promotional pieces. You get the 388 page manual, the six audio cassettes, and the video. PLUS, if you're one of the first 45 to order, you get the two, 30-minute advertising critiques for FREE! You get it all for the low, low investment of **\$297** (plus \$7 shipping and handling).

You can use your VISA, MasterCard, American Express, Discover card, or we can even take your check over the phone or by fax.

And if you like, you can make two easy payments of \$148.50 spread 30 days apart. (For credit card and Checks By Phone or Fax orders only. Shipping charge added to first payment.)

Now you may be thinking that \$297 is a lot of money to spend for a workbook and a set of tapes. But, this isn't just a book with a set of tapes.

This is Brian's proven, easy-to-use system for writing advertising that gets you results. It's the exact system he uses to write advertising for his clients at \$7,500.00 a pop!

And now you can get it for a fraction of \$7,500.00!

The **Advertising Magic** course will show you the quickest and easiest way to increase the sales and profits of all your advertising!

We're talking a real-life, nuts-and-bolts, down-to-earth, step-by-step system for pumping out ads and sales letters that make you money... time and time again... he's done it for the "big boys", now let him do it for you!!

"What's the best part about this whole thing?"

Well, in my opinion the best part is this:

You'll gain a brand new skill -- the skill of creating powerful ads and sales letters that'll put money in your pocket time after time! A skill you can use to multiply yourself 1,000, 10,000, 100,000 times -- every time you place an ad, or mail a letter! Sure, you can go ahead and throw your same old ads and sales letters out to the marketplace again. And you can hope and pray that your next promotion works out.

But why put yourself through it all?

Why not invest in your ability to take control of your profits, increase your lifestyle, and make more money by getting yourself **Advertising Magic**. With it, you'll discover the real secrets of creating ads and sales letters that work like magic!

Let me tell you. If you go ahead and mail your next sizable batch of sales letters without putting them through Brian's simple, step-by-step system; the money you lose sending out a poor sales letter or ad could've bought you and all your friends a copy of **Advertising Magic**!

It's true. Think about this:

\$297 is really a painless drop-in-the-bucket compared to the money you're going to lose over your lifetime without this advertising know-how. Looking at it that way...

You Really Can't Afford NOT To Invest In This Course!

Advertising Magic will give you the powerful cash-generating skills you need to rocket your sales and profits through the roof -- forever!

So take action right now, while it's fresh on your mind.

Order by calling our 24-Hour Order Line at: **1-800-998-3189**. And remember, if you use VISA, MasterCard, American Express, Discover card or Checks By Phone, you can make two easy payments of just \$148.50. **CALL NOW!**

If you prefer, simply complete the No-Risk Order Coupon and FAX it to us at: 1-1-800-368-4740. Or, mail it with your company or personal check to: SUCCESS STRATEGIES, INC., 34952 HWY 58 EUGENE, OR 97405.

Go ahead, try **Advertising Magic** at my risk for one full year. If it doesn't pay for itself many times over, I want you to send it back so I can give you a complete, no-questions-asked refund!

Sincerely,

Collin Almeida

Collin Almeida,
Success Strategies, Inc.

P.S. If you want to discover how to quickly and easily create ads and sales letters that will have people lining up and practically begging you to take their money, you need to jump on this right now!

Advertising Magic gives you everything you need to create powerful, money-making, profit-generating ads and sales letters right from the get-go. Pick-up your phone right this minute and **call our 24-Hour Order Line at: 1-800-998-3189**.

P.P.S. Remember, Brian insisted that he can only allow 45 customers "in" on the FREE consultations -- that's all he has time for. You must order right now to guarantee that you'll get the FREE sales letter and ad critiques with Brian.

Once the first 45 orders are taken, orders after that will not get the FREE critiques and consultations... sorry. Understand, these critiques are a **\$450.00 value** alone... yours FREE if you're one of the first 45 to order!

CALL NOW! 1-800-998-3189

11

Lead-generating postcard for
"Direct Mail Bootcamp"

“How To Increase Your Sales & Profits With Direct Mail”

The Direct Mail Bootcamp Home Study Course features 10 of the world's most prominent direct mail marketers generously sharing their most productive direct mail secrets. For example . . .

“I've already used a couple of the concepts from the Direct Mail Bootcamp. The bottom line was \$11,500 in the bank in about five weeks!”

Erold Ansell Owner, Small Business Help Shop

“I made money using just one of the ideas from the course -- in less than one week! I would seriously recommend the Direct Mail Bootcamp to anyone who wants to make a lot of money quickly with direct mail.”

Jonathan Mizel President, Cyberwave Media

You could be using the insider secrets found only in the Direct Mail Bootcamp to enjoy similar gains.

The Direct Mail Bootcamp is jam-packed with hard-hitting, nuts-and-bolts, proven-in-the-trenches direct mail strategies and techniques. These are the same strategies and techniques that have sold *billions* of dollars worth of goods and services for the marketers in this course and their clients.

To get a FREE Report explaining how you can use this insider information to immediately cash-in with direct mail, call our 24-hour voice mail at **XXX-XXXX**. Leave your name and address and we'll rush you this FREE Report to you right away. **CALL NOW!**

12

**Sales letter for
"Direct Mail Bootcamp" course**

Those Four Days Altered My Entire Thought Process!

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

"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 not 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!"

**Dan Reynolds
Harrison, Arkansas**

Dear Friend,

Everything you may have heard about the legendary **Direct Mail Bootcamp** is true.

Even the stories about what Gary Halbert did in the Al Capone suite at the Arlington Hotel are true. (Yep, Gary would have made Big Al proud.)

But the biggest story of all is what happened to me and those who participated in the bootcamp. We all learned the ultimate skill . . .

**How To Make A Good Income Anywhere, Anytime,
By Developing And Following Through Direct Mail Projects !!!**

It's true. No matter who you are or where you live in this country, you can learn how to make a good income doing nothing but coming up with and rolling out direct mail projects. And it's an easy business to get into. You don't need an office or storefront, you don't need retail clerks or salespeople, you don't need a heavy investment in inventory. In fact, all you need to get into the direct mail business is to . . .

Start Mailing Sales Letters !!!

Of course, just because you start mailing letters, doesn't automatically mean you're going to make money. That's because success in direct mail is kind of like baking a cake. To bake a cake, you use a recipe, put in all the ingredients in the right order, pop it in the oven, and you end up with a cake. But try to make that same cake without a recipe, and chances are you're not going to end up with a cake at all. In fact, you're probably going to end up with one heck of a mess!

By: Michael Kimble

And it's the same way with direct mail projects.

If you try to make money in direct mail, and don't know or don't use the "Recipe for Success in Direct Mail" (the recipe revealed by the experts at The Direct Mail Bootcamp) you're probably going to have the same kind of success rate you'd have if you tried to bake a cake without a recipe. Just about zero. (And you'd still end up with a big mess on your hands.)

But if you know, and use, the amazingly simple, **straightforward "Recipe for Success in Direct Mail"** (as revealed at the Direct Mail Bootcamp), you're going to discover it is easy to make money with direct mail ventures. And it's easy to pursue a lifestyle where all you do is come up with, and follow through on, direct mail projects. It's a real adventure, and an adventure that can make you rich, if you know the "recipe for success"!

And that was the purpose of the Direct Mail Bootcamp -- to bring together the best minds and top performers in the direct mail business for four solid days, so they could teach the "**Recipe for Success in Direct Mail**" to others. And that's exactly what they did.

Some of the experts who participated in the bootcamp were . . .

- ❖ **Ted Nicholas** - Has personally sold over \$200 million worth of products by direct response!
- ❖ **Gary Halbert** - His clients eagerly pay him \$15,000 an day for his marketing advice!
- ❖ **Bill Myers** - Known for his low budget direct mail projects that net high returns!
- ❖ **John Carlton** - One of the best copywriters alive today, known for getting results!
- ❖ **Phil Kratzer** - President of National Response Corporation; places 4,000 ads per week!
- ❖ **David Deutsch** - Ex-Madison Avenue Copywriter, now highly in-demand freelancer!
- ❖ **Carl Galletti** - Direct mail catalog expert, author, and direct marketing consultant!
- ❖ **Lisa Morrice** - President of On Target Communications, specializing in direct response!
- ❖ **John Eger** - A brilliant marketing strategist involved in two-step marketing & classified ads!
- ❖ **Karen Anderson** - List Broker specializing in joint ventures and endorsed mailings!

This amazingly talented group of people, all of whom make a living in some aspect of the direct mail business, came together for the first time ever for a single purpose . . .

To teach Direct Mail Bootcamp Participants everything they knew about creating successful direct mail projects !!!

And instead of just giving speeches, they spent four days demonstrating how to create successful projects in a logical, step-by-step process. Starting at the beginning with the very basics and sequentially working through each step in the entire process. Everything was covered, but just to be sure everybody got it, the experts actually . . .

Came Up With A Direct Mail Project And Developed It From Beginning To End Right There In The Bootcamp!

A complete project. From start to finish. From coming up with the idea, to defining the market, to creating the product, to developing the offer, to getting it all down on paper, even to mailing and taking orders. They did it all.

And in the process, they revealed the "recipe", the "template" for success in direct mail. And until you see for yourself, you'll never believe how easy it can be for you to make good money in this business (as long as you follow the proven formula).

Here are just some of the things the experts taught us . . .

- ✓ Why it is so important to **Define The Market First**, before you come up with the product. (Most people come up with a product, and then ask "Who can I sell it to?". That's the wrong way.)
- ✓ Where to find the **Ultimate Market To Sell Direct Mail Products To**. (And how to know before-hand if the people you are mailing your letter to are in the position to buy from you.)
- ✓ How to find the **Ultimate Direct Mail Product for your market**. (And how to get manufacturers and distributors to send you free samples of products they want you to sell!)
- ✓ How to **Avoid The Really Dumb Mistakes** behind almost all direct mail failures! (This alone can assure you of a 1000% better chance of success.)
- ✓ How to find **Start-Up Capital And Complete Financing** for any direct mail project!
- ✓ How to find names, addresses and spending habits of the group of **People Most Likely To Want To Spend Money With You!**
- ✓ How to write a "killer" direct mail offer that will **Make People Want To Send You Money!**
- ✓ How to **Master The Mechanics Of Producing A Direct Mail Offer That Really Works!**
- ✓ How to use **Premiums And Free Bonuses To Boost Your Sales Right Through The Roof!** (And why the best premiums probably won't cost you a dime.)
- ✓ How to estimate the **Profit Potential** and risk of any direct mail offer, and **How To**

Know In Advance Which Projects Will Be Big Winners before you invest a single penny!!!

- ✓ How To **Use The Post Office For Maximum Effect!!!** (Includes techniques to disguise bulk mail, getting the best postal rates, and timing your mail for best responses.)
- ✓ How to acquire the mail order rights to **Best Selling Books And Videos** for as little as \$250!
- ✓ How to get a **Print Shop to agree To Underwrite Most Of The Start-Up Costs Of Your Next Direct Mail Project!** (And how to use printing services to increase your response rate.)
- ✓ How to put your **Direct Mail Order Entry and Product Fulfillment System on Full Auto-Pilot!!!** (Get orders taken, charge cards processed and products shipped without your involvement!)
- ✓ What you must do to **Protect Yourself Legally** before you start any direct mail project!
- ✓ A strategy to **generate \$100,000 in 120 days starting with just a \$600 investment!**

The experts showed us all this and more! And they presented it in a way that made it easy to follow and simple to understand. More importantly, we learned success in direct mail can be almost automatic -- if you follow the recipe! The same recipe being taught to us by people who were actually doing what they were showing us how to do, and that was . . .

Raising Huge Sums Of Money With Direct Mail Projects !!!

But you know, it's funny. All the experts kept talking about was how they weren't in direct mail for the money, instead they were in it mostly for . . .

The lifestyle that having money permits them to live.

It's a strange way of thinking about money, but I guess they're right. It's not so much the money that's nice, it's what having money allows you to do.

See, when you have money, you don't need a job, you don't have to work for anyone else. And not having to show up for work every day frees up a lot of your time. Time you can choose how to use. Time to spend with your family. Or on your hobbies. Or on an adventure. Whatever.

The Choice Is Yours.

But, as the experts pointed out, having the choice to do what you want, and having the free time to do it, can become quite addictive. Once you taste this freedom, you'll find it hard to go back to your old job. You'll never want to work for anyone but yourself. And you'll know why those who are doing it say a career in direct mail is the **ultimate adventure!**

Being able to come and go as you want, to travel, to spend time with your family, your friends, or to just sleep late, are luxuries far more enjoyable than a big car or a fancy gold watch. (Or so say the experts.) According to them, the real reward of success is . . .

True Independence.

(And I always thought it was the money!) Anyway, listening to these successful people talk about their lifestyles was fascinating. And it made us realize that money isn't the goal. Money just provides a means of reaching many different goals, goals as different as the individuals who set them. (But money is not a bad thing.)

There is something that money brings, though. Something that none of the speakers actually talked about, but something that could be seen in all of them. There was an air of confidence, a feeling of security, maybe even an inner peace that made these people stand out in a crowd.

But maybe it wasn't the money, maybe it was the knowledge that they had discovered **a way to live well, no matter what happened in their lives.** They knew that anytime they needed money for anything, all they had to do was follow the recipe for success in direct mail. And in a few days, money would start filling their mailboxes.

A surprising thing about these experts is that they weren't at all hesitant to share the techniques they had mastered. They didn't hold back on anything, they told us everything, gave us advice and direction, and even told us about their biggest mistakes. It was amazing...

They had discovered a way to escape from the rat race, and didn't mind sharing the secret!

They were also honest with us. They told us direct mail is not some Get Rich Quick scheme. It is a way of doing business. A way to reach a huge audience of millions of potential customers without having to knock on a single door. Or without having to make a single sales call. It's all done by mail. (Which means you can launch projects from the kitchen table.)

And, because you can reach so many potential customers inexpensively . . .

Even a small success with a direct mail project can reap huge profits!

You don't need a sophisticated operation mailing hundreds of thousands of letters a week. In fact, using the *recipe for success*, you can earn \$20,000 or more per month, doing small mailings into the right market. You can keep your business small, yet still be able to make big money.

Another thing they taught was you don't need much money to get started (they really pounded this into our heads). In fact, they all agreed that having too much money is one reason many people fail! The logic behind this statement is surprising, but it turns out to be true.

Anyway, those lucky enough to attend the Direct Mail Bootcamp realized very quickly that they were part of something very special. This was one of those amazing, profoundly life-changing events you sometimes read about in the biographies of people who have made it big. No doubt sometime in the future, when some successful person is asked what was the turning point in his (or her) life, he (or she) will point to participation in the Direct Mail Bootcamp.

But not everybody could get in . . .

Unfortunately, not everybody who wanted or needed the kind of experience the Direct Mail Bootcamp provided was able to attend. Some people, still stuck in the rat race, couldn't get away from their jobs. Others had prior commitments they couldn't reschedule. And many just couldn't afford the thousands it would cost to fly to Hot Springs to participate in this event for a week.

Even some of those who had the free time, the funds, and an open schedule, found they couldn't get in. To their disappointment, they discovered that the limited number of open seats at this event filled up just days after it was announced (but that's no surprise considering what was being taught, and who was teaching it).

Anyway, if you are one of the ones who missed out on this life-changing experience, and want the "**recipe for success**" in direct mail, along with the private and confidential advice and direction from some of the best minds in the industry, you're in luck!

See, everything at the Direct Mail Bootcamp was professionally recorded onto audio tapes. And a complete library of these tapes, along with a **step-by-step direct mail workbook**, is now available to you.

And along with the tapes and workbook, you'll also receive . . .

**A Turn-Key, Ready-To-Use Direct Mail Project,
along with the REPRINT and REPRODUCTION RIGHTS
to the tapes and manual sold in the offer!**

We'll talk about that later, but first let's look at . . .

The Components of the Direct Mail Bootcamp Experience

When we began putting this package together we wanted to include everything that made this event so important to those who participated. And we also wanted to include some **Free**

Extras that would make the home version of the **Bootcamp Experience** even more worthwhile. And this is what we came up with starting with . . .

- ✓ The **complete minute-by-minute, hour-by-hour, day-by-day audio tape record of everything that went on at the bootcamp**. On these 24 tapes, you'll hear every speaker, every workshop, every presentation, every question asked and every comment made during the bootcamp. And for your convenience, the tapes are indexed by hour and subject matter. And for review purposes, the tape box cover has a brief summary of the information found on each tape.

Plus, along with the tapes you'll also get . . .

- ✓ A copy of "**Insider's Guide To Direct Mail Profits**" **workbook**. This big 3-ring binder direct mail workbook gives you the complete recipe to success in direct mail. It's full of vital information and has numerous checklists that will help you insure your project is a success. You'll love the way it's laid out. It's easy to follow, and you'll use it every time you start planning a direct mail project.

And in addition to all this, you get an **Extra Special Bonus**, exclusive to the home version of the Direct Mail Bootcamp Experience. A Bonus so unique, so special that by itself it is worth over \$1,000.00! But it's yours **FREE** with the Direct Mail Bootcamp Experience! Because . . .

One of the first things you're going to want to do after you've listened to the bootcamp tapes is roll out your own direct mail project. So, just to be sure you have one, when you order the Direct Mail Bootcamp experience, you will get . . .

A COMPLETE, READY-TO-USE DIRECT MAIL OFFER !!!

That's right, along with the complete set of tapes and the 3-ring binder workbook, you also get a **ready-to-use** direct mail project with the **REPRINT and DUPLICATION RIGHTS** to the tapes and manual being sold in the offer !!!

This means that when you're ready to go to market with your first direct mail project, you'll have one you can use. And . . .

You'll have the DUPLICATION and REPRINT RIGHTS to the products you are selling.

Which means when you roll out this project, the money you make from it is yours! No royalties or fees to be paid to anyone ever !!! And even if you decide not to use this project, **You Still Have The Right To Use The Tapes And Manual Any Way You Choose!**

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

Having the reprint and duplication rights means you can sell the tapes and manual individually, or you can package them up with other products, give them away as premiums, or just keep them until you are ready to use them. You can even turn this ready-to-use project over to your son or daughter and let them use it to build their college fund! It's up to you.

Here's what you get permanent reprint rights to: "How To Find HOT Mailing Lists Using The Little Known Secrets Of The Big-Time List Brokers" (two audio cassettes) and "How To Grow Rich With Direct Mail" (a manual). You even get a sales letter that sells these products for you!

Of course, there is no guarantee this project will make money for you. We have tested it, and it has (and still is) making money for us. But, there is no guarantee you'll get rich with it.

One thing's for certain though, you won't have to pay any royalties or copyright fees to us or anyone else when you sell this product. You get to keep the profits, and you'll only have to share them with Uncle Sam's favorite nephew, the IRS.

But before you start counting all the money you're going to make with this, **there's something you need to know.** We are not giving this material away. In fact, even though this is an amazing offer, we don't expect many people to be in a position to take advantage of it. And that's OK. Because this offer is not intended for everyone.

So...

**If you are broke, or down to your last penny,
or don't know where your next meal is going to come from,
or are mentally or emotionally disturbed . . .**

. . . then don't bother ordering the Direct Mail Bootcamp Experience. It isn't for you.

Or...

**If you're looking for a "magic" pill to fix all the problems in your life,
or can't or won't follow instructions, or don't want to listen to advice . . .**

. . . then this is not going to work for you either. It's not magic.

Or...

**If you are the least bit shady, and looking for a quick way to scan
unsuspecting little old ladies out of their life savings . . .**

Then look somewhere else. We don't want this kind of information to fall into your hands.

On the Other Hand . . .

If you are looking for a path which can take you to the level of personal success and financial

rewards that you desire, a path that has proven to work time and time again for others, the Bootcamp Experience might be exactly what you are looking for. Especially if you can afford to invest in your success.

Operating your own direct mail business offers you one of the most direct, hassle-free ways you can generate a substantial cash-flow quickly... if you know the recipe for success. And the complete **Direct Mail Bootcamp Experience** is the only opportunity of its kind for you to learn that recipe from some of the most successful names in the direct mail business.

But it's not free.

It's going to require an investment in money (to get the tapes) and time (to listen to them). If you sincerely feel you can make that investment, then read on. I've got some **good news** for you.

By now you know the **Bootcamp Experience** is more than a set of tapes. More than a library of carefully selected reference and resource material. And more than the reprint and duplication rights to a tested direct mail offer you can use to start making money right away.

It is all these things and more.

And combined with your desire to live your life on your own terms, it can be . . .

The Total Learning Experience That Changes Your Life!

There's nothing quite like the feeling of success. And that feeling can be yours. It is within your grasp. No matter who you are or where you live, you can have a profitable future with direct mail projects. And the Direct Mail Bootcamp Experience can be your launching pad.

OK. Let's talk a little more about the investment required. Tapes from other seminars of this caliber are usually priced in the \$1,000.00 range. And usually these tape sets are worth every penny of the asking price. But the problem is, not everybody can afford to invest that kind of money, especially right now. Life has its demands, and many of those demands are financial.

Still, an investment in one's future can sometimes be priceless -- if only one can afford to make that investment. (It's sad but true -- some people can't afford to be successful). Anyway, if you can afford success, and recognize this as an opportunity to fulfill your dreams, this is your chance to participate in the complete **Direct Mail Bootcamp Experience**, including . . .

- ✓ The **Complete Set Of 24 Audio Tapes** of the best minds in direct mail showing you how to do it right.
- ✓ The **Insider's Guide To Direct Mail Profits Workbook** of resource and reference tools

And...

- ✓ The **Ready-To-Use Direct Mail Offer** complete with reprint and duplication rights, plus everything else we mentioned in this letter...

... for only \$397

Yes, that's right! You get it all for only \$397! Our customers tell us that the **Direct Mail Bootcamp** is the most comprehensive and best thing they've ever seen or heard on the subject of direct mail! And we constantly hear success stories from people who have applied what they learned from this course.

To reserve your **Direct Mail Bootcamp Experience** you can use your VISA, MasterCard, American Express, or Discover card. We can even take your check over the phone or by fax. Call right now! The number to our 24-Hour Order Line is **1-800-998-3189**.

This is a very rare opportunity for you to experience what others will just dream about. The freedom and financial rewards of personal success. I hope you are able to take advantage of this.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

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

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.

13

Sales letter for "Instant Publisher CD"

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

Even if you can't write and haven't got
a creative bone in your entire body. . .

By owning the rights to these 750

hot-selling books, reports and manuals!

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 your 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!)

To make a ton of money selling information through the mail, you need to know the secret of success in mail order. And this secret is. . .

You Must Be The "Prime-Source"!

Forget about buying products, books and information at a discount -- you must become the Prime-Source of the products you are selling!

And now you can! Announcing a brand new CD-ROM (an IBM compatible CD that runs in both Windows and Windows 95) we created called the . . .

**"Instant Publisher CD-ROM:
750 How-To Books, Reports, and Manuals
You Can Reprint & Sell"**

Owning this CD-ROM gives you two major advantages: First, you can use the wealth of

"how-to" information on this CD for your own benefit. And second, you can market the information on this CD and . . .

YOU KEEP ALL THE PROFITS!!!

You see, when you own the "Instant Publisher CD-ROM", you become the "Prime-Source" to over 750 how-to books, reports and manuals. You OWN all 750 -- permanently!

And you never have to pay any royalties or on-going fees. It's as if you wrote and created the 750 reports yourself!

Take A Look At Some Of The Reports You'll Own . . .

The Mail Order Beginner's Business Guide
How To Find Work With The Federal Government
The Easiest Most Profitable Mail Order Business
How To Make Money Buying & Selling Used Cars
How To Get Big Dollars In Your Mail Box -- Everyday
How To Get A VISA/MasterCard With No Credit
Super Profitable New Techniques For Selling
How To Buy A New Car For \$50 Over Dealer's Cost
Starting An Import Business From Home
How To Write A Job Winning Resume
Making Money With Home-Made Booklets
Advertising Mistakes: How To Avoid Them
How To Write Profitable Classified Ads
How To Write A Press Release
Dos And Don'ts When Writing Classified Ads
Make Up To \$700 A Day Reading The Classifieds
How To Write A Newsletter
The Inside Secrets Of Free Publicity For Your Business
The Selling Secrets Of Million Dollar Sales Letters
Directory Of Computer-Related Business Opportunities
How To Start A Profitable Home-Based Business
The Small Business Handbook
How To Get Free Radio Advertising
Ways For An Artist To Make Money
Secrets Of The Richest People
Selecting The Right Business Name
Mail Order - Most Common Mistakes
Video Self-Publishing
Make Money Clipping Newspapers
Safe And Legal Deductions To Save On Taxes
How To Make \$5000 A Month Or More With Garage Sales
Conquering The Smoking Habit

How To Publish Your Own Mail Order Catalog
About Hay Fever, Allergies And Asthma
Practical Ways To Fight High Grocery Bills
How To Sell Books By Mail
Make Your Fortune With Self-Improvement Seminars
How To Make Money Fast Renting Mailing Lists
How To Use The Internet
Dictionary Of Mail Order Terms
Make Big Dollars With Bumper Stickers
Exercise Melts Body Fat
How To Make Money With Your Camera
Where Diets Go Wrong
Simple Ways Of Raising \$1000 Dollars
Live A Longer And Healthier Life
How To Achieve Excellence In Sales
Legalities And Tax Advantages Of A Home Business
Facts About Copyrights
Mail Order Supply Directory
How To Fill Your Home With Free Books
How To Make Money With Postcards
How To Drive Any New Car With No Money Down
How And Where To Advertise
How To Self-Publish Your Own Books, Manuals & Reports
How To Get Free Subscriptions To Over 60 Magazines
Setting Up A Word Processing Business In Your Home
When, Why And How To Use Mailing Lists

PLUS you'll own the reprint rights to 692 more! And . . .

You Can Even Sell The Reprint Rights

To The Reports -- To Your Customers!!!

You get an authentic "**Certificate Of Reprint And Duplication Rights**" certifying that you own full reprint and duplication rights to all 750 books, reports, and manuals found on the CD! This certificate also states that you can sell the reprint rights to the books and reports to others! (Your only restriction is that you cannot reprint and sell the CD-ROM itself.)

Here's How To Get Started

Right now, you can get the "**Instant Publisher CD-ROM: 750 How-To Books, Reports, And Manuals You Can Reprint & Sell**" for only \$149, plus \$3 shipping and handling. And, If You Order Your CD Within The Next 7 Days

You'll Get These FREE BONUSES:

By: Michael Kimble

FREE BONUS # 1: With this bonus, you'll get several camera-ready ads and direct mail sales letters that sell the reports for you! These ads have already been tested and proven in the marketplace! They work! Use these ads and sales letters, and you'll be making more money than you can shake a stick at! (We even send you the ads and sales letters on a 3 1/2 inch diskette!)

FREE BONUS # 2: A powerful new audio cassette called, "How To Earn \$10,000 A Week With Direct Mail"! On this informative tape, you'll hear a live interview with one of our customers who's earning \$10,000 a week with direct mail. His name is Peter Sun and he's making a fortune selling information products he acquired the reprint rights to. He'll tell you exactly how he's doing it! And, he'll even tell you about the ads he's using and what they say!

**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 \$1,500.00 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 **1-800-998-3189** 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!

Sincerely,

Collin Almeida

Collin Almeida

P.S. The money-making possibilities with the "**Instant Publisher CD**" are endless! You can sell the 750 books, reports and manuals in classified ads... sell them using the sales letters we supply to you... use them as lead generators... use them as premiums... bundle-up the reports and make a book... use them as back-end products... or simply use the reports as a personal reference source. The choice is yours!

Call Now! 1-800-998-3189

14

**Press release for
"Instant Publisher CD"**

COLLIN ALMEIDA
SUCCESS
STRATEGIES, INC.
XXXMAILING
ADDRESSXXX
Phone: 1-800-998-3189
Fax: 1-800-368-4740

For Immediate Release PRESS RELEASE

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

XINSERTCITY, STATEXX

Thanks to a revolutionary new CD-ROM, it is now easier than ever to get into, and start earning profits by selling reports by mail.

With the new Instant Publisher CD-ROM, you own the reprint and duplication rights as well as the complete text to 750 how-to books, reports and manuals!

No Royalties Due - Ever!

Having the complete text to 750 how-to books, reports, and manuals on a single CD-ROM is quite valuable. But this CD has a special value for entrepreneurs, as the publisher of this CD is providing these reports on a royalty free basis.

This means you are free to copy, edit, print and sell any or all of the publications on this CD-ROM!

So, in effect, owning the Instant Publisher CD-ROM instantly gives you a huge library of royalty free up-to-date publications you can change or edit any way you wish, and then reprint and sell!

Easy-to-Use!

Even though we don't have

much computer experience, we were so intrigued by the profit potential, we decided to give this product a try. So throwing caution to the wind, we placed the CD into our IBM compatible computer and started the program.

We were immediately presented with a selection of various report categories including Business, Mail Order, Health & Safety, Hobbies and more.

We chose the Business area, and were instantly presented with a menu of report and book titles. We discovered by simply clicking on any title, we could see the complete text of that title.

After browsing through many titles, we decided "The Complete Streamlined Guide To Selling Information By Mail" might be an interesting report we could sell. So we clicked on it, and the program transferred us to its on-board word processor. From there we were able to view and edit the full text of this well written guide.

With one additional click of the mouse, we were able to print the guide, in book format, ready to market. It was so easy!

We continued to explore the

CD. As we did so, we were continually amazed at the diversity and quality of the available books and reports and the ease we experienced in using them.

A Great Resource

The Instant Publisher CD is an amazing resource! The CD contains tremendously valuable information, has a high profit potential, and is actually very easy to use. Every entrepreneur should have a copy of this CD!

The Best Part - The Price!

You would think a product providing the full text and reprint rights to 750 how-to books, reports and manuals would cost hundreds or thousands of dollars.

But not in this case. The asking price is \$149. And, any way you look at it, that's a real bargain!!! Don't pass it up!

- For more information on the Instant Publisher CD-ROM, contact SUCCESS STRATEGIES, INC. At **1-800-998-3189.**
-

15

**Sales letter for
"How To Create Your Own Information Products"**

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

(You don't need to be a writer
(You don't need to be a recognized expert
(You don't even need to invest much more than pocket change to get started
... and you can be on your way to profits in just one afternoon!

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.

Why? Because I'm going to reveal a well-kept secret that will enable you to create hot products in just 2 to 4 hours time... almost INSTANTLY! Products your customers will gladly pay you from \$9.95 to \$25.00 for.

**And here's the best part. Each \$10, \$15 or \$25 product
will only cost you a \$1.00! Sometimes even less!**

That's at least 10 times your cost! That means it's possible to sell these products profitably by direct mail or to use them as business builders. And it means something else, too. It means you can make enormous profits!

So why haven't you been told this secret before?

I'll tell you. Because the secret has been hiding in plain sight! It's been happening right under your nose. But if you're like me, you've been so interested in the contents of these products that you never gave the "how" of the creation process a moment's thought.

And the people selling these products are so busy scooping up their profits that they seldom have the time (or inclination) to talk. Why should they? They're too busy creating more products and depositing more money in their bank accounts.

But now, you can learn the complete process, from beginning to end, so you can create these products quickly, for almost no money! And you'll see how easy it is to do.

In fact, here's everything you need to create your "almost instant" product...

By: Michael Kimble

To create your own information product, all you need is:

- 1. A telephone**
- 2. A tape recorder**
- 3. An expert on any subject to interview**
- 4. And a blueprint to follow**

That's it! See, the product I'm speaking of is an audio tape. But not just any audio tape. I'm talking about creating audio recordings of telephone conversations between you and experts in any field you choose.

Tapes in which experts offer solutions to customers' problems, explain little-known information, reveal their private methods and in brief, spill their guts in recorded conversations that your customers get to listen in on and profit from!

But don't make this fatal mistake:

Don't discount the value of these tapes. Just because they're quick and inexpensive... even fun to produce... don't think for one minute they aren't valuable, hot selling products. Nothing is further from the truth.

The information in these taped interviews can be worth a fortune to your customers... *and worth even more to you!*

I know of a dealer who, last year, sold over \$50,000.00 worth of a set of five interview tapes. That's a product with an investment of less than two days' time. Would you be willing to spend 15 hours on the phone for a \$50,000.00 return? That's like paying yourself almost \$4,000.00 per hour!

And you don't even need to be an expert to create tapes that sell!

In fact, you may be better off by not being an expert. See, having all the answers can actually hinder your interview. Why? Because it's your job to get the expert to talk, and you do that by asking the right questions.

But there are a lot of things you do need to know so you can ask the right questions and extract the hidden profits in these interviews.

See, anyone can record a phone conversation. But there's more to the process than just taping a phone call... that is, IF you want to generate products that satisfy customers and keep them coming back for more!

That's what you'll get with this new step-by-step system, "**How To Create Information Products in 2 - 4 Hours That Customers Want To Buy.**" This never-before-released

material is jam-packed with every detail you'll need to easily produce hot selling tapes that make money for you like crazy!

This new manual holds nothing back!

You get every detail, trick and technique you'll need so you can start immediately. You'll create original products to start your own business, add to your product line, or use as premiums for your existing business or service. In fact, if you have a retail or service business, you can use these tapes as gifts, bonuses or incentives. And that's not all...

Here's just a sample of the inside information you'll discover in this new manual and audio tape program:

- How to stack the deck so virtually any expert will see the advantages of working with you... even if you're just beginning in the business.
- **How to approach well-known industry experts with an "offer they can't refuse" and convince them to allow you to sell their interview for FREE!**
- Five techniques that keep your interviews focused and on track, to get the answers your customers need and the best-selling tape you can have.
- **How to create valuable printed material to accompany your tape without having to write a single word.**
- Three steps to make your on-tape nervousness evaporate into "thin air".
- **A little-known secret that is guaranteed to increase your listeners' satisfaction and make them want to buy more tapes from you.**
- Simple techniques to make your experts' ideas crystal-clear for your listeners, so they can understand, apply and profit from what they hear.
- **How you can uncover dozens of hot-selling topics for your audio tapes by answering a few simple questions (that are spelled out for you).**
- The three crucial qualifications any expert absolutely must meet if you want to extract maximum profits from your tape.
- **The single most important question (that almost no one ever asks) that could make or break your tape's profitability!**
- How to literally force your expert to dig deeper than "yes" or "no" answers, to get your listeners the specific details they want to hear.

- **How a little flattery absolutely guarantees that you stay in control!**
- How to avoid legal stumbling blocks without spending a dime on an attorney.
- **The five most common problems that sabotage an interview and how you can easily avoid them.**
- The interview techniques used by the Pros to produce dynamic, information-packed interviews.
- **How, with one inexpensive extra step, you can double the perceived value of your tape and increase your selling price... and your profits!**

...and you get much more! You'll learn what equipment you need -- which brands last longer -- how to get the best recording -- deep discount sources for all your tapes and supplies -- how to save on duplicating costs -- and a lot more. Plus I want you to have this, too:

Order In The Next 10 Days and Receive This Valuable FREE BONUS!

You get as a **FREE BONUS**, "**The Lazy Man's Way To Create A Book Or Report: What One Mail Order Millionaire Learned From Joe Karbo.**" That's right. Joe Karbo, arguably the most successful self-publisher in history, knew how to sell information. He made a fortune, selling over 3 million copies of his self-published "Lazy Man's Way To Riches." But here's what else he knew...

Joe Karbo knew "the lazy man's way" to create printed products, too!

See, Joe was smart. He didn't spend his days writing. Instead, he spent his time thinking up better ways to sell his products. So when an ambitious but broke young man took Joe's advice and saw it pay off, he had to start creating his own books and reports quickly. This comprehensive manual reveals what the aspiring young millionaire learned from Joe, and how he put "The Lazy Man's Way" to work to make himself a fortune.

This "Lazy Man's Method" Is A Valuable Bonus That Isn't For Sale! You'll Get It FREE To Create Additional Products To Accompany Your Tapes!

No, you can't buy this special bonus anywhere, at any price. But it's FREE with your order for "**How To Create Information Products in 2 to 4 Hours.**" But only if you place your order in the next 10 days!

What a package! You'll discover little-known ways to create maximum-profit products, with minimum time, effort and money. And it's priced far less than you'd expect. You get the manual, audio tape and bonus manual for only \$127. That's a fantastic bargain! If you really

want to create your own information products in minimum time and make maximum profits, order this package now!

Look, this isn't a rehash of old material. It's new. These methods are fast and easy, and everything is here. Detailed, inside information you'll find nowhere else. Let me tell you this:

Selling audio tapes is only the beginning of the ways you'll profit!

You'll see how to turn simple tape recorded interviews into more than a dozen other products. You'll learn to use these tapes in ways you never dreamed of. And you'll discover how to create packages worth \$100.00... even \$200.00... with no major investment of your time or money.

So order "**How To Create Information Products In 2 - 4 Hours That Customers Want To Buy**" right now, and you'll also get the **FREE BONUS**, "**The Lazy Man's Way To Create Books And Reports.**" And remember, you can't lose because...

You Also Get My DOUBLE Money-Back Guarantee!

If you're not happy with this program for any reason, I want to buy it back. Period. No questions asked. If, at the end of ONE FULL YEAR, you haven't earned at least 10 times what you paid for it, I'll give you your money back! You can NOT lose with my double guarantee.

So order now. Pick up the phone and call my 24-Hour Order Line at: **1-800-998-3189**. Or FAX your order to 1-800-368-4740. But do it now so I can send you your **FREE BONUS**, "**The Lazy Man's Way To Create Books And Reports.**"

You'll be able to start creating your own information products the first day you receive your package. You'll learn the fast, easy and profitable way to create information products, and have a good time doing it. So order now!

Sincerely,

Collin Almeida

Collin Almeida

P.S. Remember, you get the complete manual, audio tape, and -- if you order in the next 10 days -- you get the **FREE BONUS** "The Lazy Man's Way To Create Books And Reports." **CALL NOW! 1-800-998-3189**, 24 hours a day, seven days a week.

16
Sales letter for
"Direct Marketing Hotseat"

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

... It's Foolproof When You Use The Inside Secrets
Of The World's Foremost Direct Marketing Experts!

Dear Friend,

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

How? By using the inside secrets of the world's foremost direct marketing experts. Now you can put the most highly paid masters of direct marketing on your team and kick your sales and profits into high gear. I guarantee it.

The Ideal Way To Turn Your Business Into A Powerful "Money Machine"

What do you think the best way is to double or triple your profits? I've learned from many agonizing years of expensive trial and error that the fastest, easiest way is to ...

Model someone who is already successful!

But you can't model just anybody. Not if you want to be as profitable as possible. You have to model the absolute cream of the crop -- the top one percent of the most successful people in direct marketing.

The problem is how do you get even one of these experts to give up their most closely guarded trade secrets? How do you get them to spill their guts and lay it all out on the table -- including their most profitable ads and sales letters ... complete details of where the ads ran or what mailing lists were used ... and fully documented results of the profits produced?

The fact is, your chances are extremely slim!

Unless you can afford a small fortune to hire one of these top guns, you simply won't be privy to the powerful inside secrets that can transform your business into a powerful "money machine" almost overnight.

**Stop Risking All Your Time, Effort, And Money --
Let The Experts Show You Dozens Of Proven Ways To Double
Or Triple Your Profits In Record Time!**

By: Michael Kimble

Now there is an inexpensive way for you to "team up" with the most successful direct marketers in the world. A way to model their most carefully guarded trade secrets and pump up the selling power of all your ads and sales letters.

Experts like Ted Nicholas, Dan Kennedy, Alan & Brad Antin, Bob Bly, Jeff Paul, Ray Jutkins, Brad Petersen, Karen Anderson, Stan Golomb, Dan Poynter, Dan Reynolds, T. Harv Eker, Brian Keith Voiles, and Don Bice.

Why risk your hard-earned money and tons of time and effort "reinventing the wheel" when you can profit from the proven techniques of the most successful people in direct marketing?

Now there is a powerful new resource that's packed to overflowing with actual million-dollar campaigns and hot, proven strategies from more than a dozen of the foremost experts in the world. Each expert will break each campaign down to the finest detail so you can use their secrets to double and triple your own profits.

You'll find it all in **Direct Marketing Hotseat -- Actual Campaigns And Case Studies Of Million-Dollar Direct Marketing.**

Catapult Your Profits To A New Level With These Inside Secrets

This comprehensive insider's guide to increasing your sales and profits is unlike any other marketing course you've ever seen. And it took so much work to create, I can guarantee you that nothing like it will ever come along again!

Your Direct Route To Maximum Sales And Profits

As I've already mentioned, everything in this powerful resource has been proven in the marketplace. There is no textbook theory, no wishful thinking, and no fluff or filler. It's all hard-hitting, proven strategies and techniques that have sold countless millions of dollars worth of goods and services.

Nearly all of the material is set up in case study format showing all the actual concepts, techniques, offers, ads, and sales letters that produced tremendous sales volume. More importantly, the actual mailing lists used, magazines and newspapers the ads were run in, and fully documented results are also given. So you know precisely what results you can expect when you model these campaigns in your business.

This is truly the most detailed guided tour of successful direct marketing you could ever hope to get your hands on. Here's what's included in each chapter, and the powerful benefits it will give you:

Chapter 1: How to Use Dirt-Cheap Postcards to Send Your Sales Through The Roof

In this chapter, Karen Anderson, Stan Golomb, Jeff Paul, Ray Jutkins, Dan Poynter, and

Brian Keith Voiles show you precisely how to use postcards to conquer the high costs and low returns of conventional direct mail.

This powerful chapter is packed with proven examples that show you how to generate more highly qualified leads...cash in by making repeat sales to existing customers and reactivate past customers...make direct sales at a fraction of the cost of traditional campaigns...increase store traffic to profit-breaking levels...and maintain top-notch customer contact that produces even more sales.

This chapter includes seven actual postcards (and documentation of the precise results they produced) that you can model to pack major selling power into your own direct mail.

Chapter 2: A Guided Tour Of A Sales Letter That Sold So Many Pool Cues, They Actually Had To Stop Mailing It!

This is one of my favorite chapters because it focuses on a sales letter that was so successful, the client couldn't produce enough product to fill all the orders. They literally had to stop mailing the letter!

This sales letter was written by Brad Petersen, who is one of the finest and most effective direct marketing copywriters in the business.

Brad takes you on a blow-by-blow account of how the sales letter was created. He pulls no punches, showing you explicitly what should be included in all sales letters - and equally important, what should be avoided at all costs! This candid case study is packed with tips and techniques that will increase the sales and profits of any business.

Chapter 3: How A Powerful Secret Produced An 857% Return On Every Dollar Invested In Marketing

This chapter presents a case study of a super-successful format called the "Pat-On-The-Back Case Study". This format creates more trust with both old and new customers than any other strategy you could think of. And everyone knows that trust is a key component to exponentially increasing your sales.

Written jointly by Bob Serling and Derek D'Angiolini (who is a first-class copywriter in his own right), this letter demonstrates how to make huge increases in sales and profits without investing a penny more than you're already spending on marketing. After modifying Derek's existing sales letter to follow this new format, the results it produced were a lucrative \$8.57 return on every dollar invested in marketing!

Chapter 4: The Fastest, Easiest Way To Add Big Profits To Your Direct Marketing

Would you like to have a foolproof way to make 70% of your customers spend more money every time they do business with you? How about getting 94% of all your customers to up the

amount of every sale.

This chapter reveals everything you'll ever need to know to realize these kind of profits. Best of all, it takes almost no effort whatsoever, and it's one of the lowest cost techniques you'll ever have the pleasure of profiting from!

This powerful money generator is called an upsell. This chapter gives you all the details of how to work this remarkably simple and profitable technique. Plus, you get three actual examples of upsells that produced the 70% to 94% increases I just told you about.

Once you know what to do, there isn't any business that can't have a highly profitable upsell campaign running and bringing in extra profits in the blink of an eye!

Chapter 5: How To Virtually Eliminate Refunds And Returns

Returned merchandise and refund requests can severely reduce your profits. Not only is there the direct cost of lost sales, but there's also the time and effort it takes to handle these wasteful transactions.

The good news is there are proven ways to reduce your returns and refund requests to the bare minimum. Two of the best ways are presented in this chapter. You'll see precisely how other businesses have trimmed the flow of returns and refunds to a minor trickle, and how you can get similar results in your own business.

Chapter 6: How A Direct Marketing Master Creates And Tests Million Dollar Space Ads

Ted Nicholas is widely regarded as the foremost authority on space advertising in the world. And rightfully so, since his space ads have produced over 200 million dollars in sales!

In this chapter, Ted generously lays out the complete details of how he creates, tests, and modifies space ads to produce world class profits. He goes step-by-step through two completely different full page ads for his book, "Magic Words That Bring You Riches".

You'll get a superior education on how to make all your own space ads as profitable as possible. From writing powerful headlines...to media placement...to selecting a high-profit theme...to choosing and homing in on the most profitable benefits...to the best guarantee periods...to closing for maximum sales, Ted leaves no stone unturned.

This chapter alone is a classic that's worth far more than the entire cost of this unique course!

Chapter 7: Increase Your Profits With A Simple Process To Educate Your Customers

In this chapter, Alan and Brad Antin reveal a proven process they've used countless times to

make their clients substantial profits. It's a very simple method of educating your customers they call "try-before-you-buy".

By using this method, any business can give their prospects a tangible sample of exactly what they have to offer. And because your competition never does this, the technique works like crazy.

To demonstrate precisely how this strategy works, Alan Antin guides you step-by-step through an actual letter he and Brad created for a very satisfied client. You'll be able to model this universal example to step your profits up to an entirely new level!

Chapter 8: How To Rewrite Your Copy For Maximum Profits

Rewriting your copy is a crucial task. I've lost track of how many times a good rewrite has added tens of thousands of dollars to my own sales.

In fact, there is no world class copywriter I know of who doesn't invest substantial time in rewriting their copy. Because rewriting really pumps selling power into your advertising copy!

Rewriting is remarkably simple once you understand the "recipe". In this chapter, you'll get all the details of the 17-Step Maximum Profit Rewrite Recipe. Then these steps are applied to an actual sales letter.

You'll see the before and after versions of the letter, which will show you precisely why rewriting is so valuable - because the minor changes made produced a substantial increase in sales! Using the simple, 17-step recipe, you'll be able to build the same kind of increased sales into every ad and sales letter you write.

Chapter 9: How To Convert A Whopping 37% Of Your Prospects To Paying Customers With Cycle Mailings

Most businesses leave over 50% of the potential money they could make sitting on the table. Why? Because they only mail one time to their prospects.

Cycle mailings, which are a regularly scheduled cycle of follow-up mailings to your prospects, are the answer to capturing all of those sales you've been letting slip through your fingers.

This chapter gives you everything you need to set up your own cycle of high-profit mailings. It focuses on a cycle of letters that's used by Judy Meininger.

Judy will show you how she systematically converts 37% of all prospects to paying customers. Considering that the standard conversion rate for all businesses is about 10%, you stand to more than triple your profits by taking advantage of this simple, proven strategy!

Chapter 10: A Direct Marketing Classic That's Produced An 800% Return On Investment - For Over 7 Years Running!

Don Bice has a classic two-step direct marketing campaign that regularly produces over eight dollars for every dollar invested in marketing. But what's even more remarkable is that it's produced these profits like clockwork month after month for over seven years!

For the first (and only) time, Don has agreed to share his secrets of success. Don's entire strategy and full campaign is carefully dissected to show you how to use these ideas to cash in to the fullest.

Everything's here - Don's space ad, his sales letter, his two brochures (and the reasoning behind having two different brochures in the same package), his lift letter, and his order coupon. Don breaks each piece down block by block, revealing his inside secrets you can use to create a perennial, high profit blockbuster of your own!

In Addition To This Multi-Million Dollar, Street-Smart Education - There's More Still!

I think you'll agree that the multi-million dollar ideas I've just told you about are far and away the most comprehensive collection of proven, high-profit direct marketing strategies you'll ever find. But I'm just getting started!

Here are the powerful marketing weapons you'll gain from the rest of the course:

Chapter 11: How To Create Blockbuster Offers That Prospects Simply Can't Refuse

I was talking with a colleague the other day and he asked me how many headlines I write before I choose just the right one for my ads and sales letters. Now, conventional direct marketing wisdom says that the first thing you should do is spend hours writing and rewriting a long list of headlines - the longer, the better. By continually working and reworking these headlines, you'll supposedly come up with one that will far outperform all others.

Sorry, but I think that's a load of manure. I personally never write more than one or two headlines. And I never even begin to think about headlines until after I've crafted an offer that's so enticing, my prospect would have to be a complete fool to pass it up.

You see, years of expensive trial and error have taught me that...

The deal's the thing!

The more enticing you can make it, the more value you can pour into it, the more benefits and components you can stack on top of each other in your deal, the more you're going to sell!

Don't let anyone tell you otherwise. In these competitive times, customers demand more than

what they're paying for. And if you can deliver that, you can write your own ticket to certain wealth.

In this chapter, Bob Serling will show you precisely how he created the blockbuster offer for the original Direct Marketing Hotseat newsletter. You'll get his triple-threat strategy for building offers that are so compelling, people can't help digging into their wallets and sending you money.

You'll see how your headline and all your body copy naturally flow out of your offer. In fact, once you've crafted the right offer, the rest of your copy nearly writes itself.

Most importantly, you'll come away with a comprehensive understanding of how to create offers that sell like wildfire. This skill alone, which few people possess, is easily worth a small fortune.

Chapter 12: 55 HOT Tips For Boosting The Pulling Power Of Your Direct Mail

This chapter is jammed full of proven, inexpensive techniques covering every aspect of your mailing package. And it's been made super easy to use by organizing the techniques according to each specific area of your mailing piece.

You'll have dozens of proven, high profit techniques at your fingertips - ready to use to increase the success of all your mailings. Just plug them in and watch your sales shoot up the charts!

Chapter 13: The Ultimate Direct Mail Secret: How To Pull 8%-22% Response On Every Mailing You Ever Send

Tired of response rates of 2% or less on your direct marketing? A major reason response is so low is you're hitting the wrong prospects through the wrong lists or media.

This chapter reveals four simple, inexpensive, deadly accurate ways to make sure your offer gets to your ideal prospects. And it gives you a remarkable new way of structuring your offer that vastly outperforms all other offers. Together, these strategies regularly produce response of 8% to 22%, as opposed to the lukewarm industry standard 2%.

These strategies have more than quadrupled the profits of my own business in short order. They can do the same for you too!

Chapter 14: The Jeff Paul Interview: Direct Marketing Success Secrets

Jeff Paul is one of the most successful direct marketers in the country. I was absolutely floored by how Jeff lays it all on the line in this interview. He holds nothing back.

Jeff's secrets for doubling or tripling the number of qualified leads you get and convert is well

worth the entire cost of this course. And that's just the beginning. Jeff goes on to show you exactly what to do to sell more of your products more often. Then he reveals how to use his simple plan to easily produce a six or seven figure income year in and year out.

Chapter 15: The Headline Clinic

Powerful headlines are absolutely crucial to maximizing your profits. Since you only have a few seconds to seize your reader's attention and convince them to keep reading your ad or sales letter, you'd better be able to stop them in their tracks.

For this clinic, Dan Kennedy, Ted Nicholas, Bob Bly, Brad Petersen, T. Harv Eker, and Brian Voiles show you everything you need to create the kind of headlines that get optimum results.

You'll discover what's crucial to include in every headline, what to absolutely avoid, and ethical ways to "swipe" headlines from other ads and sales letters. When you're done with this chapter, you'll be a master at creating headlines that sell much more of what you have to offer.

Here's How You Can Personally Cash In By Teaming Up With The World's Foremost Marketing Experts

That's the course in a nutshell. There's actually a lot more than I have room to cover in this letter, but I'm sure you get the picture.

You can get on the fast track to serious profits by ordering your personal copy of **Direct Marketing Hotseat - Actual Campaigns And Case Studies Of Million-Dollar Direct Marketing**. The cost of this unique course is just \$187. I think you'll agree this is a tremendous bargain.

Here's why. This price includes everything I've told you about - plus three extraordinary bonuses. I'll fill you in on the bonuses in a few minutes.

But here's the real test of true value. If this were just another collection of boring rules and conventional wisdom that doesn't work, it wouldn't matter what the price is. It wouldn't be worth it.

Direct Marketing Hotseat - Actual Campaigns And Case Studies Of Million-Dollar Direct Marketing is the only course that delivers the proven, inside secrets of the foremost marketing experts in the world. Secrets you can use to start cashing in on every ad and sales letter you ever create. And for just a fraction of the price of other misleading, ineffective information that just eats a hole in your bank account.

Now Let's Talk About Your FREE BONUSES!

I'm bending over backwards to load this course to the brim with proven, high-profit

strategies and techniques. Take a look at these three audio tapes that will help you take your business to even greater levels of profit.

FREE BONUS #1 Bob Bly: Results Winning Business-to-Business Copy

Bob Bly's copywriting and marketing savvy have sold almost every business product and service imaginable for scores of Fortune 500 companies. He's also worked wonders for smaller businesses and entrepreneurs. But even if you sell to consumers rather than other businesses, you'll benefit immensely from this powerful information.

You'll discover the number one element for success in any direct marketing campaign. Secrets of successful product positioning - including a remarkable case study. The one premium that always works with B-to-B, plus how other premiums can actually hurt your efforts. How perceived value gets turned upside down during tough economic times - a hot tip you can immediately use to sell more in an uncertain economy.

Bob Bly's secret of the "takeaway close", another powerful technique to increase sales now! An insider's guide to hot formats worth their weight in gold. The most important marketing trend to come along in the last decade - I guarantee you'll be shocked to rediscover this one! How your guarantee can actually kill sales and what to do to structure yours for maximum profits. And much, much more!

FREE BONUS #2 T.Harv Eker: The 7 Principles Of Speed Wealth

T. Harv Eker is widely known as the "Biz Wiz" because of his uncanny ability to take a start-up business from zero to millions at warp speed. For example, he started one business with just \$2000, took it to seven million dollars in revenue, and cashed out for 1.6 million - all in just two and a half years!

When I first heard Harv speak at a marketing seminar, I was blown away. Nearly everything he said contradicted the prevailing wisdom, but in such a practical, common-sense way, you knew you could bank on it.

In this interview, T. Harv Eker shows you why making millions in sales is just as easy as making a few thousand. He reveals why timing is everything - how the right vehicle at the right time can make you rich in no time flat.

Harv demonstrates the exponential power of duplication, which is intentionally developing the kind of products and services you can cash in with over and over and over again. He shows you a number of ingenious ways to make money while you sleep. How to know precisely how much you'll cash out for before you ever work a day in your business. And much, much more. To sum up, the best way to describe this interview is a short course in making millions faster than you ever dreamed possible.

FREE BONUS #3 Bob Serling: Secrets Of Maximum Profit Copywriting

Dan Kennedy interviews Bob Serling on what it takes to create maximum profit advertising copy. Quite frankly, most people will be shocked by his answers. You see, Bob is not a big fan of conventional wisdom. He believes only in those strategies and techniques that prove themselves over and over again in the marketplace.

You'll discover two common mistakes that kill sales instantly, and what to do to overcome them. The secret to creating copy that nearly writes itself - this makes your job substantially easier and guarantees you build maximum selling power into all your ads and sales letters. You get the five building blocks of successful sales copy. Just plug these five blocks in and watch your sales soar!

Bob reveals his "stupid" headline formula that's sold millions of dollars worth of products and services. You also get the two best copy formats for instantly increasing your sales. And you'll discover how to get the most out of copywriters you hire to create copy for you. Plus, much more!

As you can see, these bonuses will put even more money in your pocket. There is one slight catch though. If you want to get all of these bonuses for FREE, you need to order **Direct Marketing Hotseat - Actual Campaigns And Case Studies Of Million-Dollar Direct Marketing** within the next 7 days. Otherwise, the bonuses will not be included.

To get the money making advantages these powerful bonuses will give you, you must act now. Order within the next 7 days and I'll include these three powerful bonuses absolutely FREE.

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 never would 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 fell 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.

The truth is, you'll never have to worry about a refund. Because once you use these ingenious, proven techniques and see the huge jump in your profits, I'm betting someone would have to wrestle you to the ground to get you to let go of this course.

**If You Want To Get In On This Limited
Opportunity - You Need To Act Now!**

As you already know, the bonuses I told you about are only included if you order within the next 7 days. Which means the phones in my order department will be ringing off the hook in short order. And once the initial print run is sold out, I'll have to return your payment until we can produce more copies of this powerful course.

So if you're really serious about cashing in on the huge profits available in direct marketing, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, pick up the phone, call **1-800-998-3189** and place your order. Or fill out the enclosed coupon and FAX it to 1-800-368-4740, or mail it in.

If you want to really turn all your ads and sales into powerful cash generators...if you want to stop gambling on risky techniques and get guaranteed profits...if you want to take control of how much more profitable and pleasurable your business can be, you couldn't ask for a better opportunity.

Don't wait. Order your copy of **Direct Marketing Hotseat - Actual Campaigns And Case Studies Of Million-Dollar Direct Marketing** right now. That way you can get on a fast track to doubling and tripling your sales and profits!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

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

MAGNETIC SALESLETTERS

Plus, it's easy to put into action. Just read or listen for a half-hour or so every day. Then give a few of these simple, proven strategies a try.

Once you see the increased sales start rolling in, there's no turning back. You'll be hooked on the huge profits that can truly be made with direct marketing! So call **1-800-998-3189** and place your order right now.

By: Michael Kimble

17

**Sales letter for
"Promotional Merchandise
& Close-Outs" manual**

How To Obtain Premiums, Giveaways & Promotional Merchandise At

Discounts So Huge & Prices So Cheap

You'll Feel Like You're Stealing!

Insider Secrets Of The Close-Out And
Promotional Goods Industry . . .

Dear Friend,

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

The Promotional Strategy That Never Wears Out, Never Loses Its Power

Even though logic rejects it, we all love to get "something for nothing." The brilliant marketers at Dominos Pizza have picked up on this, with their "Somethin' For Nuthin!" ad campaign. Another marketing model is Bob Stupak of Vegas World. He keeps his hotel and casino over-full every day of the year promoting free vacations and free gifts. Use the "something for nothing" theme -- to attract new prospects to your store or showroom... to obtain sales appointments... to command attention for your sales letters... to motivate action on special offers... and to reward customers -- and you gain enormous competitive advantage. I favor the use of premiums and bonuses rather than discounts. I know bonuses can drive sales.

But -- where do you get great premiums you can afford to give away free? And give away generously?

Let Me Swing Open The Concealed, Secret Door:

The answer is the "close-out industry", a business that savvy insiders have quietly kept to themselves for years.

When you penetrate this industry, you can buy at far below wholesale, even without buying in quantity, and pick from thousands of gift, jewelry, electronic, toy and variety merchandise, books, even "hot" As Seen On TV Products.

Here are just a few examples, to start your Greed Glands sweating:

- \$99 Pierre Cardin Luggage Sets -- for nine bucks
- Bic Executive Pens -- one dollar PER DOZEN
- A beautifully packaged "knock-off" of the famous Triple-Edge Wiper Blade, at \$19.95 Retail -- for 99 CENTS
- Oleg Cassini travel alarm clocks -- \$3
- 35 MM Cameras -- \$8
- Jewelry at 70% below wholesale
- Hit movie video cassettes for a buck

Here Are Some Promotional Ideas

If you run a clothing store -- offer a LEATHER men's wallet or document wallet FREE with any purchase. (They cost you one dollar.)

If you run a restaurant -- how about a Valentine's Day promotion, giving away a top quality Cubicz, Diamond-like Tennis Bracelet to every lady? (They cost you \$2.70)

Own a travel agency? Give away a 35-MM Camera Set, with lens cap, strap, tri-pod, 5 year warranty, boxed with a \$199.95 retail price imprint... yours for ten bucks.

In carpet cleaning? Give away a CEILING FAN with every whole-house job. (The fans -- manufacturer boxed -- cost eleven dollars.)

If you sell printing or office equipment -- give away a back support that fits any office chair... retail price-marked at \$29.95... compares to items in catalogs at that price or higher... your cost: three bucks.

If you can't find a great promotion idea and a dirt-cheap, high value giveaway from the close-out industry's giant variety, you're brain dead.

"How Can Such Bargains Exist?" "Don't I Have To Buy A Train Carload Of Stuff To Get In On This?"

This is a "hidden industry." Each year, it moves BILLIONS of dollars of merchandise and there are warehouses overflowing with huge surpluses, virtually begging for buyers -- yet insiders have jealously guarded this business and do not publicize it. Here's why: ANYBODY can step in as easily as walking through a door, if you know where to go and what to do. There are virtually no barriers of entry. No costly memberships or franchises. No special training. No licenses. And no capital: you do NOT need to buy in big quantities to get these incredibly cheap bargains... in many cases, buying in dozens is all that's necessary.

"Where Does All This Stuff Come From?..."

There are many sources. Manufacturers' overstocks, "old" models, discontinued brands and discontinued items. Bankruptcies and liquidations. Imports from "knock-off manufacturers". Retail chain buy-backs. Unclaimed freight. It all comes into the close-out industry, through a handful of big organizations who do buy in enormous quantities, who buy whole "lots" -- 100,000 discontinued plush toys... a container-load of cameras... a million dollars worth of discontinued brand-name luggage sets. These "big guys" then break up their buys into smaller lots, add a small mark-up, and it spread through the entire close-out industry... thousands of "trading companies" who buy for pennies on the dollar, sell for nickels and dimes on the dollar.

Who do these "middlemen" usually sell to? Mail-order companies. Discount store chains, like the "Everything For A Dollar" stores, MacFrugals, Trader Joes, warehouse clubs like Costco, Price Club. Even swap meet dealers. But there is a way you can step right in and buy -- not necessarily to re-sell, but to fulfill all your needs and your clients' needs for premiums, incentives and giveaway items.

Which is where you come in. As an independent "trader", you can buy from these companies at below-wholesale prices, in small quantities. They'll put you on their mailing lists. They'll FAX you lists of new offers. You can even attend their closed-to-the-public, giant trade shows* and buy on the spot, accepted as an "insider."

(* There are over 50 of these expos to choose from each year.)

"How Do I Get In?"

Originally, everything needed to gain access to this incredible industry was put in a Home Study Course, sold as a business opportunity in and of itself, for \$299.00. And that would be a cheap price to pay to discover all the ins-and-outs of this remarkable business. But, for small business owner and sales professional customers, it's been condensed into a simple, step-by-step Manual I can offer for just \$79.

This manual reveals everything you need to know, where to go, who to call, THE mailing list to get on, so you can IMMEDIATELY take advantage of these unbelievable bargains.

Unfortunately, because this Manual provides confidential information of great value in a condensed form, that could easily be copied, I cannot attach my usual guarantees to this offer. This Manual is NOT returnable for a refund. If all you ever did was buy "samples" for your own use and Christmas gifts, you'd get your \$79 back ten times over. But you are a cinch to find all sorts of fantastic items that spark great promotional ideas for you. This Manual is going to be a big moneymaker for you.

"How Easy Is It To Get Started?"

The same day you get this Manual, you can be accepted as an "insider" and a "professional

trader" in the close-out industry. Within a week, you can be receiving THE most important publications of this industry, giving you unfettered access to hundreds of vendors and thousands of different items in every imaginable merchandise category. And it will not cost you another nickel to get started. There's nothing else to buy, no other investment -- This Manual will literally pick you up and put you in the close-out industry for \$79.

Once you've obtained this Manual, you can:

1. Access everything available through this massive network of close-out liquidators and deep discount wholesalers, so you can obtain "hot" premiums, incentives and giveaways as well as great promotion ideas for your current business or sales career.
2. If you're a retailer of any kind, have a service business, etc., you will probably find merchandise to buy and re-sell to your present customers... giving them exciting discounts and still making inordinately large profits yourself. You may discover entirely new opportunities, new ways to expand your business, better satisfy your clientele and -- simply -- make a lot more money.
3. You'll be able to buy individual "samples" of any of tens of thousands of items for your personal use, your family and friends, at dimes on the retail dollar -- including every conceivable home appliance, gadget or tool, cameras, luggage, jewelry, office equipment, toys and games, camping equipment, sporting goods, the variety just goes on and on and on.
4. You may find a whole new, spare time/part-time money-making opportunity for yourself or your kids.

As you get more and more familiar with direct marketing strategies, you'll see the importance of finding and using "hot" premiums -- this Manual will give you the access you need to the lowest cost premiums available!

To order: FAX your name, address, credit card number, expiration date and signature, and request The Promotional Merchandise & Close-Out Traders Manual to **1-800-368-4740** ... or call 1-800-998-3189, 24 hours, 7 days a week.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. Everything you need to instantly be a close-out industry insider is included in this Manual. Get the premiums and promotional merchandise you need at unbelievably dirt-cheap prices. Buy merchandise for re-sale at below wholesale. Start a new "weekend wealth" business. This Manual is the key to the vault.

18

**Sales letter for
"301 Direct Mail Tips,
Techniques & Secrets" book**

Acquire the equivalent of a Direct Mail
Marketing "Masters Degree" in one reading...

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

"I devoured this book! As I read I made notes, marked it up, and learned more profit-boosting mail order information than I had learned from 14 different newsletters on the subject over the past year... and I paid over \$1,500 to subscribe to them!... this book is a STEAL!"

-- Brian Keith Voiles, President
Brian Keith Publishing, Inc.

Get a Lifetime of Direct Mail Test Results Without Any of the Work or Expense!

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.

But I've come across an incredible 190 page book that is brimming over with hot, proven, and tested direct mail tips, techniques and secrets. It's called **"301 Direct Mail Tips, Techniques & Secrets"** by Bill Myers.

First of all, you need to understand that this is no pie in the sky book full of theory. No sir-ee Bob! Bill Myers is one of the most successful individual direct mailers you'll ever meet.

And I guarantee, you've never seen anything like this new "what works best" book of proven direct mail tips, techniques and secrets... in fact, I'll put my guarantee in writing.

20 Times Your Money, 100% Money Back, One-Year Double Guarantee

Read **"301 Direct Mail Tips, Techniques & Secrets"** and put the advice to work. If you don't make at least 20 times what this book costs you within one year, I'll write you a refund check for the entire amount on the spot, no questions asked. And that's a promise.

COLLIN ALMEIDA

Take a look at just a few of the proven tips and techniques you'll learn from this book:

- Your success in direct mail depends on 4 things... do you know what they are and their order of importance? You must! (*see page 13*)

By: Michael Kimble

- The 5 key characteristics your target market must have in order for you to succeed with any direct mail effort... if your market fails any of these tests, it's a poor candidate for your project. (*see page 12*)
- Mailing list secrets exposed!!! Which lists work and which lists don't! (*see page 16*)
- Bulk or first class? ... which is better for your test mailing? (*see page 17*)
- The seemingly obvious, (yet little understood) ways to package your products for maximum success and profit! (*see page 24*)
- Do testimonials really work? Find out on page 28.
- Want to know the best and worst bonus items to use?...*see page 26?*
- Does your mailer look like "junk mail"?... learn what to do about it on page 29!
- What's the most often used (and most profitable) premium?... *see page 25!*
- The key rule for success when selling video tapes as part of a package. (*see page 24*)
- What the "out of box experience" is and how it can keep refunds down to almost nothing! (*see page 26*)
- How to keep prospects from putting your letter aside - and how to get them to order now! (*see page 28*)
- The parts of a sales letter you need to succeed in the mail! (*see page 31*)
- Does offering overnight delivery increase orders?... check on page 29 for the shocking truth!
- Discover 18 proven tips for getting "in the mood" to write a bulls-eye targeted sales letter that pulls in orders like mad! (*see pages 34 to 37*)
- How to get a "reluctant recipient" to read your letter! (*see page 38*)
- Why you should read at least 50 winning headlines before you even sit down to write! (*see page 39*)
- Your letter is junk mail!... if you headline contains these two phrases. What are they? Check page 41 for the answer and save yourself thousands in wasted mailings!
- Can a picture or clip art work in your sales letter?... only if you know the special selection criteria on page 41!
- What salutation is best for your letter?... a customers first or last name?... (*see pages 42 and 43 for important FACTS!*)
- The 14 most common salutations, and how to know which one is best for your project! (*see pages 43-44*)

What's more "301 Direct Mail Tips, Techniques & Secrets" is put together in the order you're most likely to need the information. Take a look at some of the Chapter headlines:

- **Ten Commandments of Direct Mail!** Follow these basic rules to increase your chances of success and reduce the risk of failure.
- **Choosing the Right Customers!** Success starts with finding customers who already want your products. You'll learn how and where you can locate them.
- **Selecting Hot Products That Will Sell!** Inside methods for finding (or creating) the exact products your direct mail customers want to buy.
- **The Psychology of Customers!** You'll learn the secrets of customer behavior and how to use them to reduce resistance and increase sales.
- **Understanding Sales Letters & How to Get a Killer Response!** Here you'll learn tips on the components of effective sales letters and techniques for getting the best

- response!
- **Order Form Secrets!** Find out why a good order form can increase your sales dramatically, even when customers don't use it!
 - **How to Get Your Envelopes Opened!** Most sales letters get thrown away unopened. Here's how to make sure your letter gets opened!
 - **Layout For Maximum Sales!** Looks are everything! But which "look" works? Learn insider methods for getting the most profitable "curb appeal".
 - **Printing the Package:** A few simple strategies for getting your sales letter printed at the best price and quality!
 - **Profitable Mailing Strategies:** How to make the postal service work in your favor!
 - **Increasing Your Profits:** Discover techniques for increasing profits using back-ends, follow-ups, and up-selling - all of which will make mail order much more profitable for you!

You're looking at the tip of the iceberg of all that this incredible book is going to teach you!

"**301 Direct Mail Tips, Techniques & Secrets**" is the hottest, most useable book on direct mail marketing you'll ever lay your hands on... the tips and techniques you learn are all proven through actual use.

It's written in a quick, concise format, and it's handy six inch by nine inch size is perfect when you're putting a project together.

In fact, I constantly refer to this incredible resource in my direct mail business... it tops the list for practicality and track record!

Listen, you could spend years of hard work discovering for yourself what works and what doesn't. But why should you do it the hard way? Especially when "**301 Direct Mail Tips, Techniques & Secrets**" is chock-full of proven, time-tested direct mail marketing techniques!

Besides that, you have absolutely nothing to risk with my **20 Times Your Money, 100% Money Back, One-Year Double Guarantee!!!** (see page 1) If you don't make at least 10 times what you pay for it, you get every dime you paid back... no hassles, and no questions asked.

And at this price, how can you lose?

"**301 Direct Mail Tips, Techniques & Secrets**" is only \$33.95 delivered to your door via first class priority mail. (\$29.95 + \$4 S&H)

Don't you think you owe it to yourself to get "**301 Direct Mail Tips, Techniques & Secrets**" in your hands now?

\$34 is really a painless drop-in-the-bucket compared to the money you're going to lose over your lifetime without this direct mail know-how. Looking at it that way...

**You Really Can't Afford NOT To
Invest In This Book!**

I'm betting that after just one look you won't want to put it down.

Call **1-800-998-3189** and I'll RUSH your copy of the "**301 Direct Mail Tips, Techniques & Secrets**" book to you immediately.

Sincerely Yours for Direct Mail Success,

P.S. Remember, try the tested information revealed in "**301 Direct Mail Tips, Techniques & Secrets**" book for a full year. If you don't make at least 20 times your investment, I'll cut you a refund check for the full amount you paid, regardless of what condition the book is in. You'll never find a more generous guarantee than that on any book you buy! That's how confident I am that in "**301 Direct Mail Tips, Techniques & Secrets**" will help you succeed in direct mail!

Call Now! 1-800-998-3189

19

Gary Halbert's famous "Coat of Arms" sales letter

(This sales letter generated 7,300,000 cash-with-order customers!)

123 Main Street
Anytown, ST 54321

Phone: 1-xxx-xxx-xxxx

Dear Mr. Macdonald,

Did you know that your family name was recorded with a coat-of-arms in ancient heraldic archives more than seven centuries ago?

My husband and I discovered this while doing some research for some friends of ours who have the same last name as you do. We've had an artist recreate the coat-of-arms exactly as described in the ancient records. This drawing, along with other information about the name, has been printed up into an attractive one-page report.

The bottom half of the report tells the story of the very old and distinguished family name of Macdonald. It tells what the name means, its origin, the original family motto, its place in history and about famous people who share it. The top half has a large, beautiful reproduction of an artist's drawing of the earliest known coat-of-arms for the name of Macdonald. This entire report is documented authentic and printed on parchment-like paper suitable for framing.

The report so delighted our friends that we have had a few extra copies made in order to share this information with other people of the same name.

Framed, these reports make distinctive wall decorations and they are great gifts for relatives. It should be remembered that we have not traced anyone's individual family tree but have researched back through several centuries to find out about the earliest people named Macdonald.

All we are asking for them is enough to cover the added expenses of having the extra copies printed and mailed. (See below.) If you are interested, please let us know right away as our supply is pretty slim. Just verify that we have your correct name and address and send the correct amount in cash or check for the number of reports you want. We'll send them promptly by return mail.

Sincerely,
Collin Almeida

P.S. If you are ordering only one report, send two dollars (\$2.00). Additional reports ordered at the same time and sent to the same address are one dollar each. Please make checks payable to me, Nancy L. Halbert.

20

**Lead-generating ad for
"Web Sites"**

Internet Profits

Build your business on the Internet! FREE Report reveals how to get a Web site on the Internet in just a matter of days. No computer experience necessary, we do it all for you! To get your FREE Report, call: **1-800-998-3189**, 24 hours, for a free recorded message. Call NOW!

21
Sales letter for
"Web Sites"

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"

**Now You Can Build Your Business
On The Internet!**

Dear Friend,

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

You see, the Internet is growing like a wild-fire out of control. In fact, experts estimate that over 150 million people will have a connection to the Internet by the year 2000!

And most of these people are HOT prospects for almost any product or service you can think of . . . INCLUDING YOURS! You can increase your sales and profits by using the Internet as the ultimate business-building tool!

Listen to this:

In less than five years, the number of people connected to the Internet has grown from a mere 750,000 to over 58 million! And new users are signing up at a rate of almost one million per month! They're all prospects for what you're selling!

"Internet Commerce" is barely beginning . . . it's going to do nothing but get better and better . . . and bigger. This means more prospects for you (if you get on the Internet now, positioned and ready for a HUGE explosion in business!).

And the best part of it all is that the quality of the people logging onto the Internet is every business person's dream come true.

**Take A Look At
These Internet Statistics:**

Most Internet users are between the ages of 32 and 57.

Average income is \$78,000. (They can afford to buy the products and services they want.)

By: Michael Kimble

- Most Internet users have four or more years of college.
- Almost all users of the Internet have credit cards!
- Most Internet users are accustomed to, and even prefer, shopping on the Internet.
- Internet users average 6 hours and 28 minutes a week on the Internet.
- 84% of Internet users wish they could spend more time on the Internet.
- Computers are presently outselling TVs.

As you can see, the Internet will give you access to a **huge market of people with money to spend and a desire to spend it!!!** And the fact is, you can reach this market very inexpensively.

The quickest and easiest way to reach this wealthy market is to have your own "Web site" on the Internet.

"What's A Web Site Anyway?"

Simply this: A Web site is your own personal interactive advertising space on what's called the "World Wide Web", which is where business is conducted on the Internet.

A Web Site On The Internet Is Like Having Several Full Page, Color Magazine Ads In Front Of 58 Million Americans!

Owning your own Web site is the least expensive way for you to attract more customers, clients, patients, prospects, etc. for your business!

In fact, your Web site will be up and generating business non-stop, 24 hours a day, 7 days a week for a FULL 12 MONTHS!

Here are just a few of the benefits of having your own Web site on the Internet:

- You can instantly make your business an international company by selling directly to a world-wide market!
- You don't have to maintain a physical store or worry about employees, shoplifting, and other headaches that come with owning a "real" store.
- Your Web site is completely automatic -- and it can be operated without any effort on your part, while giving you the appearance of a large corporation!
- You can have two-way, interactive transactions with your customers on your Web

site . . . no more being bothered on the phone all the time. They can leave messages for you and tell you what products they want -- all on your Web site!

- ◉ You can sell products and collect credit card payments automatically with no effort on your part whatsoever!
- ◉ With your own Web site, you can quickly and easily test products, promotions, and prices to find out what the market really wants!
- ◉ With your own Web site, you can offer free catalogs and product information. Plus, you can have your Web site capture the name and mailing address of every prospect or customer who visits your Web site!
- ◉ You can run your business from anywhere in the world when you have your own Web site! . . . You're no longer "trapped" in any physical location, you can live where you want and still operate your International Internet business!
- ◉ And perhaps most importantly, with your own Web site, you'll learn what it takes to run a successful business on the Internet . . . A skill that will become more and more valuable over the next few years and into the next century.

NOW is the time to get your business into this explosive marketplace. Even though the Internet is going to be making people money for years and years to come, those who get on the train right now are going to be the most successful.

Right now the Internet is still a novelty . . . It's similar to the situation a few years back when fax machines first came out.

Do you remember that? Fax machines started out small. But within a years time or so, almost every business you knew had a fax machine in their office. And now you can't even imagine being without a fax machine!

Having your own Web site is much the same. Someday soon you're going to have to have a Web site to stay in business . . . before your competition blows you away.

Now Is The Time To Establish Your Presence And Identity On The Internet With Your Own Web Site!

Business owners just like you around the world are already beginning to realize what a great prospecting, business-generating, and money-making tool having a Web site on the Internet is.

And with our service on your side, you don't need to know a thing about computers . . . much less the Internet! We put everything together for you! Turn-key!

**Imagine it! People and prospects
from all across the world will visit
your Web site on the Internet!**

Here's exactly how your Web site will look once it's on the Internet:

When a prospect pulls up your Web site on their computer screen, they'll see whatever you want them to see . . . perhaps color pictures of you, your business, and your products. Or information about you and your business, and the services you offer. (It's like your prospects are looking at full-color, full-page magazine ads of you and your business.)

Then, with one "click" of a mouse, your prospects or customers can look at the other pages on your Web site. On these pages, you can educate them on why they should conduct business with you, or you can show them more pictures -- **whatever you want!**

And, the people who visit your Web site can even print out your Web pages on their printer!

Now, for your prospects to order your products or services or to find out more about what you're selling, they simply need to click on a button that says, "More Information" or "Order Now". It's that simple! They will then go to a page where they can type in their name, address, phone numbers, credit card information, or any other information you want to get from them!

Just think if you've got only 1,000 people a week visiting your Web site and a mere 10% of them decide to click on "Order Now"!!!

That's 100 new customers a week -- and even if they just click on "More Information", you'll be able to capture that interested prospect's name and any other contact information you need. Then you work that lead until they buy from you or prove they're not a real prospect! Do you see why:

**The Internet Is The Ultimate Prospecting
And Business Generating Tool!**

What would an extra 100 qualified prospects a week do for your business? With 58 million Americans connected to the Internet, it's not unreasonable to think you'll get 1,000 people a week visiting your Web site!

And, more than one person at a time can visit your Web site. In fact, you can have 150,000 prospects from around the world looking at your Web site every hour!

They have an open invitation to visit as often as they like, anytime, day or night. (How many sales people do you know who will sell anytime, day or night!?)

You can sell just about anything imaginable on the Internet. Take a look at a few of the things

that are advertised on the Internet even as we speak:

⊙	Cars and car parts
⊙	Job Openings
⊙	Boats and add-ons
⊙	Life Insurance
⊙	Books and CDs
⊙	Magazine Subscriptions
⊙	Business Opportunities
⊙	Marketing Services
⊙	Camping Gear
⊙	Newsletters
⊙	Hiking Gear
⊙	Travel
⊙	All kinds of Clothing
⊙	Ocean Cruises
⊙	Computer Equipment

⊙	Musical Instruments
⊙	Consulting Services
⊙	Office Equipment
⊙	Vitamins
⊙	Real Estate
⊙	Financial Services
⊙	Toys
⊙	Flowers
⊙	Training Seminars
⊙	Fishing Trips
⊙	Onions by the case
⊙	Blueprints for Homes
⊙	Peanuts
⊙	Horses
⊙	Power Tools

It's pretty obvious that almost anything can be sold on the Internet. All it takes is a Web site and you're in business in front of a worldwide audience of millions of potential customers!

Listen, doing business on the Internet is here and it's going strong! Those who position themselves now are the ones who're going to make BIG money in business.

And you can quickly and easily get on the Internet with our services. Your Web site is a complete turn-key package. We do everything for you!

It's Easy To Get A Web Site On The Internet!

Getting your Web site on the Internet couldn't be any easier! You just send us the photographs and descriptions of your business and products or services, and we do everything for you!

Here's what you get with your Web site package:

- ✓ **You get your own Web site on the Internet for 12 full months!** Your site will generate business 24 hours a day, 365 days a year!
- ✓ **You get your Web site professionally designed** by one of our in-house Web Page Designers at NO additional cost. This includes the design and layout of five 8(inch

by 11 inch web pages! (It's like having five full page magazine ads for the world to see -- but at a fraction of the cost!)

- ✓ **Your Web site can include color photographs, descriptions, and sales materials for your products or services!** (And remember, your prospects can even print this information on their printer.)
- ✓ **You get your own personal Web site address on the Internet!** Print this address on your stationery, promotional pieces, and in all your advertisements, just as you would print your street address and phone numbers!
- ✓ **You get your Web site automatically listed with 25 of the top Internet Search Engines** so people can easily find your Web site!

Here are just some of the benefits you get from owning a Web site on the Internet:

- **You get everything done for you "turn-key" -- you don't need to own a computer or even know how to turn one on!**
- Your Web site works for you 24 hours a day, 365 days a year. Prospects can visit your site from their home or office whenever they want!
- **You can capture the names, addresses, and phone numbers of prospects that visit your site!**
- You can offer FREE literature or any other information on your Web site!
- **Your Web site requires NO employees and NO computer equipment whatsoever!**
- Once your Web site is up and running, we'll update it for you as often as you like for a rate of just \$25.00 per hour!
- **You can put your personal Web site address on all your printed materials, stationery, business cards, etc.** This will enhance your company's image and increase the number of people who visit your Web site!

You can be among the first in your area to get on the Internet and start cashing in BIG TIME!
And, there's nothing to it.

**Your Web site will showcase your business, products,
and/or services to potential buyers -- all day and all night!**

It can even capture the name, address, phone number, and e-mail address of each person that visits your site at no charge to you or them! You'll be silently building a huge database of

qualified prospects. And your Web site will turn a lot of those prospects into customers -- automatically!

Right now, you can get your Web site on the Internet for 12 full months, at a special low rate of only \$597. This price includes getting your Web site professionally designed by one of our extremely talented Web Page Designers!

I'm sure you'll agree this is a tremendous bargain. Here's why: This price includes everything I told you about -- PLUS a number of extraordinary FREE bonuses. In fact, one bonus can easily pay you back more than the entire cost of your Web site. I'll tell you about the bonuses in a couple of minutes.

But first, think about this: For just \$1.64 a day, you can own a Web site that's generating business 24 hours a day, seven days a week, for one full year! Heck, a single ad for just one day in your local newspaper can cost you more than \$597!

If you're currently spending money on any type of traditional advertising, you should have a Web site. Why? Because you can include your **Web site address** in all your traditional advertising which will get even more people to visit your Web site. Your Web site will give them additional information about you, your business, your products or services, etc.

In short . . .

**Your Web Site Will Increase The Results You
Are Getting With Any Other Form Of Advertising!!**

To get your Web site, you can use your VISA, MasterCard, American Express, or Discover card. And, we can even take your check over the phone or by fax.

And for your convenience, you can use our "**Easy Installment Plan**". This allows you to make three easy payments of \$199 spread 30 days apart! (The "Easy Installment Plan" is only available for credit card, checks by phone, or checks by fax orders.)

**If You Order Your Web Site Within The Next 7 Days,
You'll Get These FREE BONUSES Worth Hundreds,
Maybe Even Thousands Of Dollars:**

FREE BONUS # 1:

The "**Internet Marketing Home Study Course**". (a \$295.00 value!) In addition to getting you set-up with your Web site, we're going to make sure that you know what the Internet is all about and how you can use it to enhance your business!

Our new "Internet Marketing Home Study Course" is a comprehensive, easy-to-understand course that includes **16 audio cassettes**, a book, and a CD-ROM developed by us. This course will teach you everything you need to know about marketing and promoting your

business on the Internet!

Listen to what people have to say about our "Internet Marketing Home Study Course":

"Your Internet Marketing Home Study Course was a real eye opener. The information you provide is some of the most valuable and informative on the Internet I have seen anywhere. If people will follow the ideas you discuss, they will be in the forefront of the Internet revolution."

-- Jim Feutz, Florida

"An exciting and fun way of hearing the absolute latest on a technology that saves me months of reading and research."

-- Bonnie Blank, Illinois

"The information presented is timely and informative. The secrets and tips learned here will go a long way to helping make my business more successful."

Mark S. Mansfield, Florida

"The information about the Internet revealed in your Internet Marketing Home Study Course is revolutionary. I've learned how I can compete with huge corporations 100 times my size. Thank you for the great information!"

-- Gary Gil, California

"Your Internet Marketing Home Study Course is excellent! I have been working with computers for three years but this was my first real introduction to the Internet. The Internet is much more real to me now and seems much less intimidating. I feel excited about the business prospects of the Internet."

-- Dr. Leonard Miller, Massachusetts

FREE BONUS #2:

FREE "Rent" On The Internet During Your Second Year. (a \$300.00 value!) Starting in the second year, we normally charge \$25 a month to keep your Web site up and running on the Internet. But, if you order your Web site within the next 7 days, we'll keep it on the Internet for one additional year at NO extra charge! This means for \$597, you get a Web site professionally designed and on the Internet for TWO FULL YEARS!!!

FREE BONUS #3:

Unlimited Internet Consulting For One Full Year! (Unlimited value!) We are here to help you! I realize you may not understand the Internet and that's why I want to give you a full year of FREE consulting. If you have any questions, even the simplest questions about the Internet or Internet marketing, just give us a call. We'll be happy to answer them!

FREE BONUS #4:

The right to sell Web sites and earn a \$200.00 commission. (Unlimited value!) Here's the bonus that can easily pay you back more than the entire cost of your Web site! When you purchase your Web site, you'll be granted the right to sell this same Web site package (including bonuses 1, 2, and 3) to your friends and associates. And, we'll pay you a commission of \$200.00 for each sale! Just three sales pays you \$600.00 -- this allows you to recover the cost of your Web site and more!

Now I'm not suggesting you set up shop and start selling Web sites as a new profit center. But look at it this way: Once your Web site starts generating additional profits for you, don't you know of at least three other people who would want a Web site doing the same for them?

I'll provide you with all the sales materials you'll need. All you have to do is follow my simple instructions and you should easily pay yourself back more than the entire cost of your Web site.

As you can see, these bonuses alone are worth far more than the cost of your Web site. There is one catch though. If you want to get all of these bonuses for FREE, you need to order your Web site within the next 7 days. Otherwise, the bonuses will not be included.

Now, Here's All You Need To Do To Get Set-Up With Your Web Site:

To get your Web site on the Internet, all you need to do is call me, COLLIN ALMEIDA, at: **1-1-800-998-3189**. Have your VISA, MasterCard, American Express, or Discover card handy.

If you prefer, simply fill out the enclosed "Registration Form" and FAX it to us at: 1-1-800-368-4740. Or, mail it with your payment to: SUCCESS STRATEGIES, INC., 34952 HWY 58 EUGENE, OR 97405. (Remember, we can even take your check over the phone or by fax.)

As soon as we hear from you, we'll rush to you by Priority Mail our "Web Site Questionnaire Form". Simply answer the questions on this form and return it to us.

Then, within one week, we'll have your Web site up and running on the Internet! It's that easy!

I know you've probably got some questions, so please call us with them. One of our talented Web Page Designers or I can gladly answer them for you!

I want you to know that we completely guarantee your satisfaction, because . . .

You Get A No-Risk, No Hassle 30 Day Money-Back Guarantee!

I personally guarantee that you will be absolutely thrilled with your Web site! Let me prove it by getting your Web site up and running on the Internet for 30 days at our risk, not yours!

If anytime during these 30 days you're not 100% satisfied with your Web site, just let me know and I'll immediately give you a complete, no-questions-asked refund!

This is the fairest guarantee I know. I want you to be totally delighted with your Web site! If your Web site doesn't exceed your expectations, we'll promptly refund all of your money -- with no hassles!

Remember . . .

- ◉ **You get everything done for you "turn-key" -- you don't need to own a computer or even know how to turn one on!!**
- ◉ **You get your Web site on the Internet** selling your products or services to Internet users whose average income is \$78,000!
- ◉ **There are absolutely NO HIDDEN CHARGES!** With the FREE bonuses, \$597 gets you a Web site for TWO FULL YEARS in front of millions of new prospects!
- ◉ **You get your Web site connected to the largest Internet connection possible -- a T-1 line that can easily handle up to 150,000 prospects per hour visiting your Web site!**
- ◉ **You get your Web site registered** with 25 of the most popular search engines on the World Wide Web so prospects can find you quickly and easily.
- ◉ **Your Web site is open 24 hours a day, 365 days a year!** Prospects can buy your products or services from the comfort of their home or office -- whenever they want!
- ◉ **You can offer free literature or any other information on your Web site.**
- ◉ **You get your own Internet Web site address** which you can use on all your printed materials and promotional pieces!

With the Internet, the world is your market! And your Web site is the cheapest, fastest, and easiest way to reach this new and wealthy market.

Give your Web site a try for 30 days! You have absolutely nothing to lose! If you are not

completely satisfied with your Web site for any reason, you'll get a prompt and courteous refund.

Listen, it doesn't matter if you know how to use a computer or not, you can make more money in your business with a Web site on the Internet! Call NOW! **1-800-998-3189**.

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. Getting your Web site on the Internet is easy! All you have to do is pick-up your phone and call us. Or, mail or fax the "Registration Form". We do all the computer work, all the designing... everything!

P.P.S. Remember, we guarantee that you'll love your new Web site! If not, you'll promptly get every penny of your money back -- no hassles, no questions asked.

Pick up your phone and call now! By this time next week, you can have your very own Web site on the Internet! **1-800-998-3189**.

22

**Sales letter for
"Online Marketing Power Pack" course**

Online Profit Report For Small Business Owners...

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

Famous Internet Marketing Expert Teaches You How To Set Up Your Own 24 Hour-A-Day Storefront Online! Generate Sales And Leads When You Are Out Of The Office, On Vacation, At The Beach, Even When You Are Sleeping!

Regardless Of Your Business, Whether You Sell A Product Or Service, If You Want To Attract Affluent, Intelligent, Responsive Customers, You Need To Market On The Internet Now!

New Home Study Course Teaches You:

- ☑ **The Seven Essential Elements Of A Successful Web Site!**
- ☑ **How To Get Free Online Publicity!**
- ☑ **How To Respond Automatically To Prospects Immediately Fre FREE!**
- ☑ **One Little Technique That Can Increase Your Response Rate By 1,800%**
- ☑ **How To Write Online Ad Copy That Makes Money!**
- ☑ **Nine Separate Dirt-Cheap Techniques For Driving Traffic To Your Web Site!**
- ☑ **How To Properly Use Bulk E-Mail And Whether Or Not To Hire A Service!**
- ☑ **How To Promote Your MLM or Consulting Business Online!**
- ☑ **How To Get Compuserve Classified Ads Posted On Top!**

Tuesday, 8:40 A.M.
Boulder, CO

From: Jonathan G. Mizel
Publisher, The Online Marketing Letter

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!

You see, everything you have heard about the Internet is true! You can advertise for free! You can send millions of messages at little or no cost! You can even generate . . . Sales and safely accept payments online . . . if you know what you are doing. Let me tell you the seven immediate benefits to expect when you get online:

By: Michael Kimble

1. **Lower lead costs.** The expense of generating new customers is a fraction of what it is using display advertising and direct-mail. Often times 1/4 the cost. And leads are generated in a matter of days, not months.

2. **Lower customer service costs.** Offer your company's information online and you only have to publish it one time. It's available to new and existing customers around the clock with no cost on your part. You can include customer support information, a questions and answers section, price lists, anything you don't want to physically mail out.

3. **Lower fulfillment costs.** Make sales materials available on your Web site and by e-mail, and you have set up a 24 hour a day sales office! (With no staffing costs!) You might be surprised to learn that some customers want to do business late at night when you are closed (especially international customers). How many additional sales you could make if you never closed?

4. **Greater reach.** Attract customers not normally available through conventional methods like direct mail and display advertising . . . at a much lower cost.

5. **Market research.** Learn more about what your customers want by inviting them to participate in your Web site, asking them for feedback, and tracking what they do and say! Create products you know will sell before you spend any hard-earned money producing them!

6. **Testing.** Using the Internet and commercial online services to test offers, headlines, prices, and new product ideas makes perfect sense. You can determine response before you spend any real money on direct mail or on running ads in magazines. This benefit alone can save you tens of thousands annually if you are a regular advertiser.

7. **Increased sales.** Having a presence on the Internet leads to increased sales and impulse purchases online. Some companies are generating 100% of their income from the Internet.

There are many advantages to incorporating electronic direct-marketing with the existing (and conventional) strategies you use to advertise your business.

- Determine whether direct-response projects are profitable before you spend any precious capital to promote them.
- Discover the demographic "goldmine" on the Internet.
- Post "special" files online (and on the Internet) that can generate a ton of publicity for you and your company! (I have one that's been downloaded over 20,000 times!)
- See income in 48 - 72 hours!

And much, much more.

However, there really is much to know. And the most precious resource -- **your time** -- will definitely have to pay the price. You see, unless you have hundreds of hours to invest in research, I can assure you that you will not work as efficiently as you should.

However, my totally new, completely revised home study course titled **The Online Marketing Power Pack** will show you everything you need to begin reaping some of the huge benefits of online business promotion including:

- ⊙ The seven revenue streams of a Web site. If you understand how to exploit the Internet properly, you can generate cash without even making any sales!
- ⊙ Nine little known ways to drive traffic to your site on the Web. (These secrets are so powerful, they could bring in immediate income!)
- ⊙ How to properly word and format your ad copy for an effective online solicitation. Your ad copy accounts for 90% of the response you receive and is the primary reason your customers decide to give you their money. Know what to say and you can double or even triple your current response rate. (Note: It's common to see one ad out-pull another 10 to 1 just because the offer or headline was different!)
- ⊙ How to combine online marketing and direct-mail to produce a solicitation with explosive results! If you aren't allowing your customers to enter their physical mailing addresses on your Web site, you are walking past a huge second income.
- ⊙ The dirty rotten truth about bulk e-mail and how to really make it pay off big! As controversial as this topic is, I'm going to spill my guts and review companies, software packages, and mailing tools. (How does 2,000 leads in a single day sound?)
- ⊙ Six techniques for using "Fax-On-Demand" and auto-responders to increase conversion rates up to 277%!
- ⊙ Why you need to think "outside the box" and how a Seattle man made \$52,000 in 55 days doing just that!
- ⊙ Exactly where (and how) to post reports, articles, and inquiry-generating files online that can generate a slew of highly qualified leads for free!
- ⊙ How to pre-test your ad copy (and your headlines) for pennies on CompuServe and newsgroups so you roll out with a winner, risk-free!
- ⊙ How to fulfill over 100,000 requests for information a day, and do it without postage, printing, or labor costs!
- ⊙ How to put your entire business on "auto-pilot."

I'll teach you every trick in the book about how to promote a business electronically. The "down and dirty" techniques I use to generate an extra \$1,500 to \$3,000 (and more) weekly! I've been successfully marketing online for over 3 years.

And listen, unlike some people who claim to be online-gurus, I **really** am an electronic marketer. I'm considered the leading authority with respect to electronic and Internet marketing in the United States. I personally sell thousands of dollars worth of products and services online every single month -- and my clients and students generate millions annually!

I publish "The Online Marketing Letter," write dozens of articles for scores of publications, and I'm featured on the national TV show, "Amazing Discoveries!" If you want to come to one of my seminars, it'll cost you just under three thousand dollars for a one day workshop!

My clients include "how-to" publishers, manufacturers, long-distance telephone companies, Internet advertisers, educational seminar firms, financial service companies, MLMers, attorneys, retail stores, accountants, shopping malls, telemarketing firms, and many more businesses of all types.

I'm not saying this to brag. The bottom line is . . .

I know my stuff!

I'll tell you exactly . . .

- How to generate thousands of prospects and get free publicity without placing any actual advertisements.
- Discover the best products to sell online.
- About a special ad I place on America Online that generates an extra \$500 each and every week I run it. I even give you a copy of the ad so you can steal from it!
- A twelve point step-by-step formula for success! You can not fail!

The Online Marketing Power Pack will put you on the fast-track to electronic marketing success.

This home study course was created specifically for small business owners, opportunity seekers, and direct-response entrepreneurs who are looking to save time and money, and who need realistic, effective methods to promote their business online.

If you are trying to sell products or services using direct-mail, display advertising, or online . . .

This Package Was Developed Just For You!

The Online Marketing Power Pack is made up from all the back issues of my newsletter, The Online Marketing Letter. (Over \$695.00 in value!)

You'll receive every newsletter issue I've published to date. They are titled:

- How To Be One Of The First People On The Planet To Suck Insane Profits Out Of The Coming "Info-mocracy!"
- The Seven Dirty Little Secrets About "BBS Marketing" That You Must Know Before You Start Any Project! (Warning: If you plan to market on bulletin-boards, you must read this!)
- How To Make Money Almost Instantly With Online Marketing!
- How To Create Direct Mail Pieces That Are So Powerful, You'll Almost Be Afraid To Use Them! (Online Prospects + Direct-Mail Follow-Up = Obscene Profits!)
- If You Don't Like To Work, Why Don't You Hire A Robot To Do It For You?
- How Electronic Mailing Lists Can Make You Filthy Rich!
- 27 Down and Dirty Techniques To Make Your Online Marketing Up To 500% More Effective Without One Red Cent Of Additional Expense!
- How to Find And Create Drop-Dead, Kick-Butt Information Products That Are Virtually Guaranteed To Sell Like Crazy, Both Online And Off!
- The Twelve Key Steps To Implementing an Electronic Direct-Response Marketing Campaign!
- Eleven Critically Important Facts About How To Make Money On The Internet
- How To Make Money Like A Rock Star!
- How To Promote Your Web Site For Peanuts!
- How To Advertise On Usenet Newsgroups Without Getting Flamed!
- How To Write Potent Ad Copy That Will Practically Force Your Customers To Give You Their Money!
- How To Create A Profitable Money-Making Web Site That Will Bring In Gobs Of Cash!
- The Seven Deadly Sins Of Unprofitable Internet Advertising!

- How To Write A Killer Lead Generating Advertisement!
- How To Trap Customers In Your Web Site Until They Buy!

and finally . . .

- How To Make A Fortune Selling Internet Advertising!

(Not to mention a full glossary and resource directory!)

It's taken over three years of "in-the-trench" research to compile and create this Internet advertising home study course and it will put you light-years ahead of your competition.

The most outrageous guarantee ever!

Listen, you don't even have to make a formal commitment now. I want you to be completely comfortable with your decision to invest in this powerful package. Therefore, I'm willing to offer the most insane guarantee ever.

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 ever 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!

Why would I make such an outrageous offer to potentially let you take till you're old and gray to decide? Because I know that once you see what you get, you would be crazy to return it.

I guarantee you the techniques outlined in the Online Marketing Power Pack are the most comprehensive, easiest to use, fastest, and most effective methods for marketing any business online ever developed or your money!

I know it sounds outrageous, but I'm not worried about refunds. I really honestly do teach thousands of people how to promote their businesses online. These proven techniques work! My customers wouldn't even think of sending back these materials! (They're way too valuable!)

Besides, I get virtually zippo returns anyway so I could care less about how long my guarantee period is for. (In fact, I'm quite sure you'll want to subscribe to my newsletter after you have seen it. Most people do!)

\$1,177.00 In FREE Gifts You Can Keep Just For Taking A Peek!...

Just to "sweeten the deal," if you order within the next seven days, I'll include four valuable bonuses worth \$1,177.00 you can have as a gift even if you later decide not you keep my materials.

Free Bonus #1 (\$500 Value)

Recently, I was interviewed for an online entrepreneurial video series regarding how to set up a business on the Internet. (By the way, this is the same material I teach for \$3,000!)

In this particular interview, I shared "The Twelve Key Steps To Implementing An Electronic Marketing Campaign" as well as how to set up an effective Internet presence. At this time, the video is not for sale.

The information on the tape is worth at least \$500. (If you were to hire me, I'd charge you \$750 an hour.) But if you want it, you don't have to pay one red cent! You see, that's the first FREE bonus, a copy of the video!

In fact, just one of the ideas presented in this video could make you tens of thousands of dollars overnight. One of my clients used this material, and he proceeded to make \$37,000 in 60 days on America Online!

Free Bonus #2 (\$180 Value)

One of the first things I ever sold online was a manual titled Direct-Marketing Firepower. When I marketed it, I decided to include six potent profit reports (valued at \$30 each) titled:

- The Secrets Of Direct-Mail!
- How To Test Your New Marketing Idea Without Spending One Thin Dime On Production!
- The Dirty Little Secret About Market Research That Nobody Talks About!
- How To Create An Irresistible Information Package!
- How Special-Interest Information Marketers Can Make Huge Profits Riding On The Information Super-Highway!
- Discover How To Uncover The Secret \$100,000 Goldmine Lurking In Your Business!

If you are marketing or thinking about marketing an information product (or anything for that matter), you really need to read these reports first. (And if you act quickly, you can get

them free!)

Free Bonus #3 (\$250 Value)

I bet a million bucks that you aren't working as efficiently as you should be online. Whether you are new to the world of cyberspace or not, there are quite a few tricks I'm sure you could benefit from. Things like . . .

- How to send and manage e-mail quickly and efficiently using the latest online tools that you can download for free.**
-
- How to post lead generating ads in newsgroups and on the Internet that can generate a ton of leads for your business.**
-
- Basics of Web marketing.**
-
- How to discover what your competitors are up to.**

Anyway, last month I produced a brand new video titled **Marketing On The Internet -- Basic Training!** This hour long video shows you how to effectively use the basic tools of e-mail, newsgroups, and the Web to your unfair advantage.

With Internet usage at 35 million people in North America alone, using these techniques to properly promote your business can increase sales as much as three-fold in a matter of days.

The **Marketing On The Internet -- Basic Training** tape is probably worth \$1,000. But just to be reasonable, let's give it a value of \$250.

Free Bonus #4 (\$247 Value)

One of the biggest areas of growth online is bulk e-mail. Unfortunately, few marketers are aware of the true risks (and rewards) of sending unsolicited messages. However, I have just finished a new report and audio cassette which will teach you everything you need to know about how to make money using this almost completely untapped new medium. It's titled:

"Psychopathic Profits - How To Make \$10,000 A Month With Low Budget Bulk E-Mail Projects!"

With this new report and tape, you can easily earn thousands, even tens of thousands of dollars a month for a fraction of what it costs to do business conventionally.

All in all, a total value of \$1,177! Yours to keep regardless of whether you keep my package!

The Online Marketing Power Pack costs just \$697. However, as part of a nationwide

marketing test, and for a limited time, I'm taking \$400 off the price, so you pay only \$297 plus \$7 for shipping.

If you want to make money and promote your business online, and if you are looking to generate an almost unbelievable number of inexpensive, responsive leads quickly and efficiently, go to your telephone and call **SUCCESS STRATEGIES, INC. 24-Hour Order Line at: 1-800-998-3189**.

You can use VISA, MasterCard, American Express, Discover, Checks By Phone, or Checks By Fax.

And for your convenience, you can make "two easy payments" of \$152 spread 30 days apart.

You must be satisfied or you receive 100% of your money back! When the operator answers, say you want to order The "Online Marketing Power Pack".

Remember, you'll receive the manual containing the dirty little online-marketing secrets-of-success, and the \$1,177 Bonus Pack to keep as a gift. Receive the Profit Point video, the six special "info-marketing" reports, the "Basic Training Video," with zero obligation as my gift.

~~ And you save \$400 if you order right now! ~~

Sincerely,

Jonathan Mizel

Jonathan Mizel

PS: 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:

1-800-998-3189.

For The Fastest Service, Please Call . . .

By: Michael Kimble

24 Hour Order Line: 1-800-998-3189

Ask For The Online Marketing Power Pack

24 Hour Fax: 1-800-368-4740

Fax this completed form back.

YES! I want to take the "fast-track" to electronic-marketing success. Please rush me The Online Marketing Power Pack , which includes every single powerful issue of The Online Marketing Newsletter . I understand that this alone is worth over \$695. I also understand I have as long as I like to check out your materials and try the techniques. If I'm not satisfied **for any reason whatsoever**, I may return the manual for a full refund! On that basis, enclosed is my payment of \$304.

Double YES!! I'm ordering within 10 days of receiving this notice. Please also include my FREE \$1,177.00 Bonus Pack -- my Profit Point Video, my 55 minute "Basic Training" video, my six essential info-marketing reports, and my two online marketing bonus reports and tape because I'm going to be joining you online and want to get up to speed as quickly as possible!

Enclosed is my check for \$304. (Make checks payable to SUCCESS STRATEGIES, INC.)

Payment: In Full Two Easy Payments of \$152

Charge my: VISA MasterCard AMEX Discover

Credit Card Number: _____

Exp. Date: _____ Signature: _____

Print Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail address: _____

I have a computer. Macintosh PC Disk size: 3 1/2" 5 1/4"

Mail To: SUCCESS STRATEGIES, INC.

34952 HWY 58 EUGENE, OR 97405

1-800-998-3189

(Non-US orders accepted with payment in US Funds. International orders please add \$25, Canadian orders please add \$10.)



199

Mizel & CyberWay



"Your package has got to be one of the best I've ever seen!"

By: Michael Kimble

Hi Jonathan,

I just wanted to drop you an e-mail to let you know I received your Online Marketing Power Pack. I was fairly busy when it arrived so I thought I'd skim through it just to see what kind of information you were presenting. Well, I wasn't able to just glance through it for later reading! Once I started, I couldn't put it down! Your package has got to be one of the best I've ever seen. Becoming one of your subscribers was one of my better decisions.

Mr. Lee Pennington
Wealth-Line Publications
Livingston, LA

"I expect to earn an extra \$2,000 this month!"

Jonathan:

I just got your latest report, "How To Make Money Like A Rock Star!" It was awesome. The inside information you on revealed about auto-responders and fax-on-demand was priceless. I expect to earn an extra \$2,000 this month because of YOU! Keep it up my friend!

Scott Covert
Owner, Future Media
Ontario, Canada

"Your products are outstanding!"

Jonathan,

Your products are outstanding. You are way out in front and are helping a lot of people with your excellent advice.

Mr. Dan Poynter
President, Para Publishing
Santa Barbara, CA

"Just one tip I picked up in the September issue has increased my leads three fold!"

Hello Jonathan,

I thought I would take a moment from my busy schedule to let you know that I attribute much of my success to your insights and willingness to divulge closely guarded insider information. Your Home Study Course is the best, and as you know, I am in the business of researching and analyzing products for the marketing industry. Just one tip I picked up in the September issue has increased my leads three fold! Wonderful! Thanks, and keep up the dedicated work!"

Nicholas R. Latham
President, Infomaxx Publishing Group
Boulder, CO

"Generated a 60.52% response to my offer!"

Jonathan,

Using one of the techniques you taught me, I recently performed a test mailing on America Online and generated a 60.52% response to my offer! I'll take that any day over the crummy (and expensive) response rate I get through regular direct-mail.

Steven Richards
Charleston, SC

**"If you don't own the Online Marketing Power Pack,
you're losing money!"**

Dear Jon,

In a field packed with wannabe's, use-to-be's, and pseudo experts, you stand out like a neon sign as the unassailable guru of online marketing. As far as I'm concerned, if you don't own the Online Marketing Power Pack, you're losing money! That's it, plain and simple.

Jonathan, you are an absolute genius at showing people how to sell their products and services through today's most exciting new media.

Marlon Sanders
President, Higher Response Marketing
Dallas, TX

"Your material gave me the edge I needed to succeed!!"

Dear Jonathan,

I thought you would like to hear from someone who has gotten a lot from your approaches to online-marketing. I had been on the brink of understanding how to make all of this work, but your material gave me the edge I needed to succeed! Your service was prompt and friendly, and your material is filled with good ideas.

Dr. Richard Rierdan, Ph.D.
Professor, Pepperdine University
Altadena, CA

"The newest techniques and developments sweeping this field!"

Dear Jon,

As you know you don't see testimonials from me on too many products. But I had to take time out, (it's 2:05 AM) to tell you that your Power Pack is great. Even though I have been in marketing for 25 years, I learn more each time I read it. You are a great source of the newest techniques and developments sweeping this field. I hope your clients appreciate the value of the consultations that you give. It's an amazing opportunity for them to learn from you. Thank you for teaching us all.

Sheila Danzig
Author of "Turn Your Computer Into A Money Machine"
Sunrise, FL

23

**Sales letter for
"How to Get One Million Dollars
Worth of FREE ADVERTISING"**

*For People Who Want To Make Serious Money
While Spending Little To NO MONEY Of Their Own...*

How to Get One Million Dollars Worth of FREE ADVERTISING On The World-Wide Internet...

Even If You Don't Have A Computer!

Finally - hundreds of proven secrets YOU can instantly use to make money on the Internet... Without spending thousands of dollars on advertising! Put GOBS OF CASH in your pocket with these Free Advertising secrets!

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.

Just a few short weeks ago, seven top Internet Marketing Experts came together for a six hour Summit Meeting called:

**"How To Get \$1,000,000 Worth Of
Free Advertising On The Internet!"**

All seven experts came together and recorded six full hours of rock-solid fabulous low-cost and no-cost Free Internet Advertising tips, tricks, and strategies! Practically no one is using these secrets that are proven to bring in millions of dollars!

And now you can use these secrets to make HUGE SUMS of cash on the Internet - without spending a single dime on advertising!

This Summit Meeting was HOT! Nothing was held back. Unlike most Programs being sold today, this one isn't just filled with a bunch of theories and stories that sound good but wouldn't work.

These 7 experts shared their best, most jealously-guarded secrets. Now you can make a ton of money quickly with our exciting and profitable Program!

This amazing Program reveals secrets that are proven to make millions of dollars...

In fact, 99% of the secrets revealed on this Program are being used right now by the people who reveal them! Yet not one in ten Internet Marketers is using them! So you know you're

By: Michael Kimble

getting inside information from the world's greatest experts!

Take a look at a few of the cutting-edge secrets you'll discover in this one-of-a-kind, unique Program:

- What does the "embedded chip" have to do with free advertising and how can it make you a fortune? Find out on Tape 1.
- **The one World-Wide Web-Site that will sell your book or manual for you FREE - and they're getting millions of visitors per month! Listen to Tape 1.**
- BILLION-DOLLAR SECRET: This man started his Internet company two years ago - in his garage... Now he's worth a BILLION DOLLARS! You can learn a lot about getting rich on the Internet from this man! We'll his secrets on Tape 1.
- Say these two magic words to your customers - and instantly get more cash orders from your customers! Listen to Tape 2.
- How to automatically use e-mail to thank your customers for visiting your Web-Site - before they even leave! People will always spend more money when they know you appreciate them. Discover the secret on Tape 2.
- **Use this "secret" method to get people to actually look for e-mail solicitations from you! Listen to Tape 2.**
- How to instantly tell what your competition is doing right and wrong! Copy their success and avoid their failures. We'll show you how on Tape 2.
- **Use these three Web-Sites to instantly open the floodgates to thousands of dollars in Free Advertising! Find out what they are on Tape 2.**
- How to get thousands of other Web-Sites to sell your products for you! This costs you absolutely nothing... but the profits can be amazing! Listen to Tape 2.
- How to pack the sales power of a 16 page sales letter into a tiny little postcard that will drive thousands of people to your Web-Site! We'll tell you how on Tape 2.
- **How to get rich with Discussion Forums! The more you talk... the more money you can make! We discuss it on Tape 2.**
- The power of an electronic newsletter... How to automatically deliver sample issues all over the world - with absolutely no cost to you! Go to Tape 2.
- How a top-secret Web-Site can help you quickly reach up to ten million buyers! Secrets revealed on Tape 2.

YOU'LL ALSO DISCOVER...

- ◉ **INSIDER SECRET: This tiny (FREE) computer disk can get you thousands of dollars in FREE INTERNET ADVERTISING! Revealed on Tape 2.**
- ◉ Spend only \$2.00 for every \$100 sale you make! This is incredible and you'll find it here! This cost-cutting secret's on Tape 2.
- ◉ **How to use Internet Auctions to drive people to your Web-Site! The secret is yours on Tape 2.**
- ◉ If you don't use this simple marketing technique - you could be giving away tens of thousands of dollars in pure profit! Listen to Tape 2.
- ◉ This super web-site contains dozens of power-house free advertising tips, tricks, and strategies! We'll give you the Web-Address on Tape 2.
- ◉ **How you can compete with Microsoft and WIN... And why BILL GATES is scared to death of little guys like you! Go to Tape 2.**
- ◉ Here's one simple trick you can instantly use to get your Web-Site Address in front of thousands of new customers! Listen to Tape 3.
- ◉ The secret of banner ads! How to use them to increase your traffic almost instantly! It's on Tape 3.
- ◉ How to capture unlimited customers from hundreds of other Web-Sites - without spending a single penny! Secret revealed on Tape 3.
- ◉ The hidden secrets to using regular FREE advertising to promote your web-site Online! Go to Tape 3.
- ◉ A few secret words you can add to every e-mail you send out - automatically - that can explode your Web-Sales! Find out what they are on Tape 3.
- ◉ **How to get paid to advertise your Web-Site on TV! This is even better than free advertising! Amazing secret found only on Tape 3.**
- ◉ How to profit with this inside information: This Web-Site will actually tell you - in advance - which publications are running articles on subjects you can profit with! Go to Tape 3.
- ◉ NO Inventory! NO Shipping! NO Investment! How to sell thousands of dollars worth of products that you don't have - and never have to ship! Tape 3 reveals the details!

- How to instantly keep your customers coming back every week - for FREE! Find out on Tape 3.
- How to immediately give your tiny little ad the money-making power of a gigantic display ad! Listen to Tape 3.

YOU'LL ALSO DISCOVER...

- What one billion-dollar company does OFFLINE to make their profits soar online! Revealed on Tape 3.
- How to make more money with Free Advertising than most multi-billion dollar companies! Tape 3 uncovers the secret.
- **THIS WORKS LIKE A ROLEX: Here's one simple word you can add to your Search Engine Listing that is guaranteed to increase your response! Find out what it is on Tape 3.**
- How to easily "bribe" people to quickly send more visitors to your Web-Site! Go to Tape 4.
- How a cheap 50 cent product can stampede traffic to your Web-Site immediately! Listen to Tape 4.
- How to submit an article and instantly get it published in thousands of magazines or newsletters - for free! Use this to drive people to your Web-Site! Tape 4 reveals the secrets.
- **Why newsletter editors are desperate to give you free space in their publications! They'll even let you plaster your Web-Site address in the article! Find out how to claim your free space on Tape 4.**
- The two little-known Web-Sites that can get your press release in thousands of publications and newsletters! Tape 4 gives you their web-addresses.
- **How to submit your ad to hundreds or thousands of "eZine's" - with only the click of a mouse! Listen to Tape 4.**
- Make Money While Doing Good!! How to drive people to your Web-Site - while helping a local charity! Go to Tape 4.
- How to get your press release into the hands of eager magazine editors - for FREE! No long-distance! No Postage. Discover the secret on Tape 4.
- **How to advertise your Web-Site on the radio - for FREE! Go to Tape 4.**

- How a simple cheap item available at Radio Shack can drive people to your Web-Site! Find out what it is on Tape 4.
- Add this one unique feature to your Web-Site to compel people to come back over and over again - every single day! We'll tell you what it is on Tape 4.
- This technique makes your Web-Site the "Yahoo" of your industry! Go to Tape 4.
- Discover the ultimate secret to getting rich on the Internet! Listen to Tape 4.

YOU'LL ALSO DISCOVER...

- The shocking truth most experts won't tell you about submitting your site to the search engines... and what you can do to instantly get maximum exposure! We reveal the truth on Tape 5.
- How to use breaking national news items to bring hoards of cash-paying customers to your Web-Site every day! Secrets revealed on Tape 5.
- The Lipper Analytic Review surveyed Web-Sites of all kinds to find out what separated the winners from the losers. This is what they found! This vital information can make you a fortune! We'll share their results on Tape 5.
- How to get dozens of other people to send you money that you can give away on your Web-Site! This is so simple... and it really works! Free Money secrets on Tape 5.
- **How to instantly get up to 40 MILLION people to see your banner ad and come to your site! Tape 5 gives you the exciting details.**
- A special digital book you can sell or give away right on your Web-Site! It's already written! Find out where to get it on Tape 5.
- How to start your own specialized search engine... And use it to automatically drive people to your Web-Site! Details on Tape 6.
- 3 simple things you can instantly do to your Web-Site to make more money! Go to Tape 6.
- Avoid this profit-robbing trap: The #1 reason most news releases never get published! Listen to Tape 6.
- **How one Web-Site signed up 1,250,000 people for its service in less than 60 days! And how you can too! Discover their secret on Tape 6.**
- This one single technique could easily be worth \$1-MILLION in free advertising - by

itself! What is it? Tape 6 unveils this amazing profit-producer.

- Mention these magic words and motivate people to buy immediately. Discover them on Tape 6.
- Your "affiliate program" can make you rich... Be sure to do it this way for maximum profits! Go to Tape 7.
- **How to advertise your Web-Site to 100,000 prime prospects - absolutely free! Listen to Tape 7.**
- Make money - hand over fist - by giving away free information on your Web-Site! It costs you NOTHING! Find out how this is possible on Tape 7.
- How to automatically send your sales letter by e-mail - without even touching a computer! Go to tape 7.

YOU'LL ALSO DISCOVER...

- How a simple successful Web-Site owner can drive people to your Web-Site... and keep them coming back every week! Tape 7 shows you who this person is.
- **AMAZING SECRET BLUEPRINT!!** How 2 powerful web-companies helped one Web-Site generate millions of dollars worth of free publicity. You can do this too! Get the blueprint on Tape 7.
- **How one man, from Carlsbad, NM, gets over \$250,000.00 a year in Free Advertising - and how you can too! Copy his success for maximum free advertising results! Tape 7 gives you his success story.**
- How two ordinary guys from California made millions of dollars simply by getting other people to do all the work for them! This secret can make you rich! Their amazing easy-riches story is revealed on Tape 7.
- The one thing most people are actually more afraid of than failing... and why it can make you rich and famous! Listen to Tape 8.
- And much, much more!

People all across the country are realizing their dreams of making HUGE profits on the Internet through free advertising... Isn't it about time you got your fair share?
Of course it is!

Now, all you have to do to get your share of the millions of dollars in free advertising is take action now!

Here's what you get:

A) The Complete Six-Hour "How To Get A Million Dollars In Free Advertising On The Internet" Audio Summit Meeting.

This 8-Tape Summit Meeting gives you hundreds of proven tips, tricks, and strategies for getting up to a million dollars - or more - in free advertising on the Internet!

B) The Complete "How To Get A Million Dollars In Free Advertising On The Internet" Work book.

This GIANT Work book contains the complete written transcripts of our Summit Meeting. You can follow along as you listen to the Summit Meeting... Or, you can use this Work Book while you're away from a tape player.

You Are Protected By My \$5,000.00 Cash Guarantee

To make this totally risk-free, I'm giving you my amazing money-back guarantee:

"You Must Make At Least \$5,000.00 - Or The Secrets Are Yours Free!"

That's right! If, after using the secrets revealed in this Program for up to one year, you haven't made AT LEAST \$5,000.00 cash, you can return the entire package for a fast and friendly refund.

My guarantee protects you in every way! You must make a minimum of \$5,000.00 cash - or you can get a complete refund - and all the time-tested secrets you discovered will be yours free!

There's no way I could be more fair than this, and you know it!

So, go ahead and fill out the Free Internet Advertising Certificate and return it today. The cost? Only \$195. And remember, you must make at least \$5,000.00, or the secrets are yours free!

Go ahead and order today!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. A few select people are already using many of these little-known free Internet advertising secrets to make million of dollars on the Internet. You could be next! Order now!

P.P.S. If you don't get this package today, what will you do to make money on the Internet? These secrets are proven to work. Consider this: Only about 1 out of 10 people is making money on the Internet. Now you can be part of the 10% who strike it rich on the Internet!

P.P.P.S. **MY \$5,000.00 CASH GUARANTEE:** Remember, these secrets must make you at least \$5,000.00 within the next year - or their yours free!

P.P.P.P.S. *"The Internet is the greatest breakthrough of the 21st Century... This Program will help you get rich on the Internet - without spending a single penny on advertising!"*

24

Sales letter for
"How To Get Rich With
Buy-Low/Sell-High Internet Auctions..."

How To Get Rich With Buy-Low/Sell-High Internet Auctions...

Amazing Secret Electronic Money-Making Goldmine Revealed!

Discover The Proven Wealth-Building Secrets Other People Are Using Right Now
To Earn Their Fortunes With Online Auctions!

SECRETS LIKE:

- 1) Why this is the wealth-building method of the future that can make you richer quicker... than almost any business can!*
- 2) Where to find the best-selling products that will make you the most money.*
- 3) Discover what items that will ALWAYS sell the best... in good times or bad!*
- 4) How to make the most money and even get rich with Online Auctions... Starting From Scratch!*
- 5) How to keep the money flowing to you month after month year-after-year!*
- 6) How to get started today... and start making money today.*
- 7) I'm convinced you'll never find an easier way to get rich than Internet Auctions! And much, much more! Our experts will show you how!*

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!

The Internet is the hottest new way for the average person to get extremely rich in the shortest amount of time!

If you've been to an Internet Auction lately, you know the heart-thumping excitement. An ordinary gadget that would sit on the shelf at the local mom and pop shop for years at \$1.99 amazingly flies off the auction block for a whopping \$15.00 or higher!

It happens all the time! Ordinary people are discovering the amazing power of Internet Auctions! Now you can get all their cash-pulling secrets, too!

HERE'S THE AMAZING FACTS:

- 1) 2.4 MILLION PEOPLE made at least one purchase from one of the more than 300 Internet Auctions last year. That's incredible!
- 2) Sales during a recent 3-month period alone topped \$541 MILLION DOLLARS... from

By: Michael Kimble

just ONE of the Internet Auction Sites who reports their earnings! WOW!

3) That's just the tip of the iceberg. There are over FOUR-MILLION Internet Auction users who have not bought anything yet! Millions of new users are coming online every single day!

The Demand Is Mind-Boggling!

On eBay, one of the largest Internet Auction Sites, more than 250,000 new items are listed every single week. And a whopping 600 new bids are made every minute! From just one auction site! That's truly amazing!

Think you can't get rich with Internet Auctions? Think again.

People are selling just about everything on these Internet Auction Sites! Things like:

- | | | |
|------------------------|------------------------|------------------------------|
| * <i>Books</i> | * <i>Magazines</i> | * <i>Sports Cards</i> |
| * <i>Autographs</i> | * <i>Beer Steins</i> | * <i>Cars and Trucks</i> |
| * <i>Collectibles</i> | * <i>Vintage Wine</i> | * <i>Computers</i> |
| * <i>Software</i> | * <i>CD-ROMs</i> | * <i>Video Games</i> |
| * <i>Music</i> | * <i>Antiques</i> | * <i>Coins</i> |
| * <i>Fishing Lures</i> | * <i>Beanie Babies</i> | * <i>Pottery</i> |
| * <i>Stamps</i> | * <i>Dolls</i> | * <i>Art</i> |
| * <i>Comics</i> | * <i>Pokemon</i> | * <i>Real Estate</i> |
| * <i>Office Supply</i> | * <i>Clothing</i> | * <i>Musical Instruments</i> |

And every single item you could imagine.

With all this buying and selling taking place, it's no wonder people are making money hand-over-fist! Just take a quick look at just a couple of the success stories:

- According to the Wall Street Journal, an average couple from Wyoming is raking in a whopping \$600,000 a year from just one auction site alone!
- A commercial fisherman from New Hampshire was browsing an antique shop when he found a copy of Edgar Alan Poe's first book. He quickly snatched it up for \$15. Three months later, he auctions it off for a amazing \$198,000.00! Now that's exciting!
- Ms. Echols, from just outside Milwaukee, sold an 1880 piece of porcelain from England, for \$611... just 10 days after a starting bid of only \$295.00!
- Shannon Aaron, of South Boston, happily paid \$25 for an old Union Pacific Poster. He quickly auctioned it off on eBay for a huge \$700 or 28-times what he paid for it!

- The stories go on and on...

Regardless of what you're selling, with a worldwide potential for over SIX MILLION people viewing your product, there's a good chance it will sell quickly... for top dollar!

9 Marketing Experts Reveal Their Ultimate Secrets For Getting Rich With Internet Auctions!

For more than a year, our elite team of money-making superstars has been researching this hot new Internet trend... They've discovered the closely-guarded secrets to making the most money in the least amount of time!

Our team has discovered dozens of secret strategies being used by only a handful of people who are making hundreds of thousands of dollars a year with Online Auctions!

Our research led us to an amazing discovery. While many people on the Internet Auctions are making decent money; a good living... Only a handful of people were making a financial killing! Now you can learn how they do it and copy their phenomenal success!

Instantly, we begin researching their proven strategies.

Now, after months of hardcore research, we've produced a powerful (but easy-to-use) program that reveals all the greatest secrets and methods that can turn Internet Auctions into your own personal cash-machine!

Take A Look At Just Some Of The Cash-Producing Internet Auction Secrets You'll Discover In This Power-Packed Program:

- **HOME-MADE RICHES!** How to find special items in your area that are worth a fortune in other parts of the country! This is buy-low/sell-high at its finest and it can make you rich! Listen to Tape 8. Page 131.
- A money-making bidding war! The one kind of auction where people will always pay more for your products! Get top cash by holding this kind of auction! Find out what it is on Tape 2. Page 20.
- Why is NOW the best time to get involved with Internet Auctions? Find out now and position yourself for BIG CASH Profits! Secrets revealed on Tape 8. Page 133.
- How to cash-in on a simple mistake that many auction-sellers make! Avoid this mistake at all costs. Go to Tape 5. Page 89.
- How to turn an average product lying around your house into a super-hot exciting product that can make you huge profits! Listen to Tape 4. Page 70.

- Garage Sales In Cyberspace! Find out how Internet Auctions can make you a ton of money without the hassles of an ordinary garage sale on Tape 8. Page 134.
- An Instant Head Start! How to immediately have an unfair advantage over your auction competition. Listen to Tape 6. Page 109.
- NO Inventory! NO Overhead! NO Fooling! Pull in unlimited Internet Auction Cash from this one private source! The cash flows in every single day! Get this source on Tape 7. Page 118.
- Part-Time Internet Wealth! How to turn a few minutes of your spare time into thousands of dollars a month with Internet Auctions! Discover this secret on Tape 2. Page 19.
- **3 Easy-To-Locate places to find rare and out of print books you can buy for pennies and auction for huge profits! Find out where on Tape 7. Page 116.**
- Why you can almost always sell your products for more on the Internet Auctions that you can anywhere else! Get this amazing secret on Tape 2. Page 24.

Make big money on Internet Auctions and never own or pay for a single product you sell! Find out how on Tape 4. Page 62.

- *Pocket \$998 for every \$1,000 sale!* How to sell an item for \$1,000.00 or more and pay only a small commission of \$2.00! Listen to Tape 2. Page 31.
- A rare, strange, and unusual way to get rich by helping local businesses in your area! Discover it on Tape 3. Page 37.
- Sell Your Hobby! How average people are selling what they make on Internet Auctions for huge profits! Listen to Tape 5. Page 84.
- How to get other people to pay you to sell their stuff! Get this powerful secret on Tape 3. Page 38.
- Another Auction Tip: NEVER worry again about what to sell on the Internet Auctions! Find out on Tape 5. Page 81.
- Get Rich With High-Ticket Items That You Don't Even Own! Here's a super little-known way you can make thousands of dollars and you don't even have to own it! Find out what it is on Tape 3. Page 41.
- Desperate people in your area will pay you HUGE AMOUNTS OF MONEY if you'll do this one simple thing! Find out what it is on Tape 6. Page 110.

- The hidden profit of estate sales. How to turn low-cost bids at these events into huge amounts of Internet Auction Cash! Little-known secret on Tape 3. Page 48.
 - If you've got one of these books you could instantly sell it for a fortune! Listen to Tape 4. Page 56.
 - The secret source for online riches! The easy way to find rare and unusual items that can buy for pennies and sell for hundreds of dollars! Best of all, no matter where you live, you're very close to this source! Go to Tape 4. Page 59.
 - How to find HOT-SELLING products before they even go on sale to the general public! Listen to Tape 6. Page 111.
 - People all over the world will pay you huge sums of cash for dirt-cheap items in your area! Listen to Tape 4. Page 60.
 - How to virtually guarantee your customers will pay for the products they're bidding on before you have a high bidder! Find out on Tape 2. Page 30.
 - This really works! Instantly double or triple your money from every high-bidder at your auctions! Get this secret on Tape 4. Page 64.
- ◻ How to easily create a super-responsive list of buyers who are hungry for your products! Let the auction sites do all the work for you! Listen to Tape 4. Page 65.
- Make money with Internet Auctions without even owning a computer! Find out how on Tape 5. Page 75.
 - How to easily find hundreds of items you can sell for quick cash at the Internet Auctions. HINT: It's in your local area right now! Find out how these stores can help you get rich on Tape 5. Page 79.
 - How to GET RICH selling to the rich! The secret to making the most cash with Luxury Items you don't even own! Find out on Tape 6. Page 95.
 - How to rake in up to 10-times the money or more from every person who wins your Internet Auctions! Listen to Tape 6. Page 98.
 - How to Abundle your products for maximum profits! Listen to Tape 7. Page 126.
 - Get rich by being a hero! An instant and easy way to find people who want to sell their expensive items. Get rich off the HUGE Commission! Go to Tape 6. Page 102.
 - Make the most online cash by using these 6 magic words! Find out what they are on

Tape 4. Page 57.

- How to GET PAID to list products on Internet Auctions whether they sell or not! This is amazing! Find out how on Tape 6. Page 107.
- This works like magic! How to use the profit-power of a simple Web-Site to make more money with your Internet Auctions! Find out on Tape 7. Page 113.
- Buy Low Sell High! How to instantly know whether your product will sell at a huge profit! Find out on Tape 3. Page 42.
- Rocks To Riches! How one lady turns small rocks into huge profits on the Online Auctions! Learn her secret to turn free items into huge cash profits to Tape 2. Page 20.
- Live close to a popular sports stadium? Here's a simple way you could make money auctioning off popular tickets! It works like a charm every time! Get this amazing secret on Tape 8. Page 149.
- Become your own Estate Broker! Get hundreds of dollars an hour for your time! It's easier than you think! Find out how on Tape 3. Page 49.
- Another Auction Tip: NEVER worry again about what to sell on the Internet Auctions! Find out on Tape 5. Page 81.
- TRIPLE THE CASH-GENERATING POWER of your Internet Auctions with this simple and unusual method! It's easy! Go to Tape 7. Page 114.
- BUILD SECRET WEALTH! How to enjoy total privacy while raking in thousands of dollars with Internet Auctions! No one has to know how you're getting rich! Secret revealed on Tape 2. Page 27.
- Instantly get wholesale prices on thousands of products you can sell like hot-cakes on the Internet Auctions! Huge below wholesale profits are yours! Listen to Tape 7 for details. Page 118.
- The \$600,000 A Year From Home Secret! How one couple makes over half-a-million-dollars a year on just one Internet Auction Site! Get this amazing secret on Tape 2. Page 35.
- Insider's Money-Making Tip! Get hundreds of people to pay you to help them sell their products! We'll show you how to Tape 7. Page 123.
- How to quickly turn free autographs into hundreds or even thousands of dollars on eBay! Get this secret on Tape 4. Page 57.

- As Seen On TV! Where to get super-hot-selling as seen on TV products dirt cheap! They sell like hot-cakes on Internet Auctions! Inside information found only on Tape 7. Page 115.
- How to get your own Free Web-Page that automatically tells people about yourself, your Web-Site, and list all your current auction items? Find out on Tape 7. Page 127.
- **Pocket up to \$5,000 C or more in cold hard cash... from just one single Internet Auction. We'll show you how on Tape 3. Page 53.**

□ **W-O-W! \$15 into \$198,000.00!!** How an average guy turned \$15 into almost \$200,000.00 in less than 3 months... with a product you may have in your attic! Get his amazing story on Tape 7. Page 117.

- **And much, much, much, more!** Anyone who wants to discover the ultimate secrets to getting rich with Internet Auctions would be CRAZY not to get this powerful new wealth-building program!

The reason is simple: Our panel of experts gives you the super money-making tips, tricks, and strategies you need to start making big huge chunks of money now!

Remember, even people with little-to-no experience at all are making good money... But with the insider secrets and methods revealed in this HUGE Package, you will join an exclusive group of people who are making their fortune on the Internet Auctions!

*Just One Of The Hundreds Of Proven Cutting-Edge
Insiders Secrets On This Program Could Easily Make
You Thousands Of Dollars To You... Combined, They Could
Make You A Millionaire!*

Combined, these secret methods represent a pure gold-mine of cash-generating tips, tricks, and strategies you can instantly turn into thousands or even millions of dollars in Internet Auction CASH!

You'll be amazed at the amount of material and the ready-to-use wealth-building strategies you'll receive with this Package! Inside this amazing "How To Get Rich With Internet Auctions" Package, you'll get:

1. The Complete "How To Get Rich With Internet Auctions" Eight-Tape Audio Program featuring eight top Internet Marketing Experts:

Internet Auction Expert #1: J. Charles Strinz. Chuck has been researching and reporting on Internet Auctions almost since the very beginning! He's one of the TOP FIVE Internet

Auction Experts in the country! He's been studying the most successful people on the Internet Auctions and now he's ready to share his greatest Internet Auction Secrets, Tips, and Strategies with you!

Internet Auction Expert #2: Alan R. Bechtold. Alan has been involved in making money electronically since 1983... before the Internet! He was one of the first people to discover the real secrets to making money on the Internet. Now he'll share his best strategies with you!

Internet Auction Expert #3: Jeff Gardner. Jeff started his Mail-Order business when he was just 16 years old. With little to no money, Jeff began discovering unique ways to make money without spending a single dime on advertising. Now he makes over \$250,000.00 a year with free advertising! Jeff will show you how you can get rich on the Internet Auctions... without spending a lot of money!

Internet Auction Expert #4: Russ Von Hoelscher. Russ has been making money selling information by mail for about 30 years! He quickly found out that you can make millions of dollars with hot new trends. Russ was one of the first people to get rich with self-publishing... 900 numbers... BBS's... and now he's an Internet Auction expert! Now Russ wants to share his greatest Internet Auction secrets with you!

Internet Auction Expert #5: Chris Lakey. Chris learned the Mail-Order business from the ground up. He started working for M.O.R.E. Incorporated as an employee, but eventually went on his own. Now he's applying what he knows about Mail-Order selling to the Internet and raking in huge amounts of cash! Chris is eager to share his greatest Online Auction tips, tricks, and strategies with you!

Internet Auction Expert #6: Mike Lauria. Several years ago, Mike decided to get into the Mail-Order business, but no one would give him a Merchant Account to accept credit cards. After months of frustration, he found a company who would allow home based businesses to accept credit cards... He liked the company so much he bought his own franchise. His company grew so big so fast that he branched off and started his own company to help Internet and home-based businesses make more money! He's learned a lot over the last several years about getting rich on the Internet and with Internet Auctions and he's ready to share his secrets with you!

Internet Auction Expert #7: Mark Nolan. Mark is probably the most lazy guy I've met. When it comes to making money, he simply doesn't like to do any real work. So, when Mark heard about Internet Auctions, he got extremely excited! He quickly began learning as much about this amazing money-making method as possible! Now he's going to reveal his greatest secrets for making lazy Internet Auction profits to you!

Internet Auction Expert #8: Eileen and T.J. Rohleder. Eileen is the President and C.E.O. of M.O.R.E. Inc., and T.J. is the marketing director. For years, Eileen and T.J. searched for a way to make money from home. In 1988, they discovered an amazing money-making plan and wrote a book about it. That book launched their multi-million dollar corporation! Today, they research thousands of money-making opportunities and report on the best ones

to their clients and customers. They've discovered some amazing secrets for making BIG CASH PROFITS with Internet Auctions and now they're ready to share them with you!

You'll also get:

2. The 250-Page "How To Get Rich With Internet Auctions" Manual! This HUGE Manual is worth its weight in SOLID GOLD!

This GIANT Manual contains the complete written transcripts of our Audio Program. Plus, we paid one of the largest newspaper clipping services big money to search and find the hottest real-life stories on people who are getting rich with Online Auctions! You've gotta see what they found!

You can follow along as you listen to the Audio Program... Or, you can use this Quick-Start Guide while you're away from a tape player.

People all across the country are realizing their dreams of making HUGE profits with Internet Auctions... Isn't it about time you got your fair share?

Of course it is!

Now, all you have to do to get your share of the millions of dollars in Internet Auction Cash is take action now!

You Are Protected By My \$5,000.00 Cash Guarantee

To make this totally risk-free, I'm giving you my amazing money-back guarantee:

You Must Make At Least \$5,000.00 Or The Secrets Are Yours Free!

That's right! If, after using the secrets revealed in this Program for up to one year, you haven't made AT LEAST \$5,000.00 cash with Internet Auctions, you can return the entire package for a fast and friendly refund.

My guarantee protects you in every way! You must make a minimum of \$5,000.00 cash or you can get a complete refund and all the time-tested secrets you discovered will be yours free!

There's no way I could be more fair than this, and you know it!

The Internet is the greatest breakthrough of the 21st Century... Internet Auctions make the Internet even MORE POWERFUL! The powerful wealth-building secrets on this Program will help you get rich!

So, go ahead and fill out the "How To Get Rich With Internet Auctions" Order Form and

return it today. The cost? **Only \$195.** And remember, you must make at least \$5,000.00 cash, or all the secrets are yours free!

Go ahead and order today!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. #1: A few select people are already using a handful of these little-known Internet Auction Secrets to make huge profits! You could be next! Now all these secrets are yours to profit with!

P.S. #2: If you don't get this package today, you could still make a lot of money on Internet Auctions. Even average people with no experience are already making huge sums of money. But, with our secrets, tips, and strategies, you could make 10... 20... even 30-times more money!

P.S. #3: **MY \$5,000.00 CASH GUARANTEE:** Remember, these secrets must make you at least \$5,000.00 cash within the next year (I believe you can make many times more than that) or their yours free! See my guarantee above! I put my money where my mouth is! What other person will make such a strong guarantee? NONE! You can have full confidence in my strong guarantee that protects you in every way!

25

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

By: Michael Kimble

Dear Friend,

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

I know, because what I'm about to show you has made a lot of money for my business. And I'm certain it can make your business a lot of money too. So certain that I'll make this unequivocal guarantee:

Give this powerful information a thorough "test drive". Put it through all its paces for 12 full months. If you don't make a small fortune (money you never would have seen without this information), you won't pay a dime!

What exactly is this powerful information? I'll tell you.

Over the past several years I've had the good fortune to work with a marketing consultant named Bob Serling. Bob has created a remarkable new course that shows any business owner how to create million dollar marketing concepts and advertising copy. And he's enlisted 23 of the most sought-after marketing experts in the world to help you increase your sales and profits.

By the way, there's no textbook theory or pie-in-the-sky dreaming in this program. Every strategy and technique has been proven over and over again in the marketplace.

Anyway, I was so impressed with how safely and easily anyone can increase their sales and profits using this course. I wanted to make it available to my own customers.

I'm not going to go into all the details here about what's in **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces**. Instead, I've included a copy of the actual sales letter Bob Serling sends to his own clients. It will give you the complete scoop on how to substantially increase your sales and profits in record time.

For a limited time, I can offer you the exact same deal Bob gives to his best clients. The only change is you'll need to order the program through my office to take advantage of this deal. Bob doesn't accept orders from anyone other than his regular clients.

Our 24-hour order number is 1-800-998-3189. You can also FAX us your order by calling 1-800-368-4740. Please take a few minutes to read Bob's letter. You'll be glad you did. After all, who wouldn't want to substantially increase their sales with almost no effort whatsoever?

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

Don't risk another dime on ineffective marketing.
Creating powerful marketing pieces is simple when
you team up with 23 of the most sought-after copywriters
and marketing experts in the world and discover...

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

Dear Friend,

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

Even if your ads and sales letters are doing alright... even if you're squeezing out a few sales on the Internet... wouldn't you like to increase your results by as much as 9 times?

As spectacular as this might sound, one of my clients did just that. Using what I'm about to show you, he increased his profits by 917% (it's all documented later in this letter). And many more of my clients increased their profits by 300% or more.

How did they achieve such stellar results? Actually, the answer is quite simple. If you want to improve your sales and profits exponentially, the secret to doing it is:

More powerful concepts and copy

It's just that simple. Look, I don't care how great your product is, how attractive your art work may be, what list you're using, how inexpensively you can reach thousands of prospects on the web, or how unique any other component of your advertising might be.

The bottom line is this: if you don't do an exceptional job of motivating your prospects to take immediate action... if you bore them for one second... if you confuse them... or don't do the strongest job possible of closing them once you have their attention...

You're cheating yourself out of all the profits you could potentially be earning!

I'm sure you know from experience that this is absolutely true. Haven't you run an ad or mailed a sales letter you were sure would sell like crazy - only to have it fail dismally?

I know this painful outcome is all too familiar. Because a full 90% of my clients tell me they've been through this.

Hold on. Maybe you're thinking, "So what. This doesn't really apply to me. I do most of my marketing on the Internet. And since it doesn't cost me anything to advertise, everything I make is pure profit".

Unfortunately, that kind of mushy thinking is killing your sales. While it's true that it doesn't cost much to market on the Internet, the real problem is the competition for customers is staggering.

Right now, there are over 320 million web sites on the Internet! Which means you're in an all out war for "share of mind". Just getting people to discover your web site, much less pay any real attention to it, is an enormous challenge.

Bottom line, ask yourself this question: "If Internet marketing costs so little, how come I'm not making more money with my web marketing?" Because I know from what my clients tell me that the vast majority of people marketing on the Internet are getting lukewarm results at best.

In addition to reporting poor response and results with their online and offline marketing, my clients also tell me they wish they were much better copywriters. Or they knew more about how to effectively judge and improve the copy they get from their copywriters.

Here's How To Put An End To Poor Results And Start Increasing Your Sales And Profits Right Away

If you'd like to put an end to the dismal results you've been getting... if you'd like to be able to write the kind of copy that makes products disappear off the shelves and sells services like crazy... if you'd like to super-charge the performance of every ad, sales letter, or web marketing piece you create, I've got good news for you.

I've just completed a powerful new course that will show you, step-by-step, everything you need to know to craft the tightest, toughest copy imaginable. Copy that sells and sells - and sells some more! It's called the **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces**.

This course is unlike anything you've ever seen. Because I've teamed up with 22 of the most sought-after copywriting and marketing experts in the country to show you, step-by-step exactly how they created some of their most successful marketing pieces.

Each of these experts, gives you a blow-by-blow account of precisely how they conceive and create winning ads, sales letters, and web marketing pieces.

They reveal the secrets they use to develop powerful hooks and strategies that drive winning campaigns...

They track each piece, block by block, and show you precisely how each block was created to deliver maximum sales...

They leave no stone unturned, and literally spill every inside secret you could ever want for packing more selling power into every ad, sales letter and web marketing piece you create.

**Stop Risking Your Valuable Time, Effort,
And Money On Ineffective Marketing - Put
23 Leading Experts On Your Team And Watch Your Sales Soar**

Why spin your wheels with weak, ineffective concepts and copy? Marketing is much too time consuming and expensive to risk getting poor results.

Now there's a better way. Because now you can "team up" with 23 of the most successful marketing experts in the world and use their inside secrets to maximize the selling power of every ad, sales letter, and web marketing piece you create.

Experts like Karen Anderson, Don Bice, Bob Bly, Larry Chase, Marty Chenard, Declan Dunn, T. Harv Eker, Randy Gage, Gary Halbert, Dr. Paul Hartunian, Don Hauptman, Dan Kennedy, Dr. Audri Lanford, Dr. Jeffrey Lant, Ted Nicholas, Mike Pavlish, Brad Petersen, Russ Phelps, Murray Raphel, Bob Serling, Joe Vitale, Brian Voiles, and Pamela Yellen.

I'm proud to announce a comprehensive new resource that's packed with the proven strategies of these leading experts. Each expert painstakingly lays out the complete details of some of their most successful marketing campaigns - space ads, direct mail campaigns, and Internet marketing.

They break each piece down block-by-block and show you what they were thinking, the strategy that drives the piece, and every last detail on how the piece was created. Why is this so beneficial to you? Because I've learned from many years of expensive trial and error that the fastest, easiest, safest way to lock in success is to...

Model someone who is already successful

But the problem is, you can't just model anybody. Not if you want to ensure your own success. You have to model the absolute cream of the crop - those experts who have proven themselves over and over again the only place where it really counts, in the market place.

That's what **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces** gives you. Access to the inside strategies and marketing secrets of the top experts at creating space ads, direct mail campaigns, and web marketing. Here's what you'll find in this powerful resource:

Section 1: How To Write Million Dollar Sales Copy

There are a lot of books on writing copy. Some good, some completely useless. What makes this section (and the entire book) so different than all the other books on writing copy is this:

When I decided to create this course, instead of basing it on what I thought should be in a book on successful marketing and copywriting, I let my clients tell me what would help them the most.

Here's what I discovered. My clients told me they can recognize a good or even great ad when they see one. But they don't know what makes it great. And what they really wanted was to have a copywriter dissect an ad, block by block, to show precisely what they were thinking when they wrote every component.

And that's what makes this book so different, so much more immediately useful than any other book you've ever seen on creating hard-hitting marketing and copy. Each piece is broken down to it's finest detail so you can model it right away in your own successful marketing campaigns.

However, in addition to these "guided tours" of successful ads, sales letters, and web marketing pieces, I've also included a special 65-page guide to writing powerful copy. This will give you a foundation for everything that follows. Here are the components you'll find in this guide:

1. Lock in greater sales with these **4 Major Selling Principles**. Getting your prospects and customers to take the action you want is much easier when you understand and apply these 4 powerful principles. Any one of them can propel your sales to new levels. Combined, they're unbeatable!
2. Increase the selling power of all your marketing and copy by creating maximum response offers. I'll let you in on a major secret. In today's market, your offer makes or breaks your success. Crafting a powerful, highly profitable offer is easy when you understand how. You'll get comprehensive details on how to do just that and start enjoying greater sales volume right away.
3. Pump up your profits with my **Maximum Response Marketing Power Formula**. This is the 14-step "recipe" I use to create all my own copy. You'll get detailed, step-by-step instructions for creating highly profitable ads, sales letters, and web marketing with minimum effort.

Next we move on to applying what you've just learned. To immediately put this information to practical use, you get complete annotated versions of some of my most successful marketing pieces. This includes two space ads, a postcard mailer, a sales letter, and a web marketing piece. Each block of each piece is numbered and explained, block by block, in

complete detail.

This "working tour" of the five sales pieces leaves no stone unturned. You'll see precisely how each piece was created, what structure was used, and the logic behind each critical decision. More importantly, you'll be able to take the lessons from each piece and apply them to your own copy for maximum results.

By the way, earlier I told you about a client who increased his profits by 917% using these techniques. And many other clients who increased their sales by 300% or more. They achieved these results just with the strategies and techniques you get in Section 1. Here are the results they reported in their own words:

"You immediately increased our profits on one project by a very real 917%!"

Phil Kratzer, CEO
National Response Corporation

"Bob Serling's copy is always on target. He's never failed to get results. In a way, I hate to let the secret out, because I know that good news travels fast!"

Marla Covin, Senior Account Executive
Schroffel & Associates

"Bob Serling made copy changes for our catalog. The results were phenomenal. When you consider how much money Bob actually made for us, his services are one of the best bargains I've ever come across."

Ray Melissa, President
Mailer's Software Catalog

"You increased our sales by a whopping 328%!"

Bruce Elliott, President
The Gold And Diamond Center

With those kind of results in mind - just from Section 1 - let's take a look at how much more you can expect to gain.

Section 2: The Headline Clinic

Powerful headlines are crucial to the success of any marketing piece. Since you only have a few seconds to seize your reader's attention and convince them to keep reading your ad or sales letter, you'd better be able to stop them in their tracks. So I've devoted an entire section to making sure you have all the tools you'll ever need to create successful headlines.

For this clinic, I'm joined by Bob Bly, T. Harv Eker, Gary Halbert, Dan Kennedy, Ted Nicholas, Brad Petersen, Joe Vitale, and Brian Voiles to show you everything you need to create the kind of headlines that get optimum results.

You'll discover what's crucial to include in every headline, what to absolutely avoid, and ethical ways to "swipe" winning headlines from other ads and sales letters. When you're done with this section, you'll be a master at creating headlines that sell much more of what you have to offer.

Section 3: 20 Leading Experts Take You On A Step-By-Step Tour Of Some Of Their Most Profitable Promotions

This section is packed with powerful examples of ads, sales letters, and web marketing pieces that have sold millions of dollars worth of products and services. Each piece has proven itself many times over in the marketplace. There is no textbook theory, no wishful thinking, no fluff or filler. It's all hard-hitting, proven strategies and copy you can start using today to create your own winning sales pieces.

20 of the top marketing experts in the country reveal their trade secrets for creating marketing and copy that produces exceptional results. Each piece is broken down block-by-block and numbered. Then each numbered block is dissected and laid out in complete detail. You see the strategy each expert used, the techniques, offers, guarantees, risk reversals... and every other component that makes these pieces produce such powerful results.

Nothing is left to the imagination. By the time you're done with these guided tours, you'll have all the tools you'll ever need for creating marketing that produces substantial results. Take a look at what you get in this innovative section:

1. **Karen Anderson.** How to use endorsed copy and offers to create an explosion of sales on the Internet.
2. **Don Bice.** Inside secrets of a sales letter that's pulled in steady profits month after month for over 10 years. Plus a powerful sales letter for a business opportunity.
3. **Bob Bly.** A sales letter demonstrating how to sell technical workshops by the master of business-to-business marketing.
4. **Larry Chase.** A powerful press release that brought in thousands of subscribers to Larry's online newsletter. This is a masterful example of using the hook of a free service to drive a lot of traffic to your web site.
5. **Marty Chenard.** How to use postcard mailings and an ingeniously simple sampling technique to win paid subscribers to a newsletter.
6. **Declan Dunn.** How to sell a high-ticket product on the Internet. Declan obliterates the myth that only low-cost items can be sold online.
7. **Randy Gage.** Randy's powerful space ad that made his book on multi-level marketing a

best seller. Plus a sales letter that shows you how proper bending of traditional marketing rules can produce exceptional results.

8. **Dr. Paul Hartunian.** Secrets for creating low-cost inserts that produce impressive profits. Paul reveals how to create a substantial six-figure income with this simple technique.

9. **Don Hauptman.** Don is known the world over for his classic headline and campaign "Speak Spanish [French, German, etc.] Like a Diplomat!" that sold tens of millions of dollars worth of language courses. He shares a new space ad that's being used to sell a famous information product.

10. **Dan Kennedy.** In this spectacularly successful direct mail letter, Dan demonstrates how the magic of the word "free" coupled with an almost too-good-to-be-true offer moves a lot of product.

11. **Dr. Audri Lanford.** Does long copy sell? You bet it does. Discover how Audri uses a 36-page "reportlet" to create a large volume of sales.

12. **Dr. Jeffrey Lant.** No-holds-barred advice from a marketing legend on how to make the Internet and e-mail marketing produce impressive profits.

13. **Ted Nicholas.** The latest space ad from the man who has sold over \$200,000,000 worth of books through his mastery of creating compelling space ads.

14. **Mike Pavlish.** Discover the inside secrets of selling through magalogs, the format all major newsletter publishers rely on to build huge volumes of subscribers.

15. **Brad Petersen.** Here's a problem everyone wishes they had. Brad explains the 2-page space ad he created for a client that sold so many pool cues, they couldn't produce enough product to fill all the orders and had to stop running the ad!

16. **Russ Phelps.** Discover the secrets of successful tear-sheet mailings by one of the most successful copywriters in the country.

17. **Murray Raphel.** Marketing legend Murray Raphel reveals a 1-page letter he created that sold over 5000 copies of a hard-cover book.

18. **Joe Vitale.** Master copywriter Joe Vitale shows how he breaks all the rules and uses a simple, 2-page letter to sell a \$795 product. Plus, he reveals his secret for creating "publicity style copy" to make impressive sales with e-mail marketing.

19. **Brian Voiles.** How a simple postcard mailing brings in a phenomenal \$26.97 for every dollar invested in marketing.

20. **Pamela Yellen.** These space ads focus on two-step "upgrade selling" - using a free or low-cost report to identify prospects, then selling them high-ticket items through the report.

A powerful weapon to add to your marketing arsenal.

Here's How Start Making All Your Ads, Sales Letters And Web Marketing Pieces Major Winners

The How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces course is packed with everything I've just described above. You get a massive manual (462 pages!) with all three sections:

1. How To Write Million Dollar Sales Copy

2. The Headline Clinic

3. 20 Leading Experts Take You On A Step-By-Step Tour Of Some Of Their Most Profitable Promotions

But that's just the start. For this very special edition, I've also created 3 exceptional bonuses. I'm doing everything I possibly can to make this the ultimate package for your marketing and copywriting success. Here are the bonuses and the advantages they give you:

BONUS #1: Inside Secrets To Marketing On The Internet

This bonus consists of audio tape interviews with three leading experts on Internet marketing and copywriting. I was fortunate to be able to conduct separate interviews with Dr. Audri Lanford, Joe Vitale, and Declan Dunn on how to make all of your Internet marketing more profitable.

Here's just a portion of what you'll get. The best ways to drive major traffic to your web site... the single most important marketing method for succeeding on the Internet... incredibly effective low-cost and no-cost marketing techniques... how online copy differs from traditional copy - if you don't follow some basic rules, you're wasting your time and money... the best ways to structure an online offer... hard facts on what sells and what doesn't sell online... impressive success stories of companies you've never heard of... common mistakes to avoid... how to cash in with affiliate programs... what the future holds for Internet marketing... and much, much more.

This 3-tape set will be priced at \$59 when it's sold on it's own. But it's yours free with the Course.

BONUS #2: The 8 Key Secrets To Consistently Getting Tons Of Free Publicity - And How To Use It To Send Your Sales Through The Roof

Free publicity can be a powerful tool for growing your business. Not just because it's free, but

for the tremendous credibility that comes with media coverage. The good news is, getting all of the free publicity you need is a game. The only problem is, the rules of the game haven't been clearly stated - until now.

This bonus report will give you a professional publicist's arsenal of tools for winning all of the free publicity your business needs. You'll find out how to create a simple, powerful publicity plan, what to do to easily double or triple the amount of coverage you get, and a wealth of hot tips and techniques for converting publicity to increased sales.

This report normally sells for \$20. But it's yours free.

BONUS #3: A Special Interview With Marketing Legend Ted Nicholas

If you've been around direct marketing at all, Ted Nicholas' name is familiar to you. Ted's success with space ads and direct mail is legendary. He has single-handedly created campaigns that have sold over 200 million dollars worth of books for his company.

A few years ago, I had the pleasure of interviewing Ted for an hour. The interview yielded a 21-page report called, *Ted Nicholas: Self-Publishing And Copywriting Secrets*. In this unique report, Ted shares the secrets of succeeding in self-publishing. Not just as a primary business, but also as a way of generating huge amounts of qualified leads for your existing business.

Then Ted digs in and shares the secrets he's used to create the copy that sold 200 million dollars worth of his books. Some of the topics Ted covers in great detail includes: inside information on creating riveting headlines... the secret of writing hypnotic body copy... how to price products for maximum sales... the secret of the "ultimate benefit"... how to test your copy... and more. Quite simply, Ted tells all!

If you want to profit from the experience of one of the most successful direct marketers ever, don't miss this riveting report. A bargain at it's normal selling price of \$20, it's yours free.

Now, you might expect to pay in excess of \$350 for **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces**.

But I have good news for you. I'm making it available for the extremely reasonable price of just \$177 (plus \$6 shipping and handling).

How long will I keep my price this low - just \$177? I can't say for sure. But for at least the next 30 days, the price for the **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces** is a modest \$177.

**I'll "Sweeten The Deal" Even More - I Invite
You To Put All Of The Risk Entirely On Me...**

By: Michael Kimble

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee that the proven strategies and techniques you get from 23 of the country's leading marketing experts and copywriters will work for you.

So here's what I'd like you to do. Try either version of this course for one full year with no risk whatsoever. The risk is completely mine.

You can "test drive" every strategy and technique of all 23 experts as many times as you like. Prove to yourself that their wisdom makes a real difference in your sales and profits. If you aren't completely satisfied, I want you to ask for, and get, your money back.

That's how confident I am that this breakthrough course will change forever the way you do business and contribute mightily to your bottom line.

The truth is, you'll never have to worry about a refund. Because once you start using these ingenious, proven techniques and see the immediate increase in your sales and profits, I'm betting it will be impossible to get you to part with your copy of this powerful course.

**If You Want To Get In On This Limited
Opportunity - You Need To Act Now!**

As you can probably tell, with everything I've packed into both editions, this course is a true bargain. Which means I expect a flood of orders. And once the initial print run is sold out, I'll have to return your payment until more copies can be printed.

So if you're really serious about increasing your sales and profits with as little effort as possible, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, fill out the enclosed coupon and fax it to 1-800-368-4740. You can fax your order 24 hours a day, 7 days a week and it's the fastest way to make sure your order gets shipped immediately. Or mail the coupon to: xxxclients company namexx., 34952 Hwy 58 Eugene, OR 97405.

Don't wait. Order your copy of **How To Write Million Dollar Ads, Sales Letters And Web Marketing Pieces** right now. That way you can get on a fast track to increasing your sales and profits right away.

Sincerely,

Bob Serling

Bob Serling, President
Stratford Marketing Group, Inc.

P.S. Remember, the risk is entirely on me. You can use every strategy and technique of all 23 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 1-800-368-4740. Or call the 24-Hour Order Line right now: **1-800-998-3189**.

26

**Sales letter for "Maximum
Profit Copywriting Clinic"**

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

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.

Dear Friend:

Do all your ads and sales letters get the results you're really after? Are they as profitable as you'd like them to be?

Even if your ads and sales letters are doing all right -- wouldn't you like to increase your results by as much as 10 times?

One marketer I know did just that. Using what I'm going to show you, he increased his profits by 917%. Many others increased their profits by 300% or more too!

I'm not going to keep you in suspense any longer. I'll cut straight to the heart of the matter. If you want to improve your sales and profits exponentially, the secret to doing it is:

More powerful concepts and copy.

It's that plain and simple. Look, I don't care how great your product is, how attractive your art work may be, what list you're using or how unique any other component of your advertising might be.

The bottom line is this: If you don't do an exceptional job of motivating your prospects to take immediate action . . . if you bore them for one second . . . if you confuse them . . . or don't do the strongest job possible of closing them once you have their attention . . .

**You're cheating yourself out of all
the profits you could potentially be earning!**

I'm sure you know from experience that this is absolutely true. Haven't you run an ad or mailed a sales letter you were sure would sell like crazy -- only to have it fail dismally?

I know this painful outcome is all too familiar. Most of my subscribers have been through this.

And most of them also wish they were much better copywriters. Or wish they knew more

about how to effectively judge and improve the copy they get from their copywriters.

Here' How To Put An End To Poor Results -- And Start Increasing Your Sales And Profits Right Away.

If you'd like to put an end to the dismal results you've been getting... if you'd like to be able to write the kind of copy that makes products disappear off the shelves and sells services like crazy... if you'd like to super-charge the performance of every ad, sales letter, or marketing piece you create, I've got good news for you.

There is a powerful new course that will show you, step-by-step, everything you need to know to craft the tightest, toughest copy imaginable. Copy that sells and sells and sells some more!

It's called the **Maximum Profit Copywriting Clinic -- A Step-By-Step Guide to Writing Million Dollar Advertising Copy.**

One thing you should know. This course is unlike anything you've ever seen.

Until now.

Now, I could tell you about all the great results I know you'll get by using this course. But instead, I'm going to let other marketers show you in hard dollars and cents just how well these copy techniques work.

Here's How Profitable The Copywriting "Power Formula" Has Been For Other Marketers

"Your copy increased our profits on one project by a very real 917%"

**Phil Kratzer, President
National Response Corporation**

"Your copy is always on target. It's never failed to get results. In a way, I hate to let the secret out, because I know that good news travels fast!"

**Marla Covin, Senior Account Executive
Shroffel & Associates**

"Our sales letter was mailed to prospects who have never even heard of us. So far we have a 3% response. Plus, we don't have all of the responses in yet because of a holiday. Not only is that higher than anything we've ever done, it's really something when you consider we're selling a very high-ticket item."

**John Ballantyne, Marketing Director
Rushton International Engineering**

"You increased our sales by a whopping 328%!"

Bruce Elliott, President
The Gold and Diamond Center

If you'd like to start getting similar results, the **Maximum Profit Copywriting Clinic** is for you. Whether you're completely new to copywriting or a seasoned pro, these techniques will have a powerful impact on your sales and profits.

It's set up as a step-by-step program that shows you from start to finish how to craft powerful, compelling sales copy. First, each step is laid out in complete detail. Tons of examples from actual, highly profitable ads and sales letters are used to illustrate every point.

But it doesn't just stop there. You see, the biggest complaint people have is that all the books they've read on copywriting tell them "what" to do, but don't show them how to do it.

The **Maximum Profit Copywriting Clinic** is different. After carefully explaining each step of this powerful formula, the whole process is then kicked up another notch.

You see, the next section of the course is in a workbook format. This gives you a comprehensive demonstration of the entire process.

You'll actually watch the 18 Maximum Profit Copy Steps being used to write a complete advertising piece from scratch. But I don't mean just write it. We'll go over every detail with a magnifying glass. So you can see precisely how to use every tip, trick, and technique to its full advantage.

Here Are Just Some Of The Powerful Advantages You'll Gain From This Unique, Comprehensive Training:

- © **Profit from using the 18 Maximum Profit Steps Of Copywriting.** Advertising has changed drastically in the past few years. Because the world has changed drastically. And because customers have become more sophisticated and much more skeptical when it comes to advertising.

If you don't adjust to these circumstances, your sales and profits are going to suffer major setbacks. This doesn't have to happen to you.

By understanding and applying these 18 simple yet ingenious steps, you'll be able to create powerful advertising copy that gets more leads, makes more sales, and substantially increases your profits. Plus, you'll have a distinct advantage you can use to capture a larger share of your market -- and leave your competitors in the dust!

- © **Increase your sales and profits exponentially when you possess the 4 Powerful New Copy Formats.** Although one or two of these formats have been seen in action, nobody has ever seen all four together.

And you can be sure nobody has ever seen them laid out, step-by-step, and explained in fine detail. You will though. And once you have, you'll instantly understand why these 4 powerful new formats are the next best thing to printing money!

- ◎ **Immediately kick your sales copy up another notch by understanding the one crucial element for producing riveting copy that nearly writes itself.**

You'll be shocked when you discover this element. I'll tell you this: it's by far the most important thing you can do to improve your copy. It's also almost never used by even the most seasoned copywriters!

- ◎ **Gain another crucial advantage by understanding Power Words and Wasted Words.** Some words are absolutely golden and others can instantly flush all your time, effort, and money down the drain.

You'll improve your sales when you know which words are as close to sales magic as you can get and which words to avoid like the plague.

- ◎ **Discover how to avoid crucial copywriting errors that doom your advertising materials to be crumpled up and tossed directly into your prospect's waste basket.** These days, one thing is certain. The marketplace is unforgiving.

If your copy slows your customers down, confuses them, doesn't hammer home the benefits as powerfully as possible, or makes them work too hard -- you're doomed.

Discover which crucial errors you absolutely have to avoid at all costs. And find out how to turn them around and add yet another money-making weapon to your copywriting arsenal.

There's more. Much more, including . . .

insider techniques for writing powerful sentences and paragraphs . . . **how to identify your most compelling benefits** . . . how to make optimum use of visuals and graphics . . . how to write headlines that reach out, grab your prospect by throat and pull him into your copy . . . **how to develop a truly compelling offer that will double your sales** . . . how to check copy to make sure it will sell before you ever invest a cent in it . . . **proven testing methods for squeezing every last dime of profit out of your copy** . . . and even more than I have room to go into here.

You'll discover every last technique and trick that has been used to sell literally millions of dollars worth of products and services. No holds barred.

Let me put it this way. Regardless of whether you're a complete beginner who has never written a single word or a seasoned pro who writes copy for a living, this intensive training will turn you into a master of maximum sales, maximum profit copy.

You get every last profit making strategy, technique, and trick of the trade in a 152-page manual and 5 audio cassette tapes.

There's More Still -- I've Turned Up The Heat To Make Your Business Even More Profitable!

All the benefits I just told you about exceed anything I've ever seen in any other course. But I'm still not through yet!

I got to thinking about a very elusive problem so many marketers are troubled by. They can recognize a good or even great ad when they see one. But they don't know what makes it great.

And, it would help them make more money if a copywriter would dissect an ad, block by block, to show precisely what he was thinking when he wrote every component.

So this course does just that! It takes not one, but five successful ads and sales letters and breaks them down block by block, showing you every last detail of how they were created. This second powerful tool is called the **Direct Response Copy Clinic**.

By the way, the ads and sales letters chosen were all major money makers. You'll see exactly what the strategy was, the reasoning behind the structure chosen, which key selling points are focused on, as well as why and in what order.

For the first time anywhere, you'll have an insider's opportunity to understand every key factor of five different sales pieces. And you'll be able to take the lessons from each and apply them to your ads and sales letters for spectacular results.

Here are the components that will kick your copywriting skills up to an even greater level of profitability:

- ◎ **Benefit from the Four Major Selling Principles.** Getting your prospects to take the action you want is much easier when you understand and apply these powerful principles. Put them to work in your copy and watch your leads and sales skyrocket!
- ◎ **Increase the selling power of all your copy by creating maximum response offers.** I'll let you in on a major secret. In today's market, your offer makes or breaks your success. Crafting a powerful, highly profitable offer is easy when you understand how. You'll get comprehensive details on how to do just that and start enjoying greater sales volume right away.
- ◎ **Pump up your profits with the Direct Marketing Power Formula.** You'll get detailed, step-by-step instructions for creating high profit sales pieces with minimum effort.

- © **Complete annotated versions of three sales letters and two space ads.** Each block of each ad and sales letter is numbered and explained, block by block, in fine detail. This "working tour" of the five sales pieces leaves no stone unturned. You'll see precisely how each piece was created, what structure was used, and the logic behind each critical decision. More importantly, you'll be able to take the lessons from each piece and apply them to your own copy for maximum results.

You'll never again have to spin your wheels writing and rewriting your copy. You'll never again have to settle for poor results because of lukewarm copy. **The Direct Response Copy Clinic** gives you all the tools you need to create top flight copy that delivers maximum sales and maximum profits!

Everything you need to make even more money with your copywriting is delivered in an 84 page manual and 2 audio cassette tapes.

Here's How To Get Started

The cost of this innovative course is just \$237. I think you'll agree this is just about the best bargain you'll ever see.

Here's why. This price includes everything I've told you about. But that's not all -- there are also two blockbuster bonuses I'll reveal in a few minutes. But first, here's a little more about the course itself.

Just for starters, you get a total of 7 cassette tapes packed with all the goodies I've just told you about. So you can listen and nail down every last bit of money-making detail in the convenience of your car, your home, or your office.

Then there are the two step-by-step manuals that give you an infallible template and dozens of sample ads and sales letters you can use to create highly profitable advertising copy.

Best of all, you'll gain a set of skills that will make you serious money for the rest of your life. And you get all this for far less than what it costs you any time you create an ad or sales letter that gets poor results.

With so much going for it, I sincerely believe the **Maximum Profit Copywriting Clinic** is the best bargain around.

Now Let's Take A Look At Your FREE BONUSES!

FREE BONUS #1

Your first bonus is a powerful audio tape interview recently done with publicity expert Dan Pine on how to boost your sales by getting tons of FREE publicity.

Writing publicity and public relations copy is an art of its own. And nobody knows how to succeed with this kind of copy better than Dan Pine. Dan has been doing publicity for major record companies, movie studios, and loads of small to medium businesses for many years. He's an absolute expert on getting free media coverage for any type of product or service imaginable.

In this exclusive interview, Dan reveals all his insider's secrets of making more sales by getting your product prominently covered in newspapers, magazines, trade journals, T.V., radio - and every media source imaginable.

FREE BONUS #2

Another high performance manual created to help you make even more sales and profits with your copy. It's called the **Multi-Million Dollar Copy Archives**.

You'll get an unbelievable collection of some of the most profitable ads and sales letters ever written by the most successful copywriters in the business. Material you can use to get tons of hard-selling ideas for your own use.

The writers whose work you'll find in this powerful archive include: Bob Bly, Gary Halbert, Lisa Morrice, Brad Petersen, Loretta Duffy, Brad Antin, Linwood Austin, Bill Myers, Ted Nicholas, Dan Poynter, Bob Serling . . . and more!

If you don't know these writers' work, you should. Why? Because they all have one thing in common. Every one of them has written ads and sales letters that have moved millions of dollars worth of goods and services.

Each writer's work will be in the archives for you to pour over, pick their brains, and use their ideas as a springboard to selling more of your own products. This alone is worth far more than the entire cost of the course!

There is one catch however. If you want to get these powerful bonuses for FREE, you need to order the **Maximum Profit Copywriting Clinic** within the next 7 days. After that, the bonuses won't be available at any price.

Here's Proof That This Innovative New Program Will Work For You

O.K., I know what you might be thinking. How can you be absolutely sure this course will work for you?

The answer is really quite simple. You see, I completely guarantee your success. Here's my \$5,000 take-it-to-the-bank guarantee:

I personally guarantee that if you make a diligent effort to use the techniques in this course, you'll produce at least \$5,000 profit in the next 12 months. That's right, \$5,000 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course to you.

That's right -- you have 12 full months to put this course through it's paces. Prove to yourself that these maximum profit strategies and techniques will put more money -- a lot more money -- in your bank account. If you aren't completely satisfied, I want you to ask for, and get, your money back!

The truth is, you'll never have to worry about a refund. Because when you actually put this ingenious course to work for you, you won't believe the boost in your sales and profits!

Take Control Of How Profitable Your Business Can Be -- Starting Today!

You already know what a difference truly powerful sales copy can make.

Weak, ineffective copy produces weak, ineffective results. Worse yet, it can absolutely flatten your sales and profits.

Powerful, ingenious copy has the ability to deliver phenomenal profits. And I'm sure that's the kind of results you're really after.

From the moment you start using the **Maximum Profit Copywriting Clinic**, you'll eliminate having to worry about the quality of your copy.

This course will give you the skills to create powerful, money making copy time and time again. And if you use outside writers, the ability to know right from the get go whether or not your writer has delivered a high-profit winner.

So now that I've shown you this guaranteed way to substantially increase your sales and profits, the next move is up to you

You and I already know that if you've read this far, you have a strong interest in making your business as profitable as possible. All that's left is to take the action to do it.

Right now, while it's fresh in your mind, pick up the phone, call our **24-Hour Order Line at 1-800-998-3189** and place your order. Or fill out the order form and mail it in now. Don't wait. Get your business on a fast track to more sales and profits as quickly as possible by ordering now!

Remember, **Maximum Profit Copywriting Clinic** will give you the crucial skills you need to kick your sales into high gear starting today. And year after year as long as you're in business!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. By acting right now, you get substantial savings, two powerful FREE Bonuses that will make you even more money, and a full 12 month money back guarantee.

Plus, it's incredibly easy to put into action. All it takes to convert your weak, ineffective ads and sales letters to powerful profit generators is applying a few of these powerful techniques.

Why cheat yourself out of all the profit you're entitled to? To get on a fast track to greater sales and profits, call **1-800-998-3189** and place your order right now.

27

**Sales letter for "Direct Marketing
Power Summit" course**

QUESTION: Where Do Direct Marketing Geniuses Gary Halbert, Dr. Gary North, and Phil Kratzer Go When They Want To Super-Charge Their Marketing?

ANSWER: Straight To The "Direct Marketing Power Summit"

"Within the first 15 minutes, I got one idea worth at least \$100,000 in profit."

Gary Halbert
The Gary Halbert Letter

"I picked up at least three ideas that can increase my income this year by at least ten times the cost of the seminar... maybe more."

Dr. Gary North
Remnant Review

"Outstanding. You've developed practical methods to increase the net income of any business virtually immediately. I expect to increase my bottom line by 200% or more within the next 6 months."

Phil Kratzer, President
National Response Corporation

Dear Friend,

As you can see, these three marketing giants took home a wealth of money-making information from the **Direct Marketing Power Summit** seminar.

But more importantly, YOU can use the same powerful strategies and techniques to cash in with your own marketing.

Now the seminar itself is over. But every exhilarating minute of it is captured on audio tape. And these tapes will give you all the advanced direct marketing information you need to turn even your weakest campaigns into powerful cash generators.

Here's Why The Information On These Tapes Is So Crucial:

1. **What you'll gain.** For most projects, returns of 2 to 3 times costs are considered extremely profitable. The heart of this seminar focuses on proven, step-by-step techniques that regularly produce eye-popping returns of 168 times cost and more!

2. **Our powerful guarantee -- unequalled anywhere in the industry.** Quite simply, you're guaranteed a minimum return of 20 TIMES the cost of these tapes in extra profits.

The investment for these tapes is \$577. If after listening to this breakthrough information, you aren't completely convinced that you'll gain at least 20 times your investment -- at least \$11,540 extra profit you never would have seen without these techniques -- I'll refund your entire investment on the spot.

3. **An extremely valuable bonus that can easily pay back more than double your investment.** When you order these tapes, you'll be granted the rights to sell additional sets of them to your friends and business associates -- at an 85% commission! With your profits of \$490.45 per sale, just three sales will pay you more than double your investment in this seminar.

The Costly Truth About Direct Marketing

There's this myth that it's easy to make big money in direct marketing with almost no risk. Nothing could be further from the truth.

I'll be completely honest with you: the worst losses I've ever taken have been on direct marketing projects. And the worst losses I've ever seen my clients suffer were on direct marketing projects.

This probably comes as no big surprise to you. Because if you've done a mailing or run an ad lately, you know (by the hole in your bank account) that what I've just said is absolutely true.

Here's something crucial you should know:

The reason you've been getting such horrible results is directly connected to the way you've been strategizing and carrying out your direct marketing projects.

You see, the direct marketing techniques people are using today haven't kept pace with the times. They're still based on strategies and concepts that worked 5 or 10 years ago -- but fail miserably now.

I'll tell you something that's a sure bet. If what you're doing now isn't producing the kind of profits you need, it surely won't do any better in the future.

Times have changed so radically and customers' buying habits have changed so drastically, you simply can't afford to keep throwing money out the window on outdated strategies and techniques.

**Here's What You Need To Start Cashing In
On All Your Direct Marketing Projects**

That's where the **Direct Marketing Power Summit** comes in. This seminar is your direct ticket to restructuring all your direct marketing. The type of restructuring that will produce outstanding jumps in your sales and profits in record time.

This seminar was hosted by direct marketing expert/consultant Bob Serling, who is a master of implementing advanced direct marketing techniques for himself and his clients.

The strategies in the **Direct Marketing Power Summit** are unbelievably effective yet extremely simple to put into action. As you'll see from the three detailed, step-by-step case studies presented at the seminar, they can make you so much money so quickly, your head will spin!

One more thing. These strategies are new and completely different. They are not being written about by anyone else or taught in any other seminar on the market.

Now I realize that I'm making some awfully big promises here. And I certainly don't expect you to just blindly take my word for it.

You've already seen how profitable Gary Halbert, Dr. Gary North, and Phil Kratzer know these strategies are. But you might be wondering how effective they can be in your business. Just listen to what a few of the other seminar participants have to say.

Here Are The Results The Seminar Participants Brought Home -- In Hard Dollars And Cents!

"With just one technique alone, I can triple my business in the next 30 days."

**John Satterfield, President
Project Group, Inc.**

"I'm in awe! I've attended a lot of seminars, given a lot of seminars, and spoken at a lot of seminars, but I wasn't prepared for this. Your material went far beyond anything I've ever seen in both its highly valuable content and organization. I came away with one breakthrough idea after another for my business. And I know the rest of the participants did also, because everyone was taking notes so furiously."

**Raleigh Pinskey, President
The Raleigh Group Public Relations**

"Very profound. I got a number of ideas that will have enormous impact on my business. Just one idea half as good as any of these would make the seminar a tremendous success!"

**Audri Langford, Publisher
NETrageous Results! Newsletter**

"A+. I am expecting at least a 200% growth in my business!"

**Dr. Michael Anderson, President
Anderson Seminars**

You could be getting similar or even better results. The **Direct Marketing Power Summit** will give you the new tools you need to get ahead and stay ahead. Right now and in the future.

What Makes This Seminar So Different -- So Much More Profitable -- Than Anything Else You've Ever Seen

As I've already mentioned, this seminar is unlike anything you've ever seen.

Over the past few years, I've become painfully aware of how poorly direct marketing has been performing. Both my own and my clients.

These new strategies have been developed, tested and finely honed into consistently powerful winners that produce maximum sales and maximum profits.

These tapes reveal the step-by-step details for every cutting edge strategy and technique perfected to sell literally millions of dollars worth of products and services. Nothing is held back!

When you're done with these tapes, you'll have mastered a powerful new understanding of what it really takes to make maximum profits through direct marketing.

Here Are The Powerful Advantages You'll Gain From This Unique Seminar

1. The single greatest money making secret for a changing market, changing times, and a changing economy.

This is the heart of the seminar. What you'll learn will open your eyes to an entirely new approach to direct marketing.

Want specifics? Here are the detailed results of a recent direct marketing mailing from using this secret.

Mailing costs were \$356 (printing and postage). Revenue from sales was \$60,000 -- in just ten days. If you divide sales by costs ($\$60,000/\356), the result is **168 times costs**.

Plus, two other mailings have been done since perfecting these techniques. The results? The worst return was 11.5 times costs. And the other brought in a walloping 121 times costs.

I think you're beginning to see why this secret is so exciting!

It gets even better. These mailings were all done one after another. Which means there were three winners in a row.

Now, if you know anything about direct marketing, then you know most experts agree that you can get fat and happy if just one out of every three or four projects is a success. But three out of three? That's almost unheard of!

2. Insider's secrets on qualifying customers and markets for maximum profits.

A simple, low-cost system for determining which markets are losers and which are high profit winners. A number of very savvy business people who attended the seminar were shocked to find out how little they actually knew about high profit qualifying processes. Some said this one point alone was the catalyst for major restructuring of their businesses and marketing procedures.

3. Four key secrets for pumping real selling power into your advertising copy.

Most advertising copy is lucky if it even generates lukewarm results. That doesn't have to be the case. These powerful techniques will put real teeth in your advertising copy and make it pay out substantial dividends.

4. Boost your profits with Opportunity Cycle Selling.

A unique method for making sure you're in front of your customers when they want to buy, not when you want to sell. Your potential in increased profits from this technique alone is truly staggering!

5. Maximizing profits through Precision Marketing Systems.

Complete step-by-step procedures for five proven, money-making systems that take all the guess work out of making big profits. Quite simply, this is the secret to producing truly huge direct marketing fortunes.

6. The maximum profit power-formula.

Most people don't go out of business for lack of capital, they go out of business because they don't understand where the money really is in their market. This proven formula shows where the profits really are and precisely how to tap into them right away.

Includes crucial information on how to "fail successfully". Anyone in direct marketing who tells you they haven't failed is either an amateur or a liar.

The key is to learn from your failures and apply that knowledge to turning out winners. You'll get the inside scoop on how a highly successful venture grew directly out of a costly, dismal failure.

7. The 4-Step Marketing Turn-Around.

The fastest, easiest way to turn any company's sales around. Or make an already successful company even more profitable. This formula is so simple and foolproof, most business owners can't believe they never thought of it themselves.

8. The single most damaging myth everyone still believes about direct marketing.

Huge sums of money are being lost every day in direct mail. This incredibly dangerous myth can put you out of business in short order. But if you recognize it and understand a few simple steps for turning it around, the profits are nearly unlimited.

All eight of these key strategies -- and much more -- are covered in step-by-step detail on these seminar tapes. But that's just the beginning.

Here's Yet Another Powerful Advantage You'll Get For Increasing Your Profits

You see, one of the most critical aspects of benefiting from any new information is the ability to apply it. I've noticed that at most seminars, you leave with a bundle of new ideas but very little understanding of how to make use of them in the real world.

So during one day of the seminar, some of the top marketing experts in the country are brought in to personally help the participants nail down their most profitable strategies and marketing plan.

The entire day was devoted to honing their marketing into finely tuned strategies that can be applied easily and inexpensively. You won't believe your ears when you hear the powerful marketing solutions that were laid out in complete detail for the folks who attended the seminar.

But you know what the truly amazing part was? Nearly every one of the participants said that the solutions created for the other participants triggered dozens of tremendously powerful ideas for their own businesses. And I guarantee they'll do exactly the same for you!

Here's the bottom line. Once you finish these tapes, you'll be fully prepared to hit the ground running and start racking up staggering profits in your own business.

Think about this for a minute. Imagine what it would be like to have the confidence of

knowing your direct marketing is as effective as possible. That it's letting you run circles around your competition.

How would you feel knowing you're one of a very limited few who can count on making huge profits with your direct marketing rather than blowing major holes in your bank account? And rather than worrying about making payroll, having to scramble to hire more employees when everyone else seems to be laying their best people off?

This is precisely what you'll gain from these seminar tapes. In this very real sense, the **Direct Marketing Power Summit** will change your life and your employees' lives forever.

Plus, You Get This Powerful BONUS For Quickly Earning Back Every Cent Of Your Investment

Along with the seminar tapes, I'll give you a package that can make you an immediate \$1,471.35! That's more than double your investment for this powerful information.

Here's how this works. When you order these tapes, you'll be granted the right to sell as many copies as you'd like. I'll provide you with the sales letter and detailed instructions for producing maximum sales.

All you have to do is sell three of these packages. Your share of each sale is 85% -- that's \$490.45! So three sales pays you back \$1,471.35.

I don't have to tell you that three sales is a piece of cake. Anyone with an existing customer list should be able to sell three sets in a week or two. You'll probably sell many, many more than that.

So you see, I'm pulling out all the stops to pack every possible way of boosting your profits into the deal.

Now That You Know What To Expect -- Here's How To Get On A Fast Track To Increased Profits

The cost of these seminar tapes is \$577. This includes 21 audio tapes and an extremely detailed workbook.

Plus, you get my powerful bonus of being able to sell additional sets of the tapes yourself. This alone can quickly and easily pay back much more than the entire cost of the seminar.

But the actual value you get is almost impossible to calculate. What's it worth to you (in both profits and peace of mind) to know with dead certainty that you'll be able to consistently produce direct marketing that will perform beyond your most optimistic expectations?

Can you even begin to measure this? Is it worth a second home -- a get-away at the beach or

in the mountains? Or worth having the necessary funds to actually buy out your fiercest competitor? Or fully fund your children's college education? Or realize any other dream or financial goal you may have set for yourself?

I can't measure this for you. Only you can accurately determine how much this insider's marketing know-how is worth. But, I'll give you this hint: the sky's the limit!

It Gets Better Still -- Your Success Is Completely Guaranteed

I'm completely committed to your success. This seminar overflows with so much vital, specific information for increasing your sales and profits, you'll wish you had known about it ten years ago.

In fact, I'm more than just committed to your success. You see, I absolutely guarantee it! I've already mentioned my unique guarantee in the opening of this letter. But I'd like to take a moment to repeat it again:

Our powerful guarantee is unequalled anywhere in the industry. Quite simply, you're guaranteed a minimum return of 20 times the cost of these tapes in extra profit.

If after listening to this breakthrough information, you aren't completely convinced that you'll gain at least 20 times your investment -- at least \$11,540 extra profit you never would have seen without these techniques -- I'll refund your entire investment on the spot.

You couldn't possibly ask for anything more. All of the risk has been taken off your shoulders and placed squarely on mine. If for any reason you don't feel this information will kick your sales and profits into high gear, you'll get back every cent you invested.

Take Control Of How Profitable Your Business Can Be -- Starting Today!

The time to act is now. You and I already know that if you've read this far, you have a driving interest in making your business as profitable as possible. All that's left is to take the action to do it.

If you want to secure your financial future... if you want to stop gambling on how well your business will do... if you want to take control of how much more profitable your business can be, you owe it to yourself to take advantage of this risk-free offer.

To get out of the old run and breathe new life into your sales and profits, you need to act now.

Right now, while it's fresh on your mind, pick up the phone, dial **1-800-998-3189** and order

your seminar tapes.

The **Direct Marketing Power Summit** will give you the crucial edge you need to kick your sales into high gear right now. And year after year for as long as you're in business!

Sincerely,

Collin Almeida

Collin Almeida
Success Strategies, Inc.

P.S. There's more! You've already seen how quickly these strategies and techniques can shoot your sales right off the charts. But I'm not done yet.

Gary Halbert and Bob Serling conducted phone interviews with three of the top experts in the country on electronic marketing. These two tapes reveal a number of ways to start cashing in on this hot medium now.

They're yours FREE when you place your order for the seminar tapes within the next 10 days. Don't miss out. Pick up your phone, dial **1-800-998-3189** and order now!

28

Sales letter for
"How To Find Hot Mailing Lists"
videos and audios

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

Use These Little Known Trade Secrets To Find HOT Mailing Lists That Work!

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.

On the other hand, if you've got the right list, it can literally make you...

An Overnight Success!

Your direct mail campaign needs to go to people who are most likely to buy. Which means your mailing lists need to be chosen very carefully.

Some mailing lists have millions of names on them. If you select the right list, it can make you rich!

Now, you can get mailing lists two ways -- from a Registered List Broker or you can get them yourself... if you know what you're doing.

A draw back to using a list broker is they get paid their commissions regardless of whether your direct mail campaign makes you money or not.

From now on, you can order HOT mailing lists with confidence!

Announcing two powerful videos called...

"How To Find HOT Mailing Lists Using The Little Known Trade Secrets Of The Big-Time List Brokers"

On these two information packed tapes, you'll see and hear Direct Marketing Expert and Registered List Broker Karen Anderson. Karen will tell you what you can do -- not only to protect yourself from bad list -- but also how to get the most "bang for your buck" with great, hot mailing lists.

These Fast-Paced Tapes Reveal:

How to cash-in using the "SRDS (Standard Rate and Data Service) List Source" the same way the pro's do!

Where to find a "SRDS List Source" to use -- FREE!

Learn what each category in the SRDS really means.

What specific questions to ask about each list so you don't get burned!

How to save money by talking the language the brokers use.

Learn the differences between list brokers, managers, owners and companies.

Learn the right questions to ask to ensure your success!

Learn exactly what a "Data Card" is and how to read one.

How to ask for certain types of data cards and know if they are useful for your particular offer.

The right formula you should use to guarantee getting your list order approved by the list owner.

Learn the trade secrets some list brokers use to their advantage and how to not have them used against you.

You must watch these tapes before you talk to any broker or commit yourself to purchase any list. Doing so can save you thousands of dollars! And, when you select the proper mailing list, the sky's the limit on how much money you can make!

Right now, you can get these two tapes, "**How To Find HOT Mailing Lists Using The Little Known Secrets Of The Big-Time List Brokers**" for only \$87. This is a drop in the bucket compared to the money you'll save (and make) by having this rare, hard-to-find information.

And, your satisfaction is 100% guaranteed because you get a 365 day money-back guarantee. If you're not completely satisfied with these tapes for any reason within the next 12 months, simply return them for a prompt and courteous refund.

Call our 24-Hour Order Line at **1-800-998-3189** right now to order!

Thank you,

Collin Almeida

Collin Almeida

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

29

**Postcard and display ad for
"Direct Marketing Strategies Newsletter"**

"This Direct Marketing Newsletter Can Increase Your Income By \$100,000 Too!"

The Direct Marketing Strategies Newsletter gives you real-life, how-to-do-it, nuts-and-bolts, direct marketing know-how -- information you can use! Listen to what a few of our subscribers have to say:

"After 2 years of using the techniques in your Direct Marketing Strategies Newsletter, my income has increased by at least \$100,000 each year as a result of applying the strategies you write about."

-- Peter Sun, Australia

"Your Direct Marketing Strategies Newsletter has given me several wonderful marketing ideas. In fact, one of your ideas put an additional \$1,185 in my pocket over the last 4 days! Thank you!"

-- Brian Keith Voiles, Utah

"I save each issue of the Direct Marketing Strategies Newsletter in a 3-ring binder. Together, they are a valuable course in direct marketing."

-- Dr. Leonard Miller, Massachusetts

Here's a sample of what's covered in this powerful newsletter: lead-generation strategies, mailing list selection, direct response copywriting techniques, little-known direct marketing sources, direct mail tips, self-publishing, Internet marketing ideas, free publicity, and much, much more!

To get a six-month trial subscription to the Direct Marketing Strategies Newsletter, mail \$5 (to cover postage and handling) **to:** Direct Marketing Strategies Newsletter, 34952 HWY 58 EUGENE, OR 97405. We'll send your first issue to you right away. Mail your \$5 NOW!

“Increase Your Income By \$100,000 With This Direct Marketing Newsletter”

The Direct Marketing Strategies Newsletter gives you real-life, how-to-do-it, nuts-and-bolts, direct marketing know-how -- information you can use! Listen to what a few of our subscribers have to say:

“After 2 years of using the techniques in your Direct Marketing Strategies Newsletter, my income has increased by at least \$100,000 each year as a result of applying the strategies you write about.”

-- Peter Sun, Australia

“Your Direct Marketing Strategies Newsletter has given me several wonderful marketing ideas. In fact, one of your ideas put an additional \$1,185 in my pocket over the last 4 days! Thank you!”

-- Brian Keith Voiles, Utah

“I save each issue of the Direct Marketing Strategies Newsletter in a 3-ring binder. Together, they are a valuable course in direct marketing.”

-- Dr. Leonard Miller, Massachusetts

Here's a sample of what's covered in this powerful newsletter:

lead-generation strategies, mailing list selection, direct response copywriting techniques, little-known direct marketing sources, direct mail tips, self-publishing, the Internet, free publicity, and much, much more!

To get a six-month trial subscription to the Direct Marketing Strategies Newsletter, mail \$5 (to cover postage and handling) to: Direct Marketing Strategies Newsletter, 34952 HWY 58 EUGENE, OR 97405. We'll send your first issue to you right away. Mail your \$5 NOW!

350 Of The Best Headlines Ever Written

This list was put together for one reason -- to provide you with a single source of ideas for writing headlines.

The easiest way to come up with a good headline is to sit down and read a large number of successful headlines. The idea is NOT to steal someone else's words, but to develop a sense of what elements make a good headline.

We hope you find the words on the following pages a creative inspiration.

(The headlines are presented in alphabetical order.)

- * **\$80,000 In Prizes! Help Us Find The Name For These New Kitchens**
- * **161 New Ways To A Man's Heart - In This Fascinating Book For Cooks!**
- * **F17 Stocks You Should Dump Right Away**
- * **26 Days That Have Changed Thousands Of Lives**
- * **38 Fun And Easy Ways To Earn \$500 Next Weekend**
- * **67 Reasons Why It Would Have Paid You to Answer Our Ad A Few Months Ago**
- * **7 Steps To Freedom**
- * **7 Ways Long Distance Can Keep Your Head Above Water**
- * **7 Ways To Collect Your Unpaid Bills**
- * **A \$500 A Day Writer's Utopia**
- * **A Surprisingly Simple Way To Get "Out Of The Rat Race (And Into the Chips!)"**
- * **A Wonderful Two Year's Trip At Full Pay - But Only Men With Imagination Can Make It**
- * **Advice To Wives Whose Husbands Don't Save Money - by A Wife Again She Orders...'A Chicken Salad Please'**
- * **Alive with Pleasure**
- * **Amazing New Titanic Commemorative Is Mint Perfect And Even Bigger Than A Silver Dollar**
- * **American Woman, Say Hello To Your Next Boss. You.**
- * **An Amazing Business You Can Carry In Your Pocket**
- * **An Educated Failure**
- * **An Open Letter To Everyone Who Drives A Truck On More Than \$10,000 Per Year**
- * **Another Show In Our Series About Improving Our Lifestyles.**
- * **Announcing...The New Edition Of The Encyclopedia That Makes It Fun To Learn Things**
- * **Are We A Nation Of Low-Brows**

- * **Are You An Over Educated Under Achiever?**
- * **Are You Ever Tongue-Tied At A Party?**
- * **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 6 For .99, You Can Indulge Your Fantasies This Month!**
- * **At Last Someone Has Unlocked The Secret Of Getting People To Fall In Love With You!**
- * **Banking Secrets That Banks Don't Want Published**
- * **Because Someone Noticed Something, That Nobody Else Ever Did, The Most Important Discovery For Success Has Been Made!**
- * **But What If You Could See Her Naked?**
- * **By This Time Next Month You Could Have A Global Data Communications Network**
- * **California Lawyer Discovers How To Make Money At Home With The Help Of The U.S. Government**
- * **Can You Pass This Money Test?**
- * **Can Your Child Read These Words?**
- * **Cash in on Your Vacation!**
- * **Check The Kind Of Body You Want**
- * **Chicago Man Reveals A Short-Cut To Authorship**
- * **Confessions Of A Disbarred Lawyer**
- * **Costa Mesa Man Swears Under Oath That His New 'Energy Pill' Does Not Contain Cocaine Or Any Other Illegal Stimulant**
- * **Crazed Advertising Man Discovers Worlds' Sexiest Model!**
- * **Dare To Be Rich**
- * **Desperate Woman Loses 277 Lbs. With Amazing Diet Secret!**
- * **Did You Ever See A 'Telegram' From Your Heart?**
- * **Do You Make These Mistakes In English?**
- * **Do You Sincerely Want To Be Rich?**
- * **Do Your Employees Work As Slowly As They Read?**
- * **Doctor Discovers The Cellulite Dissolver**
- * **Doctors Prove 2 out of 3 Women Can Have More Beautiful Skin In 14 Days**
- * **Does Uncle Sam Owe You Money You Don't Even Know About?**
- * **Don't Envy The Plumber - Be One**
- * **Don't Let Athletes Foot 'Lay You Up'**
- * **Don't Try This With Any Other Copier**
- * **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!**
- * **Famed Physicist Proves That Sitting In A Pyramid Causes Unexplainable Good Things To Happen**
- * **Fatten Your Bank Account**
- * **Financial Columnist Makes Unique Discovery**

- * **For The Woman Who Is Older Than She Looks**
- * **For Want Of A Pin... The Hat Was Lost**
- * **Fountain Of Youth Discovered By Little Known Civilization Over 2300 Years Ago**
- * **Free Book Tells You 12 Secrets Of Better Lawn Care**
- * **Free Kit Tells How To Get Better Photographs**
- * **Full Time Minister Finds Part Time Goldmine**
- * **Generous Creative Businessman Wants To Find A Hot Sexy Woman With A Good Sense Of Humor!**
- * **Get Out Of Debt In 90 Minutes Without Borrowing**
- * **Get Paid for Reading Books! \$100 per book!**
- * **Greatest Goldmine Of Easy 'Things To Make' Ever Crammed Into One Big Book**
- * **Greed And Gouging In The Stock Market**
- * **Guaranteed To Go Thru Ice, Mud, or Snow - Or We Pay The Tow!**
- * **Hands That Look Lovelier In 24 Hours - Or Your Money Back**
- * **Have You A "Worry" Stock?**
- * **Have You Ever Bowled A Strike And Said 'I've Got It!?'**
- * **Have You Ever Said 'I Just Can't Seem To Concentrate'?**
- * **Have You Ever Seen A Grown Man Cry?**
- * **Have You Ever Taken A Practice Golf Swing At A Dandelion?**
- * **Have You Got These Symptoms Of Nerve Exhaustion?**
- * **He Became Twice The Man At Half The Weight!**
- * **He Was 240 Pounds Of Sweet Tooth**
- * **Here Is A Way To Make Money That Has Never Yet Failed**
- * **Here's How To Find Out If Your Bank Is About To Go Bankrupt!**
- * **How A Fool Stunt Made A Star Salesman**
- * **How A New Discovery Made A Plain Girl Beautiful**
- * **How A New Kind Of Clay Improved My Complexion In 30 Minutes**
- * **How Bad A Beating Are You Willing To Take To Own A New Car**
- * **How Do You Grow \$1,000 Worth Of Food In A Garden This Small?**
- * **How Long Will You Live? Ignorance About How To Take Care Of Yourself Can Be The Mistake That Kills You In Your 50's Or 60's...."The Dangerous Years"!**
- * **How I Made A Fortune With A Fool Idea**
- * **How My Wife And I Teamed Up To Become Millionaires In Five Years**
- * **How Much Are You Losing To Dead Beats Right Now?**
- * **How Often Do You Hear Yourself Saying: 'No, I Haven't Read it; I've Been Meaning To!'**
- * **How The Experts Buy & Sell Gold And Silver**
- * **How The Little Guy Can Make Big Money Today**
- * **How The Way You Undress Reveals Your Personality**
- * **How To Burn Off Body Fat, Hour-by-Hour**
- * **How To Buy The RV Of Your Dreams**
- * **How To Collect From Social Security At Any Age**
- * **How To Develop A Silver Tongue, A Golden Touch And A Mind Like A Steel Trap**

-
- * **How To Discover The Fortune That Lies Hidden In Your Head**
 - * **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 Do Wonders With A Little Land**
 - * **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 Form Your Own Corporation Without A Lawyer For Under \$50**
 - * **How To Get 12 Hours Out Of An 8 Hour Day**
 - * **How To Get Free Advertising And Free Publicity!**
 - * **How To Get A Free Supply Of An Amazing New Diet Pill That Works Like Crazy**
 - * **How To Get A Grip On Audience Attention**
 - * **How To Get Free Advertising And Free Publicity**
 - * **How To Get Rich Reading Classified Ads**
 - * **How To Give Your Children Extra Iron. These 3 Delicious Ways**
 - * **How To Handle Angry Callers In 7 Not-So-Easy Steps**
 - * **How To Improve Your Memory**
 - * **How To Make A Fortune Today Starting From Scratch!**
 - * **How To Make A Killing In Close-Outs**
 - * **How To Make Money With Display Ads**
 - * **How To Make Money Writing Short Paragraphs**
 - * **How To Make People Line Up and Beg You to Take their Money!**
 - * **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 Raise Venture Capital Without Losing Equity**
 - * **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 Start From Scratch And Become A Post Office Box Millionaire**
 - * **How To Take Out Stains...Use (product X) And Follow These Easy Directions**
 - * **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**
 - * **How You Can Beat High Taxes And Skyrocketing Inflation**
 - * **How You Can Eat More And Weigh Less**
 - * **How You Can Legally Profit From 'Insider' Information On The Stock**

By: Michael Kimble

Market

- * **How You Can Make Money With The Arabs**
- * **I Was Held Hostage For 4 Days By The Sharpest Minds In Direct Mail**
- * **I Will Pay You Up To \$100,000 For Old Watches Like This One**
- * **I'd Like To give This To My Fellow Men - While I Am Still Able To Help**
- * **"If You Know How To Sell, You Owe Yourself A Promotion"**
- * **"It's A Food, Not A Drug" Says So & So**
- * **It's Not Just What You Know About A Market - It's Who You Know, Too**
- * **If You Can Lick A Stamp You Can Lick your Weight Problem**
- * **If You Can Read & Write Simple English, I'll Show You How To Make Real Money Selling Words**
- * **If You Read Music You'll Love Our Magazine**
- * **If You Read Nothing Else - Read This!**
- * **If You Were given \$200,000 To Spend - Isn't This The Kind Of (type of product but not brand name) You Would Buy?**
- * **If You'd Rather Put Money In Your Pocket Than Watch T.V...**
- * **Imagine Working Until 4:00 AM - And Loving Every Minute Of it!**
- * **Imagine Me... Holding an Audience Spellbound For 30 Minutes!**
- * **Important News For Folks Who Swore They Would Never Try Another Reducing Product**
- * **Improve Company Image**
- * **Is Making A Living Keeping You From Earning Real Money?**
- * **Is The Life Of A Child Worth \$1 To You?**
- * **Is Your Home Picture Poor?**
- * **It's Crazy That A High School Dropout Can Make This Much Money**
- * **It's Easy To Cash In On your Amazing Astrological Abilities**
- * **Ladies! Get Into Fitness In 5 Easy Minutes A Day**
- * **Last Friday... Was I Scared! My Boss Almost Fired Me!**
- * **Lawyers Reveal Legal Loopholes That Make Money**
- * **Let this Machine Make You At least \$30.00 an Hour**
- * **Let Me Tell You How I Reduced For Keeps**
- * **Little Leaks That Keep Men Poor**
- * **Loans for Small Businesses Available Now!**
- * **Looking For A Growing Business With A Great Track Record?**
- * **Lost For Words? Push The Buttons And Voila!**
- * **Make Anyone Do Anything You Mentally Command - With Your Mind Alone!**
- * **Make Big Money - All Profit - At Home**
- * **Make Extra Cash Writing Advertising Book Match Covers**
- * **We Need People To Write Greeting Cards**
- * **Man Who Limped With Foot Pain - Now Runs 2 Miles Every Day**
- * **Mobile Money Maker**
- * **Money Making Sledgehammer**
- * **Money to Loan!**
- * **Movie Actor Reveals Amazing New Weight Loss Break Through**
- * **My Feet Were Killing Me... Until I Discovered The Miracle Of Hamburg**

- * **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 Pill For Diet Failures Lets You Burn Off Body Fat 24 Hours A Day!**
- * **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 Let This Strange And Powerful Gift From Outer Space Bring You Incredible Good Luck Absolutely Guaranteed!**
- * **Now! Your Child Is The Star Of This Brand New Sesame Street Story Book!**
- * **Of Course You Can Afford It. Think Of All The Money You've Saved Drinking Ordinary Scotch.**
- * **Often A Bridesmaid, Never A Bride**
- * **Ohio Man Discovers The Secret Of How To Escape The American Rat Race!**
- * **One Transaction Can Make You Independent For The Rest Of Your Life**
- * **Only 1 Career Woman In 1,000 Finds The Job She Deserves**
- * **Open Your Mind, Read This Book And Your Life Will Change - It Will All Be Yours**
- * **Operate Your Own Home Shopping 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**
- * "Send Me To Any City In The United State, Take Away My Wallet, Give Me \$100 - For Living Expenses And In 72 Hours I'll Buy You An Excellent Piece Of Real Estate Using None Of My Own Money"**
- * Science Has Finally Counterfeited The Perfect Diamond!**
- * Scientists Discovered Mystery Chemical That Seems To Drive Women Wild**
- * Sell Your Ideas!**
- * Six Propositions For A Fuller Future**
- * Some Straight Talk About Vitamins And Your Sex Life**
- * Sometime In The Next 24 Months, a Government Declared Economic Emergency Could Wipe You Out**
- * Something To Look Forward To Each Day!**
- * Speak Spanish Like A Diplomat**
- * Stop Dreaming And Start Making Money**
- * "Stop Playing Catch-Up And Start Getting Ahead"**
- * Suddenly Multiply Your Income With Unorthodox Strategies Like These!**
- * Suppose This Happened On Your Wedding Day!**
- * Take Everything! Keep Everything! Just For Looking! No Strings!**
- * Take This 1 Minute Test - Of An Amazing New Kind of Shaving Cream**
- * Take Any 3 Of These Kitchen Appliances For Only \$8.98 (Values Up To \$15.45)**
- * Test Gold Like A Jeweler**
- * Test Your Ability To Ever Grow Up**
- * 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 Diet Secrets Of A Frustrated Clebourne 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 Amazing Thing, Of Course, Is The speed At Which This Program Works. It Is Rather Remarkable To Throw Off As Much As 6 Pounds Of Fluid And Fat In The Very First Weekend..."**
- * The Amazing 'Magic Mud' Used By A Top TV Doctor Who Doesn't Believe In Plastic Surgery!**
- * The Art Of Selling By Telephone**
- * The Book On Who Owns Whom!**

- * **The Child Who Won The Hearts Of All**
- * **The Chinese Secrets Of Weight Control**
- * **The Crimes We Commit Against Our Stomachs**
- * **The Happiest Millionaire Around Teaches Others His Secrets**
- * **The Last Two Hours Are The Longest...And Those Are The Hours You Save**
- * **The Lazy Mans Way To Riches**
- * **The Lowdown On Self Publishing**
- * **The Machine That Peels Off Pounds While You Sit Back & Enjoy It**
- * **The Man with The Grasshopper Mind**
- * **The Most Expensive Magazine In The World, Yet Over 40,000 Businessmen Buy It Every Month, Why?**
- * **The Other Side Of The Story On Rock Hudson**
- * **The People Who Read This Book Will End Up With Your Money**
- * **The Quickest Way I Know To Make A Million Dollars**
- * **The Secret Of Having Good Luck**
- * **The Secret Of Perfect Putting**
- * **The Secret Of Teaching Yourself Music**
- * **The Secret To Being Wealthy**
- * **The Ugly Truth About Your New Car**
- * **There's Another Woman Waiting For Every Man - And She's Too Smart To Have "Morning Mouth"**
- * **There's Big Business in Losing!!!**
- * **They Laughed When I Sat Down At The Piano - But When I Started To Play...**
- * **They Laughed When I Walked Into The Room - But When I Took Off My Clothes...**
- * **They Laughed When I Said I Was Going To Start My Own Business**
- * **They Shocked Us. They Outraged Us. They Didn't Do Anything Wrong - They Just Did It First.**
- * **Think And Grow Rich**
- * **This Christmas, Let Your Present Be Your Future!**
- * **This Is Absolutely The Easiest Way For You To Have A Future Free Of All Money Worries**
- * **This Pen 'Burps' Before It Drinks But Never Afterwards**
- * **Thousands Have This Priceless Gift - But Never Discover It!**
- * **Tired of Making Your Boss Rich?**
- * **To Men Who Want To Quit Work Someday**
- * **To People Who Want To Write - But Can't Get Started**
- * **To The Traveling Salesman Who's Smart Enough To Know When To Call It Quits!**
- * **Today...Add \$10,000 To Your Estate For The Price Of A New Hat**
- * **Tom MaCall Says 'The Appliance Repair Field Is So Uncrowded It's Almost Lonely'**
- * **Too Busy Earning A Living To Make Any Money?**
- * **Using A Lawyer May Be Dangerous To Your Wealth**
- * **Want To Be An Airline Flight Attendant?**
- * **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**
- * **Wave This Magic Wand And Make Money For Yourself**
- * **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 Everybody Ought To Know About This Stock And bond Business**
- * **What The Travel Agents Won't Talk About Can Save You 50%-70% On Your Cruise Vacation!!!**
- * **What Would You Rather Do This Evening: Watch TV Or Make Some Real Money?**
- * **What's Wrong With This Picture?**
- * **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!**
- * **When Doctors 'Feel Rotten' This Is What They Do**
- * **When The government Freezes Your Bank Account - What Then?**
- * **Where The Money Is And How To Get It**
- * **Where You Can Go In A Good Used Car**
- * **Which Of These 5 Skin Troubles Would You Like To End?**
- * **Who Else Wants A Screen Star Figure?**
- * **Who Else Wants Lighter Cake - In Half The Mixing Time?**
- * **Who Else Wants To Make Big Money In Electronics?**
- * **Whose Fault When Children Disobey?**
- * **Why A Hard-Nosed Millionaire Will Pay You \$4.50 Just To Read A Magazine**
- * **Why Are We Giving Away This (product here) For Only \$2.00... (this is not a misprint!)**
- * **Why (brand X) Bulbs Give More Light This Year?**
- * **Why Gary Halbert Is Telling His Closest Friends They Need To Attend The Guerilla Video Bootcamp And Why They Can't Get In!!!**
- * **Why Not Increase Your Income Dramatically?**
- * **Why People In Vermont Are Healthier, Less Overweight, Stay Young Longer And Live Longer Than People Of Any Other State In The Union**
- * **Why Publisher's Buy**
- * **Why Some People Almost Always Make Money In The Stock Market**
- * **Why Struggle To The Top In Someone Else's Business When You Can Start At The Top In Your Own?**
- * **Why These Vitamins Can Make You Feel Peppier**
- * **Why Would Investors World Wide Be Willing To Pay A Quarter Million for**

this old Watch?

- * **Winning At The Races May Not Be Your Idea Of Fun, But...**
- * **World Poker Champ Sells Secrets For \$9.95!**
- * **Would You Like To Have A Photographic Memory?**
- * **Would You Like To Take In \$140 After Supper?**
- * **You And I Will Both Profit**
- * **You Can Laugh At Money Worries If You Follow This Simple Plan**
- * **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 Have To Die To Collect On Your Insurance Policy!**
- * **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**
- * **"You Kill That Story Or I'll Run You Out Of The State!"**
- * **You Never Saw Such Letters As Harry And I Got About Our Pears!**
- * **Your Survival Guide To Corporate Politics**
- * **You'll Just Love The Way This Diet Pill Works!**
- * **Your Office On The Go! The Complete Solution To Your Business Needs...**

SPECIAL BONUS

7 formulas to write killer headlines that sell like crazy!

By: Robert Boduch

Features

Benefits

Formula #1: The Ultimate Benefit - FAST & EASY!

When you've taken the time to list all the benefits of your product or service, it's much easier to begin formulating some excellent headlines. Decide on the most attractive benefit your product offers. What one great advantage does your product give customers? What unique advantage does your product offer? Don't just guess at it-talk to prospects and customers. Give them a short list of 2 to 5 solid benefits your product delivers on, and then ask them to choose just one.

What you hope to achieve with this little exercise, is to get actual prospects and customers to identify the one benefit that is of supreme importance to them. It could be a single benefit or, more likely, the "ultimate benefit" of your product. Try to narrow it down to one powerful benefit and then use that as your starting point.

A headline that's centered around the most appealing benefit has a good chance of attracting far more interest and attention than any non-benefit headline.

Step #1: Identify Your Big Benefit

Step #2: Provide A Quick & Easy Way For Prospects To Experience The Big Benefit

"Quick and easy" satisfies the craving for instant gratification with little or no work. What could be better than that? Not only are you promising the one thing customers want most, but.... you're also offering this in rapid time and without much, if any effort on the part of the prospect. This is how you present the ideal dream solution to your customers and prospects. Make sure your promise is believable.

Specific solutions attainable in less time and with less effort. That's what prospects want ... your job is to give it to them up-front in the headline. One way to do it is to simply add the words "quick and easy". Another technique is to quote specific figures in terms of the time required, such as "10 days to...", "30- day plan for...", "... in just six weeks" or "overnight".

Examples

- Discover 7 Quick & Easy Formulas For Writing Super-Responsive Classified Ads!
- I'll Teach You How To Quickly & Easily Get All The Credit You've Ever Wanted

--- 100% Guaranteed ... Or I'll Pay You \$50 For Wasting Your Time!

- Discover The Simple, Yet Little-Known Secrets For Creating Your Own Best-Selling Information Product In A Single Evening!
- In Just 27 Minutes, While Sitting In Your Most Comfortable Chair, You'll Discover Everything You Need to Know To Create Your Own Dynamite Web Site That Brings In Cash Daily!
- In Less Than 30 Days, You'll Notice A Huge Improvement In Your Vocabulary Using Our Simple Pocket Guide For Only 5 Minutes A Day. It's A Fast And Easy Way To Make A Huge Difference In Your Life!
- How To Give Yourself The Gift Of Daily Inspiration Quickly & Easily!

Formula #2: The "Borrow It" Approach

This technique "borrows" ideas, words, phrases, and formats from other headlines and adjusts these to suit. It takes individual components from existing headlines and re-packages them to suit your product, service, or offer. Here, you choose different headlines that you like, combine features of several to create a hybrid. This technique works for both simple and complex headlines. You simply string together a few parts that you like, and substitute your benefit or offer to suit.

Never copy someone else's headline, word for word. That's theft. But no one can take exclusive ownership of any word or phrase. You're always free to use any word or description in your own unique way.

It's an easy way to put together a solid headline in just minutes. The key is to find lots of headlines that you like and to have them ready, in front of you. You'll find plenty of examples within this manual package, but remain on the lookout for others.

You never know when you'll want to adapt a phrase or technique for a headline of your own. With your own file of collected headlines, commonly referred to as a "swipe file", you'll have a virtual resource center of adaptable ideas and techniques.

Following are some examples of simple adaptations from original headlines:

Original- "They Laughed When I Sat Down At The Piano But When Started To Play!-"
(John Caples)

Adaptation:

"They Laughed When I Sat Down At The Piano. They Stopped When I Picked It Up." (Gold's Gym)

Original- Breakfast Of Champions! (Wheaties cereal)

Adaptation:

Breakfast of Millionaires. (Barron's financial magazine)

Original: "What Four-Letter Word Do You Use When You Have To Write A Check For Your High Healthcare Premium?" (Jerry Fisher)

Adaptation:

"What Four-Letter Word Do You Use After Stepping On To The Bathroom Scale?"

Original- "To People Who Want To Write-But Can't Get Started"

Adaptation:

"To People Who Want To Own A Beautiful House-But Can't Get Started With A Regular Savings Plan"

Original: "10 Ways To Lose Extra Weight And Keep It Off!"

Adaptation:

"3 Ways To Rid You Home Of Pests And Keep Them Away For Good!"

You can take virtually any effective headline and adapt it to your own product or service. Try different options and arrangements. Insert a new word or phrase. Try it out. You'll see how easy it is to develop a great headline by using parts of others to develop one that fits your purposes well.

You can add a new and interesting twist to this formula by substituting a few words with powerful, provocative, eye-catching replacements. (Refer to Chapter 9 for specific examples) Sometimes just one word can make a substantial difference in readership and results.

Formula #3: The Brainstorm Technique

The brainstorming technique is an excellent way to generate innovative, breakthrough headlines. This technique can be performed as a group exercise, or individually. Both applications can work well to produce original ideas and concepts that can lead to awesome headlines.

The idea of brainstorming is to completely free the minds of all participants and to simply let the ideas flow --unrestricted and unencumbered- without limitations of any kind. This free-wheeling, creative activity lets you generate an infinite amount of possibilities.

The best way to brainstorm a headline is to think in terms of customer benefits and stick to short descriptions of one to five words. Open up your mind and let the creativity flow. Try to think of single words and phrases that describe the benefits of your product or service.

It's a liberating experience, one that can often provide a fresh new horizon from which to base your promotional efforts upon.

There are 4 simple rules to follow for maximum results in brainstorming:

1. Place a time limit of 5 to 10 minutes on the actual idea generation stage. This is the first step where raw ideas are produced and recorded on paper or chalkboard.
2. All answers should be encouraged. No idea is a bad idea at this stage. Every contribution, no matter how outrageous or ridiculous, should be welcomed and recorded. Do not edit. Keep the ideas flowing. Spit out as many as possible.
3. Stop on schedule. Don't try to prolong a creative session. 5 Minutes is plenty of time to gather lots of good ideas to explore.
4. Now, you can start to edit out some answers that don't appear to be on the mark. Take what's left and work with those to formulate a powerful headline.

Example #1

Product: Apples - Sold By Mail Order

Brainstorming Results:

Fresh, Delicious, Succulent, Vibrant Red, Fresh-Picked, Healthy, All-Natural, Crunchy, Nature's Finest Food, Pure Health, Pure Energy, From God's Garden, Nature's Gift, Give Yourself A Lift, Bite Me, Ummmmm, Wow!, Organically Grown, Individually-Wrapped, Wholesome, Too Good To Be True, Country Crisp, Nature's Finest Gift, From Nature's Bountiful Basket, Fresh To You, Fresh-Picked, Shipped Same Day For Peak Freshness, Rare, Hard To Find, Shipped By Mail, Hand-picked, Tree-Ripened, Exclusive To Okanagan Valley, Sun-Ripened.

Possible Headlines:

- Fresh, Delicious, Organically-Grown, Sun-Ripened Apples Like You've Never Tasted Before-Delivered Right To Your Door!
- Give Your Family A Healthy And Delicious Treat From Nature's Best Garden.
- Indulge Yourself With A FREE Sample Package Of One Of Nature's Most Wholesome, Delicious And Nutritious Foods.

Example #2

Service: Gift Selection And Shopping Service

Brainstorming Results:

Choose The Perfect Gift, Show Your Thoughtfulness, Imagine Their Reaction, Make It Right, Wow! I Love It!, Very Impressive, Stunning, Immaculate, Elegant, Enchanting, Awesome, Considerate, Caring, Exquisite Tasteful, Choose Right, Save Time, Forget The Hassles, Hate Shopping?, They'll Love It-Guaranteed!, Impress Them, Perfect Gift Solutions, Gifts On Target, On Time, On Budget, Helpful Solutions For Busy People, Your Shopping Partner, Hassle-Free, Reap The Rewards, Show You Care, Personalized Service, Prompt Delivery,

Beautifully Wrapped, Find It, Ideal Gifts, Delivered With Class, Shower Someone With ... (Love, Care, Attention) Guaranteed To Be Well-Received.

Possible Headlines:

- Show Them How Much You Care With A Custom-Selected Gift From Magic Moments. We Find It, Pick It Up, Wrap It And Deliver It. You Get The Credit.
- Show Your Exquisite Taste, With An Original Gift They'll Never Forget.
- Impress Them With The Perfect Gift That Shows Your Thoughtfulness, Originality And Exquisite Taste.
- Here's An Easy Way To Find The Perfect Gift, Show Your Appreciation And Demonstrate Your Exceptional Taste-Without Leaving Your Office! 100% Satisfaction Guaranteed!

Example #3

Product: Portable Water Filter

Brainstorming Results:

Is Your Water Safe? Kill All Contaminants, Kills Germs, Wipes Out Harmful Pollutants, Enjoy Fresh Water, Double-Filtered, Safe, Healthy, Fresh, Pure, Purify, Sterilize, Filter, Portable, Adaptable To Any Faucet, Quick Connection, Travelers Companion, Works Anywhere, Fits In Any Suitcase, Compact, Convenient, Taste The Difference, Delicious, Safe Water, Double The Protection, Filters Invisible Contaminants, Take It Anywhere, Guaranteed Safe, Quality, Built To Exacting Standards, American Made, Replaceable Parts, UV Sterilizer, Rugged, Lightweight Steel Construction, Saves Big Money, Eliminates Costly Bottled Water, Snaps Into Place Instantly, Ideal For --Cottage Owners, Boaters, Travelers, Works Anywhere, Filters 57 Known Contaminants.

Possible Headlines:

- Travelers! Now You Can Enjoy Fresh, Safe, Delicious Drinking Water- - Wherever You Go! New Compact Device Filters And Sterilizes Too For Maximum Purification!
- Attention Travelers- Beware Of Unsafe Drinking Water! Here's Your 100%-- Guaranteed Safe Water Solution That's Easy To Carry, Instantly Connects To Any Tap--And Gives You Fresh Filtered Water Wherever You Are--Anywhere In The World!
- 100%--Guaranteed Safe Water For Travelers, Cottagers And Boaters! New, Lightweight & Compact Mini-Magic Quickly Connects To Any Tap To Instantly Filter AND Sterilize-- Giving You Safe, Healthy Drinking Water Wherever You Go!

Formula #4: The Power-Packed Combination

Here's a technique that adds extra power to any single-benefit headline. It can be used in several different ways, all with the multiplied power of several components working hand in hand. A combination headline could include multiple benefits, a benefit plus and offer, even a benefit, offer and a guarantee. With the "Combination" headline, your options are plentiful, and the one you select should be the one that packs the biggest punch and works well in a particular situation.

The benefit combination approach simply stacks one major benefit on to another in a sequence that usually consists of three separate benefits. The result is a headline with three times the power of a single benefit.

The easiest way to begin generating a power-packed combination headline is to begin with a single benefit statement.

Here's one we can start with-

"Learn To Make Money Like A Millionaire!"

This headline promises a benefit, but could it be made stronger using the combination approach? Before deciding, play around with several different options.

Let's try out a few possibilities:

- Learn To Make Money Like A Millionaire... Invest Like A Wall Street Wizard With Average Returns Of 37%, Or More... And Create A Future Of Style, Comfort And Unlimited Financial Security!
- Learn To Make Money Like A Millionaire! Attend This FREE 2-Hour Seminar And Discover The 13 Key Principles Of Self-Made Riches Guaranteed To Make YOU More Money Than Ever Before! Only 75 Seats Available-Reserve Yours Today!
- Start Your Own Business, Take Complete Control Of Your Future And Learn How To Make Money Like A Millionaire-Starting Today!

See how easy it is? The possibilities truly are endless. But obviously, the angle you take is dependent upon your product the market you're trying to reach, and the venue you're using to communicate your message.

Following are some other combination headlines taken from my collection of ads, sales letters, direct mail packages, brochures and assorted other marketing pieces.

This sample delivers a benefit and offer combination:

- "Free Video Tapes Reveal 11-New Ways To Make Huge Amounts Of Cash... Even During A Recession!"

In the next example, a question is used to first involve the prospect. Next, it's immediately followed-up by an offer and a benefit.

- "Do You Have What It Takes To Succeed At Your Own Business? This Free Book Will Help You Find Out. YOURS FREE! Starting Your Own Business... 12 Steps To Success."

Here's a quadruple-benefit headline. Watch how much more impact it has vs. any single benefit alone.

- "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!"

In this example, there's a strong benefit, a guarantee, and a special offer.

- "Now You Can Easily Double Your Profits By Learning The Jealously-Guarded Marketing Secrets Of The Richest Service Companies In The Country... And I Guarantee Results! Plus... If You Act Now, You'll Also Get Valuable Free Bonuses Worth Over \$975!" (Joe Hammer)

Using the combination technique is an easy way to boost the appeal of any headline. Start by listing a handful of benefits. If you have as strong guarantee, and a compelling offer, list those as well. Then, experiment with different combinations. Vary the order. Try a new angle and soon you'll have the headline you're looking for.

Formula #5: Forget Your Product-Deliver The Dream!

What do your prospects want most? You already know the answer. It's always the benefits that they seek. They want an advantage or a better way of doing things. Solutions to problems and new alternatives that save time, money, and effort. And there's no better option for prospects than the one that does it all. This product is the solution to their dreams.

The idea of this headline technique is to transform your product into an ideal answer to your prospects deepest desires and aspirations.

In order to supply the dream solution, you have to know what your prospects want... their likes and dislikes... their frustrations and disappointments with other apparent solutions. What is it that annoys prospects most regarding your type of product, service or industry?

Armed with this valuable knowledge, it's easy to see what it would take to provide a better alternative. But you don't want to simply settle for being better than the other choices available. You want to be the ultimate solution to your prospect's problem. What would your prospect really like to have, to be, or to accomplish, that his present choices don't provide? What is the perfect solution-- the best-case end result?

So... now it's time to play the role of the wizard. Put on your cape, reach for your wand and create a "magical" solution. Pretend that you have almost God-like powers and that you can give your audience the "ultimate solution"- the big benefit they really want.

Your job is to bridge the gap between where your prospects are and the place they want to go. Imagine the perfect end result. Create the vision of the underlying desire your prospects hold within. Then, present your message as the ultimate answer-the ideal solution. Fulfill that desire with your miracle product.

Examples:

In the following example, the writer obviously knew his audience well. Most people who attempt new diets, have tried others before without much, if any success. Talk to anyone who has been on a diet and they'll often tell you that afterwards, they gained more weight than they previously had lost! Yet the search goes on for the perfect diet-one that delivers results without taking away one of life's greatest pleasures. How could any dieter resist?

Here's how copywriter, Jerry Fisher created a dream solution:

- "Lose 30 Pounds In 30 Days On Strawberry Shortcake!"

In the next example, direct marketer, Ted Nicholas shows his thorough understanding of the prospects he wanted to target. Anyone who has ever given a speech, has the goal of delivering a stellar performance. What better way to feel the accomplishment than with a standing ovation?

- "How To Get Enthusiastic Response --Even A Standing Ovation- Every Time You Speak!"

In the next example, marketer Gordon Alexander knew something about his audience before he conceived the headline below. I'm sure you've heard the line, "*Give a man a fish, you feed him for a day... but, teach him how to fish, and you feed him for life.*" Learning how to make extra money one time, is appealing to many opportunity seekers, but... learning how to do it as often as they'd like has much more appeal.

- "12 Weeks To Freedom. Make \$5,000 Within The Next 3 Months- And Never Look Back. Learn How You Can Earn \$5,000 In The Next 12 Weeks, And Then Make \$1,000 or \$2,000 or Even \$3,000 Or More --IN CASH-- Every Week For The Rest Of Your Life!"

Be a dream provider and your headline will attract more qualified and interested prospects and your sales will skyrocket as a result.

Formula #6: Use Your Customer's Own Words

The actual words of satisfied customers holds a lot of weight with prospects in virtually all markets. Somehow, the words of others --people who once were in the same situation, as the prospects themselves--has greater power to influence a prospect's decision to buy.

Gather any feedback that you may have already collected from customers. Review all the letters, faxes, words or appreciation and general comments you've heard in the past. Survey past customers for additional feedback or solicit a review by a well-respected authority in your field. The more material you have to draw from, chances are, the better and more explosive your headlines will be.

If you don't have such a collection, now would be a good time to start one. Record all words, phrases, reviews and comments and attach the attributed real name of the actual person who made the statement. Jot these comments down on a card, and send it off in the mail to the customer requesting permission to use their words in your marketing material. Most customers are happy to help out this way and they appreciate being asked for their permission first.

Using testimonials gives you a different perspective- one that prospects can more easily relate to. A good testimonial headline speaks to the prospect in a language he understands, about something he truly desires.

Examples:

Let's start with an actual excerpt I received from a customer who had just received my booklet on writing successful classified ads.

- "One of, if not the best investments I have ever made! This information is not only timely and informative, but it actually works. I learned more from your advertising book than all of those \$39.99 to \$200.00 courses you see on TV!"

Some additional examples:

- "WalkFit Is The Best Thing That Ever Happened To Me!"
- "I lost 33 Pounds In 30 Days With This Simple Plan. I Have More Energy And I Look And Feel Better Than I Have In Years. Thank You Miracle Diet!"
- "I've Tried Every Other Cleaner On The Store Shelf. Nothing Even Comes

Close To The Shine I Get With SuperClean!"

Another form of endorsement headline you could try, is an indirect testimonial headline. It works best in cases where there's a "voice of authority" suggesting an endorsement.

- "Police Say Buy It"
- "8 out of 10 Dentists Surveyed Actually Recommend EasyChew Gum For Cleaner, Whiter Teeth."
- "All-Night Donuts-Rated Number One For Taste By Those Who Ought To Know-. Police Officers and Tow-Truck Operators"

Formula #7: Fill In The Blanks

This formula is amazingly simple to use. Just take any or all of the samples provided and adapt them for your own use. Simply fill in the blanks with the appropriate description, expression, action word, or benefit. Once you get the hang of it, you'll want to refer to this section again and again. Not only is it easy, it's also a lot of fun.

Don't feel limited by these suggestions. You could literally adapt any headline found anywhere, and do the same thing. Simply transfer your benefits, offers, guarantees, etc., to a headline that grabs your attention. This is a great way to generate a dynamite headline in a matter of minutes. Any one of these fill-in-the-blank formulas could help you create a winning headline for your product or service.

We'll start with the easiest first. All of these formats assume that you've clearly identified the major benefits of your product. If you don't know what the big benefits are, you'll have a tough time--even with these easy, fill-in-the-blank headline formats. Several examples are provided immediately following each headline format.

1) How To. .

How To _____ (get, have, acquire, own, profit from, etc.)
_____ (the biggest benefit your product delivers)

- How To Solve All Your Money Problems Forever!
- How To Make \$87,000 Per Year As A Magazine Writer!
- How To Easily Get All The Credit You Could Ever Want!
- How To Increase Your Profits In Any Economic Climate!

2) Secrets Of...

The Secrets Of _____ (the ultimate benefit your product delivers)

- The Secrets Of Living In Style Without Any Money Worries!
- The Success Secrets Of The Most Prolific Magazine Writer In America!

- The Secret To Getting All The Credit You Ever Wanted --Even If You've Been Bankrupt!
- The Secrets Of Not Only Surviving, But Thriving In Today's Tough Economic Times!

With your "ultimate benefit", you can plug in several other possible formats as well. Fill in the blank spaces below with your biggest benefit.

- The Complete Program For _____
- The Complete Guide To _____
- The Quick And Easy Way To _____
- _____ For Fun And Profit.

The next format can be adapted to suit any application you have in mind. Not all components are absolutely necessary. For example, you may have only 2 benefits, instead of 3, as used in this example. Or, perhaps the time factor doesn't really apply, or the guarantee doesn't fit. Adapt it as you like to suit you and the application.

3) Stacked Benefits...

How To Get _____ (Benefit #1), _____ (Benefit #2), and _____ (Benefit #3)... In Just _____ (actual time period such as the number of hours, days or weeks required) Guaranteed, Or (your money back, double your money back, it's free, etc.)

- How To Get A Gorgeous Tan, Relax In Complete Comfort and Be Safely Protected From Harmful UV Rays While Gaining That Natural, Golden Look All Over... In Just 6 Weeks -Guaranteed-Or You Pay Nothing!
- How To Grow Your Business, Gain More Free Time And Profit Like Never Before After Just 3 Easy Sessions-Guaranteed!
- Look Here For More Than 150 Time-Saving Ideas That Will Help You And Your Staff Get Organized, Accomplish More In Less Time, With Less Effort And Resistance --- Guaranteed Or Your Money Back!

4) Problem/ Solution...

No More _____ (major pain or anxiety). Here's A _____ (quick & easy, remarkably simple, little-known, etc.) Way To _____ (achieve the ultimate benefit)

- No More Bad Hair Days! Here's A Proven Way To Maintain The Perfect Look Any Day Of The Week!
- No More Wet Beds! An Amazing Technique From Europe For Training Your Child In Just One Week! Try It Risk-Free-- A 98.7% Success Rate!
- No More Nervousness! No More Fear! Learn The Tricks Pros Use To Speak With Ease To Any Size Of Audience!
- No More Lost Sales! Here's An Automatic System For Timely Follow- Ups With Every Prospect!

5) How To... Guaranteed...

How To _____ (get the ultimate benefit) Quickly & Easily- 100% Guaranteed!

This Format can also be used with an implied "how to"

- How To Comfortably Write Your Own Book Or Screenplay In 2 Weeks Or Less --- 100% Guaranteed!
- How To Save An Extra 20% On Every Book You Order-Automatically - 100% Guaranteed!
- Master The Skill Of Video Editing This Weekend! Discover The Inside Secrets Of Doing Professional Work With Ease -- In Just Minutes! Satisfaction Guaranteed!

6) Get Benefit Fast, Regardless...

_____ (Have, Get, Be, Enjoy, etc.) _____ (benefit) In _____ (time period) Guaranteed, No Matter What _____ (your age, condition, bank account, skill level, etc.)

- Get Fit In Record Time-Guaranteed, No Matter How Out Of Shape YOU Are!
- Enjoy Gourmet Meals Any Day Of The Week Regardless Of Your Kitchen Skills!
- Speak Fluent French In 28 Days--100% Guaranteed-Even If You've Never Taken A Single Foreign Language Class In Your Life!

7) Solve A Problem...

(Beat, Overcome, Laugh at, Master, etc.) _____ (major problem or anxiety) With This Little-Known _____ (secret, solution, remedy, cure, etc.) from _____ (some unusually simple, or mysteriously exotic place)

- Wipeout Depression For Good With This Little-Known Natural Remedy Found Deep In Forests Of The Amazon!
- Eliminate Your Money Worries Forever With The Simple 3-Step Formula Developed By A Desperate, Soon To Be Evicted, Housewife.
- Overcome Any Fear Almost Instantly With This New 2-Minute Technique Revealed By A World Famous Speaker.

8) Visualize It...

Imagine... (You A) _____ (proud possessor of the "dream" Example - famous artist, millionaire entrepreneur, skilled, in-demand computer technician)

- Imagine... You A Millionaire Real Estate Investor!
- Imagine... You On Top Of The Best-Seller List!
- Picture This... You Open Your Mail Box And Find It Stuffed With Literally Hundreds Of Cash Orders! Welcome To The Exciting And Profitable World Of Mail Order Marketing!
- Imagine ... Sipping Pinia-Coladas On The Sun-Drenched Beaches Of

Beautiful Antigua Where There's Always A Gentle Breeze In The Air And The Most Difficult Decision You Face All Day Is Which 5-Star Restaurant You'll Choose For Dinner Tonight.

9) Number Of Ways To...

_____ (specific number) Ways To _____ (dramatize the big benefit- "Permanently Wipe-Out Creepy Household Pests, Take The Bite Out Of The Coming Tax Increase, Knock The Socks Off Inflation, Make More Money From Home With Your Own Internet Business, etc.)

- 7 Easy Ways To Save Money On Groceries Without Clipping Coupons And Running All Over Town Just For Those Sale Items!
- 13 Secrets-inside Information Car Dealers Hope You Never Discover-- To Getting The Very Best Bargain On Your Next New Car!
- 101 Little-Known Ways To Add Perceived Value To Your Home So It Sells Within Days For At Least 98.5% Of The Full Asking Price!

10) Reasons Why...

_____ (number of) Reasons Why You Should _____ (major warning or stacked benefit)

- 9 Reasons Why You Should Immediately Be Concerned About The Quality Of The Water Flowing Through Your Taps.
- 47 Reasons Why It Not Only Saves You Money To Use Our Advertising Services, But It Actually Puts More Cash In Your Pocket- 100% Guaranteed!
- There Are 3 Very Good Reasons Why A Direct Mailing Succeeds... And You Already Know 2 Of Them. The Third Reason May Be The Final Piece Of The Puzzle That Makes Your Next Mailing Click.

11) Problem Solver...

_____ (State the prospect's problem as a question)

Here's A _____ (proven, time-tested, 100% safe, guaranteed) Way To
_____ (get the ultimate benefit)

- Stressed Out Every Month By Nagging Bills? Here's a 100%- Guaranteed Way To Live A Worry-Free Life And Enjoy All Those Things You Thought You Never Could Afford!
- Worried About Your Child's Grades In School? Here's A Guaranteed System For Turning C's Into A's, Improving Concentration, And Transforming Your Child's Own Self Esteem!
- "Losing Money On The Stock Market? Earn 29% On Your Money Every Year!"
- Finding It Impossible To Keep Off Those Extra Pounds? Now You Can Stay In Great Shape And Still Enjoy All Those Foods YOU Really Love!

12) If... than...

If You're _____ (describe the prospect want) We Offer
_____ (Benefit #1) _____ (Benefit #2)
_____ (Benefit #3)... Plus... (Bonus Benefit)

- If You're Tired Of Your Old Sofa And Thinking Of A Change, We Offer A Superb Selection, Helpful Design Consultants And A Comfortable Shopping Experience- At The Guaranteed Best Possible Price!
- If Your Car's A Wreck And You're Thinking About Another Used Vehicle, This Free Report Will Show You A Guaranteed Way To Get The Best Price And How To Avoid Getting Stuck With A Lemon!
- If You're Looking For One Convenient Source For All Your Business Needs, We Offer A Huge Selection Of Office Supplies, A Fully - Equipped Print Shop - Even A Postal Outlet Right On The Premises... Plus, Ridiculously Low Everyday Prices!