

Yanik Silver's

**Internet
Copywriting
Workshop**

Seminar Manual #1

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BIG Copywriting Ideas!!

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

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Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Big Idea: _____

Value to me: \$ _____ Priority: ____

Total of what these ideas are worth to me in the next year:

\$ _____

Yanik Silver's Internet Copywriting Workshop

Yanik Silver's Internet Copywriting Workshop

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The Single Most Important Skill

- Words are the most powerful weapon you have
- One good sales letter, ad, web page or email can make you rich
- Ability to “leverage” yourself and deliver the same perfect sales presentation to millions of people

Research

- Customer Information
 - Testimonial
 - “White mail”, comments, etc
 - Surveys (demographics/psychographics)
 - What do they hate? What do they want?
 - How do they talk? “copy nuggets”
 - Where do they ‘hang out’ (discussion forums, etc)

Copy Nuggets

Open up a blank document to jot down notes. As you do all this keep a notepad file open or a real notebook and just jot down phrases, keywords and ideas of what seems “hot” or of important things they mention. Think of yourself as an “ad copy spy” looking for little gems, nuggets and phrases you can use in your headline, bullet points and sales letter.

Amazon.com: Go to related books and read reviews. Copy and paste keywords. Copy and paste bestselling titles.

Forums: Go to <http://groups.google.com> – this is a listing of usenet discussion forums and also a collection of old postings. Google will let you search previous postings and post new ones. This is a tremendous resource into understanding your marketplace because nearly any topic will be covered in one of these usenet groups. You can just type in any of your key phrases and see what pops up. Or you can browse in the different groups – but I suggest searching first.

Also, another cool thing about searching in Google groups is that they will highlight for you the keyword you were searching for in the thread so it’s easy to find. (I like to copy big chunks out of these results to use in some way later on.)

Research

- Direct Competition
- Comparable (i.e. Yacht charter v. Villa rental)
- Interview with sellers
- Previous results of advertising/marketing (what worked? what flopped?)
- “Story” behind product (how was it developed, who, where, why, etc.)
- PR
- Objections (some are standard and some are specific to your product/service)

Exercise

- **Brainstorm your prospects 5 biggest objections when buying your product or service**

1.

2.

3.

4.

5.

Copywriting Questionnaire

Please fill out this questionnaire as thoroughly as possible (use additional sheets as necessary). The more information I have - the better copy we can create for you. Please send ALL items requested along with the completed questionnaire to:

Surefire Marketing, Inc.
Yanik Silver
10832 Brewer House Rd
N. Bethesda, MD 20852
yanik@surefiremarketing.com

When completing this questionnaire, some people find talking easier than writing -- if you prefer you can record your answers on cassette and send with all requested information. Another advantage to talking out the answers is that it helps you relax and makes your selling copy more powerful.

* * * * *

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

1. What is the goal of your copy? What would like to ideally see accomplished?

2. If this project could accomplish only one critical goal -- what would that be?

3. What about your company (or yourself) lends credibility to your offer? (This could include awards, honors, how long you've been in business, how many locations, etc.)

4. What product or service are you promoting?

5. What are the benefits of this product or service? List as many as you can, don't leave anything out. (A benefit is all the things a product or service does for the person.)

6. Can you give any facts and figures about your service or product?

7. What makes your company(or your offer) unique? If I was a potential customer why would I favor you with my business instead of any other business in your area? (This is a tough one.)

8. What are your customer's main concerns about this product or service? And how do you set their mind at ease?

9. Create a short, accurate description and profile of your ideal customer. (You may need to go back through your customer files for this.)

10. Is there any type of guarantee you offer? If not, would you be willing to provide one?

11. After this service is rendered (or product is bought) what kind of service and support do you /your office offer?

12. Please provide 5 customers/clients names I can speak with.

13. Please send copies of the any of the following marketing pieces and items listed below along with results (if known):

- Sales letters
- Yellow Page Ad (yours and competitors)
- Newspaper and Magazine Ads
- Radio & Television Spots
- Brochures
- Val-Pak Coupons (or other co-op mailings)
- Press Kits and News Releases
- Telemarketing Scripts
- Copies of promotional newsletters
- Marketing Plans
- Market Research**
- Feature articles by or about you/your business
- Testimonial letters from satisfied customers
- Letters from dissatisfied customers
- and any other related matters

14. And finally, "sell" me on using your product or service. Just as if I was across the table from you or on the other end of the phone (this is where a recording is most useful).

Website	Offer	Headline	Pricing	Guarantee	USP	What is it
Secretsothersuccess.com	Membership	If you're tired of reading overblown stores and online marketing theories that don't work, we're <i>spilling the beans</i>	\$17/mo copy says their going to increase "Platinum" membership to \$47 mo	90 day		On-line success stories - 2 interviews/mo Sign-up Bonus #1 - web critique- 1 per month drawn from subscribers #2 - access to online archives #3 - "Action Plan"
Myowmbusiness.org	Audios	"These People are Making \$30,000 to \$2,000,000 each year with their Internet Home-Businesses — Hear Their Stories and Learn How They Did It... <i>Straight From The Horse's Mouth!</i> "	Nonprofit			Audio in wav/ real audio plus transcripts ?? must be referred
Onehomebiz.com	Membership	<i>Websites for Home-Business Marketers</i>	??	??	??	Audio conferences - appealing to execs Bonus forms, ebook (Canadian) membership that includes interviews/tapes with "experts"
Pbconferences.com	Tapes	<i>Progressive Business Audio Conferences</i>	\$199 for 60 minutes	30 day back		May actually be interviews with stock experts
Atouchofbusiness.com	Membership	Increase your cash flow with the help of 70 marketing and business tutors guiding you step by step	\$29.97 plus setup of \$19.95 then \$19.97/mo			Interviews with successful ezine types - no audio- just written transcript
Trademinterviews.com	??	Success interviews coming April 2003	??			Put down "monthly free to access interviews" Each week new interview
Ezine-tips.com	Portal	None	Free	None		
Achievenetprofits.com	Subscription	Save Yourself Thousands of Dollars and Months of Wasted Time by Learning Internet Marketing Directly from the Experts!	Free	None		

www.benlore.com		"The Entrepreneur's Mind" Their thoughts ... their stories -their experience	free			Real life stories - free
www.lbn.com	Radio	Let's Talk Business Network	Free			Have radio interviews with their "hall of fame"
Getprofitable.com	Portal w/materials	The hottest, most up-to-date information on marketing, branding, and profitability		Full refund		Clark Matering Group - text Q&A for first part of interview is free then order cassette for \$19.95, entire series 8 one hour tapes \$97.95 with Bonus of 3 Free reports and free Declan Dunn Cassette
Thevaleogroup.com	Audio	We're Opening Doors For You & Your Business!	\$79 for a 2 part seminar			2 seminars
Speakernews.com	Seminars	SpeakerNet News offers experts who can help you build your speaking business	Seminars - 1 hour \$25 with tapes \$25, tape subscription \$15 ea Sent automatically	100% back on tapes		
Aperfectsolution.com	Teleseminars	You have found a Perfect Solution to putting the pieces together for your home-based business				Teleseminars with audio - 1 = \$55, 3 = \$40 each, 6=\$35 ea, 12=\$20 each 60 minutes teleseminars with more general tips with 15 min Q&A
Workyourlife.com	Teleseminars	Unmarketing - how to market your product/service without spending a dime	\$20 each	"money back"		More generic interviews
Goalminds.com	Teleseminars	TAKE CHARGE SUCCESS STRATEGIES	\$29 plus \$29.95 tape			More general business related info - older teleseminar and now selling tape only
TheSmallBusinessAdvocate	Radio show					Weekly radio show
Sixfigureincome.com	magazine	The Home Business Revolution's greatest Entrepreneurs	\$29.95 for back issues			Magazine is \$49/yr. free newsletter

SiteName	Offer/Form	Pricing	Products	Headlines	Guarantee	USP
www.sowpu b.com/great ideas	Weekly PDF	14.95/mth	4 unique, unusual and/or proven business ideas, with "added twists" to help you use the ideas	What a Great Business Idea! The business and money making idea you have been searching for could be within the pages of "The Great Ideas Letter"	one month's trial - if you decide not to continue yr sub you keep the bonus	4 ideas every week 4 unique, unusual, proven business ideas not refreshed
	4 business ideas	29.95/dlr	Successful ad analysis (of ads that have been running a year)		none	spend their money to test ideas and reveal results
		89.95/yr				submissions from subs successful ads
<p>These People are Making \$30,000 to \$2,000,000 each year with their Internet Home-Businesses -- Hear Their Stories and Learn How They Did It Straight From The Horse's Mouth!</p>						
www.secrets tothefrsucc ss.com	Membership to "Private Site"	\$17 or \$30 per month	2 interviews each month with successful online entrepreneurs		none	real life case studies

Bonuses

The Quickstart Guide To Making Money Now With Booklets and Special Reports" with Jimmy Krug,
Jim Galiano and Anne Krug - value \$27

Whats Working Copy Points

The Great Ideas Letter is a "must read" if you want to make \$ from your own efforts or in yr own clear what you get business

Whats Not Working this would make better

forum attracts plenty of ideas and brainstorming Good FAQ & testimonials sow the seed is a great theme

no time sensitivity - so no urgency to sign up now not enough testimonials

no affiliate program

no sign of JV's

Bonus #1 Free In-Depth Web Site Critique

strong clean graphics

“P-A” continuum Scale

- Unaware to completely aware - Different copy solutions for each stage on the continuum
- **Stage I:** Introduction of new product/service – Marketplace doesn't know they need/want product and they do not know product. Keep it simple and to the point. (Ex. Osteoporosis Monitoring to Primary Care Physicians)

Pr J

Why Give Away 67% Of Your Revenue To A Scanning Service When You Prescribe Patient Event Monitoring?

Starting Today You Can Begin Getting Reimbursed For The Professional And The Technical Component You've Been Missing

Your scanning service hopes you never read this message. Because, now you can use simple, in-office software to get the full reimbursement your practice is entitled to for patient event monitoring.

Let's take a look at the numbers: If you're using a scanning service for cardiac event monitoring, then you already know you can only bill for the professional components (CPT code G005 and G007), averaging out to only about \$75.00.

But How Much Lost Revenue is Your Scanning Service Costing Your Practice?

Your scanning service company can bill for the technical component, that's CPT code G006, and the average reimbursement here is nearly \$260.00 That's a whopping 67% more than what you're given...and it's not even their patient.

But unless you were willing to invest in the expensive equipment necessary to receive cardiac transmissions, you couldn't possibly provide the same service -- until now!

At Last, Telephonic Cardiac Software That's Affordable Enough For Private Practice

With a new windows-based software, called Cardistation™, you can actually receive telephonic cardiac submissions from

event monitors and pacemakers directly into your computer. Now, that means you can get reimbursed for the full global CPT code of G004. So instead of getting back only about \$75 bucks, your practice can now receive back the full payment of about \$330.00 for every event monitor you prescribe.

Medicare Guidelines

However before you can start billing for the full global CPT code, it's important to understand what's involved (see insert box).

The Cardistation™ makes it easy for over the phone reception and evaluation of transtelephonic event recorder and pacemaker transmissions.

Here's how it works: Once a patient submits their heart rhythm over the telephone line to your office, the Cardistation converts this signal into a real-time ECG waveform. This allows convenient real-time analysis of a patient's ECG. Also, all the data is then stored in your computer for easy data manipulation, patient database maintenance and final reports.

One important point: Medicare guidelines state you must provide 24 hour reception of transmission. No problem, because after your normal office hours you can subscribe to a service company that will handle all your patient telephone calls.

Pacemaker Transmissions Are A Bonus

But that's not all, since the Cardistation software also gives you the ability to receive and evaluate pacemaker transmissions -- it becomes a simplified way to follow-up on pacemaker functioning. Now your patient

can send their heart rhythm and pacemaker activity over the regular phone lines directly into your computer through the Cardistation software. This saves your staff the pain of mounting and cutting transmissions from your current receiving station.

What's more, since the ECG data is digitally converted into a waveform directly into your computer -- there is no data lost or in-office artifact interference. That means you're assured of getting ideal tracings everytime. And don't worry about compatibility with your existing transmitters and recorders. The Cardistation accepts ECGs from most commercial pacemaker transmitters and cardiac event recorders.

In the past, transtelephonic reception software like this would cost you anywhere from \$10,000.00 to \$15,000.00 for a low-end system. And this high price made it completely unreasonable for any private office or clinic. But now, thanks to advances in technology these advanced features are available at a fraction of the original cost. In fact, your investment is so low, that just billing for one technical component of event monitoring per month will pay for the entire system in your office.

Here's What To Do Now

Pick up your phone and dial 301-345-8826 today for more information or to have a no-obligation, no pressure demonstration of this exciting software in your office. Or if you prefer, you can simply fill out the coupon and fax it to 301-345-5686 anytime, 24 hours a day. *Don't wait -- every day is costing you!*

Medicare Bulletin M-31B: How To Qualify For Payment Of The Technical Component Of Cardiac Event Monitoring

The technical component of the service includes the following

1. Use of the receiving equipment and work of the technical staff receiving telephone transmissions
2. All record keeping.
3. Notification of the referring physician of the test results
4. Generation and transmission of the final printed report...

A supplier of the service must be able to receiving and recording transmissions 24 hours per day, every day of the year. This includes receipt of the ECG signal, as well as voice transmission relating any associated symptoms.

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Complete and Fax, 24 hours to: 301-345-5686

"Yes", I want you to show me how to increase my practice's bottom line with the Cardistation Transtelephonic Cardiac Monitoring Software:

- Please call me to schedule a no-obligation demonstration
- Please send me more information

Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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Phone 301-345-8826 • Fax 301-345-5686

stage 1 - Introduction

National Osteoporosis Foundation Releases New Guidelines For Primary Care Providers

Here Are The Facts You Must Know About Prevention Of Osteoporosis

By xxxxxx xxxxxxxx, President

The National Osteoporosis Foundation (NOF) is making new recommendations for detection and treatment of osteoporosis. The NOF recommends the following people have a bone mineral density (BMD) test.

- All women who are 65 and older, regardless of risk factors
- Postmenopausal women who have one or more risk factors (see insert box) for osteoporotic fracture.
- All postmenopausal women who have a fracture

In fact, according to the NOF prevention, detection and treatment of osteoporosis should be a mandate of primary care, and a routine part of physicals Also, BMD should be offered to high risk women to detect low bone density before their bones weaken and fractures can occur

Osteoporosis is characterized by low BMD, which causes bones to become brittle and can often lead to painful, disabling fractures

Facts About Osteoporosis:

FACT: Nearly 28 million Americans suffer from osteoporosis, and another 15 million are at high risk

FACT: The American Medical Association (AMA) reports that in 1995 it was estimated that osteoporotic fractures were responsible for 432,000 hospitalizations, 2.5 million physician visits and 180,000 nursing home admissions

FACT: The AMA reports that only 1/3 of hip fracture patients regain their prefracture level of function. And even more shocking is that 20% of women who suffer a hip fracture will die in the following year as an indi-

rect consequence of the fracture.

FACT: Over the last decade direct expenditures for osteoporotic fractures soared from \$5 billion to \$138 billion

What's worse, these figures are expected to keep rising due to the aging population. But there is something every primary care physician can do to prevent this and that is to start performing simple, in-office bone mineral density testing as recommended by *The National Osteoporosis Foundation*

Easy Test

BMD testing is a proven preventive measure to osteoporosis. The same way measurement of blood pressure is used to check for the risk of stroke, or measurement of blood glucose is done to find out the risk of diabetic complications - it's just as important to measure bone mass before the devastating effects of osteoporosis occur.

And the most widely accepted BMD testing method is using DEXA (Dual-energy X-ray Absorptiometry). However, the high cost of this sophisticated equipment has never been affordable... until now!

At Last, Low-Cost BMD Testing

A new low-cost BMD assessment system called accuDEXA finally makes testing affordable for any office. Until now if you wanted to provide critical BMD testing in your office, you would have been forced to spend \$25,000.00 upwards to \$150,000.00 and even pay for a trained technician to perform the exam. But now, you can enjoy the 'gold standard' of osteoporosis assessment in your office for only \$10,995

But that's not all, aside from the significant price savings, other benefits of the accuDEXA include reduced exam time, easy

operation, greater or equal accuracy and less radiation to the patient over other DEXA methods or Ultrasound technologies

The accuDEXA lets you quickly and easily measure low bone mineral density in just seconds by scanning the patient's phalange. In just 30 seconds you get a printout of T scores and Z scores, so you're ready to diagnose (*Osteoporosis is undetected as a T score of less than -2.5*)

Accurate Testing Site

Also, you can count on precise accuracy since the phalange has been a proven testing site for over 20 years, and it consists of both trabecular (60%) and cortical bone (40%). In fact, studies have shown a precise correlation between finger bone density assessment and prediction of both hip (cortical) and vertebral (trabecular) fractures [*Archives of Internal Medicine 1997, 157 p 433-438*]

Economics Make Sense

And now with the passage of the 1998 Bone Mineral Measurement Act, Medicare will pay for all first baseline screening for women and men, plus repeated testing every 23 months. Payment from Medicare is guaranteed at \$40.87 (CPT# 76076) and private insurance is even higher (\$70.00)

So that means only a few patients each month will easily pay for the low-cost lease of this valuable addition to your practice.

Free Demonstration

Just pick-up your phone and dial 301-345-8826 to see this revolutionary new BMD assessment instrument, completely risk-free in your office. Or if you prefer, you can fax back the completed coupon, 24 hours a day to 301-345-5686. Don't delay, your patients are counting on you

Risk Factors For Osteoporotic Fractures:

- Personal history of a fracture as an adult or family history of fractures.
- Caucasian race
- Advanced age
- Female sex
- Dementia.
- Poor Health/Frailty
- Cigarette Smoking
- Low Body Weight
- Estrogen Deficiency.
- Low Lifetime Calcium Intake.
- Alcoholism
- Recurrent Falls.

Complete and Fax, 24 hours to: 301-345-5686

"Yes, I want a free, no-obligation demonstration of the revolutionary new accuDEXA bone mineral density assessment instrument. Show me how BMD testing is easier (and more profitable) than taking a patient's blood pressure."

"Maybe, I'd like to see some more information."

Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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“P-A” continuum Scale

- **Stage II:** Marketplace realizes need/want but doesn't know about product – Benefit driven but not overboard
- **Stage III:** Marketplace realizes need/want and knows about product – focus on new mechanism, price (with reason why), new hook/angle or process, expansion of claims (“Amazing Secrets of One-Legged Golfer...”)

Stage 3

Reason Why

Manufacturer Says, 'Crush The Competition!'

"How Can We Offer You This New Fetal Doppler For Only \$447?"

Read The Facts Below To Find Out How To Save Hundreds -- One Time Only!

If you were waiting for the best time to get a new fetal Doppler then now is the time to act. Because you'll probably never see this incredibly discounted price again...

Here's Why:

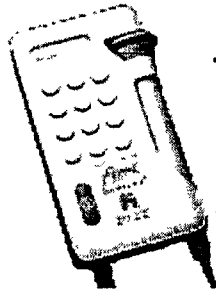
The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Dopplex 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flexi Dopplex for only \$447. That's a savings of \$ 103.00 off the regular price (and hundreds more off any competitor's models).

This bargain price you get is literally our true "wholesale" cost after this introductory pricing



Take advantage of "wholesale" pricing on the new Huntleigh Flexi Dopplex -- one time only

And if you don't like it -- just send it back for a 100% refund. No questions asked and no hard feelings.

Trade-Ins Taken Dead or Alive

More good news! If you have an old Doppler -- you can trade it in for an extra \$25.00 discount (even if it doesn't work)

Free Bonus

Just for trying this new bargain-priced fetal Doppler we'll throw in \$15 bucks of aquasonic gel, free! And even if you decide to return the Doppler, you can still keep the free gel, regardless, just for giving it a fair try.

Here's What You Should Do Now

Just pick-up your phone and dial toll-free, 1-888-321-1300 to try out one of these bargain-priced fetal Dopplers, absolutely risk-free in your office for a full 30 days. **Or you can fax back the completed coupon, 24 hours a day to: 301-345-5686.**

Don't put this off, you have nothing to lose - unless you wait until after June 30, 1999! That's when the price goes back to the original manufacturer's list price of \$550.00 and there won't be any exceptions made.

is over. So in other words, if you don't take advantage of this offer now -- you may never get another chance to save so much money again!

Take A Look At Everything You Get:

Your Huntleigh Flexi Dopplex comes complete with a 3 MHz probe for early detection of fetal heart. You also get a built-in speaker so everyone can listen. Plus it uses a convenient 9 Volt battery. And what's more you'll get a set of headphones, a carrying case and complete accessories -- all for this one low price.

Try Before You Buy...

But before you say 'Yes' you can try the new Huntleigh Flexi Dopplex in your office for a full 30 days at our risk and expense -- then decide if you want to keep it.

Complete and Fax, 24 hours to: 301-345-5686

"Okay, I'll give it a try, since I have nothing to lose... Let me try out the new Huntleigh Flexi Dopplex in my office for a full 30 day risk-free trial period. I understand that I'm protected by your 100% money-back guarantee. If I'm not convinced this Doppler is the best bargain I've ever bought, I can return it within 30 days for a complete refund and still keep the free aquasonic gel, regardless. On that better-than risk-free condition, please enter my trial order."

"Maybe, I'd like to see some more information."

Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____

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Here's How Much You Save Over Comparable Units:

Imex model Pocket Dop II - retail price \$675.00 (you save \$228.00)

Medasonics model FP3B (without speaker) - retail price \$695.00 (you save \$248.00)

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“P-A” continuum Scale

- **Stage IV:** Marketplace is very aware of need/want and knows about products but doesn't believe claims – Price only (no reason why), Contests, Gimmicks or Opposite straightforward copy (ex. “How to get Rich SLOWLY” – Stock investing)

Compelling Offer, Hook or Big Idea

- **Manufactured or Fabricated with bonuses, unusual guarantee, etc**
- **Giving them the “FISH” (ISL, Gold Mine)**
- **Inside product/service itself**
- **Inside the development, story of the product/service**
- **Offer Checklist**

47 Compelling Offers Checklist

- 1. Free Information/report/starter kit, demo, etc.**
- 2. Free with absolutely no strings attached**
- 3. Free Trial converts to monthly billing or payment of product after X number of days**
- 4. Free shipping**
- 5. Hold your check**

Yanik Silver's Internet Copywriting Workshop

the alley deli

Gordon's Alley, Atlantic City, N.J.
Established 1984. Proprietor: Norman Gordon
Take out & delivery service: 345-1060

August 15, 1984

Richard Squires
County Executive
1125 Atlantic Avenue
Atlantic City, NJ 08401

Freebie

WHOEVER SAID THERE'S NO SUCH THING
AS A FREE LUNCH DIDN'T KNOW ABOUT THIS LETTER.

Good morning...

Let me introduce myself.

My name is Norman Gordon. I own the just-opened Alley Deli in Gordon's Alley.

And if you're wondering whatever happened to the good old-fashioned (and delicious) deli sandwich...it's back. Right here!

I've enclosed a copy of our menu. And I'm so proud of the excellent quality and superb taste of everything we have, I would like you to be a charter member of our TASTER'S CLUB.

It's a great organization. No dues. No meetings. All you have to do is eat and enjoy.

Your only requirement is to accept one free lunch from me.

Whoever said there's no such thing as a free lunch?

There is.

For you.

I'll call you in a few days. Pick and choose what you want from the enclosed menu. And I'll have it delivered to you a short time after you call.

Enjoy!

Norman Gordon

NORMAN GORDON

Please Don't Throw Away \$ 2,000.00

7 Different Systems to Build Wealth...
Real Estate, Stocks & Bonds, Asset Protection, Options, Trusts, etc.

April 12, 2004

Yanik Silver
10832 Brewer House Rd
N Bethesda, MD 20852-3416

This **\$2,000 Millionaire's
Retreat** could be yours for
FREE...

Dear Yanik:

I remember it like it was yesterday. It was a cold night in February at 10:30. I'd had it. My job, my bills, all the pressure, it was more than I could bear. I went to the kitchen and got the biggest pair of scissors I could find...

I cut out that ad in the paper about a wealth-building seminar in my area and I attended. It was a life changing experience...

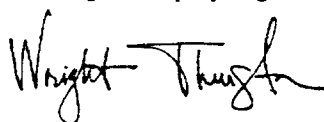
In case you don't remember me, my name is Wright Thurston (see flyer). I have now built a \$1,000,000 net worth in four different areas. That seminar long ago was my first step.

*ee
31
value
is built*
We are doing our yearly **Millionaire's Retreat** in the Washington DC area with some of the top instructors in the world. **Three full days** of powerful instruction in such areas as real estate, financing, and asset protection, as well as online stock market investing with some of the finest minds in North America. It is important to have multiple streams of income and you will be introduced to several at this event. We'll not only show you how, but in many cases provide the financing to get you started. Many of our friends and students throughout North America since 1991 have taken advantage of these wealth building "boot camps". Some of these graduates are now making as much as \$30,000 a month because of the ideas received.

We normally charge **\$2000.00 a couple or \$1000.00** per person to attend. We are trying something different this time in Washington DC exclusively for friends and clients of our faculty members. We are making available a few scholarships to attend. **Absolutely free!**

This year we're at the Sheraton Reston Hotel (located at 11810 Sunrise Valley Drive) in Reston Thursday, May 27th through Saturday, May 29th. This will be on a first-come, first-served basis so pick up the phone today and call **1-800-303-4459 ext. 350** to reserve your seat. You can bring one guest with you also for free (a **\$2,000 value** for two people).

Our faculty of instructors and I have prepared special time-sensitive ideas to help you accelerate to the next level in your financial future. We're all waiting to hear from you! It is a once in a lifetime opportunity to learn together, play together and network together. Call **1-800-303-4459 ext. 350** to register.



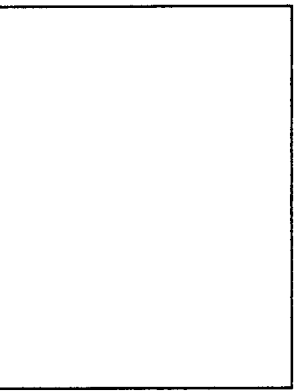
www.WrightThurston.com

P.S. To save \$2,000.00, call **1-800-303-4459 ext. 350** or email at **wcretreat@aol.com** immediately to register, and please include your name, address, phone # and ext. 350. **Because of demand, the cut-off date on this FREE offer will be May 14th.**

Local Deli Owner Swears Under Oath That His Matzo Ball Soup Does Not Contain Any Illegal Addictive Ingredients

Restaurant Review By Yanik Silver

Regulars at Hofberg's Deli in Bethesda know a good thing when they taste it. And lots of patrons here had their own guesses as to why the matzo ball soup is the most popular item on the menu, but most of them simply agreed it tastes like the soup they ate while growing up. And that really shouldn't come as a surprise because the owner, Jakob Umanski, hinted that the soup is based on a secret, Old World recipe from Europe.



So What's Inside a Bowl of This 'Top-Secret' Matzo Ball Soup?

Well just about the same thing you'd expect if your 'babushka' was making it. Nice pieces of fresh, plump chicken, big carrots, minced celery, onions and of course a pair of hand-rolled, fluffy 'secret recipe' matzo balls. When asked about the matzo balls, Jakob explained, "There are only 5 ingredients in any matzo ball, including water, but it's the right combination of each part that makes our matzo balls taste so good." He went on, "I can tell you some people might think the secret is club soda -- but I would never think to put

The owner of Hofberg's Deli, Jakob Umanski, proudly serves up another bowl of his popular matzo ball soup. But what's the real secret here?

something like that in my matzo balls -- It doesn't make them fluffy, it actually makes them turn out more like gray boulders." So it remains a mystery why so many people swear by the matzo ball soup here at Hofberg's.

Special Offer To Prove It

Even though Jakob is keeping tight-lipped about his secret matzo ball ingredient, he is willing to make a special offer to readers of this article.

He decided the best way to prove that there are really no illegal ingredients in his best-selling matzo ball soup is by giving away a free

cup of soup. No strings attached and you don't need to try anything else (although you might be tempted by the homemade desserts, overstuffed deli sandwiches and Kosher franks). So, if you'd like to try out a free cup of matzo ball soup for yourself, just be one of the first 100 people to come down to Hofberg's with this article in your hands. Hofberg's is located at 4917 Elm Street in the Shoppes of Bethesda, just off Woodmount Avenue. And they're open Monday through Friday from 7:00 am - 4:30 pm and on the weekend from 8:00 am - 4:30 pm. Or give them a call at 301-654-5200.

Free Trial

Free → TFN



A Quick Note from Yanik Silver...

I can't even begin to add up all the money I've spent with Dan Kennedy over the years. I've paid Dan a small fortune for his manuals, books, audios and seminars - and still continue to do so year after year (Actually last year I spent nearly \$20,000.00 with Dan). Why? It's simple math...for every dollar I spend with Dan I see 10, 100 sometimes even 1000 times my investment come right back to me.

He truly is the 'guru' of other 'gurus'!

And that's why I'm so excited to be able to offer you this special free 3-month offer. Believe it or not, Dan's newsletter was my first glimpse into the marketing insights and breakthroughs Dan Kennedy provides. That was enough to assure me this man is a pure marketing genius! Now you can try it for yourself without spending hundreds of dollars upfront like I did. Go ahead and grab this special deal to learn and profit from one of my all-time favorite direct marketing mentors....

P.S. If you want to know more about Dan Kennedy – [just click here](#)

A Message From Dan Kennedy With a Special FREE Offer for Friends of Yanik Silver...

Why Would This Grumpy Marketing Genius Give You 3 Months of His Best Information for FREE Even Though He Doesn't Even Go to Lunch for Free with Anyone?

(The Answer May Surprise You)

Just Say "Maybe" And You'll Receive 3 FREE Months of Dan Kennedy's 'ELITE' Gold Membership (Including The World's Best Marketing Newsletter on The Planet, The 'NO B.S. Marketing Letter'). Each Jam-Packed Issue Will Point You To Overlooked Opportunities In Your Business, Hand You Ready-To-Use And Incredibly Powerful Strategies For Magnetically Attracting Lots Of New Customers – Selling More and More Often To Current Customers Offline or Online



Dear Friend,

I'm going to do something I swore I wouldn't do.

My green eye-shade wearing, bean counter thinks I'm nuts but I don't care...

Let me be perfectly blunt with you. I hate sampling and I detest giving out freebies. But since you were referred here as a friend of Yanik Silver and he twisted my arm, I'm going to make a single exception.

With that said, let me describe what I'm going to hand you...

3 Full Months of my 'ELITE' Gold Membership for FREE With No Strings Attached

Yep! I'm totally serious and I'll even bury you in "bribes" just to get you say "Maybe". I'll explain the reason in just a moment.

Before we get to that, let's take a look at what is included in the 'elite' Gold Membership that I am ready to rush to your mailbox - FREE- for the next 3 months:

#1: For the next 3 months you will receive **THE NO B.S. MARKETING LETTER**. Each issue is at least 8 packaged pages, usually more. Current members refer to it as a day-long intense seminar in print, arriving by first class mail every month. There are almost always advertising or sales letter "makeovers," terrific examples of "what works," timely marketing news, trends, ongoing teaching of my most important strategies, a continuing provocative and occasionally even entertaining conversation with me.... and more. **We cover every imaginable marketing and moneymaking tool and opportunity**, from the lowly Val-Pak type coupon or dirt cheap postcard, to the Internet, Voice Broadcast, long form, copy intensive ads, advertorials, sales letters, and brochures.

Most issues also contain Q&A with subscribers, a guest expert's article on a specific marketing strategy, a continuing update of my 'Ultimate Information Entrepreneur Manual' and my 'Make Millions With Your Ideas' book. Look, it's LOADED! L-O-A-D-E-D!

YOU NEED PROOF? HERE'S JUST A COUPLE OF THE HUNDREDS OF REAL COMMENTS FROM REAL PEOPLE THAT GET MY NO B.S. MARKETING LETTER EACH MONTH:

"Your newsletter continues to be the very best in the entire marketing field, because you pack each issue, not only with good ideas, but also excellent examples. Because of it, I have eliminated my subscription to most other marketing publications."

Lester Nathan, President, Results Management Inc., New York

"I don't think I've ever taken the time to write and thank you for helping me make more money and retain more customers than ever before. Just thought I would mention that my wife won't let me read your newsletter at night before we go to sleep anymore. They keep me up until the wee hours of the morning,

thinking, creating, and working. Your NO B.S. newsletters are so chock full of savvy business and marketing advice, real meat and potatoes stuff, that I can't imagine anyone in business not subscribing!"

Alex Bruce Dicker, California

"I anxiously wait for Dan Kennedy's NO B.S. Marketing Letter. Each issue is packed with new information and terrific insights that are invaluable to our business."

Greg Renker, CEO, Guthy-Renker Corporation

"Dan Kennedy's advice and information have directly affected my bottom line. How much? Over \$100,000 in pure profit in the first 12 months of implementing just a few of his techniques and ideas. I can only imagine if I implemented more! You would be CRAZY not to listen to what he has to say - he shows you how to make more money - it's that simple!"

Corey Rudl, MarketingTips.com

Hundreds of members tell me that my newsletter is the ONLY publication that they get where they stop whatever they're doing and bolt the door to read, hi-liter in hand. In fact, if we're late getting an Issue out, we get calls and faxes from lots of folks, fearful they've somehow missed an Issue - it's that important and valuable to them.

But Wait... There's Plenty More!!!

#2: For the next 3 months, as a Gold Member, you will receive **MONTHLY EXCLUSIVE AUDIOCASSETTES**. These are my exclusive interviews with successful users of direct response advertising, leading experts and entrepreneurs in direct marketing, and famous business authors and speakers. Plus, you'll also get my commentary during these "live recorded" calls. If nothing else, use these tapes to turn commuting hours into power thinking hours, where you can listen and learn at the same time.

#3: As an 'elite' Gold Member, you will also receive a **MONTHLY 'MARKETING GOLD' HOTSHEET**. This is a separately printed supplement added to each Issue of your NO B.S. MARKETING LETTER, featuring especially timely marketing information, special opportunities, resources, tips, and article reprints. PLUS - SPECIAL IN-DEPTH STRATEGY REPORTS that I only share with my Gold Members.

#4: I'll make it easier for you to get my first hand advice with **SPECIAL FREE CALL-IN TIMES**. Three to four (or sometimes more) times a year, I schedule Open Call-In Hours ONLY for Gold Members, making it substantially easier and more convenient for you to have 'one-on-one' access to me personally. Tim Paulson of Piranha Marketing says that just one specific recommendation I gave him during one of those calls directly put over \$20,000.00 in his bank account. I could cite many other, similar stories. If you're prepared with smart, specific questions, I'll give you specific answers. These consultations can really pay off big! (I routinely

charge \$800.00 an hour - that's \$13.33 PER MINUTE for telephone consulting with on-going clients!!!) Best of all, they're FREE for you during the next 3 months.

Oh, Did You Think I Forgot The Bribes I Promised You?

These Are Yours, Just For Taking Me Up On

My FREE 'Elite' Gold Membership Offer:

- **GOLD MEMBERS' RESTRICTED ACCESS WEBSITE:** A section of the dankennedy.com website contains past issues of the NO B.S. Marketing Letter, articles, special news, Q & A with Gold Members, even some advance "works in progress." ONLY Gold Members are given the access code for this website.
- **CONTINUALLY UP-DATED "MILLION DOLLAR RESOURCE DIRECTORY,"** only available to Gold Members at the restricted access website. There are contacts and resources that I and my clients use - and in many cases, have found only after diligent and difficult searches.
- **OPEN FAX:** Very simply, as a Gold Member, you're encouraged to fax questions for me to answer or subjects that you would like to see discussed in the NO B.S. MARKETING LETTER.
- **GOLD MEMBER 'ONLY' DISCOUNTS:** As a Gold Member you will receive "at least" a 30% discount on all Inner Circle Seminars, Boot Camps, and Super Conferences. Quite frankly, if you just attend one event a year, the savings will more than pay for any membership fees.

Okay Dan, What's The Catch?

Why Are You Giving Me A FREE

3 Month Gold Membership?

Truth is, I'm trying to get you "hooked"!

That's right. I'm shamelessly attempting to get you "addicted" to my money-making advice. Look, if I truly can put thousands, tens of thousands (or more) dollars in your pocket with my advice you'd be silly not to continue, right? Of course. But on the other hand, if I don't deliver the goods I don't deserve your money. It's as simple as that. This way you're the sole, judge and if need be, executioner.

Here's how this whole thing works:

To activate your 3-month trial you only pay a one-time charge of \$5.95 or \$19.95

for Int'l subscribers to cover postage (but this is for the entire 3 months). Frankly, you've got to experience everything during the 3 months for yourself because anything I or anyone says just doesn't matter until you try it.

Then, after the FREE 3 months, I will automatically charge you the lowest price that I offer Gold Membership, only \$39.97 a month or \$49.97 for Int'l subscribers . And here's the best part. If after the FREE 3 months, or anytime thereafter, you want to cancel your membership, simply give us a call at 410-951-0147 or fax us a note at 410-825-3301 and my office will STOP charging your credit card immediately. No questions, no hassles, no hard feelings. **You must be completely satisfied.** If not, I want you to cancel your membership.

I'm sure that once you experience my Gold Inner Circle Membership, you will discover overlooked opportunities in your business and realize ways to increase income while reducing unnecessary stress in your life.

Go ahead and see if – [just click here](#) to get started and your first issue and all the other goodies will be rushed out to your door with my compliments and totally at my risk!

Best,

Dan S. Kennedy

Committed To Multiplying YOUR Income!

P.S. I URGE you not to procrastinate. **I am ONLY offering this FREE 3 Month Gold Membership Offer for the next 250 people as a marketing test.** However I could very well drop it early.

[Click here to grab this FREE 3-month trial offer before the deal's off](#)

Glazer-Kennedy Inner Circle 8600 LaSalle Rd Chester Bldg Suite 321 Towson, MD 21286 bg@dankennedy.com

[terms of service](#)

47 Compelling Offers Checklist

- 6. Time Deadline**
- 7. Limited number of units available**
- 8. Bonus overload – stacked bonuses**
- 9. Early bird bonus tied to specific response date**
- 10. Silly premium – cartoon, mousepad, coffee mug**

WARNING:
Only 50 Reseller Licenses Currently Available

"Finally, Here's A Real Way to Get Started Selling Highly Profitable Info Products -- Without The Pain Or Suffering Of Doing it Yourself"

Amazing Opportunity for You To Snap Up These Brand New 'RED-HOT' Resell Rights And Keep 100% of The Money! (Get Started Immediately)

Want To Be The First One
Notified of additional Resell
Rights Opportunities?
Please subscribe below:

First Name

Email Address

Send Info!

Dear Internet friend,

Imagine having your own proven product that sells like crazy (for hundreds of dollars) to the never ending parade of small business owners and opportunity seekers online... **and one where you get to keep all the profits for yourself!**

Think how amazing it would feel to wake up in the morning and check your email to find orders waiting for you from all over the world. While you were sleeping people were buying your products online and you never had to talk to a soul. And it all just kept working automatically like clockwork.

Incredible.

That's exactly the kind of life I lead and it's the same one you may be able too if you read on...

The truth is, there is absolutely no reason why you or anybody else couldn't get started selling information products to create the life you've desired and only dreamt about. Sometimes when I speak to my best friend, John, and hear how hard he works at his law firm, I do feel twinges of guilt of **how easily the money rolls in** (and continues to come in) from my business.

No wonder many people (including me) believe information publishing and marketing is the ultimate business. There aren't many businesses where can have all these advantages:

- Gigantic profit margins. People aren't paying for paper and ink they are paying you for the value of the information. Duplication and reproduction costs are a tiny fraction of the selling price.
- You can work from anywhere you wish.
- No need for employees. I have absolutely zero employees (it's just my wife and I running the whole show) and I couldn't be happier not to deal with all those headaches and hassles. Anytime we need something done - we simply out source it.
- No expensive equipment necessary.
- Extremely low start up costs. You don't need a factory or even a store front because you can run your business in any spare space a computer fits. Plus, you don't have to keep an inventory of anything because as orders come in you duplicate the material up and ship it out. Easy.
- Start part-time. You don't need to devote 40 hours a week to selling information products and you can start slow before deciding if you want to quit your day job.

3 Ways You Can Get Started Selling These Lucrative Information Products:

Way #1: Make it yourself - Creating an information product that sells can become a difficult and daunting task. Producing a quality product that people WANT to buy is not easy. It takes a lot of hard work and lots of time to write and put it all together. Not to mention, developing the sales letter and marketing material that will persuade people to part with their money (especially when you're talking in the hundreds of dollars range) is a skill that may take years to master.

Way #2: Sell other people's products as an affiliate - Think about affiliate programs. The owner of the affiliate programs pays you 25%, 30% or even 50% to help market their products. And what happens if the affiliate program folds or the company decides to turn it off? Game over because you're toast! (Trust me, it's happened already to some very high profile companies.)

Way #3: License it! One of the best ways to gain control of a product is through licensing. You instantly get a proven product at very little cost compared to doing it yourself. Plus, you get ready-made-for-you

marketing material to sell the product. **You get the masters to simply duplicate and reproduce as you get orders so you keep 100% of the money** (less duplication). The profits are yours to keep and you never have to pay out royalties.

Simply put, unless you own your own information product you don't have control of it and if you don't control it - you don't get to keep 100% of the profits. Makes sense, right?

Well now you can get into the act because **I'm going to hand you over the biggest shortcut ever to selling your own high-priced, in-demand information product...**

Put Yourself in the Information Marketing Business with Resell Rights to Yanik Silver's Latest Internet Marketing Course

If you're one of the next 50 to jump on this, **you'll be instantly set up** with an information marketing business selling a new high-end (and super high profit) home study course called the "**6-Week Advanced Instant Internet Profits Home Study Course**". It's the home study version of our Advanced Instant Internet Profits E-class that sold out five different sessions at \$1,500.00 per person.

This home study package sells for \$697 (which is less than 50% of what "eclass" students paid so it's still a tremendous bargain and value for your customer). And the best part is you get to keep all the money without paying me a cent in royalties. That means you can sell 10, 20, 50, 100 or more copies and still not owe me a dime. (Of course, I cannot, nor could anybody, guarantee you'll sell even one) Your profits are yours to keep once you purchase the reprint rights.

And at \$697 a pop it doesn't take too many of these sales to really add up to some serious cash - which is...

The Real Little-Known Secret to Getting Rich With Information Products

Fact is, to make really big money you need to sell high ticket items. Most people are banging their heads against the wall trying to sell \$19 or \$29 ebooks. Sadly, they don't realize the mind blowing profit potential of high ticket products or how many people are willing to buy them.

To prove the difference - let's put a pencil to some numbers:

How many \$19 ebooks would you have to sell to make \$150,000 this

year?

At this rate, you'd need to sell 7,894 copies to make that kind of dough (Now, this isn't even counting advertising, marketing or administrative expenses so in reality your total number would have to be even more.)

Now on the other hand, **you only need to sell 216 copies of this \$697 packages to bring in \$150,000.** And I can tell you from direct experience it's a lot easier dealing with 200 customers than it is with thousands and thousands. Plus, these 200 customers are better prospects for additional higher profit products you could offer later.

End of story. Case closed.

You see, when you have the economics on your side it's easy, surprisingly easy, to make some serious money.

Now, perhaps you're wondering why I would be willing to offer reprint rights to such a product. Good question, actually there are...

4 Reasons Why I Am Offering This Reprint Rights Package

Reason #1: The truth is I could use a cash infusion to help fund an upcoming project. This "secret" project is one of the most intense and ambitious projects I've ever attempted. The programming bill alone has already run into the thousands and thousands of dollars and we're not even close to being finished. Plus, since this project is going to appeal to a mainstream audience our promotion budget needs to be quite large to make an impact and I'd like to prepare now with reserve funds. So in effect, you've caught me in a "weak" moment.

Reason #2: Frankly, I don't have the time with all my different projects going on to market this new "**6-Week Advanced Instant Internet Profits Home Study Course**" the right way. It would be a shame for it not to get into the hands of people who need it the most. I haven't even begun offering to my own existing customers so you're even getting a "first-mover" advantage over me.

As of this point, I've only marketed this material as an "e-class" for \$1,500-a-head and the demand at that price point even surprised me. So at 50 cents on the dollar - it can't help but do incredibly well, once released.

Reason #3: I cannot possibly reach all the people myself. The chance for you to make serious money with this reprint rights license is incredible because what I've done promoting this is just a drop in the ocean.

I haven't even advertised it heavily online or direct mailed for it. Plus, if you stop and consider all the new business owners and opportunity seekers getting online every single day looking for some way to make money - you'll be positively bowled over with the opportunity you have here.

Reason #4: This might sound a little corny but I really do want to provide a real opportunity for regular people to make big money. Why? It's simple really. When you stop to think about it - it's not as crazy or silly as it initially sounds. Because if you purchase this reprint rights license from me and end up making a great return on your investment - wouldn't you buy another rights package from me in the future? What's more, wouldn't you give me a tremendous testimonial I could use in my future advertising? I sure hope so and that's exactly what I'm banking on.

Now before we go any further let me tell you about a few restrictions to this license...

Important Limitations

In order to protect the integrity of the product for each licensee there are certain guidelines and restrictions you must abide by.

- 1) You cannot sell the product as a digital download. You must keep it intact as a physical manual, audios and videos. You may not break up the package into parts.
- 2) You cannot sell the product on Ebay or any other auction site.
- 3) You may not transfer resell rights to any one else.
- 4) You cannot include the package in any membership site or as a bonus for the purchase of any product. It must sold as a stand-alone product (however, you may add additional bonuses if you prefer.)
- 5) You cannot claim yourself as the author or the copyright holder and you cannot imply you are a partner of "Yanik Silver" on the sales material.

I think you'll agree these limitations serve everyone. Plus, since only you and 49 others will have resell rights there is really no need to undercut price or do anything else that will take away from this valuable product.

Actually, there's really no need to worry about competition at all because most people getting this license will simply market this to their own existing customers as an additional "back-end" product (like I do when I acquire licenses). Stated a little differently, since most people won't go out and market this aggressively as a front-end product you're left (if you choose to) with the field pretty much wide open for you. What's more, the fact that I'm **limiting this license to the next 50 people** greatly reduces the likelihood of "bumping into" another licensee even further.

Okay, with that out of the way...

Here's Exactly What You Get With This Reprint Rights Package:

- Reprint rights and **use of my proven sales letter** selling the "**6-Week Advanced Instant Internet Profits Home Study Course**". Currently, I charge \$7,500.00 plus 4% of royalties to do a sales letter. And I have clients begging me to do copy for their project every week but I'm so busy I don't take on very many clients. The letter comes on diskette so you can easily modify it with your name and ordering information.
- **Complete turn-key marketing materials including email promotions and ads.**
- Reprint rights and **use of testimonials** used with the sales piece. You won't have to start from scratch gathering testimonials because I've already done the hard work of gathering "proof" and credibility for you.
- Rights to **use the professional web site and design** selling the course. Web site design and graphics alone could run you hundreds and hundreds of dollars. This also comes complete on diskette so you or your webmaster can easily make minor changes.
- **Unlimited reprint and duplication rights** to the complete "**6-Week Advanced Instant Internet Profits Home Study Course**". This is a manual complete with 6-week action steps, 6 Cd-set album, transcriptions, 2 Video tapes, and bonus material. This will come complete with a certificate proving you are an official reprint rights holder.
- Idea evaluation and web site **critiques fulfilled directly by myself** (you don't have to worry about it). Each of these is a real \$500.00 value and you get to pass these certificates along to your customer as a tremendous bonus with the package.
- **One hard copy of the entire course for your own personal use to learn and study.**
- Complete masters of the printed, audio and video material so you can duplicate it at your local print shop and AV source. Or I'll have order fulfillment completely handled for you if you prefer.

If you'd like to make this totally hands-off, I've even arranged for my fulfillment company to send out the entire package for you to your customer. The box will come under your own mailing label so the customer will think it came

directly from your office. This option is just 25% of the sales price so it costs you \$174.25 with shipping included to US customers and a little extra for International customers. With this option you still pull down a solid \$522.75 for each order.

- Operation manual and "quick start" checklist where you'll find out my recommended list of suppliers and service providers, including a **guaranteed pre-approved merchant account** (if you need one).

There you have it - a complete "business-in-a-box" handed to you on a silver platter ready for you to cash in on the booming opportunity to provide "how-to" information. Plus, since you get to "team up" and ride my coattails -- you can't help but succeed.

It's Nearly Impossible Not to "Trip Into" Profits

Look, if you're already marketing or selling information products online, you shouldn't even give this another thought. **You can't help but make money with your own list, customers and opt-ins.** Case in point: I recently licensed reprint rights to a Dan Kennedy product and I made back my investment in 24 hours plus an additional \$854.00 in profit! That was just day one. Within just 2 weeks I pulled in over \$8,600.00 in orders and counting!

Now, I'm not saying that you'll do as well - but the point is, this is almost a no-brainer way to add an additional income stream to your already running business.

Or, if you haven't started with your online information marketing business yet **this is the biggest shortcut to getting up and running.** This is your chance to start working with a proven "brand name" product and "ready-to-go" marketing materials with the potential to make gigantic profits in no time flat.

Here's The Bottom Line...

I've seen licenses of this type go for \$5,000.00 and up. Heck, even at that fee it would be a tremendous value because it would simply take you 8 packages to recoup your money. However, a \$5,000 price tag would put this opportunity beyond the reach of many people who could benefit from owning their own product. So I've decided to set this up so **it takes you less than a handful of sales to make back your money.**

Today, you can have these non-exclusive reprint rights to the "6-Week Advanced Instant Internet Profits Home Study Course" package for the one-time charge of only \$1,950. Or 3 easy payments of \$665 each month, spread three months apart.

What this all boils down to is you'll only need to sell 3 packages to be in the chips!

But, it gets even better when we do a few quick calculations. Take a look:

- **Just 20 sales puts \$13,940.00 in your pocket.**
- **50 sales brings your total to \$34,85.00...**
- **And 100 sales adds up to \$69,700.00**

No, this is not fiction and not at all far fetched. **That's less than 2 sales a week to put \$69,700.00 in your bank account** (less fulfillment and duplication costs). Just one good joint venture or promotion strategy could easily do this for you. (But once again I have to stress you may not even sell one unit because I cannot possibly guarantee what you'll do with the opportunity when you get it.)

As you can see it would take almost a genuine effort not to make a profit from this incredible opportunity. But you don't have to take my word for it - listen to what past licensees have to say...

Important Note: I've never made reprint rights available before to higher-end products so these are results from people selling our \$17 and \$19 products. Now just imagine if they had been selling a \$697 product like the one you're getting the chance to own right now:

"...I really can't believe how easily and fast this ebook sold when I first started marketing it Plus the sales continue to come in today. I have sold over 190 copies of this ebook and that is just counting front end sales..."
- **Kris Stringham, EzineHits.com**

"I can't believe how easy it was to sell...I sold over 150 copies of it in a few days, to a fairly weak and small list which I have only recently began to build. Amazing..."
- **Scott Covert, BannerAdMagic.com**

Like I just mentioned, up until now this is the first time I've ever made the rights available to one of my "big-dollar" products. In a way this is a bit of an "experiment" for me and I really don't know if I'll ever do it again so if you're at all serious you need to act right now -- especially because there are...

Only 50 Reprint Rights Currently Available

Once these 50 licensees are spoken for all bets are off and I will pull this offer immediately.

There's no doubt this opportunity won't last long because I have a

"core" group of rabid customers who've purchased resell rights previously and immediately snap them up whenever I introduce a new package. What's more, over 61,213 of my subscribers are also getting this announcement so if you stop to "think about it" there's a very good chance the offer won't be around anymore. However, you can still rest assured of making the right choice since I'll be giving you a...

27-Day Free Inspection Guarantee

Previously, my other reprint rights packages came without any kind of guarantee. In this case, since it is a significant investment I want you to take a full 27 days to preview and inspect everything in the package. Take a look at the product, the operation manual, quick start checklist plus all the marketing material to see if this right for you. And if for any reason (or no reason) you decide this isn't what you want -- just ship everything back to us within 27 days for a no-hassle, 100% refund. No fine print and no weasel clauses.

Now to be absolutely frank, this marketing license is not some kind of "silver bullet" or guaranteed ticket to riches. Far from it. It still comes down to what you make of it and the actions you take.

Just like in football, you can't score a touchdown from the sidelines. You've got to get out on the field and make it happen. But you're not alone because I can help you and "coach" you to victory. With everything you're getting here I can confidently tell you I've done 98% of the hard work for you. Now it's up to you to take the ball and run with it the last 2 yards for a score.

Don't you think you owe it to yourself to take advantage of this incredible opportunity and get started selling your own high-priced (and high profit) information product?

[Just click here to pay in one installment of \\$1,995](#)

[Click here to pay in 3 EASY installments of \\$665, spread 30 days apart](#)

*** * Extra Bonus for Full Payment * ***

Now if cash is not a problem for you, I certainly prefer not to be a banker. In this case if you pay for the reprint license in full you'll be invited to a special private 90-minute tele-seminar. During this call, we'll discuss the most profitable and powerful ways to promote and market your new license (including the secrets of joint ventures). Plus, we'll touch on critical issues like fulfillment and business operations. Then at the end we'll leave time for your individual questions to be answered. You'll be notified about the time and date for this call once it is scheduled.

For your own good, before I hit my irrevocable licensee limit, I urge you to take action now because there's no telling how long this special offer will be available. Click on the links to be taken to our safe and secure online processing or, if you prefer, you can call our office at 301-770-0423 to get started.

All the best,



Yanik Silver

P.S. As you might have noticed there is no "pile up" of free bonuses with this offer. The way I look at it is, if you can't see the value of this proposition and the incredible moneymaking potential it could have for you - then it would be better if you took a pass and let someone else have this license opportunity.

P.P.S. Special update: Results just in from a few of the first people to start marketing this program. They've recouped their investment in just weeks:

"From Monday when I started selling your course I have sold 9 copies @ the 3 installment \$239 deal. 2 copies @ \$697 So \$3545 in up front income and another \$4302 in rebills to come...I've worked this out to something like a \$18 visitor value!!"
- Andrew Fox, Bangor Cork, Ireland

"Within days of receiving your complete turnkey package, I had your letter mailed out. A few days later, we started receiving orders - and they're still coming in! Your course is a hot-seller, Yanik, and if things continue like this, I predict we'll sell \$250,000 worth of your course in the next 9 to 12 months."
- Jeff Gardner, Wealthworld.com

[Just click here to pay in one installment of \\$1,995](#)

[Or click here to pay in 3 easy installments of \\$665, spread 30 days apart](#)

[Warranties, Disclaimers & Legal Rights](#) | [Earnings Disclaimer](#)
[Terms of Service](#) | [Privacy Policy](#)

The income statements and examples on this website are not intended to represent or guarantee that everyone will achieve the same results. Each individual's success will be determined by his or her desire, dedication, marketing background, product, effort and motivation to work and follow the program. There is no guarantee you will duplicate the results stated here. You recognize any business endeavor has inherent risk for loss of capital.



material again and again as a reference anytime you need. I highly recommend it.”

- Daniel Nie, Germantown, MD, full time artist and recipient of the Sam Ragan Fine Arts Award with his artwork extensively displayed in the U.S., Europe and Canada.

"Okay - So What's The Cost For This Incredible Resource?"

Let's do a quick comparison - last time I checked a semester of Art school would set you back several thousand dollars. Or you could pay \$50 - \$100/hour for private Art lessons with someone who may or may not truly understand figure drawing. Worse, you'll probably need several lessons to really master drawing people and figures so you'd easily be looking at several hundred dollars.

The other option is for you to shell out \$75.00 - \$150.00 or more buying up all kinds of expensive illustration and anatomy books that will most likely only sit on your shelf gathering dust.

Frankly, none of these options really seemed fair to me. So I figured out a way to provide you with a real bargain....

This sensational resource "Figure Drawing Secrets" is available to you as a downloadable manual (or ebook) directly accessible from the Internet.

This way I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-770-0423 to rest assured we are a real company). This way I can pass along my cost savings to you. So you win and I win. But don't worry, downloading the information in "Figure Drawing Secrets" is a snap, I'm no "techno whiz" and I had no problem. (It works perfectly with both MAC or PC computers.)

Plus, I've made sure each of the illustrations are crisp and clean – perfect for you to view on your monitor or print out with no problem.

Now because you will be downloading everything online – I'm not going to charge you anywhere near the amount you'd pay for a single Art lesson or even what just one overpriced anatomy illustration book goes for. In fact, your total investment for the entire "Figure Drawing Secrets" resource is **just \$14.95**.

But there's more because you'll also get...

3 FREE Bonuses For Ordering By Midnight, Monday, July 26th, 2004

Since I know it's 100% to your benefit to act right away, I want to sweeten the pot and give you every possible reason to say YES today! **If you respond immediately, you'll also receive the following:**

Free Bonus #1:

"Face Drawing Secrets" (value \$7.95)

You'll get Victor Perard's most important work on drawing perfect faces. Inside you'll find:

- Facial structure for each nationality.
- Male and female ears illustrated at different ages.
- 27 separate groupings of mouths.
- 38 illustrations of eyes and their actions.
- 44 studies of facial expressions from surprise and suspense to disapproval and anger. Plus lots more...

Free Bonus #2:

"How Artists Can Get FREE Money From the Government" (value \$49.00)

Did you know Federal and state governments give away millions every year to artists? It's true! Right now there are many incredible programs out there where you can get free grant money just for doing something you love. Ordinary citizens across the U S. are receiving grants everyday. Why not you? (And these grants are not limited to people who need financial assistance nor do they need to be paid back!)

Inside this bonus you'll get a comprehensive listing of contact information on how to apply for and win government grants. Don't worry even if your work is extremely creative and unusual there are still many opportunities available for you.

Listen, other resources like this sell for \$14.99 to \$49.00 by themselves but it's yours free along with "[Figure Drawing Secrets](#)".

Free Bonus #3:

gPhotoShow 32-Bit Screensaver Software

You'll get a free piece of incredible software that turns your favorite image files into a unique personal screensaver slide show, complete with cool transition effects. gPhotoShow is ideal for displaying your favorite image and art files from your collection. Plus, advanced options that allow you to choose how to close the screensaver and to pause/restart the slide show. (Note: Software is only for Windows computer).

And if all of that wasn't enough, here's something else...

**You Can't Lose With Our 100%, Ironclad,
"Better-Than-Risk-Free" Money Back Guarantee**

I say "better-than-risk-free" because each of the 3 bonuses are yours to keep even in the unlikely event you decide to return "[Figure Drawing Secrets](#)".

I know the illustrations in this resource are so simple and easy to learn, that I can't expect you to take my word for them. That's why, I ask you to see for yourself and try everything entirely at my risk.

What I'm saying is, don't decide now if this product is for you. **Just get it and try it out.** If it doesn't help you master the difficult skill of figure drawing, if your artwork doesn't come out more realistic, if it doesn't work for you, you have nothing to worry about because you can get every dime of your money back under our no-loopholes guarantee. No questions asked, no hard feelings and no hoops to jump through.

So you have nothing to lose and everything to gain.

Is that fair or what? Aren't you tiring of knocking yourself out trying to draw the human figure? If so, why not learn from acclaimed artist, Victor Perard - without risking a dime, today?

18:28

Time Left to Grab Your Free Mousepad

EXTRA FREE BONUS!
When you order within the next 19 minutes you'll get this fun mousepad proving to everyone you really are an Internet marketing Genius!

**Official Certified
Internet Marketing Genius**



"I heard on TV that everyone is getting rich on the Internet! Is this little slot where the money comes out?"

[Click Here Now To Accept
Your Free Bonus Mousepad Reserved For You](#)

Note. This offer will NOT appear again

*Silly
premium*

47 Compelling Offers Checklist

- 11. TFN – Till Further Notice or Until Forbid**
- 12. Mystery gift**
- 13. Basic/Deluxe or Good/Better/Best**
- 14. Multiple credit cards**
- 15. Easy pay options (monthly payments)**
- 16. The more you buy – the more save.
Tiered discount based on amount purchased**

You'll get to pick my brain and ask absolutely anything you like. That's \$500 more of my most valuable asset -- my time!

Free Bonus #4

"Reference Guide To Buying New & Used Medical Equipment At Rock-Bottom Prices" (\$99 value)

This buyer's guide could easily save you the entire investment in this system.

If I can predict one thing after you start applying my patient attraction system, it's this: You'll be busting out of your existing office space and when you expand you'll need medical equipment.

This reference guide shows you where to find any equipment you need at bargain-basement prices!

This buyer's guide is packed with virtually unknown sources for:

- Used laser systems at 30%-50% off what you'd pay for a new one.
- Where to go for discounts on liposuction systems (and you thought they were only available direct through the manufacturer at their inflated prices).
- A tiny operation that sells a complete surgery center accreditation package for under \$3,000.
- 2 free publications (that only used equipment dealers have ever laid eyes on) which are jam-packed, cover-to-cover, with companies selling bargain used equipment or who would pay top-dollar to buy your medical equipment (free subscription forms are even included).

You'll easily save hundreds, even thousands of dollars the next time you need medical equipment using this guide. (More than enough to finance your next marketing barrage!)

Free Bonus #5

"101 Most Useful Internet Sites" (\$59 value)

The Internet is growing wildly and useful information abounds in cyberspace--but in order to harness this remarkable resource you need to know where to look.

With this guide you can surf the web to find:

- Where to build a free web site for your practice.
- The best sites for used medical equipment at up to 50% off.
- A vast database of medical information provided by the government.
- A single source for the largest array of medical books.
- The best source for practical practice management advice and more, all free, and all a click away!

Is that a great package or what?

But wait there's even more! If you're looking for the most comprehensive and complete system, then the advanced package is for you.

*Better
Best*

Here are the exclusive free gifts, you can not get anywhere else, but with the advanced system:

Free Bonus #6 (Advanced System Only)

"Quick Start Guide For The Swamped Doctor" - Audio cassette program (\$69 value)

This tape explains and reiterates every detail of getting the system up and running quickly. You'll hear me spell out how every aspect of the system fits together. With this, you can't help but get off to a great start.

You can go back and listen to this tape any time you need to keep on course and stay away from traditional marketing.

Free Bonus #7 (Advanced System Only)

"Jealously-Guarded Secrets To Getting Maximum Results For Minimum Advertising Dollars"
(\$159 value)

This guide takes you through the virtually unknown "little-tips", that can mean the difference between a good ad and a great ad.

Since the amount you pay for an ad determines whether or not it makes money. You'll learn the step-by-step process of negotiating "rock-bottom" ad space for up to 60% off the retail rate card. This is something nobody else would share with you.

To get the greatest yield for your ad dollar, you need to know little details like:

- Where to position your ad for maximum readership in any newspaper or magazine. (And never pay a premium for it!)
- Which kind of font to use for maximum results (it really does matter).
- What to add before and after your headline for a 26% increase in readership.
- How to protect your winning ads from ever being stolen by competing practices (it's absolutely free if you place this on all your advertising).

With this resource, you can be absolutely sure you'll start getting the maximum results with the minimum cost--guaranteed!

Free Bonus #8 (Advanced System Only)

"How To Get \$1 Million Worth of Publicity...Free!" Video tape (\$79 value)

This video "spills the beans" about everything you need to know to generate tons of free money-making publicity for your practice. The kind that produces clearly measurable cash profits. (That's the best kind!)

Free publicity is great not only because of the cost (free) but also the credibility it gives you. Third party endorsement from the media is 20 times more powerful than anything you could write by yourself in an ad.

The video is produced by a veteran of over 20 years in the PR field, who has used Publicity to land him on CNN, Johnny Carson, Phil Donahue and even Forbes magazine.

The secrets he shares in this video include:

- How to conduct a publicity blitz for only 15-cents a target.
- What to never say to a reporter who wants to interview you.
- The 12 words you must say before you agree to an interview and much more.

Only through a special arrangement was I was able to get this profit-producing video for you.

Free Bonus #9 (Advanced System Only)

Your Choice of 8 Different Patient Attraction Tool Kit (\$395 value)

This is probably the best bonus of all. By far, I have more members calling me, absolutely ecstatic

over what they find in these tool kits than any other free bonus. Each tool kit is packed with absolutely everything you need to turn on your own marketing machine for almost every procedure.

Inside each kit you'll find ads, letters, postcards, special patient educational reports, press releases, possible headlines, telephone scripts, etc. (everything already done for you.)

Plus, you get camera-ready hard copies of everything and it's also all on diskette. So your printer can just plug-in your name and you're ready to go. (It couldn't be easier!)

Take your choice from liposuction, laser hair removal, laser resurfacing, blepharoplasty, breast augmentation, hair restoration, endermologie, and sclerotherapy patient attraction tool kits. Any one of them is free with your advanced membership...

Okay, so now I bet your next question is, "What's this all going to cost me?"

Instead of thinking cost, you should consider investment. If you were to go to some ad agency or practice consultant and ask them to put together this whole package (I'd be surprised if they even could), they would charge you in the neighborhood of about \$10,000 to \$15,000 (and would NEVER guarantee results like I do!)

But, I'm not going to charge you \$15,000 or \$10,000 or even \$5,000, seemingly the going rate for seminars these days (which don't even give you a quarter of the information I've assembled for you)!

Your entire investment is only \$697 for the basic marketing membership package (plus \$15.65 shipping and handling.) Or just \$877 (plus \$19.62 shipping and handling) for the Advanced membership package.

Plus, You get \$1,596.00 in free bonuses with the basic system and a whopping \$2,177.00 in free bonuses with the advanced system!

But remember, you must take action before the red stamped date on the order form. Don't set this aside--chances are too great you'll forget.

Think about your return on investment here: If you simply get one more cosmetic case from all the information contained in my massive system, you would already have paid for it many times over.

Take a look, at how inexpensive it really is to become a member, and how much you'll save by subscribing before the expiration date on your order form:

Look at the Real Value Here:	<u>Separate Purchase</u>	<u>Basic System</u>	<u>Advanced System</u>
More Cosmetic Cases Manual	\$697	included	included
Newsletter Subscription	\$197	free	free
Second Opinion Coupons	\$800	free	free
Consulting Coupons	\$500	free	free
Medical Equipment Buyer's Guide	\$ 99	free	free
101 Most Useful Internet Sites	\$ 59	free	free
Quick Start Tape	\$ 69	N/A	free
Secrets of Maximum Ad Results	\$159	N/A	free
Million Dollar Publicity Video	\$ 79	N/A	free
Patient Attraction Tool Kit	<u>\$395</u>	<u>N/A</u>	<u>free</u>

47 Compelling Offers Checklist

- 17. Double/Triple your money back**
- 18. Discount**
- 19. Sale driven by reason why (event or situation)**
- 20. Trade-in or discount for upgrade**
- 21. Premium**
- 22. Upsells/Cross-sells**
- 23. Money back guarantee plus penalty**

From: "Kirt Christensen" <webmaster@buyingwebbusinesses.com>
To: info@101samplebusinessletters.com
Subject: \$5.90 rebate for Kirt?

SUBJECT: \$5.90 rebate for Kirt,

Dear Kirt,

While you're sitting here reading this letter, you're probably going to feel a bit stunned as you read what I'm offering you...

I'd like to PAY YOU to try out my new membership site for 7 days.

Imagine that, getting paid just to 'test drive' it for 7 days?

Here's just a small portion what you'll get for signing up:

=> Discover the same technique I used to make \$110,000 in only a few months working less than 2 hours a day fixing up one lousy website...

=> How average people are buying up great little websites for pennies on the dollar... And locking up \$2,000 to \$10,000 in monthly income!

I have lots of great testimonials on my system, here's just one:

'During the time Kirt has been a friend of mine, I have never seen ANYONE buy online businesses as cheap and turn them around in days like he does. He does things that absolutely amaze me! Now he's revealing the secrets he's only told a few of us about to everyone for almost nothing... I advised him to sell this for at least \$997, if not more. If you've dreamed of purchasing a web business for next to nothing... and selling it out for at least 6 figures... then Kirt is the guy to talk to.'

Terry Dean, Web Marketing Expert
<http://www.netbreakthroughs.com>

The price to access this membership site?

Just \$2.95 for the 7 day trial...

And, after you order we'll send you a double your money back rebate of \$5.90** (twice your investment!)

No gimmicks - this is real.

*Double
Money
Back*

3 Easy Steps To Getting Access And Free Money...

Step 1. Check out the main website and information on the full offer by clicking here:

<http://BuyingWebBusinesses.com>

Step 2: DO NOT ORDER FROM THE MAIN SITE! Click here to order a 7 day trial for only \$2.95:

<http://BuyingWebBusinesses.com/rebate.html>

You'll get instant access to the members-only site and a full 7 days to try it out. You can cancel at any time and pay not a penny more. You're under no obligation whatsoever to continue as a member.

Step 3: Then click the email address below to email us with your PayPal email address and login information, and we'll blast double your investment (a total of \$5.90) to you via PayPal.com**

<mailto:webmaster@buyingwebbusinesses.com>

or

webmaster@buyingwebbusinesses.com

You have zero risk!

Warmly,

Kirt Christensen

<http://ScientificMarketing.com>

<http://BuyingWebBusinesses.com>

<http://PaidMembershipSites.com>

<http://LinkingStrategies.com>

P.S If you join today, we'll throw in a free bonus, a LIVE 60 minute Tele-seminar worth \$97! You'll be notified of the exact date and time as soon as you join.

P.P.S. Can you imagine getting paid just to try out a membership site? What do you have to lose? I'm paying you to test it out! Sign up today...

** The rebate offer is guaranteed for the first 100 respondents,

but may be removed at any time thereafter. The \$5.90 rebate will be sent via PayPal.com, which is a free service available to participating countries. No earnings are guaranteed as a result of following our educational course. You may cancel your membership at any time which is both easy and automated. If you continue as a member, it's only \$29 monthly which gives you access to new and updated content. You have zero obligation.

PLEASE DO NOT REPLY TO THIS EMAIL. It will be automatically removed from the system.

If you no longer wish to receive emails from us, please click on the link below.
<http://www.autopilotriches.com/app/remove.asp?ID=2989763&ARID=0>

To CHANGE your email, click on the link below:
<http://www.autopilotriches.com/app/remove.asp?c=1&ID=2989763>

Special Introductory Trial Offer!

Value Line For The Next 10 Weeks For Only ~~\$75~~ \$55

DISCOUNT

SEND FOR YOUR FREE VIDEO INVESTING THE VALUE LINE WAY TODAY!

Reasons for this offer:

Here's an opportunity to receive the complete Value Line Investment Survey for the next 10 weeks. This offer is limited to one individual in a household that has not already had a subscription to Value Line during the past three years. We make this offer to new trial subscribers only, because we have found that a high percentage of those who try Value Line for a number of weeks stay with it on a long-term basis.

Complete Coverage:

The Value Line Investment Survey continually reviews about 1700 stocks. Key data and ratings of each stock are updated every week in our Summary & Index. In addition, each stock is the subject of a new full-page report every 13 weeks, in regular rotation. About 130 new full-page reports are issued each week. Filing takes less than a minute a week. All this material is so organized in your binder that you can quickly turn to a continually updated report on every covered stock. You also receive our weekly "Selection & Opinion" section bringing you Value Line's forecast of the economy and the stock market, advice on investment policy, in-depth analyses of stocks to consider now, Value Line market averages, and other features.

Bonus:

Under this special trial offer you receive—as a bonus at no extra charge—the very latest full-page reports on each of the 1700 stocks covered. Value Line's complete 2000-page Investors Reference Library with our full-page reports on all stocks under review—fully indexed for your immediate reference—to be updated by new reports sent weekly.



Special Sign-Up Bonus:

J.K. LASSER'S YOUR INCOME TAX 1997 with expanded personal recordkeeper • tax organizer • worksheets • sample forms PLUS • free update supplement with forms for filing • telephone hotline • tax tips on the Internet. "The winner among tax guides." - *Smart Money*. (Retail price \$14.95; available while supplies last.)

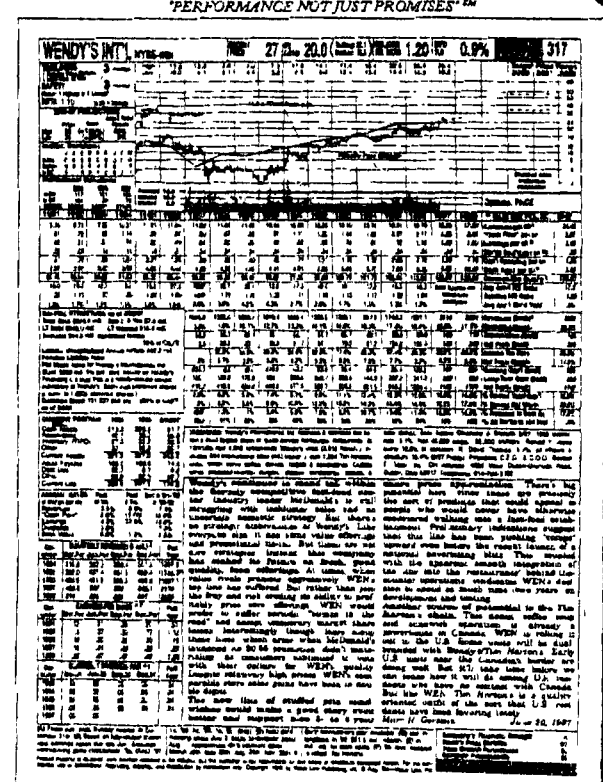


Special Extra Bonus — Our Brand-New Video

INVESTING THE VALUE LINE WAY: How To Make The Stock Market Work For You. This brand-new video tells you how to make *The Value Line Investment Survey* your own personal investment tool. Includes interviews with actual Value Line subscribers and analysts. Yours free with your trial or full-term subscription.



Money-Back Guarantee: Return all materials we send within 30 days from the start of your trial or full-term subscription for a full refund of your fee. *Your subscription may be tax-deductible. Consult your tax advisor.*



Reduced from 8 1/2 x 11.
CALL TOLL-FREE 1-800-833-0046
 Ext. 2953-Dept. 250D01 For Credit Card Orders Only
 American Express, MasterCard or Visa. 7 days a week, 24 hours a day.
 Visit our Web site @ <http://www.valueline.com>

Dept. 250D01

The Value Line Investment Survey
 PO Box 3988, New York, NY 10008-3988

INTRODUCTORY OFFER

10-week trial of Value Line for ~~\$75~~ \$55 (available once every three years to any household) and send me the bonuses listed

1-year (52 issues) of Value Line for \$570 Send me the bonuses listed

2 years (104 issues) of Value Line for \$1,045 (A savings of \$95) Send the bonuses listed

EXTRA BONUS FOR FULL-TERM SUBSCRIBERS

The Portfolio Tracker - the electronic investment tool that lets you keep track of three separate portfolios - in the investment vehicle of your choice - and even doubles as a handy pocket calculator! Free with your one or two year subscription. (Retail price \$70; available while supplies last.)

Allow 4 weeks for delivery Foreign rates upon request

Payment enclosed Charge to: American Exp. MasterCard Visa

Account # _____ Expiration Date _____

Signature _____

Name _____

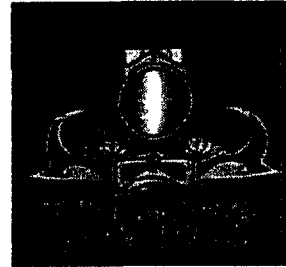
Address _____

City _____ State _____ Zip _____

From: "80sTees.com Discount offer" <owner@80stees.com>
To: yanik@surefiremarketing.com
Subject: 80sTees.com Christmas in July Sale!



ThunderCats exclusives!
We've added two new exclusive ThunderCats shirts. That's right, try to find these somewhere else, you won't. We've got a new Lion-O and a Mumm-Ra shirt.



ThunderCats Hooo!

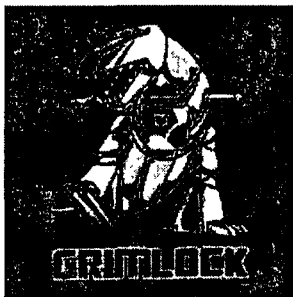
July 21st, 2004

Dear Yanik,

Let's get right down to business. Take 20% off any order from now until the end of July simply by using the coupon code located on the right side of this email!

We are going to highlight some of our new shirts in this email, but there are too many to mention. Come to the site and check out all the other new stuff, including Hong Kong Phooey, Scarface, Transformers, My Little Pony, Nintendo, Iron Maiden, Dukes of Hazzard, and a whole lot more!

SALE items



3 New Transformers t-shirts!
All you Transformers fans out there will love our 3 new Transformers t-shirts featuring a stencil of the Decepticon logo, the famous "more than meets the eye" logo, and ol' Grimlock!

These shirts are more than meets the eye...



Scarface Women's Shirts and New Men's shirts too!
Customers often ask us, why don't you have Scarface shirts in women's styles, well now we do! We were inspired by Jay-Z, we brushed the dirt off our shoulders, and we made it so ladies is pimps too!

We've also added 3 new men's styles!

Say Hello to My Little t-shirts...

SALE items

JOIN THE 80stees.com MAILING LIST

Email Address:

Submit

*Chris July
Reborn
& sale*

20% off any order*
Expires 8/1/2004
Use Coupon Code: July2004
20% OFF ANY ORDER

Redeem Your Coupon Now!

Jem and the Holograms shirts

Jem is Truly Outrageous, and so is the selection of Jem and the Hologram shirts offered by 80sTees.com. We've even got 2 shirts featuring the rival band "Misfits".

Be Truly Outrageous here...

Vanilla Ice Ice Baby!

Stop! Collaborate and listen, 80sTees is back with a brand new invention. These t-shirts will fit on pretty girls tightly, getting guys attention nightly.

Flow like a harpoon daily and nightly...

This Sales Ends on the last day of July!

Use coupon code july2004 for 20% off any order.

Copyright © 2003 80sTees.com

owner@80sTees.com

80sTees.com

80s Tees • PO Box 103 • Adamsburg • PA • 15611

Forward email

SafeUnsubscribe™

This email was sent to yanik@surefiremarketing.com, by 80sTees.com.
[Update your profile](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#).

Powered by

Constant Contact
TRY IT FREE

Manufacturer Says, 'Crush The Competition!'

Trade Offer

“Buy One SureTemp Thermometer And Get Another One FREE When You Trade-In A Competitive Model”

Read The Facts Below To Find Out How To Get 2 Thermometers For The Price of 1!

A free thermometer?

Yes, it's true. When you purchase one SureTemp 679 Thermometer you can get a second one absolutely free – just for trading in any qualifying thermometer.

Or, if you don't have a trade-in or would rather keep yours – you still get a great deal – you'll get 2,000 free probe covers for free! It's your choice, but only until April 30, 2000.

Here's Why We Are Willing To Give You A Free Thermometer:

The truth is all the real profit on any thermometer comes from the repeat purchases users make of the probe covers. It's just like the razor manufacturers who make their money on the razor blades and the actual razor.

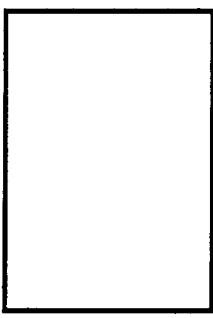
But, That's Also Good News For You...

You see, with any of the competitive models you're paying around ___ cents per probe cover and if you only take 20 temperatures a day, that adds up to \$ _____ over the entire year. However, with the Welch Allyn SureTemp 679 the probe cover costs are only ___ each. That adds up to a savings of \$ _____ over the course of a year (and much more if you're taking over 20 readings a day).

So, not only do you get a great deal... but you also end up saving money when you use the SureTemp thermometer.

But What About The Thermometer?

First off, you get the fastest thermistor thermometer on the market. It's just 4 seconds for oral readings, 10 seconds for



Trade In Your Old Thermometer For A Free SureTemp 679 Thermometer With The Purchase of One -- Only Through April 30th

axillary temperatures, and 15 seconds for rectal temperatures (beats waiting 5 – 30 minutes for some other brands).

But speed isn't everything. You also get more versatility than any tympanic could ever give you. The SureTemp is perfect for accurate oral, axillary, and rectal readings. That's why it's the ideal thermometer for any patient – from newborns and pediatrics to adolescents and adults. It's accuracy is a precise +/-0.2°F (+/-0.1°C). Plus it's measurement range spans from 84.0 °F to 108.0 °F (28.9 °C to 42.2 °C).

And The Price?

For all these features the SureTemp is still incredibly affordable. For the thermometer, an oral probe, batteries, and 25 probe covers it's only \$ 225. That's \$ ___ less than the nearest competitor. Plus, during this special offer you can get another one absolutely free

with your trade-in. So that's almost like two thermometers for the price of one!

Bottom line: The new SureTemp electronic thermometer from Welch Allyn delivers speed, accuracy and convenience all in one affordable package. But don't say "Yes" just yet because you can...

Try Before You Buy

You can try out the SureTemp 679 Electronic Thermometer in your office for a full 30 days at our risk and expense — then decide if you want to keep it.

And if you don't like it — just send it back for a 100% refund. No questions asked and no hard feelings. It's just that easy to experience all the benefits this new thermometer can bring to your practice.

Here's What You Should Do Now

Just pick-up your phone and dial toll-free, 1-888-321-1300 to try one of these electronic thermometers absolutely risk-free in your office for a full 30 days. Or you can fax back the completed coupon, 24 hours a day to: 301-345-5686.

Don't put this off, you have nothing to lose — unless you wait until after April 30, 2000! That's when this deal is over and there won't be any exceptions made. So act today to avoid being disappointed.

- Here Are The Trade-Ins That Qualify For This Free Offer:**
- ◆ *Thermoscan Pro-1 or Pro-LT*
 - ◆ *Sherwood Genius*
 - ◆ *IVAC Core-Check or Oral Elec.*
 - ◆ *Filac Oral Electronic*

Complete and Fax, 24 hours to: 301-345-5686

"Yes! Let me try out the Welch Allyn SureTemp 679 Electronic Thermometer in my office for a full 30 day risk-free trial period. I understand that I'm protected by your 100% money-back guarantee. I can also trade-in any qualifying thermometer for another FREE SureTemp 679 or get 2000 probe covers for free. On that risk-free condition, please enter my trial order."

"Maybe, I'd like to see some more information."

Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

(c)1998 Med-Electronics Inc



The \$5 Calculator Watch

It may be a crazy scheme. But, you really can get this LCD calculator-watch for just \$5 with one catch.

By Drew Kaplan, President

Stick it to us. Rip us off. Here's a promotion that's been vetoed by our vice president, our accountant and my wife. It's a promotion that's such a good deal for you, (it really is) that it's virtually guaranteed to lose us money.

In fact, if we don't do at least 300% more business off this ad than we have ever done off any ad before, we will lose a lot of money.

ARE WE CRAZY?

Well, our VP, our accountant and my wife certainly aren't crazy. They're all dead set against this whole idea. But, you don't get anywhere in this world without taking chances, so here it goes.

First a word about credibility. Right now you're probably thinking that this is some very slick copy, but it just isn't believable. But is a calculator-watch for \$5 any more believable? Read on.

COMPUTE WHILE YOU COMMUTE

You're in a restaurant. You get the bill. To the amazement of those nearby, you touch a few buttons on your wrist and tell the waiter you were overcharged.

You can compare the per quart cost of paint with the per gallon price when you're shopping. Or, here's a great idea. If you've ever heard a phone number on your car radio you can enter the phone number on the calculator display.

And, you'll do it all with style. The calculator-watch is the newest fad that's sweeping the nation. But remember, the other participants in this fad are paying up to \$69 for their calculator-watches.

BUT WHAT ABOUT QUALITY

The calculator is easy to use with raised easy to push buttons. It has a full 8 digit display with floating decimal. You can add, subtract, multiply and divide. You can even do chain equations.

The watch is the latest accurate quartz crystal type. Setting it is a delight. You don't have to hold a button and sit waiting for the numbers to change.

Simply punch in the time on the calculator while you push set. It shows AM, 1, and has a built-in night light.

The sleek case and adjustable band are made of the newest space age black resin. It's lighter, cooler and more comfortable than metal. And, it's very slim.

This finely crafted accurate quartz

time-piece comes complete with a manufacturer's standard limited warranty.

THE CATCH

Frankly we are losing our shirts on the calculator-watch, but we're looking for audiophiles who use audio cassettes.

If you buy top name TDK and Maxell cassettes, you probably pay \$3.50 to \$4.50 each for a 90 minute cassette.

We want you to try DAK's new Gold Label MLX ultra high energy normal bias cassettes. Not at \$4.50 or even \$3.50 each, but at a factory direct price of just \$2.49 for a 90 minute cassette.

We challenge you to compare our new Gold Label MLX to Maxell UDXL or TDK SA. If you can hear a difference, any difference at all in frequency response, tape hiss or distortion, not only will we return your money, but we'll give you a free gift for your trouble.

So here's our proposition. To get the \$5 calculator-watch, try just 10 DAK MLX90 minute cassettes complete with deluxe index insert cards, boxes and a one year warranty at just \$2.49 each.

WHY, YOU MAY BE ASKING?

You're very valuable to us in the form of future business. DAK has excited over 140,000 of you valuable customers with special bonuses. But, we've never had one like the calculator-watch.

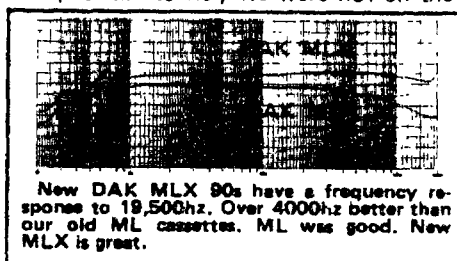
We find most of you keep buying once you try our cassettes and our prices; and that's a gamble worth taking.

The real gamble of this ad is that the calculator-watch is so expensive that there's not much left to help us pay for this ad and processing the orders. We'll have to sell thousands more orders.

NOT A BAD CATCH

DAK manufacturers a cassette with great sound, and no problems.

Up until recently we were hot on the



New DAK MLX 90s have a frequency response to 19,500hz. Over 4000hz better than our old ML cassettes. ML was good. New MLX is great.

heels of the frequency responses of Maxell UDXL and TDK SA. We had a great frequency response up to about 14,500hz. And our cassettes were great for most recorders.

Now our new Gold Label MLX is second to none. We have a frequency response to 19,500hz and we'll go head to head against any tape on the market.

BUT THAT'S NOT ALL

Hi Frequency protection! We've made mostly industrial cassettes for high speed duplication. We've developed a special jam proof cassette. It uses a spring tension liner within the cassette that guides the tape as it winds.

We coat these liners with a chemical called Molybdenum. As tape moves within the cassette, friction causes the build up of static electricity. Static electricity is drastically reduced by the Molybdenum and so is its tendency to erase very high frequencies. A very important consideration for often played tapes.

TRY NEW DAK MLX90 CASSETTES RISK FREE

Try these high energy cassettes and the incredible \$5 calculator-watch in your own home risk free. If you aren't 100% satisfied for any reason, return only 9 of the cassettes and the calculator-watch in its original box within 30 days for a courteous refund. The 10th cassette is a gift from DAK for your trouble.

To order your 10 Gold Label DAK MLX 90 minute cassettes and the calculator watch for only \$5 with your credit card, call the DAK toll free number or send your check for only \$24.90 for the tapes, plus \$5 for the calculator-watch, and \$3 for postage and handling for each group Order Number 9335. CA residents please add 6% sales tax.

Why not order an extra group of 10 MLX 90 cassettes. We will add one free cassette to each additional group you buy and of course you can get a calculator-watch for \$5 with each group.

DAK INDUSTRIES INCORPORATED

Call TOLL-FREE (800) 423 2636
In California Call (213) 984-1559
10845 Vanowen St., North Hollywood, CA 91605

The \$7 FM Stereo Masterpiece



Thunderingly vibrant, larger than life, brilliant FM stereo sound will engulf you as you put on the stereophones of this state of the art personal FM stereo. It's all yours for just \$7. But, there's a catch.

It's no Hong Kong cheapie. Your FM stereo sound will explode with life.

In a market flooded with Hong Kong look-a-likes, this incredible Japanese crafted personal FM stereo from MGT, (the super tweak auto-stereo company), was simply too expensively built for the market during the last recession.

So, DAK was able to buy (steal) all 64,000 of these audiophile quality personal FM stereos for cold hard cash.

Each is complete with super feather-weight headphones, leatherette carrying case and two standard AAA batteries. You get everything for just \$7, but don't forget, there's a catch.

MICRO-SIZE/MAGNIFICENT SOUND

MGT has produced an FM tuning circuit of incredible quality using three 16 pin integrated circuits. For those of you who are electronic nuts as I am, even the resistors are gold banded 5% prime as used in only the very finest equipment.

So, you'll have the finest circuit and the best components to give you remarkably drift free ultra clean FM stereo sound.

Most fine stereo equipment is designed to be lovingly placed on a shelf and never moved. Obviously, this isn't a practical way to listen when you're walking your dog, jogging or mowing the lawn.

So, whether you're working in your office with the Stereo Sports unobtrusively sitting in your shirt pocket, skiing down a fast slope, or just lying on your backyard hammock, you'll have massively powerful, breathtakingly crisp, FM stereo music anywhere.

CHALLENGE YOUR HOME STEREO

This tiny FM receiver (it's only about the size of a standard cassette), will easily slip in your shirt pocket, yet it's so powerful it can challenge your home stereo.

So, here's our challenge. Start at 88MHz on the bottom of the FM dial. And, station by station, compare the reception to your current home stereo.

You're sure to leave virtually any other personal stereo of any size in the dust, and MGT's dramatically alive FM stereo sound will even give a top of the line home FM tuner a run for its money.

TECHNOLOGY PLUS

Everything is automated. An extra large LED shows when the circuit automatically switches to stereo reception. And, there's no on/off button. Just plugging in the headset turns it on and off.

The headphone cable becomes a sensitive FM antenna. The leatherette case attaches to your belt. And, there's a wrist strap to make it easy to carry.

But, frankly it's the smaller than shirt pocket size and the incredibly pure sound that make this an audiophile's delight.

MGT made the Stereo Sports in both high-tech black, or white with blue accents. Whichever you choose, it's backed by MGT's standard limited warranty.

THE CATCH

Frankly we are losing our shirts on the FM stereo masterpiece, but we're looking for audiophiles who use cassettes.

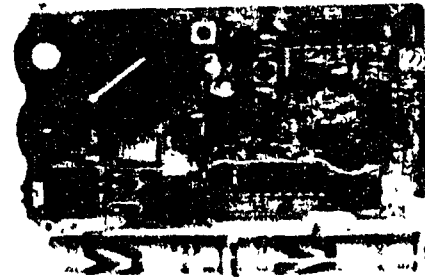
If you buy top name TDK and Maxell cassettes, you probably pay \$3.50 to \$4.50 each for a 90 minute cassette.

We want you to try DAK's new Gold Label MLX ultra high energy, normal bias cassettes. Not at \$4.50 or even at \$3.50, but at a factory direct price of just \$2.49 each for a 90 minute cassette.

We challenge you to compare the frequency response, dynamic range and signal to noise ratio of our new Gold Label MLX to Maxell UDXL or TDK SA. If they win, we'll not only give you back



Shirt pocket size and massive earthshaking sound are now made possible in this audiophile quality FM personal stereo. 3 integrated circuits and gold banded 5% prime resistors make your FM stereo come alive.



your money, we'll give you a free gift for your trouble. And, DAK's come with a deluxe hard plastic box, index insert card and a limited one year warranty.

WHY, YOU MAY BE ASKING?

You're very valuable to us in the form of future business. Over 330,000 customers have responded to bonuses like this. We find most of you keep buying once you've tried our cassettes and our prices; and that's a worthwhile gamble.

NOT A BAD CATCH

DAK manufactures a cassette with no problems and great sound. We've been hot on the heels of the frequency responses of Maxell and TDK. The tape we made last year had a great frequency response up to 14,000hz.

Now, our new Gold Label MLX is second to none. We have a frequency response to 19,500hz and we'll go head against any tape on the market.

TRY NEW DAK MLX90 CASSETTES RISK FREE

To get the audiophile quality FM Stereo Sports complete with headphones, case and batteries for just \$7, try 10 MLX 90 minute high energy cassettes. If you're not 100% satisfied, return only 9 of the 10 cassettes and the Stereo Sports in its original box within 30 days for a refund. The 10th cassette is a gift for your time.

To order your 10 Gold Label MLX 90 minute DAK cassettes and get the fabulous Stereo Sports FM Personal Stereo for only \$7 with your credit card, call toll free, or send your check for \$24.90 for the 10 tapes, plus \$7 for the Stereo Sports, and \$3 for postage and handling for each group. CA res add 6% sales tax.

Use Order Number 9711 for High-Tech Black or Order Number 9712 for White with Blue accents.

You'll have massive 20hz to 20,000hz audiophile FM sound from the Stereo Sports, and great audiophile sound from DAK's MLX 90 minute cassettes.



DAK
INDUSTRIES INCORPORATED

83PM

TOLL-FREE ORDER LINE

For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE... 1-800-325-0800
10845 Vanowen St., N Hollywood CA 91605

The \$7 Push Button Phone

Plug in and start pushing. Now you can have highly automated phones with no monthly service charges for just \$7 each. But, there's a catch.

Send back your dumb phones. Now instead of paying monthly service charges you can have push button dialing, last number redial, mute, and ringer off.

You can forget big clunky phones. You can also forget dials. This phone works perfectly whether you now have rotary or push button phones.

Now for just \$7 you'll have the latest technology at a price that'll let you have a phone in every room in your home. But, don't forget there's a catch.

NOTHING TO INSTALL

Simply plug this phone into any standard modular phone jack and start talking. If you don't already have jacks, call your phone company.

They may even put them in free for

quality speaker instead of the old diaphragm 'thing' that's been in phones for 20 years. Even the electronic ring is new.

But, the nicest part of all are the push buttons. Once you've started using buttons you'll hate dialing the old way.

With this phone you can push the buttons as fast as you want. Then the phone sends out pulses on your line that work with virtually any phone system.

So this phone works anywhere. You can unplug it and move it from room to room or house to house in seconds.

The phone automatically hangs up when you set it down or you can push its 'hang up' button. It comes complete with a 14 foot coiled cord and a limited manufacturer's warranty.

We challenge you to compare the frequency response, dynamic range and signal to noise ratio of our new Gold Label MLX to Maxell UDXL or TDK SA. If they win, we'll not only give you back your money, we'll give you a free gift for your trouble. And, DAK's come with a deluxe hard plastic box, index insert card and a limited 1 year warranty.

WHY, YOU MAY BE ASKING?

You're very valuable to us in the form of future business. Over 150,000 customers have responded to bonuses like this. We find most of you keep buying once you've tried our cassettes and our prices; and that's a gamble worth taking.

NOT A BAD CATCH

DAK manufactures a cassette with no problems and great sound. We've been hot on the heels of the frequency responses of Maxell and TDK. The tape we made last year had a great frequency response up to 14,000hz.

Now our new Gold Label MLX is second to none. We have a frequency response to 19,500hz and we'll go head to head against any tape on the market.

TRY NEW DAK MLX90 CASSETTES RISK FREE

To get the automated phone for just \$7, try 10 MLX high energy cassettes. If you aren't 100% satisfied, return only 9 of the 10 cassettes and the phone in its original box within 30 days for a refund. The 10th cassette is a gift for your time.

To order your 10 Gold Label DAK MLX 90 minute cassettes and get the automated phone for only \$7 with your credit card, call the DAK toll free hot line or send your check for only \$24.90 for the tapes, plus \$7 for the phone and \$3 for postage and handling for each group. Order No. 9416. CA res add 6%.

An automated Phone for \$7 and DAK's new improved MLX. Time to stock up.

DAK
INDUSTRIES
INCORPORATED

Call TOLL-FREE (800) 423-2636
In California Call (213) 984 1559
10845 Vanowen St., North Hollywood, CA 91605



It's built more like a HiFi than a telephone. Modern electronics have finally come to phones

you. Due to the recent Supreme Court ruling, soon they'll probably be selling you your own phones anyway. And, at worst, there's just a small one time fee.

LAST NUMBER REDIAL PLUS

It's really neat. If you call a number and it's busy this phone will automatically redial the number for you each time you touch 'redial'. There's no need to keep dialing over and over again.

When you need to speak privately to someone with you, you don't have to cover the mouth piece. Just press the mute button and the person on the line will be cut off for privacy.

When you want to take a nap, just switch the ring off and the phone won't ring. There's never a need to take your phone off the hook again.

The quality is great. A high quality condenser microphone lets the person you talk to hear you loud and clear.

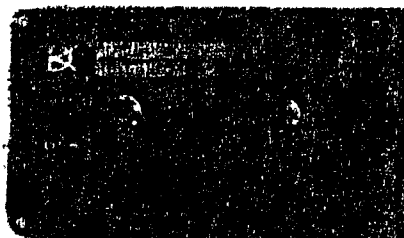
And you hear them through a high

THE CATCH

Frankly we are losing our shirts on the automated phone, but we're looking for audiophiles who use audio cassettes.

If you buy top name TDK and Maxell cassettes, you probably pay \$3.50 to \$4.50 each for a 90 minute cassette.

We want you to try DAK's new Gold Label MLX ultra high energy, normal bias cassettes. Not at \$4.50 or even at \$3.50 each, but at a factory direct price of just \$2.49 for a 90 minute cassette.



Free Bonus #4: “How to Accept Payments Online in 24 Hours or Less” – Inside this simple-to-follow report you’ll find out exactly how to begin accepting credit cards and Paypal payments immediately. Unless you’re making it easy for people to give you money – you’re really shooting yourself in the foot. **This exclusive material shows you exactly how to get up and going and taking money right away without having your own costly merchant account.** This report is filled with screenshots so it’s totally step-by-step and easy to follow for everyone. (Value \$29.00)

Free Bonus #5: “How to Make Big Money With Derivative Works” – If you want the secret to making really good money with this public domain material I’m going to let the cat out of the bag. **You’ll see how to take the original material provided and turn it into highly profitable (and very much in-demand) information products that you can sell for \$200.00, \$500.00, \$1000.00 or more...and then you own the copyright!** Yes, creating a derivative works takes a little bit more time and effort but the rewards are definitely worth it. And now you’ll have a blueprint when you’re ready to pursue these high-priced information products inside this never-before-released special report. (Value \$149.00)

Free Bonus #6: “How to Profit from a Content-Rich Site Using Google AdSense” – Michael is going to share with you his secrets to creating content-rich sites that make you money running Google AdSense on them. There’s definitely a science to this and now you’ll find out how to **design the kind of content sites that get maximum clicks from visitors so you get paid over and over again for the ads you show on the page from Google.** It’s yet another income stream for your online business. (Value \$29.00)

Free Bonus #7: “77 Places to Advertise Your Niche Information Product” – This private report features **77 of the best places you can start immediately buying advertising for your niche info product.** Little-known places you only pay when someone clicks on your ad, banner networks, ezines directories, and much more! (Value \$29.00)

With everything you're getting here we can confidently tell you we've done 98.7% of the hard work for you. We've tried to think of **everything you need to shatter any excuses or roadblocks** you've had standing in your way. But in case you're still a tiny bit unsure you're full protected by our amazing...

**100% “We’ll Buy It Back Guarantee”
(Plus a \$50 Penalty To Boot)**

Listen, we’re so confident the Public Domain Riches Gold Mine™ package is something you won’t want to part with that **we’ll actually buy it back from you at full price anytime for up to 12 months. Plus if you show us you actually tried to put your product together but it didn’t sell we’ll pay you an extra \$50 penalty for wasting your time.**

*Guarantee +
Penalty*

47 Compelling Offers Checklist

- 24. Different pricing based on customer's promise of action (i.e. for testimonial or referral)**
- 25. Different pricing based on deadlines (early bird pricing – used for seminars, etc)**
- 26. Multiple discounts based on membership level, prior purchases, etc**
- 27. Pay no money now – deferred payments**
- 28. Graduated payments - ramped up payments**

Yanik Silver's Internet Copywriting Workshop

--But you need not even pay that much.

--If you are a Glazer-Kennedy Inner Circle Member*, Gold level, you may take a \$400.00 discount; if Gold+ level, a \$700.00 discount. These discounts are offered for a VERY limited time - only until a total of 500 Systems have been sold. (If your order is received too late for the discounts, you'll be notified and your permission obtained before charging the full \$1,995.00 fee.)

--I cannot emphasize enough - this is simply put, a 'steal.'

--Your final question may be: what will Dan Kennedy guarantee?

--Well, of course, I cannot guarantee any specific sum of money or amount of wealth you may realize. And the term 'millionaire' in the title is not intended as such a guarantee. The box itself will produce nothing, if not matched with your implementation, your enterprise, your drive. And I cannot judge that.

--But I can and will guarantee this: if this isn't THE most provocative, thought-provoking, challenging, motivating AND practical, strategy-filled 'success product' of any kind you've ever invested in.....and you find it disappointing in any way...you can return it in its entirety anytime within **6 months - yes, 6 full months - for a full, immediate refund of every penny you paid.** It's even easy to ship back, as everything fits neatly into the briefcase-style box!

--Who else will give you a risk free SIX MONTH test drive? Of anything?

There *are* three strings attached.

--First, I want to be very up-front with you. This was a very expensive product to produce, Each one has high cost as you'll see. We have chemically treated some of the pages and had a process applied to the audio components to detect illegal copying. Any returned unit will be checked. Not only will we then contest your right to refund, we may prosecute the copyright violation. I deeply regret even having to say this, but in recent years there seems to be an upswing in people lacking basic integrity, who are intentionally purchasing, copying ie. stealing information, with the intent of returning it for refund. I've decided not to tolerate it in this case, even once. If you are of criminal intent, please do not get a System. Further, I'm giving you BOTH the audio cassette tapes and the CD's I do not want to see one or the other; just the audio from this System being

sold on e-bay. So, in purchasing, you warrant that you will not re-sell any individual component parts of the System on e-bay, or, for that matter, elsewhere.

--Second, if, as result of the System, you make truly extraordinary breakthroughs and rapid, accelerated progress toward your goals, and you wind up feeling you grossly underpaid for this System, I'd appreciate you making a contribution of at least another \$1,995.00 to worthy charities, causes or even individuals in need of your choice, and I'd value hearing that you did.

--Third, you literally owe me a letter, no later than a year from now, preferably sooner, reporting on thinking changed but also specific strategies applied and results achieved. This ain't option; it's an obligation.

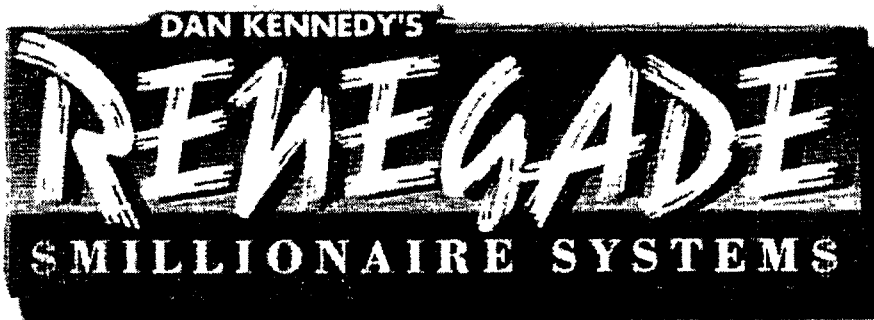
--So, what to do next?

--At the very end of this letter, you'll find further description of some of the topics covered in the interviews and materials in the System, if you actually need more information. If you are reading this online, you'll also find "click options" to get some other content from my speech on this subject, promised a couple different times during the letter. Feel free to go and read it or download it if you like.

--**But before doing any of that, hey, I suggest you click on "SEND ME MY SYSTEM", fill out your Order Form, and get my System on its way to you, immediate. The clock is ticking. Autonomy is yours if you'll accept it.**

--**And I'm not kidding: the discounts are very temporary.**

Practically based on level



TO ORDER PLEASE SELECT FROM THE FOLLOWING:

OPTION 1:

Glazer-Kennedy Inner Circle
Gold and Silver Members
[CLICK HERE For Your Special Discount](#)

OPTION 2:

Glazer-Kennedy Inner Circle
Gold+, VIP, Platinum Members
[CLICK HERE For Your Special Discount](#)

NOT YET A MEMBER?

[Click to Join Now!](#)

OPTION 3:

I'M A LOSER AND NOT
YET A MEMBER - I'LL CLICK
HERE to pay FULL PRICE

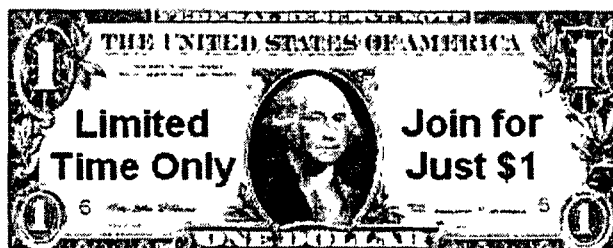
47 Compelling Offers Checklist

- 29. Price increase pending**
- 30. 2 for 1 or 3 for 1**
- 31. \$1.00 Offer or 1 cent offer**
- 32. Yes/No/Maybe**
- 33. Introductory or charter offer**
- 34. Sweepstakes/Contest**
- 35. “Beat the Clock” – 1st 100 orders @ \$x, 2nd 100 orders @ \$xx, etc.**

\$1 Trial

If you've been searching for really powerful ideas to boost your business right through the roof and make it possible for you to live the lifestyle you've always wanted, then look no further...

This Is Your Private Invitation To "Pick the Brains" of Real Life, Real World People (Just Like You) Who Have Discovered The True Secrets to "Having It All"... And How You Can Do It Too!



Hi Leigh,

I never thought I would say this about listening to an interview from a person I have never met. But listening to your interview with Bob Burnham has opened my eyes to possibilities I had never even dreamed about.

Bob's insights into his 5 principles for success in business and personal life are mind shattering to put it mildly. I can't wait to start applying Bob's success secrets to my business. I feel that 2004 is going to be a bonanza year for me. -)

Stephen Fasenfled, Dublin, Ireland
<http://www.increase-web-site-traffic-and-sales.com>

From: Leigh Beaty

Date: Wednesday, July 21, 2004

Dear Friend,

Stop for a minute and ask yourself this...

Are you satisfied with your life? I mean *really* happy!

Do you have .

- a rewarding career,
- a warm and loving family,
- enough money to buy the things you really want,
- and the time to enjoy your family, your friends, and your hobbies?

Do you jump out of bed every morning absolutely excited to start the day and take on the world?

Now think ---

If you knew that the next 5 or 10 years would hold more of the same, would you look forward to these years with enthusiasm and a zest for living? Or do you have something else on your mind... something that maybe is nagging at you from the subconscious.. that inner voice telling you that something's not quite right .. that the days are passing quickly and your dreams you've always pictured are starting to fade?

I realize those are tough questions - but be honest with yourself - more honest than you've ever been in your whole life. If well meaning advice from your friends and family, or reading 'self-help' and 'how to' business books has only gotten you so far - isn't it time to try something different?

Yes, you really can be successful in achieving your goals.

You can count on it!

But before I tell you how, let me start with a personal story..

Nineteen years ago I left a very lucrative job at a Fortune 500 company. I was moving up the 'corporate ladder' at an incredibly fast pace Who knew just how far I could go

Then one day it hit me.

Something wasn't right.. or at least not right for me The hours were long, the travel grueling I felt my enthusiasm and life's energy being sucked right out of my body **I wasn't quite sure what I wanted to do with my life, but I knew it wasn't this.**

I took a long weekend and got away. I needed a chance to think . and think I did Saturday night I had a dream and the picture of my new life started to take shape

Sunday morning I woke up with a "fire in the belly" that was incredible, and I was off and running -- to start my own business Even though I had only \$5,012 in savings, I did have a vision for this company and for myself . certain goals that I wanted to achieve, things I wanted to do

I was so excited. I'm not sure my feet were touching the ground! I wanted to share my enthusiasm with those people who I thought were important in my daily life

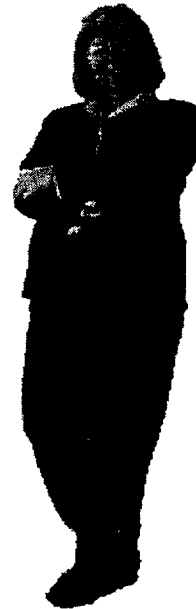
The first thing I did was to tell my friends and colleagues at work that I was leaving my job to start my own company Instead of hearing "that's great" and "you'll do well", these so-called friends said things like "you did what!?" , "you're kidding, aren't you", and "good luck .. you're going to need it".

Talk about encouragement and support! Sheez!

Well, that got me thinking I'd made the wrong decision But I kept going Next I began investigating the practical aspects of starting a new business

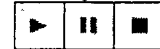
I should tell you I had absolutely NO background in business - no management skills that I knew of. My accounting knowledge consisted of balancing my checkbook I'd never taken any courses in marketing and I had no experience in direct sales But I still had an idea for a great product . and my own personal goals and expectations So these little details weren't going to stop me.

At that time (remember, this was way before the Internet) I spent hundreds of dollars on books from so-called "experts"



**Full Access for
Just \$1? YES!**

Turn up you speakers
& click below for a
brief message from Leigh



**You're Getting All 500 Of These Powerful Web-Sites
Put On The Internet - And Then Taken Care Of Every Day -
For Less Than 10 Pennies A Month Per Site!**

When was the last time you were able to get the opportunity of a lifetime -- for less than 10 cents on the dollar? NEVER!

But that's still not all...

**You'll also enjoy these 5 very special
Charter Member Benefits that can help you
get paid even more money!**

Here's where things reach the boiling point!

You see, to help you get the MAXIMUM amount of money with your Charter Membership, you'll also receive these 5 special Benefits:

FREE CHARTER MEMBER BENEFIT #1:

**YOU'LL GET UP TO 50 MORE WAYS TO MAKE MORE MONEY
WITH ALL OF YOUR WEB-SITES - ABSOLUTELY FREE!**

We will continue to develop many different Money-Making products and services and add them to each one of your Web-Sites! (Some of these brand new MONEY-MAKING MODULES will have to go through a little final testing... You'll help us do this testing by allowing us to add them to all your Web-Sites. - And in return for your help, we'll give them to you absolutely free!)

>>> THOUSANDS OF EXTRA DOLLARS - YOURS FREE! <<<

Our regular Members will pay hundreds or even thousands of dollars for all of these new ways to make money that will be built into all of your Web-Sites... But you won't pay a dime for them! They'll be given to you absolutely free! We will add these special MONEY-MAKING MODULES to all of your Web-Sites - and you'll NEVER pay a penny for them!

THIS IS POWERFUL!!! You see, instead of getting 10 ways to make money with each one of your 500 Web-Sites --- you could now have 15... 20... 30... 40... or even 50 additional ways to make more money with each Web-Site!

FREE CHARTER MEMBER BENEFIT #2:

YOU'LL GET FREE MILLION-DOLLAR TELEPHONE HELP!

You will be invited to attend our FREE Telephone Coaching Meetings - that will be held to help you make the maximum sum of money! **These Charter Member only Coaching Meetings are yours free!** You will dial a special 1-800 toll-free number we give you and sit back, relax, and listen carefully...

During these special calls - you will discover the hidden secrets to getting paid the maximum sum of money with all of the MINI-WEBSITES and MONEY-MAKING MODULES you will own! You'll sit back and listen on the phone as we reveal our little-known secrets to generate huge sums of money with all of your FREE MINI-WEBSITES! --- And don't worry if you can't make it to the...

all of this - and more absolutely free! Read on to discover how to...

Save 90% Off The Regular Membership Price By Becoming A Charter Member!

FIRST LET'S RECAP: By the time you have been a Member for less than 4 years - you'll have 500 of the greatest MINI-WEBSITES on the Internet! And each one gives you 10 built-in ways to make automatic income!

This Gives You 5,000 Opportunities To Make Money On The Internet! And all 5,000 ways to make money are yours free! Your only cost is the small 90% OFF Charter Member fee to have us keep your Web-Sites on the global Internet and take care of them for you.

Yes, as a Charter Member, you can have all 500 of these MINI-WEBSITES on the Internet - for less than 10 cents a month per Web-Site!

This is a win/win situation for BOTH of us! You'll help us achieve our mission to become the largest MINI-WEBSITE developer in the world... And we'll help YOU - by giving you the ownership to ALL 500 of these powerful Money-Making Web-Sites absolutely free!

We'll put all 500 of your FREE Web-Sites on the Internet - and take care of them for you - for less than 10 pennies a month per Web-Site!

This is NOT too good to be true: We cannot achieve our mission to become the largest MINI-WEBSITE developer in the world - without the help of our Charter Members who get in first and prove that our MINI-WEBSITES and MONEY-MAKING MODULES are capable of making many thousands of dollars a month. You'll be helping us a great deal, AND WE WILL RIGHTLY REWARD YOU!

Once we have enough success stories from Charter Members like you - we'll open up the 'FREE WEB-SITES OF THE MONTH CLUB!' to the general public.

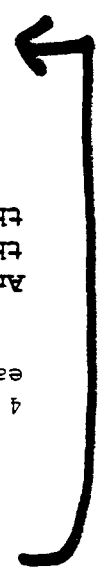
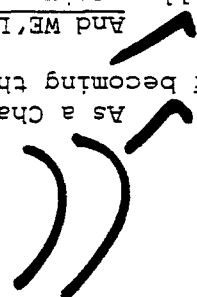
As a Charter Member, you'll play a key role in helping us achieve our goal of becoming the largest MINI-WEBSITE developer in the world.

And WE'LL REWARD YOU for this by giving you EVERYTHING our regular Members will receive - for an unheard of 90% OFF the cost of the regular Membership!

Plus, your 90% OFF Charter Member fee is GUARANTEED to never increase!

OUR REGULAR MEMBERS WILL GET A GREAT DEAL AT LESS THAN \$1 PER MONTH, PER WEB-SITE. BUT YOU'RE GETTING THE ULTIMATE OPPORTUNITY OF A LIFETIME!

Remember, the full ownership to ALL 500 Web-Sites and all the products they automatically sell are yours free! -- And instead of paying \$1 per Web-Site per month to have them put on the Internet and cared for...



These so-called "experts" are NERVOUS... I'm giving away my most advanced e-mail marketing secrets — stuff that even *they* don't know about! So *for the first time ever you can...*

"Snowball your income with the SAME step-by-step strategies I used to earn \$213,705 and generate 41,409 new subscribers... *in the last 30 days alone!*"



Important Announcement: Despite my better judgement, for the first time ever, I have agreed to reveal my unbeatable formula of dirt-cheap strategies that I use to make \$2+ Million every year with e-mail marketing

It took me over a month to outline and another 5 months to research and write, but it's finally ready .. In 433 pages -- "*The Insider Secrets to E-mail Marketing -- Advanced Series*" **gives you a first-hand look at 100's of my most profitable test results**, including a breakdown of the logic behind every decision I make ..

So you'll finally know, without a doubt...

1. How to rapidly build your own hyper-responsive opt-in e-mail list,
2. How to explode your profits with enormously lucrative e-mail campaigns,
3. And how to ensure you don't lose 50%-80% of the e-mail you send to spam filters and traps before your subscribers ever-see it!

Because it's a new product, I've agreed to **give away the first 500 copies at a significant 52% discount**. But once the first 500 copies are gone, I'll be forced to raise the price (*and they're going fast!*).

1st x discount

From: Corey Rudl
Wednesday, 10.12 a.m.

Dear Friend,

Did you know that the vast majority of online and offline businesses settle for a mere fraction of the profits they could be making with e-mail campaigns — anywhere from 50%-100% LESS than they deserve — because they have no idea they are making critical, income-reducing mistakes? It's true...

I know, because every day I open my inbox and read e-mails from businesses of all sizes — from "mom and pop" operations to Fortune-500 companies -- who are making the very mistakes I learned to avoid YEARS ago.

47 Compelling Offers Checklist

- 36. License for multiple units (i.e. software license for whole company) or allow customers to buy more than one unit at price break**
- 37. Customer's Birthday or Anniversary deal**
- 38. Special for particular niche or profession**
- 39. Forced continuity – you can't buy 'x' without automatically signing up for 'y'**
- 40. Lifetime membership or subscription**
- 41. Flip the offer – bonus first then main product/service as afterthought**

Each order receives a FREE copy of
 Yale University's "The Twelve Most Persuasive Words In The English Language"
 as my gift to you.

Sales Letters	Cost	Quantity
Three Proven Prospecting Letters	\$16 95	
One Proven Inquiry Follow Up Letter	\$9 95	
Three Proven Follow Up Sales Letters	\$14 95	
Two Proven Demonstration Letters	\$9 95	
Two Proven Overcoming Objections Sales Letters	\$7 95	
One Proven Thank You Letter	\$9 95	
Two Proven Apology Letters	\$7 95	
One Proven Lost Sale Follow Up Letter	\$7 95	
One Proven Tradeshow Survival Kit	\$16 95	
One Proven Networking Sales Letter	\$7 95	
BEST BUY! *All 21 Proven Sales Letters*	\$39 95	
Five User License Agreement for All 21 Proven Sales Letters	\$149 95	
Ten User License Agreement for All 21 Proven Sales Letters	\$199 95	
Twenty Five User License Agreement for All 21 Proven Sales Letters	\$249 95	
Cover Letters and Resumes		
Proven Resume Cover Letter And Three Proven Resume Templates	\$9 95	
Proven Job Interview Follow Up Letter	\$9 95	
BEST BUY! *The complete Job-Hunting Survival Kit* Cover Letter, Resumes and Job Interview Follow-Up Letter	\$14.95	
Custom Writing		
Custom Copywriting - Letters - Speeches - Proposals - Brochures	\$100 00	

License

NOW! The course features the three exercises that will turn your life around - as well as 45 more super effective bodyweight exercises and seven different programs that you can start immediately. Yes, these will get you into kick-butt shape fast.

Your total investment in this no nonsense course is only \$39.95 plus \$6 S&H U.S. (foreign orders add \$12). And, as an added bonus, if you place your order by July 21, 2004, we'll send you a CD of Matt's incredible life-changing **Furey Fat Loss Program** (normally \$79). When you follow the **Furey Fat Loss Program** along with **Combat Conditioning** you'll literally double the fat-burning, muscle-building effect. In addition to this free CD, we'll also send you three mega valuable special reports absolutely **FREE**. These reports are as follows: **How to Eliminate Back Pain, How to Eliminate Shoulder Pain** and **How to Eliminate Knee Pain**. If you have any of these ailments, don't wait another second. The information in these reports alone is worth the entire price of the course. Yours **FREE** when you order now.

And - For Those of You Who Want to Leap Tall Buildings in a Single Bound - You'll Want to Ramp Up to Matt Furey's Inner Circle

Those who want to get the greatest possible long-term and on-going benefit from the **Combat Conditioning** program will want to become part of the **Matt Furey Inner Circle**. Membership in this exclusive "insiders" club gives you the following:

- All three **Combat Conditioning videos**. These extraordinary best-selling videos (**also available on DVD**) are called **The Leg and Lung Workout, The Ab and Back Workout** and **The Pushup Workout**. On these videos Matt teaches you every detail of the exercises, then on the latter part of each video he puts you through a workout that will bring a new found spring to your step and a totally NATURAL invigorating pump to your muscles.
- This set of videos, is easily worth \$199 - but as a special marketing test, we will give them to you for only \$129 - AND we'll throw in a copy of Matt's international best-selling **Combat Conditioning** course absolutely **FREE** ... and we'll throw in a copy of Matt's best-selling diet program called **The Furey Fat Loss Program** (normally \$79). In addition to this, we'll still throw in all three reports on eliminating knee, back and shoulder pain. This means that with the \$\$\$ you save on the videos alone, plus the **FREE** book and free reports - you're saving at least \$149 altogether - and you're making sure that you absolutely know all the critical details of each movement.
- In addition to the above, we will also throw in 2 FREE months membership in the **Matt Furey Inner Circle** (normally \$19.95 per month). As a member of this elite group you'll gain online access to Matt where he will act as your internet-based personal trainer. On the Inner Circle discussion board, you'll be able to ask Matt questions and get answers to them (something you cannot do by regular email). Also, as a member of this elite group, you'll receive a CD from Matt each month that goes into detail about fitness, health, conditioning, mental attitude, success and so on. Sometimes Matt will interview celebrities - at other times his best students whose stories will motivate you to "better your previous best."
- Also, as part of your 2 **FREE** Months in the **Matt Furey Inner Circle**, you'll gain access to a private and exclusive members-only website in which you'll get to read tons of articles, newsletters and reports, with updates at least twice each week. Matt will answer questions regularly in his daily blogger and will bring in other guests whom you can learn from.
- Again, you get two months **FREE** membership in the **Matt Furey Inner Circle** when you order the **Combat Conditioning** videos - plus you'll get the best-selling course and 3 special reports free. How's that sound? If you ask me, I'd say, "Go for it."

Please Note: Upon completion of your 2 free months in the Matt Furey Inner Circle, we will continue to send you Matt's tape of the month and give you access to his exclusive website at the member discounted price of only \$19.95 per month (which will eventually be \$39.95 per month). Studies show that 84% of Matt's current **Combat Conditioning** customers prefer this added service benefit. If you do not wish to receive this additional service, simply notify us and we will cancel this service for you. If you do not notify us after the 2 Free Months you be automatically charged \$19.95 per month until you opt out of the service. You are welcome to cancel out of this additional service at any time. No questions asked.

OK, here's what to do: Click the button below to order online. Or pick up the phone right now and call 1 813 994 8267 to order.

Sincerely,

Frank Sherrill

Frank Sherrill

P.S. Matt Furey's **Combat Conditioning** is simply the best total-body fitness program on the market, bar none. It's used by the military, by pro athletes, by men, women, "baby boomers" and those in their "latter years." This makes it a steal for only \$39.95 plus S&H. But there's more: Order no later than July 21, 2004, to make sure you get your **FREE** CD of Matt's best-selling **Furey Fat Loss Program** (a \$79 value) along with the 3 free reports on eliminating knee, shoulder and back pain.

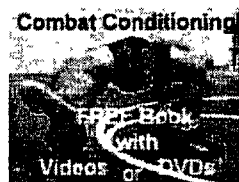
P.P.S. In order to get the greatest possible results in the fastest time humanly possible, you'll want to make sure you get more than the **Combat Conditioning** course.

Listen: If you're the type of person who wants the very best for yourself, then you won't just go for the manual. You'll get the **Combat Conditioning** videos (also on DVD) as well. It's a smart thing to do because Matt will bonus you big-time for being a wise shopper. Look at what he'll do for you: Matt's set of 3 **Combat Conditioning** videos is easily worth \$199, but you can have them and his best-selling manual, and the **Furey Fat Loss** CD, and the 3 free reports on eliminating knee, shoulder and back pain for only \$129 - a savings of \$138.85 if you act by July 21, 2004.

But there's more. For a limited time and for a limited number of people, Matt has also agreed to give you 2 Free months of online coaching in the **Matt Furey Inner Circle**, where you can have Matt and his staff as your very own "online personal trainers. In addition to the online forum where Matt and his staff answer your questions, you'll also receive a monthly audio CD with incredible health-enhancing life-changing information.

Again, the total for the videos alone is \$129, but if you act by July 21, 2004, you'll also get the **Combat Conditioning** manual, the **Furey Fat Loss** CD, the 3 free reports ... AND 2 months of online coaching in the Inner Circle absolutely **FREE**.

Total value comes to \$307.85. Your cost is only \$129 plus S&H. Total savings then comes to \$178.85. This is a no-brainer. Order NOW!



ORDER HERE



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Here's the super secret marketing course no expert, guru or consultant has ever laid eyes on -- because they've never known it exists...

“How A Long-Lost Marketing Manuscript Written Over 80 Years Ago Could Accidentally Contain the Specific Instructions You Need To Dominate The Internet Today...in the 21st Century! (And no...it was not written by Claude Hopkins)”

I've Got One of the Last Remaining Copies Left in the Entire World and It's Yours Free (but there's a catch)...

Tuesday 12:23 pm
From: Yanik Silver

Dear Friend,

My heart skipped a beat!

I couldn't believe my eyes!

Finally, after nine exhaustive months of research and digging I had stumbled onto the 'holy grail' of marketing I'd been seeking. I couldn't believe it. I just stared at my computer screen for a full 5 minutes and checked and double-checked the title and author.

Yes...yes...it was all correct!

I'd been trying to track down this book ever since I heard its title. I can't remember exactly where or how I even caught wind of it. But once I did, I knew I had to find it and discover the forgotten marketing secrets buried inside. And it didn't matter to me what the price of this manuscript was.

What's the book called?

“Printed Salesmanship” written in 1922 by Robert Ruxton. (You can try typing that title into any book locator or used book store -- I guarantee you'll come back empty handed.)

When I finally got my copy, I found out “Printed Salesmanship” wasn't really a book at all, but an entire series of lessons to help advertisers create more powerful ads. More accurately Ruxton calls it a “Course on Writing Printed Salesmanship” and the course

Bonus Flip

contains 24 incredible lessons. And now I want to share my discovery with you if you're ready...

With your permission, I'm going to give you a copy of "Printed Salesmanship" for Free!

That's right, it's yours absolutely free and I'll tell you about that in a moment. But first, let me give you a couple points on advertising straight out of Ruxton's work and you'll see why I was so excited to uncover his work:

" 'Advertising' as generally practiced is not constitutionally strong; it lacks the rich red blood of salesmanship."

I couldn't agree more and in a further lesson he added...

"We must measure the worth or worthlessness of advertising by the proportion of salesmanship inherent in it."

Whoa!!

Don't you think that's just as valid today (for both online and offline advertising) as it was back in Ruxton's day? You bet! And my strong hunch is that it's probably more so. It's no secret all of the top marketing and copywriting experts agree that "salesmanship in print" is the cornerstone of successful advertising. I'm talking about the legends like David Ogilvy, Claude Hopkins, Victor Schwab, Maxwell Sackheim, etc. **But no one has ever mentioned this course because virtually nobody has ever heard of it or seen one page of it!**

"Printed Salesmanship" is the long-forgotten secret handbook for creating powerful 'salesmanship in print'. See for yourself...

Here are just a few of the timeless concepts revealed inside:

- ◆ **The 4-part selling formula that almost always guarantees your success. (Lesson 1)**
- ◆ **How to measure the real worth of any advertising. You'll want to compare any of your ad copy against this benchmark! (Lesson 1)**
- ◆ **How to achieve 600% greater response without spending an extra dime. (Lesson 2)**

- ◆ **The four balanced sections of every ad. Most people mistakenly focus on the first area and end up dead in the water before they even start. (Lesson 3)**
- ◆ **How to make it even easier for prospects to take action rather than to do nothing. (Lesson 4)**
- ◆ **A complete point-by-point breakdown and analysis of successful advertisements. (Lesson 4)**
- ◆ **The truth about “printed salesmanship” revealed for the first time. (Lesson 5)**
- ◆ **You’re home free when you can convince prospects of this one important point. (Lesson 7)**
- ◆ **How to show your prospects a distinct advantage for choosing you above and beyond any of your competitors. (Lesson 7)**
- ◆ **5 powerful ways to prove your selling point. (Lesson 7)**
- ◆ **4 types of copy exposed – but be careful only 2 are powerful enough to get the job done. (Lesson 8)**
- ◆ **The ultra simple technique for quickly and easily coming up with the winning headline every time. (Lesson 11)**
- ◆ **How to painlessly get started “writing” your ad without breaking a sweat. (Lesson 11)**
- ◆ **What you should never, ever do before creating your ad. (Lesson 11)**
- ◆ **The real reason most reports and brochures totally miss the sale. (Lesson 14)**
- ◆ **How to generate non-stop leads for your product or service (think: capturing email opt-ins today). (Lesson 16)**
- ◆ **How to instantly disarm skepticism – even the most cynical curmudgeons don’t stand a chance against this. (Lesson 16)**
- ◆ **An incredibly powerful psychological trigger that gets your ads read and prospects immediately interested. (Lesson 17)**
- ◆ **10 big mistakes most advertisers make and how to avoid them altogether. (Lesson 18)**

- ◆ What a “bridge” is and how you can use it to easily lead prospects to respond. (Lesson 19)
- ◆ Finally, an answer to how much space you really need to make the sale. (Lesson 20)
- ◆ 6 simple questions to ask yourself for testing the strength of your copy. (Lesson 20)
- ◆ The right and wrong methods for following up with interested prospects. (Lesson 23)
- ◆ How to develop a successful way to capture interested prospects at very little cost no matter what business you’re in. (Lesson 24)
- ◆ And lots more....

Listen, the walls of my library are lined with so many copywriting books and manuals that I had to put all but the best of them in storage. I’ve studied just about everything related to advertising and marketing that I can get my hands on – yet I’ve never come across anything like this before. Beyond a doubt “Printed Salesmanship” is one of my most treasured resources.

And that’s not just my opinion. I sent a copy of this manuscript to 2 of the world’s top copywriters (one of them is hailed as the highest paid copywriter on the planet, he charges, and gets, at least \$25,000.00 plus royalties for one sales letter) and they both immediately wrote me back gushing with appreciation and thanks. And believe me, these guys are real hard-core students of copywriting and “salesmanship in print”.

I think you’ll agree that the “Printed Salesmanship” course is absolutely invaluable to any serious marketer -- but that’s not the only gift I have in store for you. I’m also going to throw in...

Rare Marketing Manuscript #2: “Reason Why Advertising” by John E. Kennedy

This is another one of those overlooked marketing classics. Let me share the story behind this book so you can fully grasp how important this second resource will become for you as well. In 1904, Albert Lasker, then an up and coming executive at the Lord & Thomas ad agency, met a man named John E. Kennedy (a relatively unknown copywriter at the time). He promised Lasker a definitive answer to the question ‘what is advertising’ that he’d asking for over 7 years.

During their fateful meeting Kennedy uttered 3 words that changed advertising forever. Those words were... **"Salesmanship in Print"**.

A simple concept, yet nobody has been able to improve on it.

And You Too, Can Use This Secret To Make Yourself a Fortune!

These concepts are universal and timeless. They apply just as well to advertisements in Kennedy's time as to Internet marketing in our time (probably more so).

In fact, this single concept was responsible for Albert Lasker going on to become the wealthiest man ever in the advertising business.

Kennedy's techniques and principals were so successful for clients that Lasker had Kennedy create a series of lessons to teach other copywriters. And each of these lessons are all contained in "Reason Why Advertising". **Right now this manual is selling for \$50.00 or more – but it's also yours free with my compliments!**

Okay by now you might be wondering....

“Am I Crazy To Give Away These Two Priceless Marketing Manuscripts?”

The simple truth is I could easily sell both of these out-of-print resources and collect a tidy sum. Heck, I've thought about this several times – and even registered a domain name -- but finally decided against it. Instead I'm going to give you both for free.

Why?

The answer is simple...it's really a bribe (I told you there was a small catch).

Yes, it's a shameless bribe to get you to preview the brand new "**Web Copy Secrets Mastery Series**" I just finished. My strong hunch is after you hear all about it you'll want to get in on this. **For starters, absolutely nothing like this has ever been offered – anywhere, by anyone – including me!** I'm sure you've heard that before – but just listen to what a few of the participants had to say:

This was a 10...

"On a scale of 1 to 10, with 10 being the highest, this was 10. Not sure how it could've been improved!"

– **Darryl EJ Ruff, Kelowna, BC Canada**

Almost Doubled Conversion Rate...

"From listening to the *pros* I gained a TON of insight on what makes a web site sell. And even though my website does not at the present moment employ the sales letter technique (I am selling \$500 logo designs) and I have already reworked my home page and some of the copy inside the site since the course and have almost doubled my conversion rate. That in itself more than paid for the course. In fact, my imagination has been lit on fire so much that I have a hard time sleeping at night for all the ideas that keep

47 Compelling Offers Checklist

42. Pre-sell

**43. Deposit or down payment on
future event or product**

44. Marketing test for price reduction

45. Beta testers wanted

46. Funny Money

47. Advance Notice

You are receiving this letter only because you're in my Insider's Club. It is an 11-day advance notice on something urgent and important and (if you want to get filthy rich) absolutely life-changing. This notice gives you an opportunity to see everything first and also enjoy an insider's advantage and bargain no one else will ever know about. But you must hurry.

"Who Else Wants To Learn How I Took A Scraggly Bunch Of Rookie Copywriters... And Quickly Transformed Them Into Vicious Kick-Ass Marketers With The Chops To Write Killer Ads That Can Force Your Customers To Open A Direct Pipeline To Their Bank Accounts!"

It was brutal, and it was messy... but it worked. And it worked FAST. Yet, until today, no one outside of that small group of willing victims has a clue what I did to force this immediate transformation to happen. Now, if you have the guts to face the truth behind what it takes to learn the outrageous wealth-generating copywriting skills of the best in the business...

YOU CAN LEARN EXACTLY WHAT THESE LUCKY "LAB RATS" DID!

It's super-advanced stuff for serious marketers only, and it will take you deep into the world of amazing profits and success faster than you ever dreamed possible...

To: Scott Britton

From **John Carlton**

Dear Scott,

If you've ever hungered to learn how world-class copywriters take ho-hum, lame-ass copy . . . and rip it apart and re-assemble it into compelling, hook-heavy ads that work like crazy and run forever... then you're in for the ride of your life here.

But you can't screw around. You gotta check out what I have for you right now, while this letter is smoldering in your hands. Because I've sent this to you as advance warning . . . and in 11 days, the rest of the world will be alerted . . . and this special and unique "**Insider Only**" offer is gone forever.

(Please go to next page and keep reading. .)

Exercise

- Create Your Irresistible Offer For Your Product or Service

Yanik Silver's Internet Copywriting Workshop

Mind Map

Yanik Silver's Internet Copywriting Workshop

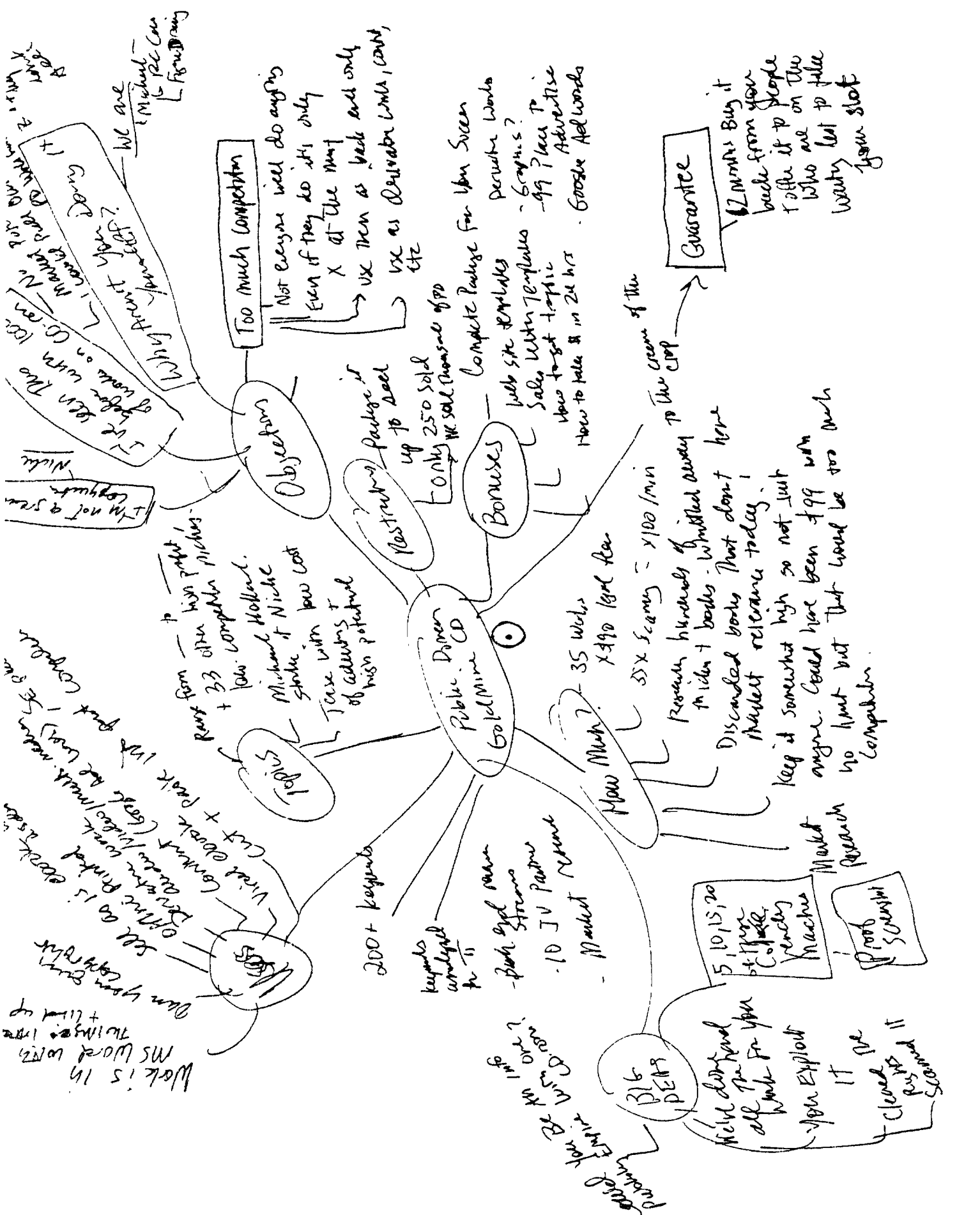
Mind Mapping

- Let's see you the big picture of your sales letter or project
- Easier than linear outline – more in tune with how we think
- Pictures, drawings and colors will help you retain information
- www.mind-map.com
www.mindjet.com

Pieces of Your Sales Letter Mind Map

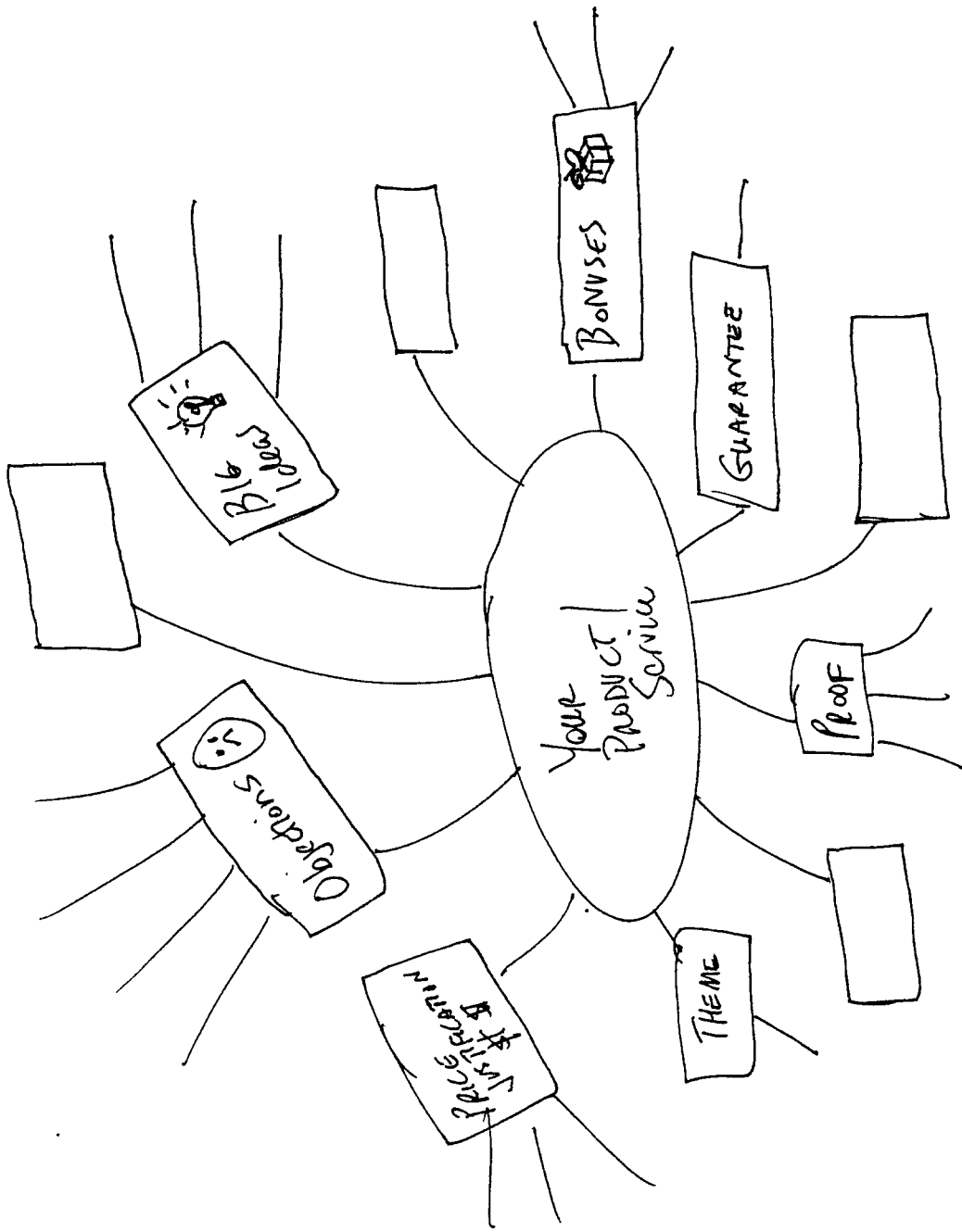
- Theme of copy
- Big ideas
- Objections
- Offer
- Guarantee
- Proof elements
- Bonuses
- Price justification
- Etc. Other pieces of your unique product/service

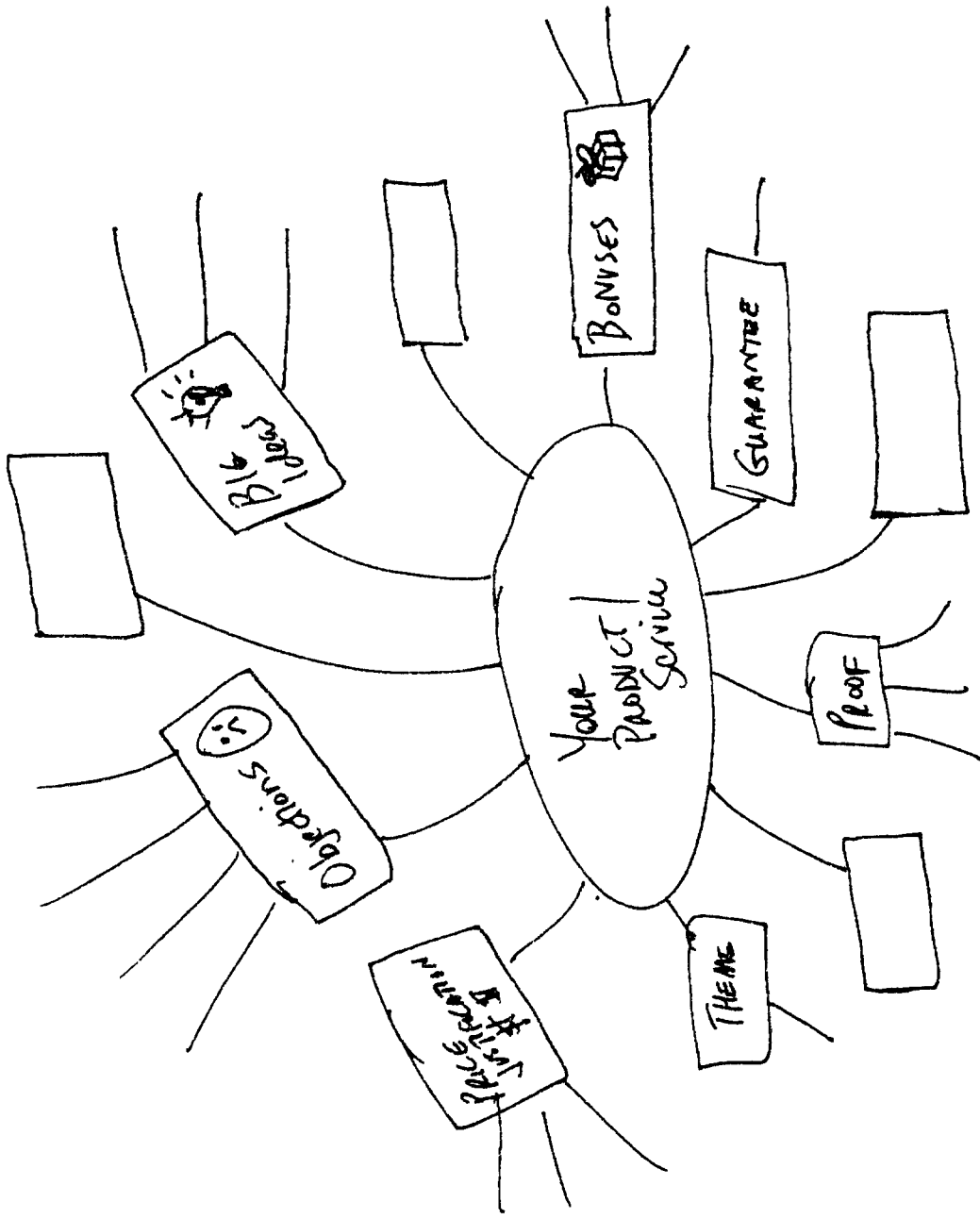
Yanik Silver's Internet Copywriting Workshop



Exercise

- Create Your Own MindMap for an ad/sales letter you'll be doing for your project or service





Mind Map

Old Masters

Yanik Silver's Internet Copywriting Workshop

Recycling Old Ads

- Most people never study the past
- Some of my best letters come from old, old ads that people haven't seen
- "Golden Age" of copy
- Easiest is replacement of words but more effective is transferring the "BIG IDEAS"

Yanik Silver's Internet Copywriting Workshop



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

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

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

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

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

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

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

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

Then I Started to Play

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

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim— unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—praising me with rapid questions. . . "Jack! Why didn't you tell us you could play like that?" . . . "Where did you learn?" . . . "How long have you studied?" . . . "Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note." "Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

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

Then I told them the whole story. "Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

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

How I Learned to Play Without a Teacher

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

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

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A.B.C! And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 150,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

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

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1631 Brunswick Bldg., New York City.

U. S. School of Music,
1631 Brunswick Bldg., New York City.

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

Have you above instrument?

Name.....
(Please write plainly)

Address.....

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

Pick Your Instrument

Piano	Cello
Organ	Harmony and Composition
Violin	Sight Singing
Drums and Traps	Ukulele
Banjo	Guitar
Tenore	Hawaiian
Banjo	Steel Guitar
Mandolin	Harp
Clarinet	Coronet
Piano	Piccolo
Saxophone	Trumpet
Violon and Speech Culture	
Automatic Finger Control	
Piano Accordion	

Big Ideas

- **“They Laughed” ...**
 - Underdog
 - Loser into Winner (The Insult That Made a Man Out of Mac)
 - Laughter, Giggling, Amusement, Mocking

Yanik Silver's Internet Copywriting Workshop



1



2



3

"Everyone in my bridge club laughed when I said I'd just installed a car alarm"

Bulldog's Car Alarm is the smallest available and features a super-intelligent microprocessor for the ultimate in security.

by Chris Murdock

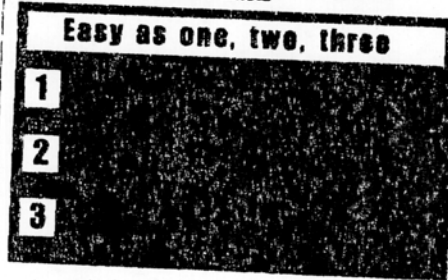
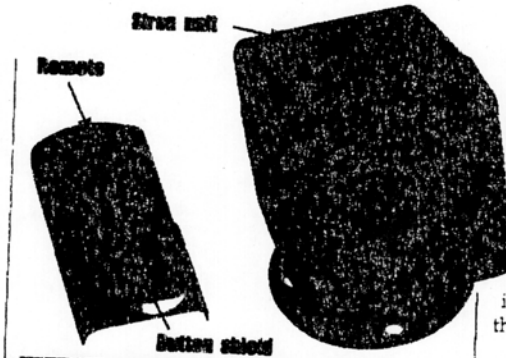
She's my baby! She's my brand new, beautiful, 4-wheel drive Jeep Grand Cherokee. I've wanted a car like this for a long, long time—big powerplant, cushy seats, high-riding, power everything, with all the extras. Beautiful! But little did I know.

My beautiful Grand Cherokee is a prime target for car thieves! So are all the other SUVs (Sport Utility Vehicles) that are so popular these days. And not just SUVs, but luxury cars, sports cars, pickup trucks, sedans...if your car is expensive, somebody wants to steal it. And what car isn't expensive, these days!

So, my very first purchase for my new vehicle was the best alarm system I could find. What really surprised me was the best alarm on the market was one you install yourself.

Easy installation. I know what you're saying. "I can hardly plug in a light cord, so how am I going to install an alarm system?" I'm the same way. This alarm—the Bulldog Model 1101 Car Alarm—was designed for "no brainer" installation. There's only one wire coming out of the alarm, and it simply attaches to the positive post on the battery of your vehicle. The alligator clip makes this step extremely easy.

Money saver. Because you install it yourself, you avoid shop costs of custom installation. I saved hundreds right off the top. The other BIG saving is I can take the alarm with me when I trade cars. And having an alarm even reduced my insurance rates! The Bulldog Car Alarm offers passive arming which means that if you should ever forget to arm the alarm it will do so



automatically. Most insurance companies recognize the benefit of passive arming and offer a discount on their rates.

So advanced, it "thinks." The Bulldog is a "smart" alarm. It has a sophisticated, electronic microprocessor with the ability to differentiate and do the right thing, all by itself.

Here's an example. If your car receives heavy tampering (like a broken window), the Bulldog responds instantly with a full-blown, incredibly loud siren. But if it senses a light touch—like

someone trying your door handles—it emits a loud warning "chirp." Like a rattlesnake's rattle, it says, "Back off, Buddy!" If tampering continues, it escalates automatically into full alarm. After splitting eardrums for a good long while, it stops and rearms itself. Like I said: smart!

It senses a change in electrical current. So if someone turns on your dome light, by opening the door, for example, or turns the ignition, it recognizes the threat, and sounds the alarm.

What if, heaven forbid, you're inside your car and someone tries to break in? Press the "panic button" and—you guessed it—the super-loud alarm goes off. A more likely scenario: you can't find your car in the parking lot. Press the remote, and your car calls out to you with "chirps."

You know what I like best? When I leave my car, I press the remote and the alarm "chirps" loudly. It's my not-so-subtle way of telling the whole street, "Don't even think about it."

Risk Free. Your Bulldog Car Alarm comes with Comtrad's 90-day risk free trial offer. Try it, and if you're not satisfied, return it for a full refund. You also get Bulldog's lifetime limited warranty against defects in materials and workmanship. Call today!

Bulldog Car Alarm \$59.95 \$6.95 S&H
Two or more \$49.95 each

Please mention promotional code 3801-Z068.

For fastest service, call toll-free 24 hours a day

800-704-1211

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It's Completely 'Different'...

"They Laughed When I Ran That Little \$60 Ad - But When I Got 3 New Cosmetic Cases...!"

Silver Spring, MD - My office manager, Nancy, could barely hold back her amusement. "You're not really going to run that ad in the newspaper, are you?" she exclaimed. "Where is that beautiful ad our ad agency designed for us?"

What Do Pretty Ads Have To Do With Results?

I could tell she didn't get it. She simply wanted me to plod along and use the same ineffective kind of "image" ads every other doctor in our area uses. She just couldn't grasp the fact that you need to do something different to get different results. "Didn't our last ad do well? You know the one with the beautiful model draped over the chair? I just can't imagine people not responding to that gorgeous ad," she continued.

"Sure," I thought to myself. Like every woman and their mother think they'll turn out like this 'supermodel' after cosmetic surgery and they'll flock to me because my practice name is big and bold on the top of the ad just like everybody else's. It simply wasn't working -- so I was ready give this new ad a try.

A Challenge Is Made...

"Okay, Nancy how about a little bet?" I asked her. "We'll run the ad our advertising agency designed for us against this 'different' ad in the same paper and then compare results?" She agreed and the ads were placed.

A Big Winner

That was 3 weeks ago. Her ad (the ad

agency's) cost almost \$350 and ran on the same page as my little \$60 ad. The agency's ad was 4 times as big (since it had a big beautiful picture.) Anyway, her ad's results were the same as always.

Her ad received exactly 3 phone calls. Two were prospective patients who called to ask a question or two and then hung-up. And the third call was from an ad rep trying to sell us more advertising space. Do you want to know how my new 'different' ad did? Well, I'm still getting calls but the total so far is...

47 Calls and 3 New Cosmetic Cases All From This Little \$60 Ad!

Even though I had no logo and no pretty models my ad still managed to get 47 really interested prospective patients to call...and better yet, 3 to schedule surgeries.

And this completely 'different' kind of ad was just one of many inside a new breakthrough marketing system I discovered after reading an amazing...

Free Report

This special free report, entitled: *"Secrets of Getting More Top-Paying Cosmetic Patients"* reveals a whole new way to get more cosmetic patients to seek you out in droves. To get your free copy of this amazing report, call toll-free: 1-800-xx2-7085 anytime, 24 hours a day for a free recorded message. And discover how to make patients practically line up and beg for your cosmetic services!

© 2000 www.morepatients.com

Big Ideas

- **“Do You Makes These Mistakes...?”**
 - “These”
 - Can’t be answered with Yes/No
 - Don’t want to look dumb/embarrassed

Yanik Silver’s Internet Copywriting Workshop

How many of these common gardening mistakes are causing you to work harder than you really have to?

Dear Gardening Friend:

If you're working harder and enjoying your garden less ...

... could be, you're making a few common mistakes like our friend in the color photograph on our outside envelope — mistakes that may be causing you extra work and added frustration.

Could be. Because one trait that the world's best gardeners have in common is how little physical labor they actually do.

It's true.

After all, it's not how much you do that leads to garden success, it's how much you know.

And, right now, if you'd like to know more and work less ...

... we'd like to send you — absolutely free — a copy of THE BEST GARDENING IDEAS I KNOW, THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD ... these wonderful work-saving guides are yours just for taking a no-obligation look at ORGANIC GARDENING magazine.



*These FREE guides
can save you work
and mistakes.*

To get your gifts ... just tear off the stamp on this page, affix it to the enclosed reply card and drop it in the mail. As soon as we hear from you, we'll send you the latest issue of our magazine and all three booklets ...

... and you'll be on your way towards eliminating the common mistakes that could be taking the fun and pleasure out of your gardening. Mistakes that our friend in the photo is making like ...

... MISTAKE NUMBER ONE weeding. You'll never have to do it again ...

(over please)

... because weeding is wasted work that's rough on your back and even rougher on your garden soil. And the surface feeder roots of your plants.



Our free booklets will show you a quicker, better way to keep the weeds down: mulch! Mulch is a thick layer of spoiled hay, grass clippings, old leaves — anything — that you put down to smother weeds once and for all. It's easier on your back ... takes less time than weeding ... and give's your garden a neat appearance. But more important: it protects your precious topsoil from the harsh sun and dry weather. And as it rots, it continually builds more topsoil and more fertility.

If you can recall those hours spent pulling weeds on a sweltering July afternoon, I'm sure you'll eagerly remedy this mistake. And here's another:

MISTAKE NUMBER TWO is our friend's long, straight planting rows. What a waste of your space and steps! Only a small portion of the garden gets used for plants this way. The rest of the space is wasted on bare rows and empty spaces that you must dutifully weed. If you garden this way ...

... THE BEST GARDENING IDEAS I KNOW will help you put an end to that waste and work with the "raised bed method" — a technique from China that enables you to grow more vegetables much closer — so close that their leaves almost touch, thus shading and crowding-out weeds. Raised beds mean less bending, fewer steps. Now you can have a big garden in a few attractive, easily managed, intensely fertile plots!



And what else is our friend in the photo doing wrong?

MISTAKE NUMBER THREE is mono-cropping — he's segregating each variety of vegetable from all the others. Not only is it an inefficient technique, but he's asking for a lot of insect and disease trouble if a little should develop.



A smarter way is "companion planting" — a centuries-old garden technique that is now backed-up with a heap of scientific evidence. Tests show that certain vegetables and plants should be planted together because they can stimulate each other's growth ... repel other's insects and diseases ... and generally help each other "do better." One example is corn planted with beans. The beans give nitrogen to the corn's roots and the corn stalks provide "climbing poles" that save you work. There are plenty more ...

... and you'll find a complete listing of companion plants in **THE BEST GARDENING IDEAS I KNOW**: all the plants that should go together ... and those that shouldn't.



And did you spot this common mistake...?

MISTAKE NUMBER FOUR is the chemical fertilizer bags lurking in the background. Why are they a mistake? Because, first of all they're expensive. But worse, they could do more harm than good in your garden — they may destroy inhibit the bacteria in your soil whose job it is to produce free, natural fertilizer from the air and the soil.

That's why it seems the more chemical fertilizers you use, the more you need the next season.

Chemical fertilizer can break down the structure of your soil, too, rendering it "inert dirt" that turns into a sloppy mudball when it rains and bakes rock hard under the hot sun. Makes plowing and tilling a real chore!

You'll read about a better, cheaper, more natural way to build deep-down, long-lasting soil fertility in **THE BEST GARDENING IDEAS I KNOW**. It's compost! You don't buy it, you make it yourself from free materials that most people waste. It really works, too. The deep, dark rich soil that you build will be proof. Living proof that follows you into old age!

But the greatest mistake of all is ...

... **MISTAKE NUMBER FIVE** the poison sprays and dusts that our friend is using to get rid of insect pests. Little does he realize that those poisons are really making his bug problems worse — not to mention the ecological havoc and health dangers he's spreading in the environment.

In **THE BEST GARDENING IDEAS I KNOW**, you'll learn why scientists believe insect pests attack: the popular theory is that insects prefer to attack weak plants, culling out the unfit according to Nature's plan. Thus, the healthier your soil, the healthier your plants. Weak soil (as can happen with chemical fertilizer use), produces weak plants. And that's where the bug problem begins.

Poison sprays complicate matters. They kill everything along with the pests: soil bacteria, earthworms, songbirds and all the "good bugs" — the praying mantis, ladybug, the green lacewing and many other garden friends — whose normal function is to keep pests under control naturally. Once the ecological balance is upset, the pests return unchecked. Each time they get a little more resistant to the pesticide, forcing you to find something stronger.

It's a deadly cycle that you can break with the know-how you'll find in the free guides and **ORGANIC GARDENING** magazine. You'll learn how to recognize and attract armies of "good bugs" and natural predators.



You'll discover simple homemade recipes for safe, non-toxic and non-polluting sprays and repellents that really work. Plus many other ways to help your plants become more insect and disease-resistant, naturally.

And MISTAKE NUMBER SIX ... well, we could go on and on, because so does THE BEST GARDENING IDEAS I KNOW — there are 19 helpful, work-saving chapters in all, with tips on starting seeds right ... harvesting and storing fruits and vegetables ... saving more time, money, mistakes and work in nearly every aspect of your garden operation.

Hundreds of thousands of good gardeners have become better gardeners thanks to this "best ideas" book ...

... and now, the Editors of ORGANIC GARDENING magazine want to send you not only a free copy of THE BEST GARDENING IDEAS I KNOW — but two other equally helpful booklets — THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD, too. Here's why ...

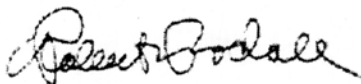
We want you to have these three free booklets because we're certain that once you see how much easier and enjoyable your gardening can be ... you'll want to go deeper and deeper into the fulfilling and rewarding experience of the organic gardening world. And that's where ORGANIC GARDENING magazine comes in. Because no other magazine can get you more personally involved in the natural world all around you

Each and every issue of the magazine is chock-full of the best gardening ideas from our experimental farms ... the latest discoveries and techniques ... and the plots and patches of some of the world's most experienced gardeners.

So when we send you free copies of the guides, THE BEST GARDENING IDEAS I KNOW, THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD we'll also send you the latest issue of ORGANIC GARDENING magazine.

So act right now. The postage is paid and you've got nothing to lose (except a litany of unnecessary, back-breaking garden mistakes!).

Waiting to mail your book,



Robert Rodale
Publisher

Do You Make These Mistakes in Job Interviews?

BY GARY BENCIVENGA

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

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

If you're a woman, do you know the type of blouse that makes interviewers of both sexes label you as a loser?

Did you know that arriving *100 early* for an interview irritates many executives as much as showing up late?

According to a fascinating new report, these are but a few examples of innocent but costly mistakes almost everyone makes when job-hunting.

But these are small potatoes compared to the most common and deadly mistake of all—*not knowing how to position yourself as the #1 candidate in an over-crowded field of applicants.*

Here's the big problem you face....

Competition for white-collar job openings has grown so fierce that a single help-wanted ad in a major newspaper can pull in 2,000 or more resumes.

That's more than seven large mail sacks bulging with resumes—from a single ad.

How can you beat such odds? That's the key question addressed by a riveting new report, *Interviews That Win Jobs.*

Privately published and not available in bookstores, the report is based on extensive research with hiring executives, recruiters and other top experts on how to land lucrative job offers in today's tough white-collar job market.

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

Of greatest value, the report reveals today's most powerful strategies for winning the job over hordes of other applicants, some of whom are bound to be better qualified than you.

Surprisingly, the report says that beating the odds can be much easier than you ever imagined *IF* you apply some simple rules of *effective self-marketing.* Indeed, since so few candidates are familiar with these strategies, they give you an enormous, almost unfair edge.

For example, the report explains:

by studies show that candidates with the best qualifications "on paper" usually *don't* get the job. You'll learn the factors that count for much more and how to use them to gain a *tremendous* advantage.

The simple 12-word sentence that will make you the #1 candidate more often than you'd ever believe.

11 ways to get interviewers to like you. (People only hire those they like!)

A simple strategy to make yourself *three times* more likely to get hired.

Interview Etiquette Checklist: Many "unwritten" rules you may be breaking.

Worst times to schedule an interview. Your odds of getting hired are *very low.*

The 25 biggest interview *turnoffs.*

As revealed in *Forbes*, there's one *surprising* personality trait 98% of interviewers *love* to see. *Let them!*

The little mistake made by 90% of those fired from a prior job. *It can guarantee you won't be hired again soon!*

How to skyrocket your number of job offers by making interviewers feel *SAFE* in hiring you.

The report also reveals how to make nervousness and body language work for you....How to wow them with your qualifications without sounding braggy, and...How skilled interviewers can detect when you're lying or "stretching."

There's more: How to get strangers inside the company to put in a good word for you....How to *dress* for interviews....The best way to establish rapport with your interviewer, and...How to avoid numerous little traps.

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

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

5 Additional Free Bonuses

Southwest passengers who respond immediately will also receive these five additional free bonuses:

FREE BONUS #1: *How to Answer the 64 Toughest Interview Questions.* This free bonus, currently selling nationally for \$49.95, reveals the favorite "terminator" questions companies use to whittle down long lists of candidates. It tells you how to give the kind of answers that hiring executives *love* to hear.

For example, it reveals exactly how to respond to tough questions such as:

"Why should I hire you?" "Where can you use some improvement?"

"Aren't you overqualified?"

"Why have you been out of work so long?" "Name two weak points of your previous boss." (Beware—a trap!)

"What would you do over in your life?" "How do you feel about working nights and weekends?"... "Will you relocate or travel?" (Even if you won't, *DON'T* say no just yet!)

"How could you have done better in your last job?" "How many hours a week do you normally work?"

There are dozens more. You'll see how to turn them to your advantage—with masterful answers *in your own words*, so they don't sound canned. You'll walk into any interview feeling much more confident and make a stronger impression. Having this report is like having the answers *before* you take a final exam.

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

FREE BONUS #3: *Get a Job NOW!* Probably the fastest, most effective plan ever devised for getting a new job *NOW.*

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

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

All this for only \$49.95 (+\$6.00 shipping & handling), all of which can be tax deductible. For fastest service, call now, 24 hours-a-day, toll-free:

1-800-804-JOBS
(1-800-804-5627)

Ask for *Interviews That Win Jobs* plus the *five free reports.* Your reports will be rushed to you in a private package by Priority Mail for delivery in six business days or less. Or you may mail a check to:

The Executive Advancement Center
889 Waverly Ave.

P.O. Box 2361, Dept. SWF97
Holtsville, NY 11742-2361

(N. Y. State residents must add sales tax.)

You risk nothing. You are protected by a one-year full-money-back guarantee for *any* reason, no quibbles. *These strategies must work, or you pay nothing.*

© 1997, EAC

CODE: SWF97



"Do You Make These Mistakes With Single Women?"

Dear friend,

Do you know what the fatal mistake that nearly 95% of men make on their first date with a woman? Do you know what the "D" technique is?...Use the "D" technique on any single girl you want and she will go nuts over you. Do you know what to do in the first sixty seconds when you meet a girl to hold her interest for as long as you want?

Nearly all guys lose out in the first sixty seconds when meeting single women because they don't know what to say or do. Do you know why it's easier to meet and date sexy, beautiful women than plain ones?

♥ Complete Guide to Handling Women Reveals All ♥

I don't care how old you are, what you look like or how many women you failed with in the past, my manual, "**The Complete Guide to Handling Women**" will make you an expert on handling and keeping women. You will learn all there is to know about handling beautiful single women.

You Will Learn:

- How to avoid the tragic mistake nearly all men make when they first meet a woman.
- All about the "D" technique...One of the most valuable methods on winning single women to come along in decades...I once used this on ten girls I dated and all ten fell madly in love with me. They would not leave me alone. If you use this technique, do it with caution because sexy girls may be breaking down your door for love, sex, and romance.
- How to get any single woman you want.
- How to have dozens of girls crazy about you.
- How to win a woman you want from any man she's presently interested in or dating, even if she's madly in love with him.
- Why most men lose a woman after the first date.
- The most important thing a guy can give a girl...give her this and you will have her loyalty and love forever.
- The first 60 seconds you meet a woman will decide whether or not she will be interested in you. A little known technique on how to win over a beautiful woman in the first sixty seconds.
- Using psychology on good-looking single women to have them going wild over you.
- The technique of talking to women and holding their interest.
- Why it's easier to meet and date a sexy-looking woman rather than a homely woman.
- And, Much, Much More!



Read What Others Say:

Jim - "I had terrible luck with women. It was extremely hard for me to meet women. When I did meet women, I couldn't hold their interest at all. I would date them once and they would never want to go out with me again. I was ready to give up on girls when Wayne told me about the "D" technique.

I tried it on the next girls I went out with and it worked like magic. She asked me to go out again. Soon, good-looking girls were going nuts over me. I tried the "D" technique on nearly 20 women and all 20 wanted to date me again and again. They're calling me and asking me for dates.

The word got around and beautiful girls are asking my buddies to introduce them to me. My friends are shocked that I have so many women. I'm very homely and they figure I would have a hard time

Do You Make These Mistakes In Your Job Search?

Are you secretly ruining your job search?

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- **The 5 Résumé Mistakes That Can Kill Your Career (Exactly how to avoid humiliating, career-wrecking blunders)**
- **Cover Letter Strategies That Land Job Interviews (Stop sending out boring cover letters to embarrass you)**
- **Finally! How to E-mail Your Résumé The Right Way, Every Time (Instantly halt the silly mistakes that can brand you as "techno-illiterate")**
- **3 Secrets of Career Success (Why some people almost always get paid more and enjoy more job security!)**
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"I have seen many abdominal routines in the last 25 years and the Beyond Crunches program is the best yet."

-Steve Maxwell, M.Sc., Senior World Brazilian Jujitsu Champion

"As a world record holding powerlifter, I know the importance of strong abs on maximum power performance. Beyond Crunches is THE text and authority on ab/trunk stability."

-Dr. Fred Clary, National Powerlifting Champion and World Record Holder

"I learned a lot from Pavel's books and video, and plan to use many of his ideas in my own workouts, especially the nontraditional ab exercises described in Beyond Crunches."

-Clarence Bass, Most Muscular Man, Mr. U.S.A, Past 40, author of Ripped 1, 2 & 3 and Lean for Life

[See more praise for Pavel Tsatsouline and the First Edition of Beyond Crunches](#)

Do You Make These Mistakes When You Train Your Abs?

Employ These Little-Known Tips from Elite Athletes and Possess Your Own Set of Awesome Abs

- Protect your back and develop exceptional abdominal muscle tone, with a landmark exercise designed for the special needs of Russian ballet dancers and gymnasts.
- Employ the secret ab weapon of an old time strongman-famous for his exceptional strength and sinewy, wiry physique.
- This insider's secret from East German research radically empowers the traditional situp.
- Russian full contact fighters used this drill to pound their opponents with organ-rupturing power, while turning their own midsections into concrete. Unlike anything seen in the US!
- This simple Yoga asana tightens the internal muscles of the abdominal wall and makes your waist smaller-even if you have not lost a



pound!

As a former Soviet Union Special Forces conditioning coach, Pavel Tsatsouline already knew a thing or two about how to create bullet-stopping abs. Since then, he has combed the world to pry out this select group of primevally powerful ab exercises-guaranteed to yield the fastest, most effective results known to man.

According to Pavel, "Crunches belong on the junk pile of history, next to Communism. 'Feeling the burn' with high reps is a waste of time!" Save yourself countless hours of unrewarding, if not useless-if not damaging-toil. Get with the program. Make fast gains and achieve blistering, rock-hard abs now.

Fry your abs without the spine-wrecking, neck-jerking stress of traditional crunches-using this radical situp designed by the world's leading back and muscle function expert, Professor Janda, from Czechoslovakia.

No one-but no one-has ever matched Bruce Lee's ripped-beyond-belief abs. What was his favorite exercise? Here it is. Now you can rip your own abs to eye-popping shreds and reclassify yourself as superhuman.

When it came to wanting titanium abs yesterday, the Soviet Special Forces didn't believe in delayed gratification. Pavel gave them what they wanted. If you want abs that'll put you in the world's top one percent, this cruel and unusual drill does the trick.

Reader reviews of: *Bullet Proof Abs*

Average Rating
8.5 in 2 reviews

ABS

Rated 10 out of 10

BEAR - EL PASO, TX. USA

Time for a new edition....

Rated 7 out of 10

BPA is sort of "PTP for abs". The focus is on high tension, low rep ab drills, instead of mindlessly cranking out high reps. There are some great drills outlined (evil wheel, swiss ball, etc.) that I still use to this day.

However, I have some issues with this book as well.

1.) Approx. 10 pages of this book are dedicated to using the original Ab Pavelizer, which I had no intention of purchasing. To add insult to injury, DD no longer markets the original model.

The correct telephone number to order is 1-866-272-6396

Every day millions of Americans are denied credit or pay too much in interest rates because they make one of these 38 mistakes...

“Do You Make ^{Any of} These 38 Mistakes With Your Credit?”

Dear friend,

If you're reading this, then you received my letter in the mail and you either...

... went to purchase my new book (click [here](#) to order safely and securely online)

or

... you want more information...

In that case, let me ask you...

Do you realize that every time you open a credit card account, close a credit account, or even apply for a loan, you potentially lower your credit scores?

And did you know...

... the amount of money you pay for your automobile and health insurance is actually partly based on your credit score? The lower your credit score -- the more money you pay.

... whenever you open a credit account at a department store -- your FICO scores go down?

Probably not.

And that's why I wrote *Do You Make these 38 Mistakes With Your Credit?*

You already know how important it is to build good credit. Now you will know exactly what to do -- and NOT do -- to increase your FICO scores.

Here's what you'll discover in my new book...

- The BEST of the BEST resources to for acquiring your credit reports. You even get an appendix that shows you some of the most popular Credit Score Web sites and what they offer. I also warn you which Web sites NOT to use because they will temporarily LOWER your scores! (pages 19 & 81)
- Do this just once a month and it guarantees that your credit scores start to increase - fast! Month after month, you can see your scores rise (Page 13)
- Why you should NEVER purchase an Experian or TransUnion credit score report. Even though these credit scores are aggressively marketed by these credit agencies -- these reports are meaningless and are not used by lenders. See which reports you must get and the best places to purchase them (page 3)
- The 4 most important questions to ask a lender BEFORE you apply for credit. Ask these questions, and you'll know whether you'll get approved for credit (and at what interest rate) before you fill out even one line on a credit application! (pages 7 - 8)
- If your lender does this one thing - then it's a sure sign for you to move on and find a different lender. Learn this

Who else wants a whiter wash —with no hard work?

HOW would you like to see your wash come out of a simple soaking—whiter than hours of scrubbing could make it!

Millions of women do it every week. They've given up washboards for good. They've freed themselves forever from the hard work and reddened hands of washday.

Now they just soak—rinse—and hang out to dry! In half the time, without a bit of hard rubbing, the wash is on the line—*whiter than ever!*

Dirt floats off—stains go

The secret is simply Rinso—a mild, granulated soap that gives rich, lasting suds even in the hardest water.

Just soak the clothes in the creamy Rinso suds—and the dirt and stains float off. Rinse—and the wash is spotless.

Even the most soiled parts need only a gentle rub between the fingers to make them snowy. Thus clothes last longer, for there's no hard rubbing against a board.

Safe for clothes, easy on hands

No laundry soap is easier on clothes or on hands than Rinso. Contains no acids, harsh chemicals or bleaches—nothing to injure white clothes or fast colors.

Rinso is all you need on washday. No bar soaps, chips or powders. Get Rinso for small cost from your grocer. Follow easy directions on package.

Use in washing machines

Rinso is wonderful in washers. Recommended by 23 leading washing machine makers for safety, and for a whiter, cleaner wash.

Guaranteed by the makers of Lux
Lever Bros. Co.

Rinso

The Granulated Soap that Soaks Clothes Whiter



2 sizes—
most women use
the big package



Mrs. G. N. Tapp, a Hub woman, says:

"Rinso suds soak everything clean, so I have no more boiling to do, no hard rubbing on a washboard. Little wonder that my clothes last a lot longer. And Rinso isn't hard on my hands, either. I have used all kinds of laundry soaps—bar soaps and chip soaps—for a good many years, but nothing but Rinso for me, now. It makes my washday so easy and my clothes so white and bright. Rinso deserves to be the Boston woman's very own laundry soap."


MRS. G. N. TAPP
13 Haviland St.
Boston, Mass.

Millions use Rinso. Thousands write us letters like this.

Big Ideas

- **“Who Else Wants...?”**
 - Proof product/service has helped tons of people
 - Localized testimonial
 - Promises an easy benefit that others have already received (Thousands now play who never thought they could)

Are You Embarrassed By Your Tiny MLM Team?...
Are You Sick and Tired of No Checks or "Itty Bitty" Ones?...

 [Print this page](#)

"Who Else Wants an Easy, Proven Way to Get People Excited About YOUR Network Marketing Opportunity...Without Even Talking to Anyone?"

(And No, It Has Absolutely *Nothing* to Do With the Latest Over-Promising, Under-Delivering Downline Building Clubs, Internet Prospecting Systems or Lead Generation Companies)



"Amazing! Chris - **this is truly brilliant!** Finally, a fill-in-the-blanks approach to multi-level marketing. **EVERY distributor should have a copy of these letters** if they are sick and tired of talking to people and are ready to take the pain out of prospecting or selling.



(Click Above to Hear Yanik's Own Words)

If a copywriting client hired me to write these letters - they'd be looking at a serious 5-figure bill. **You've really hit the nail on the head and practically made it TOO easy.**

Yanik Silver
Bethesda, MD
SurefireMarketing.com

Thursday, 1:07am

Dear Friend,

I couldn't believe it...

He was so excited, he didn't even bother to call me. With just an instant message and a little electronic smiley face, Brian was in!

All of this after spending hours and hours cold calling people. Inviting friends to secret meetings. Handing tapes to "duds". And what did I have to show for it? Not much. But now this was almost too easy.

However, I'm getting ahead of myself! Let me back up a second...

You see when I first got into network marketing, **I knew NOTHING.** Heck, I didn't even know what network marketing was. A friend told me he had a system with some company and that we could make money. Next thing I knew, I was signed up online and a certified MLMer.



Who Else Wants A Password Manager To Keep Track Of All Your Usernames And Passwords?

Save Time, Never Lose Your Information Again.

Here is a handy utility for keeping track of all the passwords we tend to accumulate after signing up with several services on the internet. You simply put in your user names and passwords with descriptions and URL addresses of the web site and you won't be forgetting them again. If you are connected to the internet, you simply need to click the button next to your URL address and the program takes you there.

Password Manager





Who else wants to be a Renegade Millionaire?

Who else wants to defy all normal, common, ordinary, customary boundaries and restrictions on making money — on the speed, the ease, and the independence?

Welcome to a 'radical underground'

Warning: this is one of the longest sales letters you will ever read.

Why?

--First, because it includes a lot of 'teaching', typically viewed as a no-no in selling. But this letter includes a lot of my remarks from my speech about Renegade Millionaireship, as I delivered it to the 800 or so people who came from all over the U.S. and a dozen foreign countries, to attend my Mega-Conference. So, in reading this, you can gain a great deal of insight into what it means to be a Renegade Millionaire. You may even gain some tips or strategies you'll want to act on immediately. So reading this letter in and of itself could be profitable.

"Even though I have attended a bunch of expensive seminars and boot camps over the past 10 years, your Mega-Conference was the most profitable one. Within the first 2 hours (your Renegade Millionaire presentation) I heard and understood the ONE new idea that had been eluding me for years. I could have left satisfied at that point, but I stayed and got eleven more detailed action items that should deliver to me more than \$250,000.00"
- Rob Northrup, Atlanta, GA

--Second, because it is about a very, very important subject: how you will live the remainder of your life. In fact, late in this letter, I am going to get to the topic of 'autonomy' - the way you conduct business and live your life, independently, in control, or controlled; as master or slave.

--This IS a letter about **MONEY**. About making it *differently*. Quicker, easier, in bigger chunks than you're used to. Even about attracting it, rather than pursuing it. About accumulating it more certainly, faster, to achieve real wealth, security and independence. But this letter is about a lot more than just money. Or about money within a bigger context. That is, what you trade - and most importantly, what you need NOT trade - in order to get all the money you want.

--Third, because at the end of this letter, I'm going to ask you to make an important and, frankly, not inexpensive decision, so you need a lot of information.

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ALL ABOUT Pitching Mastery!

For Parents & Players Who Want Results...

"The Leader In Easy To Follow Pitching Instructional Programs Since 1996"

with Former Red Sox Pitcher Dick Mills

How To Make An Extra \$500-\$4000 A Month As A Part Time Pitching Instructor And At The Same Time Help More Realize Their Baseball Dreams

Friday the 23rd, Jul

Who Else Wants To Be A High Paid Pitching Instructor?

All About Pitching Introduces A Breakthrough New Program

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We have just introduced our newest program - *How To Develop A Thriving Pitching Lesson Business* - part time or full time. As of August 1, 2002 we have 123 instructors in 34 states. One of our newest instructors started in October of 2001. He quit his regular job in January because he already has over 35 students a week.

[Read the USA Today Article On Dick Mills Pitching Instructional Programs.](#)

If you have ever thought about becoming a respected pitching instructor in your own community (or know someone else who would) and at the same time make a huge difference in helping to develop more quality pitchers - and get paid \$50-\$60 an hour to do it, then this message could be life changing for you. Even if you only want to devote 5-10 hours a week during the summer and fall.

There is no better feeling in the world than helping a boy build his dream pitcher.

Jeff Pick, who purchased my Pitching Mastery program back in 1997 is now the most successful pitching instructor in the country right now. I know c for sure - he is the busiest doing an average of 50 private lessons a week ; lessons as well. He is like a celebrity in his town.

Many of you know Jeff from our video - *How To Develop Great Mechan*



Jeff Pick works with 14 year old student



THE WALL STREET JOURNAL.

The daily diary of the American Dream.

22 Cortlandt Street / New York, New York 10007

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge—knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business... The Wall Street Journal gives you all the business news you need—when you need it.

Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(over, please)

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver, better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

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If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

About those two college classmates I mention at the beginning of this letter: They were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely yours,



Peter R. Kann
Executive Vice President/
Associate Publisher

PRK:vb
Encs.

P.S. It's important to note that The Journal's subscription price may be tax deductible.

Big Ideas

- **2 Young Men**
 - Story of 2 people who started in the same spot but ended up with very different results

Yanik Silver's Internet Copywriting Workshop



- PARTIAL CONTENTS**
 The Law of Great Thinking.
 The Four Factors on which it depends.
 How to develop analytical power.
 How to think "all around" any subject.
 How to throw the mind into deliberate, controlled, productive thinking.
 Detailed directions for Perfect Mind Concentration.
 How to acquire the power of Consecutive Thinking, Reasoning, Analysis.
 How to acquire the skill of Creative Writing.
 How to guard against errors in Thought.
 How to drive from the mind all unwelcome thoughts.
 How to follow any line of thought with keen, concentrated Power.
 How to develop Reasoning Power.
 How to handle the mind in Creative Thinking.
 The secret of Building Mind Power.
 How the Will is made to act.
 How to test your Will.
 How a Strong Will is Master of Body.
 What creates Human Power.
 The Six Principles of Will Training.
 Definite Methods for developing Will.
 The Ninety-nine Methods for using Will-power in the conduct of life.
 Seven Principles of drill in Mental, Physical, Personal Power.
 Fifty-one Maxims for applied power of Perception, Memory, Imagination, Self-Analysis, Control.
 How to develop a strong, keen gaze.
 How to concentrate the eye upon what is before you—object, person, printed page, work.
 How to become aware of Nerve Action.
 How to keep the body well poised.
 How to open the Mind and Body for reception of incoming power.
 How to throw off Worry.
 How to overcome the tyranny of the Nervous system.
 How to secure steady nerves.
 How to maintain the Central Factors of Body Health.
 Difficulties in Mastering Harmful Habits.
This is only a partial list—a complete list of contents would almost fill this page.

Both Had an Equal Chance

—Power of Will Made the Difference

Why is it that two men with equal opportunities, with equal mental equipment, sometimes end up so differently? One fights his way to influence, money and power, overcoming seemingly insurmountable obstacles, while the other tries one thing after another, gradually losing his grip—never succeeding at anything.

It isn't luck—there's no such thing in the long run—it's a difference of will-power, that's all.

No man has ever achieved success until he has learned to use his will—upon that does success hinge. When the will fails, the battle is lost. The will is the weapon of achievement. Show me a big, successful man and I'll show you a strong-willed man, every time, whether a business man, a statesman, lawyer, doctor, or fighter.

Anyone Can Have a Strong Will

It has long been known that the Will can be trained into wonderful power—by intelligent exercise and use.

The trouble with almost everyone is that they do not use their wills. They carry out other people's wills, or drift along with circumstance.

If you held your arm in a sling for two years, the muscles would become powerless to lift a feather. That is exactly what happens, in most people, to the faculty we call "Will-Power." Because we never use the Will, we finally become unable to use it.

"Power of Will"

by Frank Channing Haddock, Ph.D., a scientist whose name ranks with such leaders of thought as James, Bergson, and Royce—is the first thorough course in will training ever conceived. It is based on a most profound analysis of the will in human beings. Yet every step understand them and apply the principles, methods, and rules set down with noticeable results almost from the very start.

A Veritable Godsend

The users of "Power of Will" speak of it as a Bible. It has pulled men out of the gutter and put them on the road to self-respect and almost overnight—it has enabled men to overcome drink and other vices, making thousands of sick people well—it has transformed envious, envious, discontented people into dominating personalities suffused with the joy of living—it has enabled people who had sunk deep into the grooves of a rut to pull themselves out and become masters in men and women who had been turned from their life purpose and verted failures in business into spectacular successes—it has enabled successful men to undertake even bigger already possess with even more telling force.

Young and old alike, men and women in all walks of life, testify to the "almost magical changes in their lives once they undertake Dr. Haddock's simple formula for strengthening the will—once they know how to use this God-given faculty recognized the world over as the greatest weapon of achievement.

Send No Money

Power of Will contains 400 pages, half leather, gold-top leaves, and includes more material than any correspondence course selling at \$25, yet the price is only \$3.00. Let us send you the book. Look it over. Glance through some of the chapters. Judge for yourself whether you can afford not to own it. Send no money now. Simply send the attached coupon, enclosing your business card or giving a reference. You can keep it five days. If at the end of five days you do not want it, mail it back. Tear out the coupon now, before you turn the page and forget. This announcement may not appear in this magazine again.



400 pp.
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Over 75,000 Users

Power of Will has already helped over 75,000 people—record equaled by no other single course of any kind in the world. Such men as Judge Ben B. Lindsey; Supreme Court Justice Parker; Wu Ting Fang, ex-U. S. Chinese Ambassador; Lieut. - Gov. McKelvie of Nebraska; General Manager Christeson of Wells-Fargo Express Co.; Ernest Knaebel, Asst. Atty.-Gen. of the U. S.; Asst. Postmaster - Gen. Britt; E. St. Elmo Lewis, now Vice-Pres. Art Metal Construction Co., are owners—and literally thousands of other successful men like them have voiced their praise of this great work.

"From what I have already seen I believe I can get \$300 to \$30,000 worth of good out of it."
 —C. D. Van Vechten, General Agent, No. West. Life Ins. Co., Cedar Rapids, Ia.

"My first week's benefit in dollars is \$900—cost \$3; profit \$897."
 —J. W. Heistand, 916 Tribune Bldg., Chicago.

"Send 15 copies to our New York Office."
 —W. M. Taylor, Efficiency Expert, The Overland Auto Co., Toledo.

"He who reads it and puts forth effort will soon find himself out of the common herd."
 —F. A. Good, President of Nebraska Lumber Dealers' Assn., Cowles, Neb.

"Here is \$3 for you. Power of Will received. It is the book I've wished for, for years."
 —J. L. Seawall, Clerk of Supreme Court, State of North Carolina, Raleigh, N. C.

We have hundreds of such testimonials on file.

Pelton Publishing Co.
 210 Frank Bldg.
 Meriden, Conn.

Gentlemen:—Please send me a copy of "Power of Will" on approval. I agree to remit \$3, or remail the book in 5 days.

Name

Address



Would You Give \$1 for 16 Dancing Lessons *If* —

learning to become a good dancer made you so popular that everyone would be anxious to have you attend their social affairs,—and if learning to dance the Murray Way gave you poise, ease, self-confidence and helped develop your personality,—would you be willing to pay \$1 for 16 dancing lessons from America's foremost authority on social dancing?

Arthur Murray, instructor to the Vanderbilts and many other fashionable people in America and Europe, has perfected a wonderful new method by which you can learn any of the latest dance steps in a few minutes—and all of the dances in a short time.



Even if you don't know one step from another—or whether you already know some of the steps—through Arthur Murray's method you can quickly and easily master any dance without a partner and without music, right in your own home,—or the lessons won't cost you a cent. More than 60,000 have learned this new easy way. Your own success is *guaranteed*.

Do You Know

The Correct Dancing Position
 How to Gain Confidence
 How to Follow Successfully
 How to Avoid Embarrassing Mistakes
 The Art of Making Your Feet Look Attractive
 The Correct Walk in the Fox Trot
 The Basic Principles in Waltzing
 How to Waltz Backward
 The Secret of Leading
 The Chase in the Fox Trot
 The Forward Waltz Step
 How to Leave One Partner to Dance with Another
 How to Learn and Also Teach Your Child to Dance
 What the Advanced Teacher Should Know
 How to Develop Your Sense of Rhythm
 Etiquette of the Ballroom

Proof You Can Learn at Home in One Evening

To show you how easily any one can learn to dance at home without music or partner, Arthur Murray has consented to send, for a limited time only, his 16 Introductory Lessons for \$1.00. *Don't send any money now—* just the coupon. When the postman hands you the 16-lesson course just deposit \$1.00 with him, plus a few cents postage, in full payment.

Keep the course for 5 days, and if within 5 days you are not perfectly satisfied in every way, return it and Mr. Murray will return your dollar promptly without question. Learn in private—surprise your friends. Act **Now** and be a good dancer **soon**.

16 Introductory Lessons \$1.00

Arthur Murray, Studio 507, 100 Fifth Avenue, N. Y.

Arthur Murray, Studio 507, 100 Fifth Ave., New York
 To prove that you can teach me to dance in one evening at home, you may send the *16-lesson new course* in plain cover, and when the postman hands it to me I will deposit \$1.00 with him (plus the few cents postage) in full payment. If within five days I decide to return the course, I may do so, and you will refund my money promptly and without question.

Name.....

Address.....

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

If apt to be out when postman calls, send one dollar and we will pay postage. (Price outside U. S., \$1.10 cash with order.)

Would you spend \$5 to feel like a million?*

**And get a free gift too?*

We're so sure MDR Fitness Tabs will make such an important difference in your life, we'll give you a free gift—an MDR AM/FM Headphone Radio, just for trying them.

After all, how much is your health worth? What would you spend to feel energized, strengthen your immune system, revitalize your skin, hair, and nails, and improve your overall health? If you're like most people, you've probably tried vitamins in the past without seeing any results.

Why most vitamins don't work.

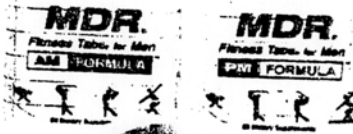
The fact is many vitamin formulas aren't properly balanced. This can hinder their absorption and benefits. (For example, too much zinc may decrease your copper levels and your immune response.) Also, some nutrients are lost throughout the day, so a multi-vitamin taken once a day may leave you shortchanged.

Many vitamins contain dyes, megadoses and unproven herbs yet they lack antioxidants, calcium and important nutrients that are depleted by stress, exercise, birth-control pills, smoking, and drinking alcohol.

The MDR Fitness Tabs formula is based on the latest research to supply the *right amounts of the right nutrients* at just the *right time*. Plus MDR supplies all the protective antioxidants in the news today.

Developed by Doctors.

Over a decade ago, the Medical Doctors' Research Group (MDR) assembled a team of leading nutritionists, dieticians, dermatologists, biochemists, and physicians to research how vitamins could be more effective



AM and PM formulas.

Together, the doctors developed MDR's unique AM/PM Fitness Tabs' system. With a morning and evening formula for enhanced antioxidant and vitamin protection throughout the day. There's one formula for women. Another for men.

Taking one Fitness Tab in the AM and one in the PM, both men and women noticed impressive results. In a survey of thousands of regular MDR users, dieters benefited. Smokers felt better. People under stress had more energy. Pilots felt more alert. Athletes noticed improved performance. And women taking birth-control pills sensed a new vitality. Many doctors now use and recommend MDR Fitness Tabs, which are listed in the Physicians' Desk Reference.

Free gift.

For only \$5* you can try MDR Fitness Tabs and receive this AM/FM Headphone Radio—FREE. Ultra-lightweight and comfy, it's perfect for workouts, the beach, sporting events, or anywhere you want music on the go.



FREE

Direct from the research labs.

Vitamins lose potency sitting on store shelves. That's why you won't find MDR in stores. We send MDR Fitness Tabs directly to you to guarantee maximum freshness, purity and potency. And we update the MDR formulas regularly so you always benefit from the latest scientific findings.

Discover a new health insurance.

With the stress, pollution, and viruses that plague us today, why gamble with your health? Try to eat right, and take MDR Fitness Tabs as insurance. Call:

1 800 MDR-TABS

or mail the coupon below. You'll receive a 10-day trial supply, MDR Travel Case, and free AM/FM Headphone Radio gift — all for only \$5.* And if you call now to order, we'll even include batteries—free! Put MDR to the test! Then, if you're pleased, every 2 months, at just the right time, you'll continue to receive a fresh 60-day supply for only \$3.50 per week, billed to your credit card bimonthly. Cancel anytime or return the Fitness Tabs within 60 days for a full refund. The gift is yours to keep!

YES! I want to try MDR for just \$5* + \$3 shipping and receive my FREE Headphone Radio.

Women's Fitness Tabs (NF167)

Men's Fitness Tabs (NE168)

Charge it to my (circle one):

Credit Card Number _____

Exp. Date (Month/Year) _____

Please Sign Here _____

I'm enclosing my check for \$8 payable to **MDR**.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

MDR Corp. 1 800 637-8227
14101 N.W. 4th Street, Sunrise, FL 33325

The first letter read:

i am s. mouse of s. rose, inc. and im the boss, when bob rose and dick rose leave at night im in charge.

if i want i can put my feet up on dick roses desk and squeak my head off. but im in trouble now for answering the phone.

last night a man called up and said send me out 10,000 filing cabinets, 23 used comptometers and 341 new and used desks and chairs.

well, i said, o.k and he said, to whom am i speaking, and i said, this is s. mouse of s. rose, thats whom, and he said, oh, well be sure and tell dick or bob what i want, and then he hung up. so i feel like a rat.

if i tell dick rose somebody wanted 10,000 filing cabinets he would just laugh at me, because i didnt get the guys name or address.

so im writing you on this electric typewriter they left plugged in and i hope youre the guy who talked to me last night.

but even if you arent, why not order something from dick rose or bob rose, theyll give you a good deal, and theyve got everything in office fixtures, furniture and machines, just call them up at ch 1 -1060 and tell em i sent you.

The letter was signed with a mouse paw print... and a postscript added:

p. s. the roses will treat you right, if you dont want to buy it theyll rent it to you. and if you dont want to buy or rent you can sell your stuff to them.

There was a smattering of response. But when letter number two came from s. mouse two weeks later, the phone really began to ring. Orders began to flow in (many addressed directly to s. mouse and some even included checks made out to "s. mouse" — the company framed one, but cashed the rest).

Classic
S. Mouse

Letter No. 2:

i am s. mouse of s. rose, inc., and the reason i dont use capital letters is because im tired.

a man asked me about that this evening, he called up and said whos this squeaking and i said s. mouse, night manager, and he said, why dont you write capital letters, it looks terrible.

buddy, i said, you should try standing on the shift key and step on another letter at the same time, every time i try it, i said, this electric typewriter bucks and i am dam tired of getting thrown in the wastebasket.

all right, said the man, i am picking on you because you moused up my order, you mean loused up, dont you, i said, and he said, no, you moused it up. i wanted 12,500 filing cabinets not 10,000. you tell dick or bob rose to straighten it out pronto.

but you told me 10,000, i said and he said see here, are you trying to mouse me up again, i said no sir.

so now im waiting for his conscience to start hurting him about hanging up on me. in the excitement i forgot to get his name and address again.

sometimes i think i will never learn this business as well as dick or bob. they know everything about office furniture and machines and equipment, and theyll give you a good deal, theyll sell you what you need or rent it to you or even buy what youve got.

so will you call bob or dick rose and buy something and tell them i tried, call cherry 1-1060 and tell them not to bring that cat back in here.

p.s. the roses never mouse up anybody.

Letter No. 3:

i am s. mouse of s. rose, inc. and i am the night manager.

maybe you would like to know what the s. stands for. people call up at 3 a.m. and ask about the s. and when i tell them they just say, oh, and hang up without buying anything.

this makes me look bad. i have been the night manager for three months now and i have not sold a paper weight even, if dick rose or bob rose knew about it theyd fire me sure, or bring a cat in here.

so i am going to be a rat. i will resort to low tactics.

i won't tell you what the s. in my name stands for until you buy something from s. rose.

the s. in s. rose stands for satisfaction, and service, and for superb office machines, office furniture and fixtures, but youll never know about my s. unless you play ball.

you call dick rose or bob rose tomorrow and order something and i will divulge the secret, call cherry 1-1060.

but please dont tell the roses im using this just to get your business because they will think its dirty pool.

the roses are very ethical and they would not be so sneaky as to use a mouses first name to get you to come to their store at 1213 prospect ave. free parking across the street.

Big Ideas

- **S. Mouse**
 - Cute and funny (risky)
 - Letter from wife, kids, dog, etc.

Yanik Silver's Internet Copywriting Workshop

To: "Yanik Silver" <yanik@surefiremarketing.com>
From: "Marlon Sanders" <support@amazingformula.com>
Subject: Yanik, please dont tell marlon

hi,

this is s. mouse

if youre a fan of direct marketing letters you may remember me, i used to work in the office furniture business for s. rose until the owners found out and i got fired,

that was a long time ago though and now i am in the marketing business and have just started working for marlon sanders,

i am really worried though, you see i have only workked here for a few days and already i made a big misttake,

last night a man called and said he wanted to buy the amazing formula from marlon but wanted to know why he should buy it so i said i would give him half off the price and he said "who am i speaking to" and i said "this is s. mouse thats who" and he said "okay i will buy the amazing formula from you" but then he hung up,

so here i am feeling like a total rat because i did not get his name or anything, if marlon finds out i told someone they can have half off a product and i did not get their name i am going to look like an even bigger rat,

when i finally tell marlon i have been working for him answering his phone at night i will have to makke my salary demand and he will not want to pay me if i make big mistakkes like this,

lucky for me marlon left his computer on before he went away for holidays so i am emailing you to find out if you are the one that i talked to last night on the phone,

i know it is a long shot and since there is no way i can be sure, i just figured i would give everyone a link to get a product from marlon sanders for half off the regular price,

now i can only do this for three days because thats when marlon gets back so you have to get your productt before then because he might be madd when he sees what i have done and let a big cat in here,

to get half off a product from marlon go to this web site i put up today and you will find the special coupon i made for you,

www.marlonsanders.com/mouse ← just click this link

yours truly

s. mouse



PS: marlon will treat you right, he makes good information products that really help people with their online business, of course im just a mouse but marlons a good man and you can tell him s. mouse said so.

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jAwszCyctEysDJysbBws>

hi,

this is s. mouse again

i am glad you were able to readd my letter well enough to come to this page.

now i know marlon will be glad i sent you this half off coupon. he likes to help people with their marketting and save them money too.

it is easy to save half off a product from marlon but you must order before dec. 26th when he comes home from holidays and finds me here.

to save 50% just find a product you want from the special list below then you click to order it and enter in this special coupon code:

2BBA1E3DF4

dont worry because the computer is really smrt and will only charge you half the regular price when you are checking out.

yours truly

look down here now

s. mouse



You can save half off any 1 product below just by entering in the special COUPON CODE

(limit of 1 purchase per person)

DEADLINE IS MIDNIGHT TONIGHT

.....
The Amazing Formula That Sells Products Like Crazy!

Learn More: <http://www.amazingformula.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
The Push Button Letters Software

Learn More: <http://www.pushbuttonletters.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
Gimme My Money Now!

Learn More: <http://www.gimmeseconds.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
Create Your Own Products in a Flash!

Learn More: <http://www.yourownproducts.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
How to Create the Ultimate Automated Web Business:

Learn More: <http://www.automationsecrets.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
Amazing Ad Copy Secrets Revealed!

Learn More: <http://www.salescopy.com>

Order and Save 50% OFF the price ----> [Click Here To Order](#)

ENTER IN COUPON CODE: 2BBA1E3DF4

.....
The Ultimate Beginners Guide:

To: "Marlon" <info@101samplebusinessletters.com>
From: "Marlon Sanders" <support@amazingformula.com>
Subject: Marlon: s. mouse strikkes again!



hi,

this is s. mouse again

can you believe i finally got marlons web cam working?

i think this thing is the rats tail in technology and am happy i was able to set it up because i found something totally amazing when i was under marlons desk by the plug. (besides dust bunnies)

i was near the back of the desk plugging this in when i found a folder marked "top secret" that looked pretty interesting so i kicked back on the mouse pad and dug right in.

inside i found all the details on the new silver and gold membership packages marlon is planning to launch all "hush hush" in january.

when i saw just how many things marlon put into the packages that you can use and benefit from right away including monthly audio cdroms, conference calls, special reports, printed newsletters, web site critiques, templates, software, resources, hotline alerts, training videos, audio boosters and more it made my tail spin!

as you know im trying to impress marlon with my guru marketing skills so when he gets home from holidays he will see what a great asset i have become while working here nights when he is asleep and will surely hire me on full time and approve my bigg salary demand.

ok so listen up because this offer is too bigg to ignore:

if you buy any of the products that i put up for sale at half off the other day, i will also give you a 60 day free membership into marlons brand spanking new gold or silver private members club.

this means you get half off a product plus an amazing list of bonuses, benefits, monthly audio cdroms, conference calls, special reports, printed newsletters, web site critiques, templates, software, resources, training videos, audio boosters and more, plus you also get into marlons brand new private members forum, so check it out!

i cant guarantee this give away will still be good when marlon gets home though so you better go to this page soon just in case:

www.marlonsanders.com/topsecret

oh no, i think i hear a catt coming. i gotta split!

s. mouse



PS: sorry for the small letters and the badd tyding mistakkes but i am just a mouse and it is hard for me to jump on the key and poke the shift key with my tail at the same time, when i tried it last week i shot off the keyboard and flew across the room, it was pure luck that i landed on a pile of software!

ok i have to go because after the last letter i sent, i was so sore that i had to soak my feet in marlons coffee cup all night

PPS: if you ever get a chance, you can check me out in the book "the greatest direct mail sales letters of all time".

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jAwszCyctMysDOwc7Jxs>

From: "kevin-oldmastersofmarketing" <kevin@oldmastersofmarketing.com>
To: yanik@surefiremarketing.com
Subject: kevin's doggie thinks a marketer is insane...

Yanik,
-- a message from k.doggie, esq.
re: jay abraham needs to go to an insane asylum

hi, my name is k.doggie and i'm the little doggie of kevin seid, the owner of oldmastersofmarketing.com.

sorry that there ain't any capital letters in this email 'cause i'm lazy to push that darned shift key.

anyway, i'm on the loose while kevin's out for a moment. i figured out how to log in and i'm now sending out this email to you.

so why would i, a little doggie like me, write to you?

well, i have a lot of reasons. first it's my first chance to say hi to you :-)

But mainly, I, kevin's doggie, am writing 'cause a 13 million marketer is really insane.

his name is jay abraham and maybe you know about him...

he's the world's foremost marketing genius who's single-handedly responsible for creating more millionaires than any other person in history.

anyway he is giving a lot of stuff for free...

go here:
<http://oldmastersofmarketing.com/abraham-internet.php>

it's a bunch of breakthrough ideas and strategies to not only maximize your internet business but also achieve levels of profitability that even in your wildest dreams you've never be able to fathom

and he's giving all of this \$3,500 worth of marketing secrets to you for free with no strings attached

is that insane?

well, thank you very much for reading this email. i'm going to take a nap now cause i've been running around and playing all day.

sincerely, your friend,
k.doggie

p.s.1. go to
<http://oldmastersofmarketing.com/abraham-internet.php>
and see for yourself if marketing genius jay
abraham needs to be hauled away to a funny farm
for giving away too much stuff for free

p.s.12. even if you ain't on the internet making
some dough, you may want to look at jay's stuff anyway
cause some things might also work offline as well...

p.s.3. can a doggie like me be the next jay
abraham? and ghostwrite ads? please reply back
with the subject line "message for k.doogie"
so i can distinguish it from kevin's other
emails...

i'll send you a link to my picture if you do...

fromMissy text
[[firstname]], important from Yanik's wife...

Hi [[firstname]],

This is Missy, Yanik Silver's wife.

While Yanik's away speaking this weekend in Florida I snuck onto his computer to send out this email to you (good thing he doesn't change his passwords much) :)

So why would his wife write to you?

Actually, it's about his 30th birthday bash. If you're already coming - just disregard this email. But if you haven't signed up yet, you'd better do it now or else you're going to miss out on one great party and networking event. This morning I checked and there are less than 112 seats left (probably a whole lot less by the time you get this).

Here are details:

<http://www.surefiremarketing.com/bday/>

Yanik's been talking about this event day and night. And he's been working so hard that I hardly see much of him anymore. He's been busy lining up incredible presenters (not the same guys you see anywhere else), inviting his Internet friends so you can network with them and getting together all his new information. But I guess I'll forgive him since it's for you guys (and the fact he promised me a nice necklace when his Bday bash is over helps a bit) :)

Anyway, I probably shouldn't tell you this but since Yanik is away I have a little secret to share. But you've got to keep it just between the two of us, ok? <WINK>

There is a big unadvertised bonus surprise for everyone that attends the Birthday Bash. Yanik's going to give you resell rights to a brand new product. He'll give you the sales letter and the web site code so you have everything you need to start selling it. The ebook can sell for \$19 or whatever price you want. It's up to you.

I've seen the new ebook and it's really good stuff.

He told me he's not promoting it to his email lists so you'll have first crack at marketing it and making some good money with it.

Once again this is only for attendees at the party. If you don't show up - these rights won't be offered any other way.

Remember this is our little secret, right? So when you get to the party and Yanik gives you the resell rights make sure you act surprised. :)

So here's the site again where you can sign up
<http://www.surefiremarketing.com/bday/>

And when you come down be sure to say "hi" to me. I'll be looking forward to meeting you and lots of Yanik's other customers and friends down in Orlando next month.

fromMissy text

Sincerely,

Missy, AKA "Birthday Boy's wife"
melissa@surefiremarketing.com

P.S. Yanik always taught me I should have a P.S. in every letter so here it is: With 2004 right around the corner - this "30th Birthday Bash and Customer Appreciation Event" could be the push and jumpstart you need to make 2004 your best year ever.

<http://www.surefiremarketing.com/bday/>

=====
Please note: You are only receiving this because
you you're an Instant Internet Profits member

Imagine Harry and Me advertising our PEARS in Fortune!

OUT HERE on the ranch we don't pretend to know much about advertising, and maybe we're foolish spending the price of a tractor for this space; but my brother and I got an idea the other night, and we believe you folks who read Fortune are the kind of folks who'd like to know about it. So here's our story:

We have a beautiful orchard out here in the Rogue River Valley in Oregon, where the soil and the rain and the sun grow the finest pears in the world. We grow a good many varieties; but years ago we decided to specialize on Royal Riviera Pears, a rare, delicious variety originally imported from France, and borne commercially only by 20-year-old trees. And do you know where we sold our first crop—and the greater part of every crop since?

In Paris and London, where the finest hotels and restaurants know them to be the choicest delicacy they can serve to discriminating guests. And they serve them at about 75 cents each! Our Royal Riviera Pears went to other distinguished tables too—to the Czar of



Russia and to the kings and queens and first families of Europe. We got a great kick out of wrapping big, luscious, blushing Royal Riviera Pears in tissue and knowing they were going to be served on golden plates and eaten with golden spoons.

America's Rarest Fruit— Shall We Ship It Abroad?

But I'm getting away from my story. The idea that kept coming to Harry and me was this: Why must all this fruit go to Europe? Aren't there people right here in America who would appreciate such rare delicacies just as much as royalty? Wouldn't our first families like to know about these luscious, golden pears, rare as orchids, bursting with juice, and so big you eat them with a spoon? Wouldn't folks here at home like to give boxes of these rare pears to friends at Thanksgiving and Christmas?

So we made an experiment. We packed a few special boxes of these Royal Riviera Pears and took them down to some business friends in San Francisco. You should have seen their faces when they took their first taste of a Royal Riviera. They didn't know such fruit grew anywhere on earth.

Well, a banker wanted not only a box for home, but 50 boxes to be sent to business friends to arrive just before Christmas. A newspaper publisher wanted 40 for the same purpose, and a manufacturer asked for 25. And that gave us another idea. We sent 11 sample boxes to important executives in New York, and back came orders for 489 Christmas boxes for their friends.

A New Christmas Gift Idea

That seemed to indicate there were plenty of men looking for something new as a Christmas remembrance for friends who "have everything." The next year, orders came in for several thousand boxes of these rare pears, and you never read such letters as we got afterward—not only from the men who had sent the pears and made such a hit, but from folks who received them and wanted to know if they could buy more.

Well, that's how Harry and I got the idea that there must be enough discriminating people right here in the U. S. A. who'd like to do the same thing. So we talked it over the

other night and said, "Let's put an ad in Fortune—and see." We got a shock when we found what it would cost us to do it, but here we are—and you are going to be the judge.

Right now as I write this, it is late September, and out here in this beautiful valley our Royal Riviera Pears are hanging like great pendants from those 40-year-old trees. We'll have to watch them like new babies from now until picking time—not a leaf must touch them toward the last—trained men will pick them gently with gloved hands and lay them carefully in padded trays. They'll be individually wrapped in tissue, nestled in cushion packing, and sent in handsome gift boxes lithographed in colors, to reach you—or your friends—firm and beautiful, ready to ripen in your home to their full delicious flavor.

I envy you your first taste of a Royal Riviera—every spoonful dripping with sweet liquid sunshine. And you can just bet that every one who receives a box is going to have the surprise of his life.

We hope that right now you'll make up your list of business and social friends and let us send them each a box with your compliments. We'll put in an attractive gift card with your name written on it, and



we'll deliver anywhere in the United States proper, wherever there is an express office, express prepaid, to arrive on the date you name. And don't forget to include a box for yourself! A "Medium Family" box (10 pounds) is only \$1.85. A "Large Family" box (double the quantity) is \$2.95. At these low prices these pears cost a mere fraction of what you would pay for them in fine restaurants and hotels. And here's how sure we are you'll be delighted. If, after eating your first Royal Riviera, you and your friends don't say these are the finest pears you ever tasted, just re-

turn the balance at our expense and your money will come back in a hurry. Harry and I have agreed you are to be the final judge—and we mean it.

Just one more thing—there are far more folks reading Fortune than there will be boxes of Royal Riviera Pears this year. So, if you want to be sure to get some, we hope you'll send your order right along. We are putting a coupon down below, but a letter is just as good. Only, if you write, please say you saw this in Fortune.

HARRY and DAVID

Bear Creek Orchards, Medford, Oregon.

ROYAL RIVIERA PEARS

Send Royal Riviera Pears to the list attached, all express charges prepaid, to arrive (date).....
 Enclose a gift card bearing the following name

.....
 "Medium Family" boxes (10 pounds) at \$1.85 each.
 "Large Family" boxes (double quantity) at \$2.95 each.

Enclose check or money order for \$.....
 Name.....
 (YOUR name here—please PRINT plainly)
 Street.....
 City..... State.....

Prices outside U.S.A.: Honolulu, \$2.25 and \$3.20; Vancouver, \$2.00 and \$3.10; Winnipeg, \$2.40 and \$3.65; Toronto, \$2.75 and \$3.95; Montreal, \$2.70 and \$4.05; Quebec, \$2.80 and \$4.15.

How Ten Minutes' Fun Every Day Keeps Me Fit

By Walter Camp

Famous Yale Coach's "Daily Dozen" Exercises Now on Phonograph Records

ONE night during the war I was sitting in the smoking compartment of a Pullman sleeping car when a man came in and said, "Mr. Camp?"

I told him I was, and he continued, "Well, there is a man in the car here who is in very bad shape, and we wondered if you could not do something for him."

"What is the matter?" I asked. "This fellow is running up and down the aisle in his pajamas," the man said, "trying to get them to stop the train to let him get some dope because he hasn't slept for four nights."

I went back in the car and found a man about 38 years old, white as a sheet, with a pulse of 110, and twitching all over. I learned that he had been managing a munitions plant and had broken down under the work because he had transgressed all the laws of nature, and given up all exercise, and had been working day and night.

"For God's sake," he said to me, "can't you put me to sleep? If somebody can only put me to sleep!" He was standing all bent over.

"Don't stand that way, stand this way!" I said, and I straightened him up and started putting him through a few exercises to stretch his body muscles. Pretty soon the color gradually began to come back into his face, and the twitching stopped. Then I said to him, "I am going to put you through the whole set of 'Daily Dozen' exercises once. Then I am going to send you back to your berth."

So I did that and didn't hear any more from him, but the next morning he came to me in the dining car and said:

"You don't leave this train until you've taught me those exercises. I slept last night for the first time in five nights."

I taught him the "Daily Dozen" and two months later I got a letter from him, saying:

"My dear good Samaritan, I am back on the job all right again, and I am teaching everybody those exercises."

The "Daily Dozen" was originally devised as a setting-up drill for picked young men—the boys who were in training during the war. But its greatest value is for those men and women who are hemmed in between four walls most of the time and are beginning to realize that their bodies aren't as fit as their minds.

I applied it to middle-aged men, and men past middle age too, during the war—including members of the Cabinet in Washington—who simply had to do much more work than they were used to doing, without breaking down. In the "Daily Dozen" I soon found I had something that would actually increase their reserve power. They grew progressively more fit as we went along.

People think that they can take an orgy of exercise and make up for a long period of neglect when they do not take any exercise at all. You cannot do that. Do

death. That is old-fashioned. We do not have to do that any more. A man or woman can keep himself or herself fit with six or seven minutes a day. There is no reason why a man at 50, 60 or 70 should not be supple; and if he is supple,

The remedy is to imitate the "exercises" of caged animals. They know how to keep themselves fit—and they do it, too.

How? Simply by constantly stretching and turning and twisting the trunk or body muscles! When Mr. Camp discovered that men and women can imitate the caged animal with enormous profit to their health, he devised the "Daily Dozen" to provide this indispensable exercise—the only exercise people really need to keep in proper condition.

Many people have written to the Health Builders telling them of the benefits they have received. Here is part of one letter:

"We wish to express our satisfaction and delight with our set of records and exercises. Our entire family of eight, including the maid, are taking them. The children are fascinated with them and bring the neighbors' children to do them."

MRS. CHARLES C. HICKISH,
828 Vine St., La Crosse, Wis.

Any man or woman who exercises with this system regularly, even if it is only six or seven minutes a day, will feel better and have more endurance and "pep" than they have had since they were in their teens—and they will find those few minutes the best fun of their day.

The Health Builders' improved system now includes the entire "Daily Dozen" exercises set to specially selected music, on large 10-inch double-disc phonograph records; twelve handsome charts, printed in two colors, with over 60 actual photographs illustrating each movement of each exercise; and a little book by Walter Camp explaining the new principles of his famous system.



WALTER CAMP

Originator of the Famous "Daily Dozen" System

then he grows old very slowly—but the place where he must look after himself is in his body muscles.—Walter Camp.

Mr. Camp is famous as a great Yale football coach and athletic authority, but few people know that he is also a successful business man. Although sixty years old he is stronger and more supple than most younger men, and he uses his own "Daily Dozen" exercises regularly in order to remain so.

Since the war, the "Daily Dozen" has been making busy men and women fit and keeping them so—and the exercises are now proving more efficient than ever—due to a great improvement in the system. This is it:—

With Mr. Camp's special permission all the twelve exercises have been set to music—on phonograph records that can be played on any disc machine.

In addition, a chart is furnished for each exercise—showing by actual photographs the exact movements to make for every one of the "commands"—which are given by a voice speaking on the record. So now you can make your phonograph keep you fit.

With these records and charts a man or woman can keep himself or herself fit with only a few minutes' exercise a day—and it is so much fun that some of the "Daily Dozen" fans go through the whole twelve exercises to the spirited music twice every morning—just as a matter of sheer enjoyment.

Mr. Camp says that the place where we must look after ourselves is in the body or the trunk muscles.

This is so because we are in reality "caged animals." When a man stops hunting and fishing for his food and earns it sitting at a desk he becomes a captive animal, just as much as a lion or a tiger in the Zoo—and his trunk muscles deteriorate, because they cannot be used. Then comes constipation, and

Try the Complete System Free—For Five Days

You cannot fully appreciate the real joy of doing the "Daily Dozen" to music until you try it. So we want to send you, absolutely free for five days, the "Daily Dozen" on phonograph records and charts illustrating the movements. These full-size, ten-inch, double-disc records playable on any disc machine contain the complete "Daily Dozen" exercises and the 60 actual photographs accompanying the records show clearly every movement that will put renewed vigor and glowing health into your body—with only ten minutes' fun a day. A beautiful record album comes free with the set.

No need to send any money. Simply mail the coupon below and get Walter Camp's "Daily Dozen" on phonograph records. Enjoy the records for five days, and if for any reason you are not satisfied, return them and you owe nothing. But if you decide to keep the records you can pay for them at the easy rate of only \$2.50 down, and \$2 a month for four months until the sum of \$10.50 is paid. Thousands of people have paid \$15 for the same system but you can now get it for only \$10.50 if you act at once.

Simply mail the coupon and see for yourself at our expense the real, easy, pleasant way to keep fit. You'll feel better, look better, and have more endurance and "pep" than you ever had in years—and you'll find it's fun to exercise to music! Don't put off getting this remarkable system that will add years to your life and make you happy by keeping you in glowing health. Mail the coupon today. Address: Health Builders, Inc., Dept. 712, Garden City, N. Y.

FIVE DAY TRIAL COUPON

Health Builders, Inc.
Dept. 712, Garden City, N. Y.

Please send me, for five days, Free Trial at your expense—the Complete Health Builders' Series containing Walter Camp's entire "Daily Dozen" on five double-disc ten-inch records, the 60 actual photographs and the beautiful record album. If for any reason I am not satisfied with the system, I may return it to you and you owe me nothing. But if I decide to keep it, I will send you \$2.50 in five days as the first payment, and agree to pay \$2 a month for four months until the total of \$10.50 is paid.

Name.....
(Please Write Plainly)

Address.....

City.....
If you prefer to take advantage of our cash price, send your check for \$10.50 with this order.



The woman, not the man, is expected to extend her hand first upon meeting. If she doesn't the man should merely nod in greeting.



Instead of placing both hands into the finger bowl, the man in the picture should place one in at a time, just allowing the finger-tips to touch the water.



The man in this picture is ill-bred. Instead of escorting the lady to a seat near her friends, he has left her standing awkwardly in the middle of the floor.



One would not be a wallflower if one knew what to do. The young woman should join others who are not dined g, instead of sitting alone.



She has received an engraved announcement and is writing a note of congratulation. An announcement of this kind does not require acknowledgment.



The man making the introduction is saying, "Mr. Roberts, may I present Miss Clark?" He should say, "Miss Clark, may I present Mr. Roberts?"

How Many of these Blunders Do You Make?

YOU have heard of the Book of Etiquette. It is the most reliable and authentic source of information for the man or woman who wishes to do, say, write, and wear always what is entirely correct and in good form.

Perhaps you have often wondered what to do under certain circumstances, how to answer certain invitations, what to wear to certain social functions. Perhaps you have wondered how the home should be decorated for a party or wedding, how the formal dinner table should be set, how the woman who marries for the second time should be attired.

The Book of Etiquette covers all phases of social requirements in an interesting and authentic manner. There are two handsome library volumes—each volume divided into two distinct parts. There is a chapter on correct dress for every occasion which tells you what to wear to the theatre and opera, to the afternoon dance and evening dance, to the afternoon tea and the garden party. There is a chapter on speech which tells you how to create conversation, how to make yourself agreeable and interesting to others, how to use tact in conversation, and how to find subjects to talk about. There are chapters on dinners, on dancing, on travel and hotel etiquette, on engagements, weddings, and entertainments.

Only by knowing the social rules of good society can one hope to avoid embarrassment. Only by knowing exactly what to do and say on all occasions can one hope to be always calm, well-poised, self-confident. Etiquette is the splendid

armor that protects men and women of every social standing from the humiliating blunders that make people misjudge them.

The Origin of Certain Social Customs

The Book of Etiquette is written in as interesting and fascinating a form as a story. Wherever possible, the origin of social customs has been traced to its source and the story woven around the conventionalities of the present time. For instance, in wedding etiquette you

find out just why the engaged girl should receive a tea-cup for a gift, why the woman who marries for the second time may not wear white or a veil, why rice and shoes are thrown after the bride, and why the bride and groom both must have escorts to the altar.

In the chapter devoted to the bride's outfit, you read the interesting story of the origin of the trousseau, why a veil is worn, the significance of the

bridal escort and the maid-of-honor, and why initials are usually embroidered in the linens by the engaged girl herself.

Do you know why black is the color of mourning, why bright colors are worn to the dance, why the man raises his hat when he meets a woman, why the cloth of the billiard table is of green baize? Wouldn't you like to know the origin of all these customs, how they came to be, and their significance in present day society? The Book of Etiquette reveals it all in so interesting a manner that you will find it as absorbing as reading a story.

The Book of Etiquette Sent Free for Examination

We want to send you the Book of Etiquette for 5 days' free examination. We want you to examine these two splendid books in your own home, at your leisure. They will prove to you more than anything we can say how necessary they are—how important it is that a set be in every home.

Please bear in mind that it does not obligate you in any way to take advantage of this free examination offer. You have the guaranteed privilege of returning the books if you are not delighted with them. But if you do decide to keep the two volume set of the Book of Etiquette—as we are quite sure you will—then simply send us \$3.50—in full payment. You have 5 days in which to make your decision, 5 days in which to examine the famous Book of Etiquette, examine the illustrations, read a chapter or two.

Just mail the coupon—but be sure to do it at once. The complete Book of Etiquette will be sent to you promptly. Keep the books 5 days. Examine them and read them to your heart's content. And within the 5 days decide whether you want to return them or keep them. Clip the coupon and mail it this minute before you forget. Nelson Doubleday, Inc., Dept. 5811, Garden City, N. Y.

Nelson Doubleday, Inc.
Dept. 5811, Garden City, N. Y.

Free for 5 days' examination, send me the Book of Etiquette in two volumes. Within 5 days I will either return the books or send you only \$3.50 in full payment.

Name.....
(Please write plainly)

Address.....

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

Check this square if you want these books with the beautiful full leather binding at five dollars, with 5 days' examination privileges.

Do You Know—

- How a woman should sign her name in a hotel register?
- What the woman who marries for the second time should wear?
- Why old shoes are thrown after the bride and groom?
- How a widow should sign her name?
- How to acknowledge an invitation?
- How to address a titled person?
- How to dress for a formal dinner?

These are only a few of the interesting things the Book of Etiquette will tell you.



“We pay him \$100 a week”

AND he's worth every cent of it. Came here several years ago asking for a job. He got just that—a small job at a small salary.

“Then I forgot about him—hardly knew he was on the payroll until one day I got a letter from the International Correspondence Schools telling me that Thomas A. Andrews had enrolled for a course and had received a mark of 98 for his first lesson.

“There's a man worth watching,” I said to myself, so I began to keep tabs on his work. Pretty soon he began coming to me with suggestions. I could almost see him growing.

“Somehow he was the first man I thought of whenever there was a position open. And he always made good because he was always preparing himself for the job ahead. We pay him \$100 a week now and he's going to be earning even a larger salary some day. I wish we had more men like him.”

HOW do you stand when your employer checks up his men for promotion? Does he think of you? Is there really any reason why you should be selected?

Ask yourself these questions fairly. You must face them if you expect advancement and more money. For now, more than ever, the big jobs are going to men with special training.

There is an easy, fascinating way for

you to get this special training right at home in spare time. One hour a day, spent with the I. C. S. in the quiet of your own home, will bring you more money, more comforts, more pleasures, all that success means.

EVERY mail brings letters from I. C. S. students telling of advancements and increased salaries won through spare-time study. In a single year, the increases voluntarily reported by I. C. S. students totaled more than \$2,000,000.

These advancements and increases in salary were not only in the technical subjects such as Electrical, Mechanical and Civil Engineering, Architecture, Chemistry, etc., but in Salesmanship, Advertising, Business Management, Accounting, etc.

Whatever the course, if it is an I. C. S. course, you can be sure it represents the best thought of men who are leaders in that field and is drawn from their practical experience.

Is there any reason why you should stand still while others are proving every day that you can get ahead if you

really want to? Don't you feel that you should at least find out what the I. C. S. can do for you?

YOU can have the position you want in the work you like best—a salary that will give you and your family the home, the comforts, the pleasures you would like them to have.

The way is easy. Just choose your career in the list below and get the coupon into the mail to-day. It doesn't cost you a penny or obligate you in any way to send in the coupon, yet that one simple, little act may be the means of changing your whole life. Do it now!

INTERNATIONAL CORRESPONDENCE SCHOOLS
Box 7466-C, Scranton, Penna.

Without cost or obligation on my part, please send me a copy of your 48-page booklet "Who Wins and Why" and tell me how I can qualify for the position or in the subject before which I have marked an X.

BUSINESS TRAINING DEPARTMENT

- Business Management
- Industrial Management
- Personnel Organization
- Traffic Management
- Business Law
- Banking and Banking Law
- Accountancy (including C. P. A.)
- Nicholson Cost Accounting
- Bookkeeping
- Private Secretary
- Business Spanish
- French
- Salesmanship
- Advertising
- Better Letters
- Foreign Trade
- Stenography and Typing
- Business English
- Civil Service
- Railway Mail Clerk
- Common School Subjects
- High School Subjects
- Illustrating

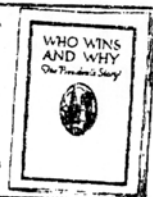
TECHNICAL AND INDUSTRIAL DEPARTMENT

- Electrical Engineering
- Electric Lighting
- Mechanical Engineer
- Mechanical Draftsman
- Machine Shop Practices
- Railroad Positions
- Gas Engine Operating
- Civil Engineer
- Surveying and Mapping
- Metallurgy
- Steam Engineering
- Radio
- Architecture
- Blue Print Reading
- Contractor and Builder
- Architectural Draftsman
- Concrete Builder
- Structural Engineer
- Chemistry
- Pharmacy
- Automobile Work
- Airplane Engines
- Agriculture and Poultry
- Mathematics

SEND FOR THIS BOOKLET
"Who Wins and Why"

A gripping business story that raises a vital question and answers it in a manner that will interest every man—or woman—who wants to get ahead and seeks to learn how. 48 pages. Sent on request. Use the coupon.

International Correspondence Schools
Box 7466-C, Scranton, Penna.



Name

Street Address

City State

Occupation

Persons residing in Canada should send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada.

"It Was Worth \$2,000! —and I Tossed it in the Drawer"

"It was in the fall of 1918 that I first began to realize what I was up against in business. I could see that I wasn't getting anywhere, plugging along at a routine desk, and I had a feeling that I ought to put myself in line for something better.

"About this time I ran across a LaSalle advertisement—it interested me—I figured I'd better answer it.

"I cut out the coupon, but instead of mailing it I tossed it in the drawer. I don't know exactly why, but it was two years before I sent it in and got the facts.

"To make a long story short, I finally enrolled, sent in my papers, finished the training. And already it has boosted my income twenty dollars a week.

"When I think that I might just as well have had that 'raise' two years ago, it makes me sick! Mailing that coupon when I first saw it, instead of tossing it in the drawer, would have saved me \$2,000 in cash."

"LaSalle training has taken me from the \$65-a-month class to a present earning power of over \$7,000 per annum."

"Just received another raise of \$600. This makes a total gain of 400% since I started training. Can either you or I ask more?"

"Passed bar examination with second highest honors in a class of seventy-one."

"Three years ago I was occupying a bookkeeper's high stool and drawing \$22 a week. Today I am comptroller of a good-size corporation, with a salary to start of \$4,500."

"I was Mill Superintendent, with no practical experience in a business way when I started home-study training. Within one year I was promoted to General Superintendent. Within a period of three years LaSalle training has increased my income from \$250 a month to \$6,000 a year."

"I have your course in Business Management to thank for the position I now hold. When I took up your work I was barely making a living. Today I sit in the manager's chair of one of the largest financial institutions in the United States and Canada. My earnings this year will be in the neighborhood of \$10,000, and I have the greatest opportunity that any man could wish for in the way of promotion to bigger things."

"In the last six months I have had an increase of nearly 50% as a result of LaSalle training under the Problem Method—but it is the foundation which I am building for something better that gives me the greatest satisfaction."



When one takes into account the foregoing evidence, together with the fact that during only three months' time as many as 1,089 LaSalle members reported definite salary increases as a result of their training, averaging 50 per cent per man, one begins to appreciate the tremendous money value of initiative and decision.

You have read from time to time how LaSalle training is conducted—how the member learns by solving actual business problems, right in his own home, under the direction of some of the ablest men in their respective fields in America. You have read how training under the LaSalle Problem Method quickly brings promotion.

The time has now arrived for your decision. You can wait one year—two years—seven years, if you like, and take your loss—in loss, remember, affecting not you alone, but those whose happiness and welfare are most dear to you. Or you can sign and mail the coupon now—and make today your starting point toward bigger things. That little slip of paper just below this text will bring you complete information about the training you are interested in, together with details of our convenient payment plan; also your free copy of that inspiring book, "Ten Years' Promotion in One." Mail the coupon now—don't obligate you. Incidentally, the man who *acts* promotion is the man who *acts*.

Fortunate thing for that man that he finally woke up! Some men are even costlier for their delay. Recently a LaSalle member, a man of 49, confessed that he had first considered specialized training eleven years previously. He figured up what his delay had cost him—assuming that he would have held his own with the average LaSalle-trained man—and his loss was \$19,000.

Such experiences are not mere fiction—they're the bitterest reality. Thousands of splendid fellows, starting out in life with every promise of success, grow gray while waiting for their ship to come to harbor. At the critical moment they listen to their weaker selves—and go down to defeat.

On the other hand, thousands of men in whom the seeds of success are deeply planted need but to be shown the path to promotion and they are quick to take it. The reward of their initiative is reflected in such statements as the following:

LASALLE EXTENSION UNIVERSITY

The Largest Business Training Institution in the World

Outstanding Facts About LaSalle

Founded in 1909.
 Financial resources more than \$7,500,000.
 Total LaSalle organization exceeds 1600 people—the largest and strongest business training institution in the world.
 Numbers among its students and graduates more than 800,000 business and professional men and women, ranging in age from 20 to 70 years.
 Annual enrollment, now about 60,000.
 Average age of members, 30 years.
 LaSalle texts used in more than 400 resident schools, colleges and universities.

INQUIRY COUPON

LASALLE EXTENSION UNIVERSITY Dept. 1133-R CHICAGO, ILLINOIS

Please send me catalog and full information regarding the course and service I have marked with an X below. Also a copy of your booklet, "Ten Years' Promotion in One," all without obligation to me.

- | | | |
|---|--|--|
| <input type="checkbox"/> Business Management: Training for Official, Managerial, Sales and Executive positions. | <input type="checkbox"/> Industrial Management Efficiency: For Executives, Managers, Office and Shop Employees and those desiring practical training in industrial management principles and practice. | <input type="checkbox"/> Modern Foremanship and Production Methods: Training in the direction and handling of industrial forces—for Executives, Managers, Superintendents, Contractors, Foremen, Sub-foremen, etc. |
| <input type="checkbox"/> Modern Salesmanship: Training for Sales and Advertising Executives, Solicitors, Sales Promotion Managers, Salesmen, Manufacturers' Agents and all those engaged in retail, wholesale or specialty selling. | <input type="checkbox"/> Law: Training for Bar: LL.B. Degree. | <input type="checkbox"/> Personnel and Employment Management: Training for Employees |
| <input type="checkbox"/> Higher Accountancy: Training for Accountants. | <input type="checkbox"/> Traffic Management - Foreign and Domestic. | |

Amazing New Method Improve Skin Beauty Overnight!

Free book describes in full and tells how to apply Susanna Cocroft's New Discovery—as effective as a \$100 course of beauty treatments, yet you can apply it yourself at home at insignificant expense.



NO LONGER need thousands of women and girls submit to a muddy, sallow, blemished complexion and rough, ageing skin—disfigured by large pores, blackheads, pimples, blotches and other unsightly imperfections. Nor need any woman resign herself to those tell-tale little crows' feet and tired, nervous lines about eyes, nose and mouth—those pouches at the sides of the chin, double chin and an angular, scrawny, ill-favored neck.

your skin as nothing you have ever used.

Wonderful Change the First Night!

It works so rapidly that the very morning following your first use it shows an improvement that will astound you.

For all these can now be corrected by a simple treatment which you apply in your own home. Even if your skin and complexion have been poor for years—even though you are no longer young, this wonderful new method so stimulates the circulation that your face is freshened and rejuvenated *overnight*.



Bring OUT Your Hidden Beauty

You've seen actresses and society women whom you KNEW to be 40 years old and more. Yet they looked no older than 20. You've seen others of 50 who didn't look a day older than 30. They know the secret of keeping young, or they visit high priced beauty specialists and give them big fees for keeping them young.

Look Years Younger

Now you, too, can look years younger and many times more beautiful—without saying a cent to high priced specialists.

Susanna Cocroft, Famous Health Authority

For years Susanna Cocroft has been in the forefront of the great movement for the physical and mental betterment of women. She has been recognized by the U. S. Government as an authority on women's health problems. Her first system was published for the U. S. Bureau of Education, and her helpful writings have been three times awarded in magazines. Through her books, courses and treatments she has personally helped over 115,000 women. Others asked by her health methods for advice on improving their appearance, she made a thorough study of this subject, and she brought out many successful scientific treatments for the skin. Her crowning achievement is this wonderful new home method—effective as a \$100 course of beauty treatments—which you can apply well at home at a cost of only a few cents a treatment.

And you do want this new skin beauty, don't you? For no matter how *regular* the features, you can't be beautiful unless the skin is soft, clear, smooth and fresh. And no matter how *irregular* the features, if the skin is clear, girl-like and radiant, one has a distinctive attraction.

Learn This Beauty Secret

You know every fresh, healthy clear skin is beautiful and now you may bring out this rose-petal beauty as well as do the stage, society and screen beauties who have taken 10 to 20 years off their age. You, too, may obtain the clear white skin, the sparkling eyes, the delicate, pink cheeks, the white, well-rounded neck of which they are so proud. You, too, may obtain new social triumphs; you, too, may excite the envy and admiration of less fortunate acquaintances. And you do it in a safe, rapid, easy, delightful way, without using any harmful drugs, mercury, or caustics. And not only that, you can do it *quickly*—

you can bring an astonishing improvement *overnight*.

No Charge For This Book

This amazing method is disclosed in an interesting *Free Book* which will be sent to every woman as long as the supply lasts.

Make sure of *your* copy by mailing the Coupon today. See how easily, how rapidly and how inexpensively you may obtain the clear, radiant complexion, the soft, white, well-rounded neck, the delicate, full, peachlike cheeks of youth. See how easily tired eyes and 'crows' feet vanish and the eyes become bright and youthful-looking.

NEW Don't confuse this amazing method with anything you ever heard before. This remarkable skin mask and the manner in which it is employed is a scientific discovery; a safe, easy method which you apply yourself in 3 minutes. Improvement is so rapid and so pronounced as to be astounding!

And see how this is done without paying specialists' fee—without *risking a single penny*

Write TODAY

Send for this amazing book today—it will not cost a penny and will not put you under any obligation. But write *at once*—before the edition is exhausted. Do it *now* and soon—the very morning after you begin treatment, you will doubtless astonish family, your friends and even *yourself* by the remarkable improvement. Thompson Barlow Inc., Dept. F-772, 404 Fourth Ave., New York



GET THIS BOOK QUICK

It will be a Revelation to You
FREE—If you send today

Thompson Barlow Co., Inc., Dept. F-772, 404 Fourth Ave., New York.

Without any obligation on my part send me the book which explains Susanna Cocroft's new method whereby I may obtain an astonishing improvement in my complexion almost *overnight*.

Name _____
Address _____
City _____ State _____

New Home Beauty Treatment for

- clearing the complexion.
- giving color to the cheeks.
- closing sagging muscles.
- killing out scrawny lines.
- lifting drooping chin.
- building graceful neck.
- removing tired lines and wrinkles.
- closing enlarged pores.
- resting tired eyes.
- correcting excessive dryness.
- correcting excessive oiliness.
- softening the skin.

Wonderful Clay Brings New Beauty to Every Skin!

Almost at once the complexion becomes clear and beautiful through this amazing scientific discovery.

SCIENCE is giving new complexions for old through a marvelous new discovery! Dull, coarse, blemished skins are being transformed into exquisite softness and smoothness—almost at once. Years of scientific research and experiment have finally revealed the elements which, when combined in certain exact proportions, remove the dead scales on the surface of the skin, clear the pores of every impurity, and leave the complexion as clear and charming as a child's.

The skin is provided by nature with millions of tiny pores with which to expel acids and impurities. When dust bores deeply into these pores and clogs them, the impurities remain in the skin. The result is not always noticeable at first. But soon the complexion becomes dull and harsh. Suddenly the face "breaks out" in pimples and blackheads. And if the impurities are still allowed to remain, the complexion becomes ruined entirely.

The New Discovery Explained

Certain elements, when correctly combined according to a chemist's formula, have been found to possess a powerful potency. These elements, or ingredients, have been blended into a soft, plastic, cream-like clay, delicately scented. It is applied to the face with the finger tips—just as a cream would be applied.

The name given to this wonderful discovery is Complexion Clay. The moment it is applied, every one of the millions of tiny pores in the skin awakes and hungrily absorbs the nourishing skin-foods. In a few minutes the clay dries and hardens, and there is a cool, tingling, pleasant sensation as the powerful clay draws out every skin impurity. You will actually feel the tiny pores breathing, relaxing, freeing themselves with relief from the impurities that clogged and stifled them.

Allow Complexion Clay to remain for a little while. You may read, or sew, or go about your household duties. All the while you will feel the powerful beauty clay doing its work, gently drawing out impurities and absorbing blemishes. A warm towel will soften the clay, and you will be able to roll it off easily with your fingers. And with it you will roll off every scale of dead skin, every harmful impurity, every blemish. A hidden beauty will be unmasked—beneath the old complexion will be revealed a new one with all the soft, smooth texture and delicate coloring of youth!

Removes Pore Poisons At Once

Complexion Clay does not cover up blemishes and impurities—but removes them at once. It cannot harm the most sensitive skin. There is a feeling almost of physical relief as the facial pores are relieved, as the magic clay draws out the accumulated self-poisons and impurities. You will be amazed when you see the results of only one treatment—the whole face will appear rejuvenated. Not only will the beauty of your complexion be brought to the surface but enlarged pores will be normally closed, tired lines and bagginess will vanish, mature lines will be softened. Complexion Clay brings life and fervor to every skin cell and leaves the complexion clear, firm, smooth, fresh-looking.

Send No Money

In order to enable everyone to test this wonderful new preparation, I am making a



This marvelous new discovery absorbs blemishes and impurities, lifts away the coarse, dull, unsightly complexion and unmasks an entirely new complexion underneath—one as soft and smooth and charming as a child's! It cannot harm the most sensitive skin.

very special offer. Don't send any money—just the coupon or a postcard and a jar of Complexion Clay will be sent to you at once, freshly compounded. Although it is a \$1.50 product and will cost that much ordinarily, you may pay the postman only \$1.95 (plus a few cents postage) in full payment. And despite this special low introductory price you have

the guaranteed privilege of returning the jar and having your money refunded at once if you are not delighted with results.

ONLY \$1.95

Don't fail to take advantage of this free-to-your-door introductory price offer. No matter what the condition of your complexion may be, Complexion Clay will give it a new radiant beauty—for it is a natural preparation and works always. You won't have to wait for results either. They are immediately evident.

Just mail the coupon—no money. A postcard will do. Test for yourself this remarkable new discovery that actually lifts away blemishes and reveals a charming, beautiful new complexion. Don't delay. Clip and mail the coupon now while you are thinking of it. **Marguerite Sullivan, Dept. 2210, 9th and Spruce Sts., Philadelphia, Pa.**

MARGUERITE SULLIVAN, Dept. 2210, 9th and Spruce Sts., Philadelphia, Pa.

Without money in advance, you may send me a full-size \$1.50 jar of Complexion Clay. When it is in my hands I will pay the postman only \$1.95 (plus low cents postage) in full payment. I retain the privilege of returning the jar within 10 days and having my money refunded if I am not satisfied and pleased with the wonderful results. I am to be sure! Indeed.

Name:

Address:

City: State:

If you wish, you may send money with coupon and save postage. (Post outside U. S., \$2.20, cash with order.)

What Users Say

Read These Letters!

I received my jar of Complexion Clay and I am very much pleased with it. My face was full of blackheads, wrinkles and large pores, and there is a great improvement already. I cannot say enough for it, every woman that has facial troubles ought to give it a trial. It's wonderful.
Mrs. A. B. Smith, Geneva, N. Y.

I think your Complexion Clay is wonderful and no woman should be without it, and you can tell anyone who wants to write to me regarding same. I used it twice and my friends say I am looking fine. I want to thank you for letting me know of your wonderful preparation. Thanking you again and a thousand times again. Nothing I ever tried can beat it.
Mrs. A. Parks, 127 N. 7th St., Brooklyn, N. Y.

Just to inform you that your Complexion Clay has been received, and I have already tried it and am very pleased with it, so I thank you.
Mrs. Florence Gorman, 2416 First Ave., New York.

\$1⁰⁰ Will Bring to You-

*The Secret
Youthful Beauty*



FLORENCE WALTON
celebrated dancer "best dressed"
woman on any stage, says—

*I heartily recommend Youthglo.
I always use it before dancing.*



At Last!

**That Priceless Charm of Youth
is Now Yours for \$1**

That Beauty, that magnetic Charm of youth that rightfully belongs to every woman is NOW within your power by the simple use of YOUTHGLO Facial Clay. Women in all walks of life acclaim its superiority over all other clays (regardless of price) because it has proven its worth by the results it has given to all its users. YOUTHGLO is a guaranteed Beauty restorer. It's the one positive complexion beautifier in the world. There is NO REASON NOW why every woman cannot have the Charm of Youthful Beauty, because

*What years have brought to your face, YOUTHGLO
will banish away.*

**Formerly Youthglo Facial Clay was the
Beauty Secret of only a Few**

Marvelous YOUTHGLO is the Beauty secret of a Beauty Specialist who has traveled all parts of Europe in an untiring effort to perfect YOUTHGLO. After years it was accomplished and since then its use has helped thousands of discriminating women retain their girlish complexions. So marvelous have the results been that users of YOUTHGLO said it would be an act of humanity to give everyone a chance to benefit from this wonderful discovery. So YOUTHGLO that was the beauty secret of only a few is NOW within the reach of everyone. You can now buy YOUTHGLO Facial Clay for \$1. Enough for twenty treatments. Yes, the first treatment alone will show marvelous results. What YOUTHGLO is really worth cannot be estimated. What it will do for your face is PRICELESS.

Read This Evidence

I will never forget that wondrous night. That party, the lights—music—dancing, but best of all I was the centre of admiration for all the men. How the women envied me. The charm of youthful beauty was mine, BUT it was only a dream. My awaking was a bitter disappointment, a shattered illusion. That was a month ago. I struggled to make my dream a reality and I conquered. To-day my dream has come true. The freshness, the bloom, the charm of youth are mine, from simple YOUTHGLO face clay. I dreamed of beauty, now I have it. A million thanks to YOUTHGLO.

Hazel Sanders. New York.

Girls!
who want to stay young
Women!
who want to look young
Are Now Using
YOUTHGLO
Facial Clay

YOUTHGLO, the priceless gift to humanity, positively removes wrinkles, blackheads and all face blemishes. It closes enlarged pores and rebuilds the facial tissues. Simply spread on face and neck. As YOUTHGLO is drying (10 minutes) you can feel it silently massaging away the tell-tale signs of years, leaving it smooth and firm as a child's. Only YOUTHGLO will bring back to you that Priceless Charm of Youth. It not only corrects these facial faults, but positively prevents them.

YOUTHGLO is positively guaranteed or money refunded.

Only \$1
8 oz. jar.

Enough for 20 Treatments

SEND NO MONEY

YOUTHGLO PREPARATIONS, Inc. 09-4-31
100 Fifth Ave., New York, N. Y.

Please send me one 8-oz. jar of Youthglo Facial Clay for which I will pay postman \$1, plus few cents postage. If same does not restore the glow of youth, money will be cheerfully refunded.

Send \$1.00 with coupon and cover postage.

Name

Address City

Dealer's Name

Special Offering

**YOUTHGLO
Face Lotion**

YOUTHGLO FACE LOTION is a necessary skin food and tonic, and has gained great popularity among Youthglo Facial Clay users. Apply YOUTHGLO FACE LOTION daily. It forms a perfect base for your face powder.

If you desire Youthglo Face Lotion in addition to facial clay add 25c more.

Mother of 3 becomes a PIN-UP BEAUTY!



How Mrs. Edrie Beal of Fredonia, Kansas, got a bathing-suit figure and how her Navy husband got the surprise of his life.

You would hardly have picked Edrie Beal for a pin-up girl when the snapshot below was taken. But what a difference (right) when she had completed the DuBarry Success Course!



"Many times before," says Mrs. Edrie Beal, "my husband had written from the Southwest Pacific, asking for something special, and I had hurried it off to him. But this time it was a stopper. 'Send me your picture in a bathing suit,' the letter said. 'I want my own pin-up girl!'

"I looked in the mirror—at that thick waist and heavy abdomen. No! I simply couldn't bring myself to stand before a camera. But neither can you refuse a far-off husband any wish in the world. It was New Year's! Time for resolutions. If I didn't have a bathing-suit figure, I'd get one!

"That's why I took the DuBarry Success Course. Did it work? I lost 13 pounds right where I had to lose them. I took 6 inches off my abdomen, 4 off my waist and my hips. At the same time, the most wonderful things were happening to my skin and hair and to me. I look and feel like a person reborn. I'm out of that middle-aged slump—with a zest for the years ahead. Could one ask for better proof that it's never too late? Imagine me—a pin-up girl!"

HOW ABOUT YOU? Wouldn't you like to be slender again, wear more youthful styles, hear the compliments of friends? The DuBarry Success Course can help you. It brings you an analysis of your needs, then shows you how to adjust your weight to normal; remodel your figure; care for your skin; style your hair becomingly; use make-up for glamour. You follow at home the methods taught by Ann Delafield at the famous Richard Hudnut Salon, New York.

When this Course has meant so much to so many, why not use the coupon to find out, without obligation, what it can do for you.



With your Course you receive a Chest containing a generous supply of DuBarry Beauty and Make-up Preparations.

Accepted for advertising in publications of the American Medical Association

RICHARD HUDNUT SALON
Dept. SX-1, 693 Fifth Avenue, New York, N. Y.

Please send the booklet telling all about the DuBarry Home Success Course.

Miss _____
Mrs. _____
Street _____
City _____ State _____



DuBarry Success Course
ANN DELAFIELD, Directing

An Offer That May Never Be Made Again

Why we have been willing to lose money on this introductory offer—and why it must soon be withdrawn

HERE is one of those rare bargains you are offered only once in months.

And this may be the last time it will ever be offered.

We have been willing to lose money on it, for the very interesting reason explained below. Our loss, however, is your gain.

On this offer you are given a pair of Abraham Lincoln Book-Ends, ABSOLUTELY FREE. These book-ends are made of heavy bronzed metal, with Lincoln's head in bas-relief. They are an adornment to any library table. They would cost, if obtainable in stores, \$1.00 to \$1.50.

Yet they are given free—in order to introduce the NEW set of thirty Little Leather Library world's masterpieces.

We know what has happened in the past on our previous sets after they were introduced—orders poured in by the thousands.

The wisest thing we could do, therefore, was to introduce this NEW set QUICKLY into representative homes. We know what will happen after this is done. Every set will become a "silent salesman," more powerful than any other form of advertising we could do.

That is the reason—the only reason—we have been willing to lose money on this offer.

This NEW set is, in many respects, the finest we have ever published. It includes the best works, each one complete, of such



famous authors as:

- | | |
|----------------|----------------|
| Barrie | Irving |
| Kipling | Ibsen |
| Shaw | Shakespeare |
| Yeats | Lamb |
| Allen | Moore |
| Balzac | Tennyson |
| Browning | Plato |
| Eliz. Browning | Wilde |
| Dumas | Maeterlinck |
| Emerson | Turgenev |
| Whitman | Longfellow |
| Whittier | Dante |
| Poe | Elbert Hubbard |

These thirty volumes, without the book-ends, have been valued (by hundreds of people who were asked to guess) at from five to fifteen times their price. Each volume is complete. The binding is a beautiful limp Croftcott, handsomely embossed, and tinted an antique copper and green, so that even experts have mistaken it for hand-tooled leather. The paper is actually the same quality as that used in books that sell regularly for \$2.00 apiece. Yet the price,

for all thirty volumes, is only \$2.98.

How can *thirty such books* be sold for only \$2.98? Simply by printing in editions of at least one million books at a time, relying on the good taste of the public to keep the enterprise self-sustaining. Quantity production—that is the whole secret.

Surely, sooner or later, you will want to obtain this wonderful set—at least a year's good reading for the price of a theater ticket! Why, then, not obtain it at once, taking advantage of the exceptional "premium" now offered for introductory purposes only?

Sent for Thirty Days' Examination

Do not send any money. Simply mail the coupon or a letter mentioning this advertisement. When the books and book-ends arrive, give the postman only \$2.98, plus the few pennies for delivery charges. Then, if you wish, examine the books for thirty days. If you are disappointed in the slightest respect, if you do not agree that this is one of the most satisfactory purchases you have ever made, send the set back any time within the thirty days, and your money will instantly be refunded. Can a fairer offer be made? References: Manufacturers' Trust Company, or any magazine. Note: When the present supply of book-ends is gone this offer will be withdrawn. It is made for introductory purposes only. If you want to take advantage of it, it is advisable NOT TO DELAY. Mail coupon or letter at once.

Little Leather Library Corporation
Dept. 123
218 West 40th Street New York, N. Y.

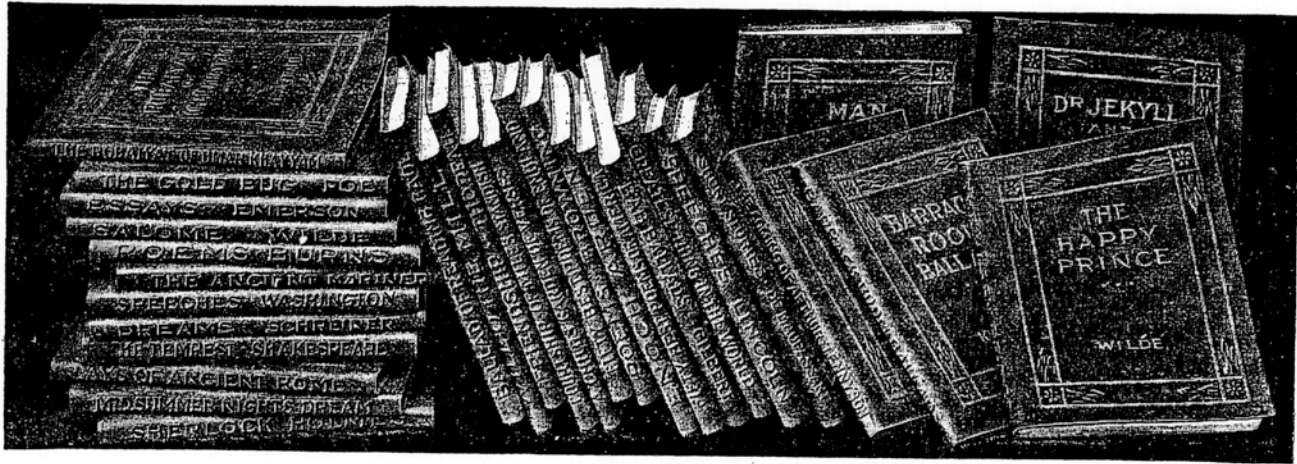
Little Leather Library Corp., Dept. 123, 218 West 40th Street, New York City:

Please send me the new set of 30 volumes of the Little Leather Library, and a pair of Lincoln Bas-Relief Book-Ends free. I will pay the postman \$2.98 plus the few cents delivery charges upon arrival. It is understood, however, that this is not to be considered as a purchase. If the books do not in every way come up to my expectation, I reserve the right to return them any time within thirty days and you agree to return my money.

Name _____
Address _____
City _____ State _____

(Outside of U. S., \$3.50 cash with order)





Is this offer too good to be true?

Is it possible that we are offering a value too great to be credible?
Do people shy at the thought of getting too much for their money?

WE recently mailed several thousand circulars to book-lovers. We described and pictured these thirty volumes of the Little Leather Library honestly, sincerely, accurately. But we received relatively few orders.

Then we mailed several more thousand circulars to booklovers, *this time enclosing a sample cover* of one of the volumes illustrated above. Orders came in by the hundred! The reason, we believe, is that most people can not believe we can really offer so great a value unless they *see a sample!*

In this advertisement, naturally, it is impossible for us to show you a sample volume. The best we can do is to describe and picture the books in the limited space of this page. We depend on your faith in the statements made by the advertisements appearing in Literary Digest; and we are hoping you will believe what we say, instead of thinking this offer is "too good to be true."

What this offer is

Here then is our offer. The illustration above shows thirty of the world's greatest masterpieces of literature. These include the finest works of such immortal authors as Shakespeare, Kipling, Stevenson, Emerson, Poe, Coleridge, Burns, Omar Khayyam, Macaulay, Lincoln, Washington, Oscar Wilde, Gilbert, Longfellow, Drummond, Conan Doyle, Edward Everett Hale, Thoreau, Tennyson, Browning, and others. These are books which no one cares to confess he has not read and

re-read; books which bear reading a score of times.

Each of these volumes is complete—this is not that abomination, a collection of extracts; the paper is a high-grade white wove antique, equal to that used in books selling at \$1.50 to \$2.00; the type is clear and easy to read; the binding is a beautiful limp material, tinted in antique copper and green, and so handsomely embossed as to give it the appearance of hand tooled leather.

And, though each of these volumes is complete, (the entire set contains over 3,000 pages) a volume can be carried conveniently wherever you go, in your pocket or purse; several can be placed in your handbag or grip; or the entire thirty can be placed on your library table "without cluttering it up" as one purchaser expressed it.

What about the price?

Producing such fine books is, in itself, no great achievement. But the aim of this enterprise has been to produce them at a price that anyone in the whole land could afford; the only way we could do this was to manufacture them in quantities of nearly a million at a time—to bring the price down through "quantity production." And we relied for our sales on our faith that Americans would rather read classics than trash. What happened? OVER TEN MILLION of these volumes have already been purchased by people in every walk of life.

Yet we know, from our daily mail, that many thousands of people still cannot believe we can sell 30 such volumes for \$2.98 (plus postage). We do not know how to combat this skepticism. All we can say is: send for these 30 volumes; if you are not satisfied, return them at any time within a month and you will not be out one penny. Of the thousands of Literary Digest readers who purchased this set when we advertised it in previous issues *not one* in a hundred expressed dissatisfaction for any reason whatever.

Send No Money

No description, no illustration, can do these 30 volumes justice. You must see them. We should like to send every reader a sample, but frankly our profit is so small we cannot afford it. We offer, instead, to send the entire set on trial. Simply mail the coupon or a letter; when the set arrives, pay the postman \$2.98 plus postage; then examine the books. As stated above, your money will be returned at any time within 30 days for any reason, or for NO reason, if you request it. Mail the coupon or a letter NOW while this page is before you, or you may forget.

Little Leather Library Corp'n

Dept. 263, 354 Fourth Avenue, New York

Little Leather Library Corp'n, Dept. 263
354 Fourth Avenue, New York

Please send me the set of 30 volumes of the De Luxe edition of the Little Leather Library. It is understood that the price of these 30 volumes is ONLY \$2.98 plus postage, which I will pay the postman when the set arrives. But if I am not satisfied, after examining them, I will mail the books back at your expense within 30 days, and you are to refund my money at once. It is understood there is no further payment or obligation of any kind.

Name.....

Address.....

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

Many people who have been asked to guess the value of these books have estimated, before we told them the price, that they are worth from \$50 to \$100 for the complete set. These records are on file for inspection of any one interested.

3 good reasons why your new television set should be an ANDREA

THERE'S AN ANDREA MODEL on this page that's perfect for your needs . . . whether it's the magnificent new DeLuxe Console with its drawing room-size, 15-inch picture tube . . . or the Table Model or ANDREA Console with their oversized 12-inch tube. Each gives you a BIG, beautifully clear image, precision engineering, all television channels. Each has a performance guaranteed by Frank A. D. Andrea's ten years in television, 27 years of radio pioneering. Don't dare wait, see these wonderful new models (and their three blonde companion models) at your nearby ANDREA dealer today. Phone (Stillwell 4-5411) or write for his name.

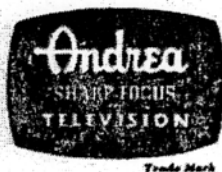


CONSOLE—MODEL CO-VJ12-2 . . . OVERSIZE 12-inch picture tube . . . complete 22-tube plus 3-rectifier-tube chassis . . . standard AM and new FM broadcast bands . . . Automatic Phonograph . . . piano-finish mahogany cabinet . . . companion model BCO-VJ12-2 in highly polished blonde mahogany has all the features of the CO-VJ12-2. (Above)

DE LUXE CONSOLE—MODEL CO-VJ15 . . . BIG 15 inch picture tube . . . complete 22-tube plus 3-rectifier-tube chassis . . . standard AM and new FM broadcast bands . . . Automatic Phonograph with ample record storage space . . . piano finish mahogany cabinet. Companion model BCO-VJ15 with identical features available in highly polished blonde mahogany.



TABLE MODEL T-VK12 . . . for those who want BIG picture performance in a compact, efficiently-engineered set . . . OVERSIZE 12-inch picture tube 217% larger picture than the conventional 7-inch tube table model . . . complete 26-tube plus 3-rectifier-tube chassis plus standard AM and new FM broadcast bands . . . in piano-finish mahogany . . . also available in highly polished blonde mahogany . . . BT-VK12.



for **BIG-Picture . . .**
for **BEST Performance . . .**
be sure it's an **ANDREA**

ANDREA RADIO CORPORATION, 27-01 Bridge Plaza North, Long Island City 1, N. Y.

The 11 Hidden Psychological Motivators to MAXIMUM Sales

Yanik Silver's Internet Copywriting Workshop

Motivator #1: Stories

- Since ancient times
- “Mommy tell me a bed time story”

Yanik Silver's Internet Copywriting Workshop

The single most successful letter...

"On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future.

Recently, these two men returned to college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same company Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president."

Yanik Silver's Internet Copywriting Workshop

[[firstname]] - 3 minutes to greater joy, wealth and happiness?

Hi [[firstname]]

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it. A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review. I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down. It was simply incredible! His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to achieve.

Yanik Silver's Internet Copywriting Workshop

Story

From: "Martin on Monday" <martinonmonday@weissinc.com>
Subject: Interest Rates and Gold
To: "Yanik@surefiremarketing.com" <yanik@surefiremarketing.com>

You are receiving this message as part of your Safe Money Report subscription or because you signed up to receive Martin Weiss' free weekly newsletter. At any time you can unsubscribe.

Dear Subscriber,

Last night, in the midst of a dream, Dad appeared out of nowhere and talked to me for what seemed like hours.

He spoke about interest rates and gold. He told me about his experiences of the past and his views of the future. And all the while, he insisted I take notes to make sure I share the details with you in "Martin on Monday."

As soon as I woke up, with Dad's words still fresh in my memory, I turned to Elisabeth to tell her all about it. But she was gone, and for a fleeting moment, I was puzzled.

Then my mind cleared, and I remembered that she's in Brazil with her Mom, her sister and our nephew's family. Just yesterday morning, I drove her to Miami to catch a flight to São Paulo, and right now, she's probably being smothered by our grand niece and two grand nephews, each fighting for her loving attention.

As I got up from bed, I felt a twinge of sadness as I contemplated the next two weeks in an empty house.

And as I trudged up the stairs to my home office, my mind flashed back to the days when the house was full of teenagers and young adults – our son Anthony who was finishing high school ... his cousin who's a computer programmer ... an exchange student from Brazil who was learning English ... an intern from Tokyo who was helping us teach Japanese at the Weiss School ... not to mention their friends.

I sat at my desk and stared down at my keyboard. Then I held down the control key while tapping the N key. Instantly, Microsoft Word opened a new file, calling it "Document 4." But alas, my recollection of Dad's words had been swept away by the remembrances of the past few minutes.

So I got up and began rummaging through my collection of Dad's writings and memoirs, picking out his comments on the very same topics he talked about in my dream – interest rates and gold ...

----- ADVERTISEMENT -----

Always get the best execution price! Eliminate the middleman with Direct Access! Direct Access Trading from RushTrade completely eliminates the

middleman, so you can find the best price ... from the major exchanges and ECN's. Learn more with RushTrade's FREE white paper on Direct Access trading with DART Technology and have the potential to earn more using Direct Access Trading. [Click here to see if you qualify.](#)

THE GREATEST ECONOMIC SURPRISES OF MY LIFETIME
by J. Irving Weiss (1908-1997)

Most Americans - especially the youngsters who manage billions of dollars on Wall Street - have no concept of the power and speed of a major interest-rate upheaval.

They've never lived through one. So it's hard for them to visualize it. I fully sympathize with their plight. I was also new to this business once.

I had my first experience with bonds during World War I, when I was attending grammar school in East Harlem. Our teacher asked us to sell Liberty Bonds to raise money to support the war effort.

So one Saturday I decided to walk over to the West Side with a friend of mine to try to sell some bonds. I figured I'd be lucky if I sold \$50 worth, which was a lot of money in those days.

But just as we were walking through the Central Park tunnel, we saw a nicely dressed woman walking in the opposite direction. I stopped her and said: "Ma'am, would you be interested in buying a Liberty Bond?"

She smiled broadly and answered: "You're selling Liberty Bonds!? Well, young man, I just happen to be going to the bank on Fifth Avenue to buy some Liberty Bonds. So I might as well buy them from you."

She signed up for \$500 worth! In just a few moments I had raised ten times what I expected to raise in a whole week. I was a hero in my class and was proud of every moment.

Plus, I was impressed by the demand for bonds. I never imagined that so many people would be willing and anxious to part with their hard-earned money for a piece of paper that they couldn't use or spend in any way.

CUSTOMER'S MAN

Later, when I was 16, I went to work on Wall Street as a typist at Western Union. But I didn't do much typing. They assigned me to the "unpack department" where my job was to sort out telegrams coming in from overseas.

Then, in 1929, I got a job as a "customer's man" - a stock

HABITAT CHALLENGE 2002

June 21, 2002

Surefire Marketing, Inc.
14312 Fairdale Rd
Silver Spring, MD 20905-4531

Dear Friends,

It was a bright July day in the mountains of West Virginia -- the kind of day that reflected the equally bright hopes that Richard and Sherri had for their family's future.

With Richard about to graduate from the electrician's training program he had been working so hard to complete, the family was taking a modest and well-earned camping vacation.

And with every gleeful shout and peal of young laughter that came from the river where their three children were swimming, Richard and Sherri felt even better.

They knew that with the money Richard would soon be earning, they would finally be able to give those children a decent place to live. They would be able to escape from the crumbling, mold-encrusted trailer that had been "home" for so long.

Even the family's ultimate dream -- the home of their own they had been painstakingly saving for -- now seemed much closer!

But as a member of the President's Circle, someone whose faith and generosity has helped make that dream come true for so many families, you know as well as anyone not only what that dream can mean, but also how terribly fragile it can be, and so easily challenged by the most heartrending of circumstances.

This story is about just such a challenge and about a terrible tragedy that befell this lovely family and shattered their dreams. But it is also about how people like you, powered by faith and compassion, can take up the challenge, and help restore those dreams.

That's why, before I tell you the rest of this story, I'm going to remind you about the challenge Habitat for Humanity itself faces every summer, and ask you to take a moment to send us the most generous tax-deductible gift you can. By sending us your contribution of \$1,250, or even \$1,875 or more, if possible, you'll help make it possible for Habitat to reach the increasingly ambitious and necessary housebuilding goals we

To: "Furey" <info@101samplebusinessletters.com>
From: "Matt Furey" <matt@mattfurey.com>
Subject: The Fight I Never Wanted to Have

Dear Furey,

Everyone Thought He Was Going to Kick My Ass - But
When He Went Home With Cuts, Lacerations and Contusions ...

When I was a junior in high school I got into a lot of fights.
Some were on the street. Others were in parking lots or dark
alleys. But the one I remember most took place in the bathroom
of the high school I attended.

One afternoon, after finishing lunch, I walked into the "john" to
drain my bladder. Just so you know, at the high school I attended
the stalls didn't have doors. Not only that, instead of being the
cheap plastic doors we see today, they were literally made of brick.

Anyway, after draining the "main vein," I turned around and found
a big, strong, powerful man standing in my way. His name was Bob
and let me tell you, if there was ever a guy I didn't want to fight he
was the one. He was a stud football player and a star in track and
baseball, too. And he was mean as hell.

In fact, as legend now has it, 10 days earlier Bob got into a fight with
his cousin. He knocked his own cousin senseless giving him a dozen
stitches on the outside of his face and another dozen or so inside his
mouth. He was brutal, believe me.

Naturally I tried to talk my way out of the trouble standing before me.
But it wasn't working. Bob wanted to kick my arse and there was no getting
around him. I knew I needed a plan of attack if I was going to escape from
the battle alive, not to mention free from injury.

When Bob started pushing me with his fingers, steam started to build inside.

I absolutely hate that.

In between his taunts, in desperation, I guess, I recalled the techniques I
had learned previously ...

Want the rest of the story?

Then go to <http://www.mattfurey.com/streetgrappling.html> and find out what
happened. You're going to love it.

Best,

Matt Furey

story

P.S.: The technique I used to end this fight is so simple anyone can learn it within seconds. It may save your life someday. I suggest you find out what it is. Don't dilly-dally around. Head right on over to <http://www.mattfurey.com/streetgrappling.html>

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matt@mattfurey.com
<http://www.mattfurey.com>

If you no longer wish to receive communication from us:
<http://www.1shoppingcart.com/app/r.asp?ID=7371245&ARID=0>

To update your contact information:
<http://www.1shoppingcart.com/app/r.asp?c=1&ID=7371245>

Motivator #2: Reason Why

- Harvard experiment
- “Whenever you make a claim or a special offer in your advertising, come up with a honest reason-why” – Maxwell Sackheim
- People always want to be mysterious about their business. If you lower your prices it’s not because you’re a “nice guy”

Manufacturer Says, "Crush The Competition!"

"How Can We Offer You This New Fetal Doppler For Only \$447?"

Read The Facts Below To Find Out How To Save Hundreds -- One Time Only!

If you were waiting for the best time to get a new fetal Doppler than now is the time to act. Because you'll probably never see this incredibly discounted price again...

Here's Why

The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flex Doppler 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flex Doppler for only \$447. That's a savings of \$103.00 off the regular price (and hundreds more off any competitor's models).

This bargain price you get is literally our true "wholesale" cost after this introductory pricing



Take advantage of "wholesale" pricing on the new Huntleigh Flex Doppler -- one time only.

And if you don't like it -- just send it back for a 100% refund. No questions asked and no hard feelings.

Trade-In: Taken Dead or Alive

More good news! If you have an old Doppler -- you can trade it in for an extra \$25.00 discount (even if it doesn't work).

Free Bonus

Just for trying this new, bargain-priced fetal Doppler we'll throw in \$15 worth of acoustic gel, free! And even if you decide to return the Doppler, you can still keep the free gel, regardless, just for giving it a fair try.

Here's What You Should Do Now

Just pick up your phone and dial toll-free, 1-888-321-1909 to try out one of these bargain-priced fetal Dopplers, absolutely risk-free in your office for a full 30 days. Or you can fax back the completed coupon, 24 hours a day to: 301-345-5686.

Don't put this off, you have nothing to lose -- unless you wait until after June 30, 1999! That's when the price goes back to the original manufacturer's list price of \$550.00 and there won't be any exceptions made.

Take A Look At Everything You Get!

Your Huntleigh Flex Doppler comes complete with a 3 MHz probe for early detection of fetal heart. You also get a built-in speaker so everyone can listen. Plus it uses a convenient 9Vt battery. And what's more you'll get a set of headphones, a carrying case and complete accessories, all for this one low price.

Try Before You Buy...

But before you say "Yes" you can try the new Huntleigh Flex Doppler in your office for a full 30 days at our risk, and expense -- then decide if you want to keep it.

Here's How Much You Save Over Comparable Units:

Imex model Pocket Dop II - retail price \$675.00 (you save \$228.00)

Medasonics model FP3B (without speaker) - retail price \$695.00 (you save \$248.00)

Complete and Fax, 24 hours to: 301-345-5686

"Okay, I'll give it a try, since I have nothing to lose... Let me try out the new Huntleigh Flex Doppler in my office for a full 30 day risk-free trial period. I understand that I'm protected by your 100% money-back guarantee. If I'm not convinced this Doppler is the best bargain I've ever bought, I can return it within 30 days for a complete refund and still keep the free acoustic gel, regardless. On that better-than-risk-free condition, please enter my trial order."

"Maybe, I'd like to see some more information."

Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____

Yanik Silver's Internet Copywriting Workshop

To: "Marlon" <info@101samplebusinessletters.com>
From: "Marlon Sanders" <support@amazingformula.com>
Subject: Marlon: Less Than 24 Hours Left...

24 Hours Left!



I'M IN A MAJOR BIND!

48 Hours Ago I Found Out My CPA HADN'T Paid My Franchise Taxes Yet -- For the Year 2003!

I've Got 24 Hours Left To Pay It...

So You've Got 24 Hours Left to Benefit From My Pain!

LESS THAN 24 HOURS TO SAVE 25%
click here → **www.marlonsanders.com/tax**

Date: Thursday, July 22nd 10:56 AM

Dear Customer,

I'm shocked and **I'm freakin' right out...**

2 day ago I found out my CPA hadn't paid my franchise taxes yet -- *for the year 2003!*

As I mentioned 2 days ago, I've got to pay them RIGHT NOW so to generate some quick "tax cash" I sent you an email 48 hours ago with this special offer:

For the next ~~72-hours~~ 24 hours, you can grab one of my products and just for punching in the special 10 digit coupon code during checkout, **I'll give you an instant 25% off the regular price.**

If there's a product you've been thinking about buying but kept putting it off, now's the time to grab it. Take advantage of my pain and save 25% off, but to get the 25% savings you've got to hurry.

By the time you read this email there will be LESS than 24 hours left to cash in on this deal.

Go Here Immediately ---> <http://www.marlonsanders.com/tax>

That page has a list of the 12+ products you can get on sale.

Warning: These taxes MUST be paid within ~~72 hours~~ **24 hours** so this sale is NOT going to be extended. There are no extensions. There are no exceptions. Period. 24 hours and counting down....

Go to: <http://www.marlonsanders.com/tax>

Best Wishes,
Marlon Sanders

Higher Response Marketing, Inc.
11844 Bandera Rd. #469
Helotes, TX 78023

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jAwszCyctMysDOWc7Jxs>

Save 25% - 72 Hours On



"I'm in a HUGE BIND -- So You've Got To Act Quickly If You Want To Take Advantage of My Pain!" - Marlon

Now's The Time to Grab That Product You've Been Wanting...

I'm in a HUGE BIND -- So Take Advantage of My Pain While You Can
Save 25% For the Next ~~72~~ 23 Hours!

Dear Customer,

I'm shocked and **I'm freakin' right out...**

I just found out my CPA didn't pay my franchise taxes yet -- *for the year 2003!*

I've got to pay them RIGHT NOW so to generate some quick "tax cash" here's what I've literally been forced to do to:

For the next 23 Hours only, you can grab one of my products and just for punishment the special 10 digit coupon code during checkout, **I'll give you an instant 25% regular price.**

If there's a product you've been thinking about buying but kept putting it off, now's the time to grab it. Take advantage of my pain. Just select the product you want to buy below, copy the 10 digit coupon code and click the link to order.

- * You **MUST** order using the links on this page to get the discount.
- * You **MUST** enter in the 10 digit code to get the discount.

Gimme My Money - Standard Power Pack

[Click Here to Order](#)

Enter Your Discount Coupon: 82538A9D2C

YOUR SAVINGS WITH THE COUPON: \$31.23

YOU WILL DISCOVER: My Now Famous, Step-By-Step System For Potentially Making Money With My Simple Two-Page (more or less) Websites.

Check Out
My NEW
Gimme My
Money Now
Power Pack



My brand new "Gimme My Money Now!" Standard Power Pack includes:

BRAND NEW CD-ROM: All the New Secrets I've Learned About Creating Your Own Products and Rolling Them Out Successfully Via Simple 2 Page Websites Practically Anyone Can Create!"

PRINTED CHEAT SHEET: Tips, ideas and more, all contained on one handy to use "cheat sheet".

PRINTED MANUAL: The NEW "Gimme My Money Now!" Printed Manual

You get this 139 page printed manual

95% of the "Gimme My Money Now!" system is as valid as it was the day I put out, however there have been a few changes that have hit the marketplace like Traffic Equalizer, Super Affiliate Marketing, devaluation of ebooks.

So what I've done is a basic update to bring the "Gimme My Money Now!" system current with what's going on in the marketplace today.

ORDER "The Gimme My Money Now Standard Power Pack" [Click Here to Order](#)

---> Enter In Your Discount Coupon Code: 82538A9D2C

NEW: Gimme My Money - Deluxe Power Pack

Click Here to Order

Enter Your Discount Coupon: 82538A9D2C

YOUR SAVINGS WITH THE COUPON: \$72.48

YOU WILL DISCOVER: My Now Famous, Step-By-Step System For Potentially Making Money With My Simple Two-Page (more or less) Websites.

My brand new "Gimme My Money Now!" DELUXE Power Pack includes EVERYTHING you get in the Standard Kit, PLUS:

If you order the Deluxe Power Pack before midnight tonight, in addition to the Printed Manual, the "All The Secrets I've Learned" CD-ROM and the Super New Cheat Sheet, you'll also receive a special bonus DVD Video of my now famous (infamous, depending on who you ask) speech at Wembley arena in London.

* This is the same arena that rock stars perform in. It has a \$20,000 stage design.

* It had \$1000 a day models passing around the microphones.

* It had my picture on gigantic digital overheads just like you see at the basketball game.

Not that you care about any of that, but it is fun to watch. It's a motivating speech and contains one of the best, most meaty presentations on the GMM system I've given anywhere.

Finally, **to cap everything off you get an Audio CD-ROM interview of me my good friend Yanik Silver, where Yanik literally forces me to reveal some secrets** I've never revealed or talked about any place else.

For example, it's the only place I reveal my "How to Crush your Competition System" that I used in the Amazing Formula to make it a dominant force in the marketplace and it's still a consistent seller to this very day.

I hold nothing back from my Deluxe buyers but you've got to act fast if you want to get the two bonuses.

Supplies of the DVD and Audio CD bonuses are limited so you've got to order before the deadline on this page.

ORDER "The Gimme My Money Now Deluxe Power Pack" **Click Here to Order**

---> **Enter In Your Discount Coupon Code: 82538A9D2C**

The Marlon Sanders' Marketing Dashboard

Click Here to Order

Enter Your Discount Coupon: 82538A9D2C

YOUR SAVINGS WITH THE COUPON: \$11.98

New Marketing Dashboard Lets You Point-And-Click Your Way To Sales And Profits -- Step By Step From A to Z --

You start with the first icon. You click on it.

You follow the simple, easy steps. Then you go to icon two.

Next thing you know, your products and services are selling up a storm. Dare say like crazy?

It's called point-and-click marketing. And it's destined to become the late rage to hit Internet marketing. Why? Because you don't have to wade through dozens, hundreds or thousands of pages of information. Instead, you just click icons and follow the simple, easy steps.

If you're tired of reading reams of information that is difficult or impossible to apply, or you simply don't have a lot of time to read, then my new Marketing Dashboard will really benefit you!

Here's how:

*Get 25% Off
The Marlon
Sanders
Marketing
Dashboard!*





We're Celebrating!

Ron's Out Of Town And We Have A Great Offer For You If You Get Back To Us By This Friday, April 9th!

Hey CinRon Clients,

Okay, so we don't look very hardworking and dedicated in the photo, but we can explain ourselves. Ron's away this week and things are getting a little out of hand around here. I mean, we like the guy well enough, we really like the work we do, we're treated well, and have no complaints... however, when he leaves town, it's a relief! We've been having a little fun while he's gone...you know, the proverbial cat being away...

Let me give you some background. Ron moves fast. If you haven't been to a Boot Camp or one of his seminars, you just might not realize how much knowledge is in that one brain. But it's not just the amount of knowledge that makes our work at CinRon challenging; it's the speed at which the ideas fly out of his head. He comes up with new ideas faster than that whole speeding bullet Superman thing. To say he's hard to keep up with would be an understatement. It'd be like saying that Arnold had a little bit of notoriety going for him to help win that election.

It's been unbelievably crazy lately. When Ron left for the airport last week, we all heaved a collective sigh of relief. Now we can get caught up before he comes back with a flurry of great new plans! But before he left, we had one meeting where we discussed what we were going to do with the recordings of his Las Vegas, "How to Skyrocket Your Car Counts & Profits" seminar. Ron insisted that *ONLY* those that attended in person would get a chance to buy a set. His reasoning was that since these people took the time to come to the seminar, they should be the only one's to have this new information. Well, since we all completely disagreed with him, and he's out of town until next Monday, we jumped at the chance to fax you ourselves and have a little fun at the same time:

If you want copies of the CD's that were recorded last week at Ron's seminar in Las Vegas (even though he doesn't want you to have them), here's your chance. BUT...you've got to act fast before Ron gets back into town and sees what we've done!

Will we get in trouble for this? Maybe - But only if Ron finds out about it. You see, since we're the one's in charge of having these CD's duplicated and shipped out, chances are he'll never know about it. So to help keep the 'wrath of Ron' off our backs, we're going to insist that you get your order in to us by no later than this Friday at 5:30!!

Since Ron offered these CD's to the attendees for only \$159, we're going to give you the very same offer. (When you think about it, \$159 really is an incredible price because it's only a small fraction of what the attendees paid to attend in person when you figure in the cost of travel, hotel, and seminar fees!!!)

Here's hoping you can keep our little secret,

Kathy, Marie & Katina

PS: To order, fill out the information below and fax it to 513-860-3494 or give us a call at 1-800-797-0537 and remember, we **MUST** have your order in by this Friday, April 9th at 5:30. Remember, the CD's are **only \$159!!!**

Name: _____ Business: _____

Address, city, state, zip: _____

Phone: _____ Fax: _____ Email: _____

Card #: _____ Exp: _____ Name on card: _____

Thunder Lizard Mistake Plus

Earlier this year we offered a 15" BSR speaker system with the wrong tweeter at a close-out price. Now, here's a super improved version of the same speaker for the exact same close-out price.

It was a mistake. Somebody goofed and put the wrong tweeter in 3500 of BSR's best 15" 3-way speaker systems.

THUNDER LIZARDS

BSR's salesman referred to the speakers as Thunder Lizards because the 15" acoustic suspension bass driver is so powerfully dramatic that it can literally recreate the power of an earthquake or explosion in your living room.

Unfortunately, without the brilliant and powerful exponential horn tweeter, the bass simply overwhelmed the highs and so the name Thunder Lizard was born.

But, DAK came to the rescue. We not only bought all 3500 of the speakers, we bought the exponential horn tweeters that BSR had left out and let our customers install the correct tweeter themselves. The highs and lows this system created were nothing short of awesome.

BUT, THERE'S A PROBLEM

We thought we'd have enough speakers for the rest of the year, but we sold over 3300 in just our Spring Catalogs. So, we went back to BSR and tried to buy more of the speakers. But, they only sold us the first batch at a close-out price because they had put in the wrong tweeters and didn't know what to do with them.

BSR said that luckily they didn't make mistakes very often and the only other 'problem' they had was an inventory of 6000 too many super tweak 8" midrange drivers with an exotic polypropylene cone they used for an expensive BSR tower system.

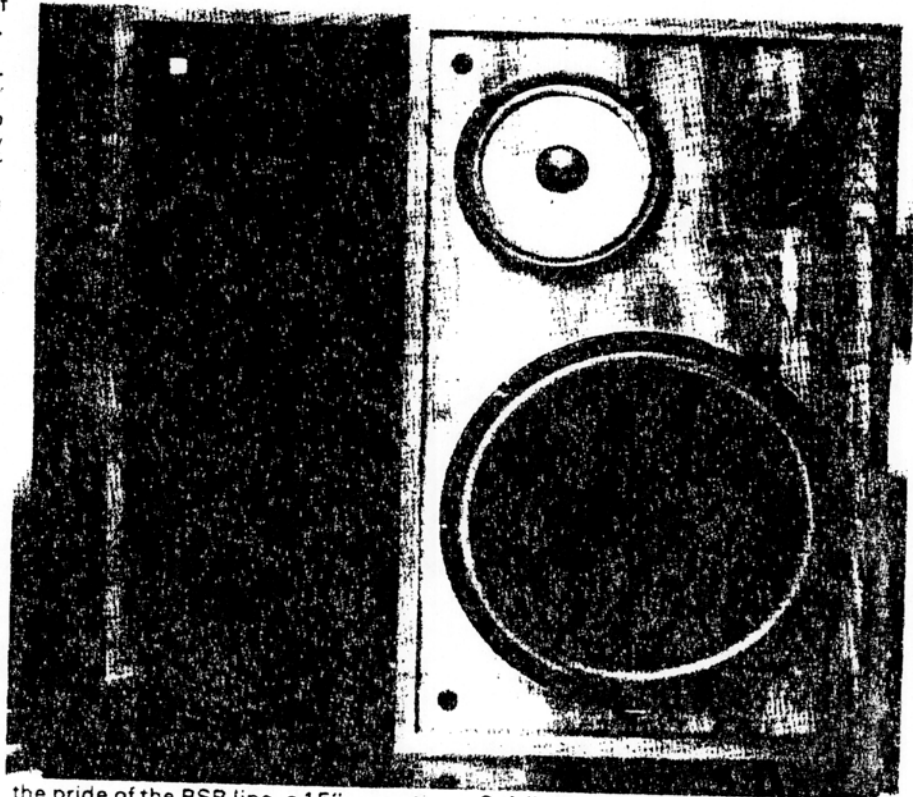
LOOK NO FURTHER

Well, to make a long story short, we got BSR to replace the plain paper 5" midrange in the Thunder Lizard Mistake with the new exotic 8" polypropylene midrange driver. And, they put the correct tweeter in for us too.

So, for exactly the same close-out price, we have 6000 speaker systems that produce a kaleidoscopic panorama of sound that is nothing sort of incredible. You're in for an earthshaking, bone jarring musical experience.

The exponential horn tweeter gives you startling dramatic highs to 20Khz. You won't just hear cymbal crashes, you will experience them. The highs are simply brilliant. Plus, a brilliance control lets you decide just how powerful you want the highs to be.

The bass, all the way down to 20hz is reproduced with thundering accuracy by



the pride of the BSR line, a 15" acoustic suspension bass driver. The lows seem to have life of their own.

You'll hear string basses emerge that you never knew were in your recordings. Just a bass drum is an experience.

And finally, the midrange from 1000hz to 4000hz is flawlessly reproduced by the newest development in high-tech speakers. Instead of using paper, polypropylene is used.

Its characteristics give incredible purity to the entire midrange. It's much more accurate than a paper midrange.

And, it's a perfect match for the dramatic thundering bass and startling highs these speaker systems produce. There's a presence control that lets you adjust the midrange level to suit your taste.

GREAT LOOKS AND GREAT SOUND

The beautifully crafted wood-grain appearance cabinet is 29" tall, 18" wide and 10 1/2" deep. It comes with a beautiful removable real cloth speaker grill.

BSR backs this system with a 2 year limited warranty, and speaking of protection, the tweeter is fuse protected. The system can handle 180 watts peak, 90 watts continuous and requires 15 watts.

NEVER AGAIN?

BSR says that this is it. When these 6000 speakers are gone, there'll be no more. They say they have no more mistakes and no more extra speakers.

Well, we're delighted they make mistakes. And, we know once you've heard these 15" three-way speaker systems you'll be delighted too.

**'THUNDER LIZARDS NO MORE'
RISK FREE**

Soft listening will give you a fullness and realism of sound not possible with conventional 10" and 12" speaker systems.

And, wait till you (and your neighbors) hear the thundering realism of high volume listening with these incredibly pure audiophile speaker systems.

Normally, only the most sophisticated audiophile can afford the ultimate, a 15" 3-way system. But now, due to BSR's errors, anyone can experience the incredible realism of a truly great speaker.

If for any reason you're not 100% overwhelmed by these speaker systems, simply return them to DAK in their original boxes within 30 days for a refund.

To order your BSR top of the line 15" 3-way loudspeaker system with the exponential horn tweeter and the new 8" polypropylene midrange already installed by BSR risk free with your credit card, call toll free, or send a check not for the suggested retail price of \$199 for the system with the 5" midrange but for only \$119 each plus \$12.50 each for postage and handling. Order Number 9717. CA res add 6% sales tax.

Now, without even having to install your own tweeter, you'll experience dramatic earthshaking musical sound that's so startlingly alive, it'll send shivers through your body for years to come.

DAK 85PM
INDUSTRIES INCORPORATED
TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE... 1-800-325-0800
10845 Vanowen St., N. Hollywood CA 91605



From the Office of Ron Ipach, CinRon Marketing Group



It's The Final Day Without The Boss Around The Office And We're Still Partying!

Ron Gets Back To The Office On Monday, So This Is Your **FINAL DAY** To Take Advantage Of Our Great Offer!!!

Hey CinRon Clients,

A couple of days ago we faxed you a great offer to buy a copy of the CD's that Ron recorded last week at his Las Vegas, "How To Skyrocket Your Car Counts & Profits" seminar. We still hadn't heard back from you so we thought you possibly missed that fax. Here's the deal:

Last week, before Ron left for the airport to go to Vegas to do the seminar, we had one last meeting where we discussed what we were going to do with the recordings that were being made. Ron insisted that *ONLY* those that attended in person would get a chance to buy a set. His reasoning was that since the attendees took the time to come to the seminar, they should be the only one's to have this new information. Well, since we all completely disagreed with him, and he's out of town until next Monday, we jumped at the chance to fax you ourselves and have a little fun at the same time:

If you want copies of the CD's that were recorded last week at Ron's seminar in Las Vegas (even though he doesn't want you to have them), here's your chance. BUT...you've got to act fast before Ron gets back into town and sees what we've done!

Will we get in trouble for this? Maybe - But only if Ron finds out about it. You see, since we're the one's in charge of having these CD's duplicated and shipped out, chances are he'll never know about it. So to help keep the 'wrath of Ron' off our backs, we're going to insist that you get your order in to us by no later than TODAY at 5:30!!

Since Ron offered these CD's to the attendees for only \$159, we're going to give you the very same offer. (When you think about it, \$159 really is an incredible price because it's only a small fraction of what the attendees paid to attend in person when you figure in the cost of travel, hotel, and seminar fees!!!)

Here's hoping you can keep our little secret,

Kathy, Marie & Katina

PS: We just talked to one of the attendees on the phone and he said this was possibly the best seminar he'd ever attended. He said he was so pumped full of great new ideas that he couldn't wait to get started using them! We don't know everything that was talked about during the seminar, but according to him, you really missed a great opportunity to learn new marketing ideas. This will be your only chance to find out what went on...and at \$159, it's a real bargain!

PSS: To order, fill out the information below and fax it to 513-860-3494 or give us a call at 1-800-797-0537 and remember, we **MUST** have your order in by this **Fridav, April 9th at 5:30**. Remember, the CD's are **only \$159!!!**

Name: _____ Business: _____

Address, city, state, zip: _____

Phone: _____ Fax: _____ Email: _____

Card #: _____ Exp: _____ Name on card: _____

I'M BURIED HERE!!!

The Duplicator Screwed Up And Made Too Many Sets Of CD's Of My Las Vegas, "How To Skyrocket Your Car Counts And Profits" Seminar

Dear Friend & Client,

A couple of weeks ago, I sent information to you about how you can get the audio CD's of my Las Vegas seminar. Well...long story, short – the company that duplicated the CD's messed up and delivered 28 sets too many. Now I'm sitting a good-sized stack of great quality, money-making info that you really should have in your own 'marketing arsenal.'

Soooo...if you're one of the first 28 clients that are willing to take this extra stock off my hands, I'll let you have them for the **EXACT DISCOUNTED PRICE** that I sold them to the attendees of the event. Instead of the \$299 price I sold them to non-attendees earlier this month, you can now have them for only \$159.

PLUS, if you order now, as a bonus, I'll extend the 'seminar-only discounts' on other products, services, and on Boot Camp 2004 that were offered during the seminar...saving you even more money!

WARNING! This offer is being faxed to thousands of my clients, but only 28 will be lucky enough to take advantage of it. If you don't order RIGHT AWAY, you'll probably miss out! Fill out the order form now and FAX it back RIGHT NOW!!!

All the best,



Ron Ipach, CinRon Marketing Group

Yes Ron, please rush a set of CD's to me ASAP. I understand that I'll get the 'attendee discount' of only \$159 if I'm one of the next 28 to order.

Name: _____ Business Name: _____

Address: _____ (must be street address)

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

____ Credit Card ____ Check (payable to CinRon Marketing Group)

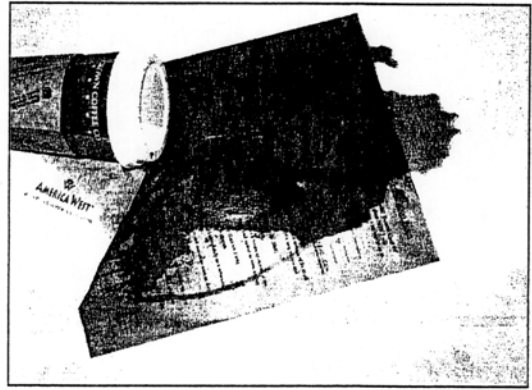
Card # _____ Exp: _____

Name on Card: _____ Signature: _____

Call (800) 797-0537 • or Fax (513) 860-3494 • or Mail this form to:
CinRon Marketing Group, 3041 Symmes Rd. Suite C, Hamilton, OH 45015

This Fax is intended as information for our clients that have purchased materials from us. If you received this fax in error and would like to be removed, please call Toll-Free 866-522-0066 and enter your fax number (with area code) at the prompt, thank you.

Airline Incident Turns Into Amazing Opportunity For Boot Camp Attendees



From the Desk Of Kathleen Dobin
Assistant to Rory Fatt

Hey There!

Kathleen here from RMS. You're probably wondering what the deal is with the coffee stained napkin... well part of my job is to clean up messes...

Karen, Rory and I were heading home from Boot Camp last Sunday and were on our flight out of Phoenix. We were talking about the members we'd really enjoyed meeting. We pulled out the alumni sign-ups for next year to see who was coming back (there's already 74 people signed up) and then DISASTER struck...

Rory knocked over Karen's hot coffee and it spilled all over one of the pre-registration forms. Karen's okay, but the ink ran, the paper ripped, there was coffee everywhere... what a mess.

Anyhow, we still haven't sorted out whose form got ruined, and it's making me CRAZY... So I thought I'd send a quick note and some evidence of the chaos to see if it's you. I really don't want to miss ANYONE (over) ↘

saveyanik text email
[[firstname]], save Yanik's marriage sale...

Hi [[firstname]],

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, "Yes honey, what's up?"...

Missy pointed to our... (to be continued)

* * *

You can find out the rest of this story along with pictures of my 'big mess' right here:

<http://www.surefiremarketing.com/saveyanik/>

I sure hope you can help.

Best,

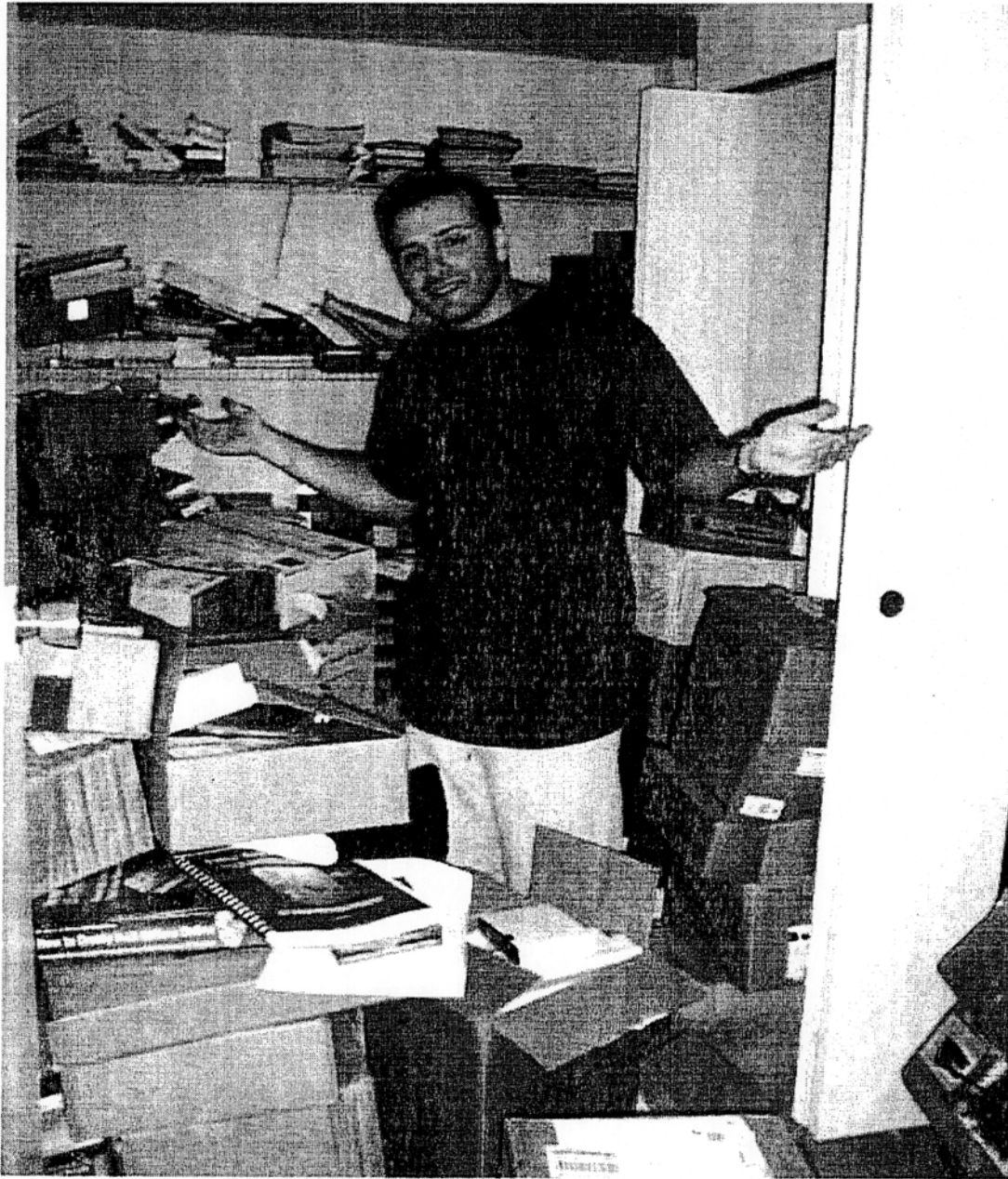
Yanik Silver

P.S. Get over there now because my screw-up is actually your BIG opportunity to save on some of our best-selling products and resources. You'll find out the whole scoop here:

<http://www.surefiremarketing.com/saveyanik/>

--
Copyright - All rights reserved
Surefire Marketing, Inc
7731 Tuckerman Lane # 162,
Potomac, MD 20854

=====
Notice: You are receiving it because you are
an Instant Sales Letters site member



I'm not sure what the problem is with our storage room looking like this - but my wife, Missy, sure thinks there is a big problem. Which means it is MY problem. So my problem is your opportunity to save big on some of our best-selling marketing products. Please help me clear out this room!

Help "Save Yanik's Marriage" SALE

Dear Internet Friend,

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, "Yes honey, what's up?"...

Without saying a word, Missy just pointed to our storage room.

"Yes, what about it?", I asked knowing full well the room was a total and complete mess overflowing w many of our products. Products that ended up there all different ways. Some we shipped back and forth from seminars, others had the wrong cover art, others had a slight smudge on them, or maybe a torn page etc. Whatever the case, it all ended up in this room until I could hardly shut the door anymore to hide it.

And now Missy was really mad at me.

She turned to me and growled, "My friends are coming over for 'supper club' on Sunday and you better find a way to clear this out OR ELSE!"

You see, every month Missy and her girlfriends get together at someone else's house for a dinner party. Well this month it's our house so I have to get all these products out the door because I don't want to find out what the "or else" part of her threat is.

So this is actually good news for you because my screw up is your opportunity...

Instead of just trashing these products or sending them back to the supplier (and letting them profit), I've decided to offer them to you at a significant discount during this appropriately named - **"Save Yanik's Marriage" Sale.**

There are lots of our best selling marketing resources available at discounted prices.

If you want to get in on these incredible bargains - I suggest you act fast because it's "first-come-first-served" and the deals are only around until we run out of each item. After that, it's back to the full retail price and hopefully peace and quiet for me. 😊

Even though I cannot sell these products as new - you still get all the bonuses and the complete guarantee that comes with them just like they were brand new.

Don't forget - there are only a limited amount of sets available at these incredible discounts and or they're gone this offer absolutely expires. You've got to hurry because I fully expect to sell out within few days (especially since this message is going out to over 67,129 of our subscribers).

Please don't wait and be disappointed!

Thanks for helping!

Yanik Silver

Yanik Silver

P.S. Important note: If your order comes in after our inventory is gone, your order will not be processed and we'll let you know we cannot fulfill the order.

* * *

Here's What You Can Snap Up At Bargain Prices:

(To order simply check off each product you'd like and then hit submit to be taken to our safe and secure online order form.)

Instant Internet Profits - \$6

The course that shows how a completely different approach to Internet marketing took me from zero to making \$51,351.94 in my first 6 ½ months online, working from home.

Just \$179 (Normally - \$297) – you save 40%

Read about it here: <http://www.instantinternetprofits.com>

Reprint Rights to the Advanced Instant Internet Profits 6-Week Course – 1 set available

Finally, here's a real way to get started selling highly profitable info products -- without the pain suffering of doing it yourself. Amazing opportunity for you to snap up these 'RED-HOT' resell Rights and keep 100% of the money

Just \$1750 (Normally - \$1950) – you save 11%

Read about it here: <http://www.surefiremarketing.com/first50/>

8-Week Public Domain Riches Quantum Leap Course – 2 available

Give me 8 weeks and I'll show you step-by-step how to create your very own high-profit Internet empire using nothing but FREE public domain information

Just \$595 (Normally - \$697) – you save 15%

Read about it here: <http://www.publicdomainriches.com/leap/>

Motivator #3: Specificity

- 99 ¼ % Pure
- People are totally skeptical of advertising. With a specific you are either lying or telling the truth.
- Takes a lot more digging and research but it's worth it

**“27 Year-Old Maryland Man Reveals His Proven System
For Creating Instant Internet Profits From a Simple
2 Page Web Site...Even If You Hate Computers”**

The Amazing Story of How a Completely Different Approach to Internet Marketing
Took Me From Zero to Making \$51,351.94 in Just 6 ½ Short Months, Working From
Home – And Why I’m Convinced Nearly Anyone Can Copy What I’m Doing

- 5 specifics in one headline

Yanik Silver's Internet Copywriting Workshop

Motivator #4: The Truth

- Completely disarming
- Damaging admission

Examples

*"We are bankrupt. We owe \$125,000 more than we can pay, and this announcement will bring our creditors down on our necks. But if you come and *buy* tomorrow, we shall have the money to meet them. If not, we shall go to the wall." – John E. Powers*

*"We have a lot of rotten raincoats we want to get rid of."
– John E. Powers*

"I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less – a lot less. For example, this ad took me about 2 hours to write.

With a little luck it should earn me 50, maybe a hundred thousand dollars. What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it." – Joe Karbo

Yanik Silver's Internet Copywriting Workshop

GOLFING NEWS

by Mike Hensen

Small Company's New Golf Ball Flies Too Far; Could Obsolete Many Golf Courses



Pro Hits 400-Yard Tee Shots

During Test Round

Want To Shoot An Eagle or Two?

By Mike Hensen

YALEVILLE, CT - A small golf company in Connecticut has created a powerful, new ball that flies like a U-2, putts with the steady roll of a cue ball and bites the green on approach shots like a dropped cat. But don't look for it on weekend TV. Long-hitting pros could make a joke out of some of golf's finest courses with it. One pro who tested the ball drove it 400 yards, reaching the green on all but the longest par-four's. Scientific tests by an independent lab using a hitting machine prove the ball out-distances ten major brands dramatically.

The ball's extraordinary distance comes partly from a revolutionary new dimple design that keeps the ball aloft longer. But there's also a secret change in the core that makes it rise faster off the clubhead. Another change reduces air drag. The result is a ball that gains altitude quickly, then sails like a glider. None of the changes is noticeable in the ball itself.

Despite this extraordinary performance, the company has a problem. A spokesman put it this way: "In golf you need endorsements and TV publicity. This is what gets you in the pro shops and stores where 95% of all golf products are sold. Unless the pros use your ball on TV, you're virtually locked out of these outlets. TV advertising is too expensive to buy on your

own, at least for us.

"Now, you've seen how far this ball can fly. Can you imagine a pro using it on TV and eagle-ing par-four's? He would turn the course into a par-three, and real men don't play par-threes. This new fly-power forces us to sell it without relying on pros or pro-shops. One way is to sell it direct from our plant. That way we can keep the name printed on the ball a secret that only a buyer would know. There's more to golf than tournaments, you know."

The company guarantees a golfer a prompt refund if the new ball doesn't cut five to ten strokes off his or her average score. Simply return the balls—new or used—to the address below. "No one else would dare do that," boasted the company's director.

If you would like an eagle or two, here's your best chance yet. Write your name and address and "Code Name S" (the ball's R&D name) on a piece of paper and send it along with a check (or your credit card number and expiration date) to National Golf Center (Dept. SW, 1284), 60 Church Street, Yalesville, CT 06492. Or phone 800-285-3900 anytime. No P.O. boxes. One dozen "S" balls cost \$24.95, two to five dozen are only \$22.00 each, six dozen are only \$109.00. You save \$40.70 ordering six. Shipping and handling is only \$4.50 no matter how large your order. Specify white or Hi-Vision "How. Note: The ball does not fly for official play.

TRUTH
DARKENING
ADMISSION

Motivator #5: Curiosity

- “Enquiring Minds Want to Know”
- Perfect for bullet points
- Works great for information products and other goods via direct marketing when people can't play with your product

The business executive was deep in debt and could see no way out. Creditors were closing in on him. Suppliers were demanding payment. He sat on a park bench, head in hands, wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him. "I can see something is troubling you," he said. After listening to the executive's woes, the old man said, "I believe I can help you."

He asked the man his name, wrote out a check and pushed it into his hands saying, "Take this money. Meet me here exactly one year from today, and you can pay me back at that time."

Then he turned and disappeared as quickly as he had come. The executive looked down and saw in his hand a check for \$500,000. signed by...

(continued inside)

** * **

Nightingale Conant

Yanik Silver's Internet Copywriting Workshop

The General figured he had nothing to lose.

When the brash young man who'd never held a pistol in his life boasted that he could cut training time IN HALF for the United States Army's pistol-shooting program, the General smiled.

Curiosity

When he vowed that he would raise its success rate at the same time, the General laughed.

But when the man insisted that he wouldn't take a penny in payment unless he was 100% successful, the General said, "You're on!"

Using the very same techniques that would make him a millionaire before his 29th birthday *[continued inside]*

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COLLEGE F

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Motivator #6: Authority

- Respect my Authority
- 4 out of 5 Dentist recommend it
- Expert testimonials

Yanik Silver's Internet Copywriting Workshop

Finally! No More "B.S."... No More Hype... And No More "Gurus"

It's About Time Someone Taught You The REAL Strategies & Tactics That Can Boost Your Internet Marketing And EXPLODE Your Business Right Now.

On March 16-18, 2004, Your Business Will Change Forever!

"Florida Man Breaks His 14 Years Of Silence To Teach You Exactly How He Has Attracted More Than 1.56 BILLION Visitors To His Many Web Sites And Has Sold Millions Of Dollars Worth Of Products And Services On The Internet"



At a recent marketing event, other successful marketers eagerly hang on to John Reese's every word... (Long after his brief panel discussion was over.)

Discover how to attract thousands of new visitors to any Web Site, convert more of your existing visitors into paying customers and even learn how to use the amazing power of the Internet to uncover an unlimited number of REAL cash-producing opportunities.

WARNING! The following information **CANNOT** be found in any ebook, manual, video, CD, home study course, or any Internet Marketing seminar.

AUTHORITY

How Much Money Could You Make If...

- 1** You Knew Exactly How To Drive An Almost Unlimited Number Of Hot, Ready-To-Buy Prospects To Any Web Site For Pennies On The Dollar (Or Completely Free).
- 2** You Knew How To Quickly & Easily Make A Few Simple "Changes" To Your Existing Web Site That Would Instantly Squeeze More Cash Out Of Every Visitor.
- 3** You Knew How To Use The Power Of The Internet To Tap Into Opportunities That Were Already Being Exploited By Others So You Could Do It Too And Boost Your Income.
- 4** You Knew How To Use Simple Online Tools And "Tricks" To (Legally) Spy On Your Competitors' Businesses As If You Were Running Them Yourself To Increase Your Own Profits.

5 You Knew The Priceless Secrets Of Cost-Effectively Having "Internet Workers" Do All The Work You Want So You Can Grow Your Business 100 Times Its Current Size.

...Well, It's About Time You Found Out.

You'll learn the step-by-step "blueprints" for all five of these business-transforming strategies (plus many more) when you attend an amazing **once-in-a-lifetime** event on March 16-18, 2004, in Orlando, Florida.

John Reese's **Triple Your Profit Internet Marketing Workshop** will teach you exactly how to explode your Web Site profits and how to expand your business to levels you've never dreamed possible.



From: John Reese
Orlando, Florida

Saturday, 5:53 p.m.

Dear Friend,

Have you ever had to keep a secret?

And I mean a really big secret that practically kept you awake at night. A secret that ate away at you, night and day.

Something you just couldn't stop thinking about no matter how hard you tried...

...do you remember what that felt like?

Do you remember how hard it was to keep that secret to yourself and how you just felt like you needed to share it with someone to make some of the ***pain*** go away?

I want you to carefully focus for a moment and remember what that felt like...

...and then I want you to multiply that feeling times 1,000.

Now you know exactly how I've been feeling for the past several years.

But I've finally decided to get everything off my chest. If you're one of the select few

individuals who qualify for my upcoming workshop, you'll be able to hear me reveal my life's work.

You see, I've been keeping many secrets to myself for a very long time. Secrets to do with the Internet...

...like the time I had a little "script" created that would accelerate the use of a new little Web site I had just created.

While all the other companies online were dropping a fortune on expensive advertising, I used some very simple technology and (legally) took a site from **zero traffic to over 10,000,000 visitors a month** and growing in just a few months...

...But I don't know what's more amazing, the fact that I was able to get all that traffic for free, or the fact that **I then turned around and sold advertising on this little site to other companies for as much as \$550,000.**

What's really amazing is that exact same 'trick' I used to accelerate all that Web site traffic still works today, some 7 years after I discovered it.

Then there was this time when I stumbled upon a major "flaw" in how many affiliate programs were managed. **I exploited this flaw (legally) and made huge profits by having other affiliates do all the work for me.** (It was almost *too easy*.)

This affiliate marketing method still works today in 2004.

But that's just the tip of the iceberg. I know so much about the Internet, it's scary.

How much would you know about something if you spent 14 years living, breathing, and working on it?

Think about it... you can spend a few years less than that and become a highly skilled surgeon and practice any type of medicine in the world...

...so, hopefully, by now you're just starting to realize how much time I've spent working with the Internet, **and why I know it like the back of my hand.**

Since 1990, I've spent most of my life using the Internet and working on making money from it. (A lot of money.) And during this time, I have discovered many amazing things. **Things to this day that I know 99.9% of people using the Internet have no clue about.**

When practically every major news station and magazine were freaking out over the 'Dot Com' bust, I was laughing. Yes, laughing.

I was laughing because even at that time, my little Web sites were chugging away and making money night and day...

...and they never stopped making money even to this day.

There's just one major difference today... **now I have a lot more Web sites.**

I've learned so much about the Internet and how it can be effectively exploited for marketing purposes...

...such as how to drive **massive amounts of visitors** to any web site. Tons of ways to convert Web site visitors into **cash-paying customers**...

...And even several ways to make money from the Web site visitors that **don't buy** what I am trying to sell.

That's right, I've figured out how to make a fortune from my visitors that don't buy from me.

I've also figured out many amazing ways to build **gigantic opt-in email lists** -- and most of it is automatic.

I've even figured out how to **maximize the profits from Affiliate Programs**.

I have (quietly) been one of the top affiliates on the entire Internet for many years.

I have seen (for a few years) many people almost "bragging" that they were making \$10,000/month from affiliate programs...

...but while they were busy running their mouths, I was busy minding my own business and generating as much as **\$65,000/month from one affiliate program on just one of my web sites.**

But this is just a small taste of what I have learned about marketing online.

It would keep you awake at night if you knew some of the things I have figured out about the Internet...

...Let me quickly tell you about what I call my **Internet Opportunity Detector**...

I have tested and fine-tuned an amazing method. This multi-step method acts simply like a "metal detector" that easily finds quarters buried at the beach...

...except my method finds what I consider "golden opportunities" online. These are ways that other people online are already exploiting for a profit.

It allows me to pinpoint these opportunities like a heat-seeking missile and then I simply "join in" so I can also make money. **It's just that simple.**

If you read this entire letter you'll discover how you too can learn this exact same method.

Have you ever had a hard time sleeping because of all the opportunity you could see on the Internet?

Well, I know **exactly** what that feels like...

...I once was going every other night without sleep because I was spending so much

...and I would share more of my secrets...

...and it kept coming back to me many times over.

I was invited to speak on many "Q&A" panels at these seminars, and I ended up giving my first formal presentation at one event after a lot of consideration.

During my one and only presentation, I blew people away with some of the secrets I shared.

I got the only standing-ovation of the entire event.

People are still buzzing about that presentation to this day. I still receive comments about it all the time.

The more I have shared, the more I have received. It's been incredible.

And something even more amazing than that has happened...

...I have actually changed lives by sharing some of my secrets.

I have had many people tell me that their financial lives were changed as a direct result of things I shared with them.

Now that is an awesome feeling.

So I have decided that I am going to teach several more entrepreneurs my secrets for making money on the Internet...

...and one of those entrepreneurs might be YOU.

But Why The Heck Should YOU Even Listen To ME?

Why should you listen to what I have to say? There's certainly no shortage of people online that are trying to sell you "the secrets" for making money on the Internet.

The truth is, there is so much **CRAP** on the Internet right now that it's hard to turn-around without being bombarded by it.

Heck, I've sat back for years and have been disgusted by seeing one knucklehead after another claiming to be able to teach people how to make money online...

...and frankly, I'm sick of it.

It's about time someone taught people the *real* secrets for marketing online.

Unlike many other "marketing gurus" out there that are trying to sell you their "magic potion" for making money on the Internet, the majority of my online ventures have had nothing to do with teaching others how to "make money online."

That's right. I wasn't primarily making money by "teaching others how to make money."

Gee, interesting concept, isn't it?

Why? Because I do something almost every other online marketing guru doesn't...

...I PRACTICE WHAT I PREACH.

I've been in the trenches of MANY niche markets -- from golf to babies to consumer electronics to bird baths to ham radios to video games to quilting to siamese cats to movies and much more.

There's a lot of money to be made outside of the "make money" market online and I can show you exactly how to do it.

Let me tell you just a little bit about what I have accomplished online and then I'll let you **LISTEN** to some entrepreneurs (just like you) that I have recently helped make money on the Internet.

Here's Just Some Of My Amazing 14-Year Internet Track Record

- Since 1990, I've conceived, developed, and made money from hundreds of different Web Sites on the Internet.

These Web sites cover a wide-range of niche markets for almost every conceivable product or service.

- My Web sites have generated over 1.5 BILLION (Yes, billion) web site visitors since their inception.

And most of them didn't cost me one single penny. I've discovered techniques for pulling in free search engine traffic, using "viral marketing" to exponentially explode Web site traffic growth, and many other tactics for attracting visitors to a Web site like a powerful magnet.

- I've built (from scratch) permission-based, opt-in email lists of over SEVERAL MILLION unique people.

And I didn't "buy" these addresses or wrongfully strip them from the Internet. I built these lists one subscriber at a time by asking people to request my information themselves.

- I've conducted over 65,000 unique, scientific "split tests" for determining maximum response for online offers using parameters such as site graphics, fonts, font sizes, colors, headlines, prices, bonuses, guarantees, site layouts, link structures, and much more.

- I was one of the early pioneers of opt-in email marketing.

- I started one of the first "autoresponder" services on the Internet

back in 1994.

Autoresponders are one of the key tools used by nearly every successful online marketer today.

- I developed a service in 1997 that has since facilitated over \$57,000,000 in sales on eBay, the world's largest online auction site.

- I've personally owned over 28,750 ".com" domain names.

- I've had TWO of my web sites join the very elite group of Top 500 Web sites in the world for overall traffic.

*And what's even more amazing is that I did it by spending less than \$1,000 on each of these sites. I'm currently about to have my **3rd Web site** enter that elite group.*

- I've made a small fortune with affiliate programs as one of the top "Super Affiliates" in the world.

I've had single Web sites make six-figures in a given month in affiliate commissions. I regularly dominate affiliate "contests" and beat the next closest performing affiliate by a landslide. I regularly do endorsement mailings that generate thousands of dollars everytime I press "send" and fire off an email to just one of my many opt-in lists.

- I invented one of the first "multi-tier" banner ad exchanges.

- I've made a small fortune selling information products online.

Infoproducts are one of my specialties. I've developed infoproducts that have gone from zero to over \$100,000 in sales in a month in only a few months time. I regularly "scout" for niche markets to create new infoproduct businesses around.

- I've made a small fortune selling Web-based services online.

- I've made a small fortune selling physical products online.

- I've made a small fortune buying and selling advertising online.

- I've made a small fortune buying and selling domain names.

- I've made a small fortune selling software online.

- I've made a small fortune with online auctions.

- I've made a small fortune brokering "leads" online.

- I've made a small fortune from membership & subscription sites.

- I've made a small fortune getting people to enter contests.

- I've made a small fortune buying and selling Web sites and intellectual property.

- I've even made a small fortune promoting ABSOLUTELY FREE products and services.

I've received monthly checks as big as \$54,000 just for promoting products and services that were FREE. Such as getting people to signup and use discount product sites that were free to join.

- And much much more.

**And I Continue To Make Money Online From
A Variety Of Different Web Sites -- EVERY SINGLE DAY**

**Okay. Enough About ME. The Real Question Is...
"Can I Actually Teach YOU How To Profit From The Internet?"**

Okay, enough is enough...

...what I say doesn't really matter.

Take a moment and just listen to a few of the lucky entrepreneurs that have had a chance to hear me share some of my secrets...

"...it made me an extra \$15,000 profit..."



"I just want to thank you for that email marketing technique you taught me last year. It put an extra \$15,000 net in my pocket, and I was lazy..."

[CONTINUED...]

Click below to listen to the rest of his story...

— Karol Gajda, *FreeAuctionProfits.com*

Motivator #7: Scarcity

- More motivated by fear of loss than gaining something
- Tickle me Elmo, Cabbage Patch Kids, S2000
- Deadline, limited numbers, etc

Jerry Garcia Postage Stamps Create Collector Stamp-ede!

Post Office's new
Limited Edition
commemorates an
"American Beauty"



Collectors race to get colorful new stamps honoring Jerry Garcia.

Rarity

Tanzania — Even though Jerry Garcia's long, strange trip was tragically cut short two years ago, the Post Office has surprised collectors by releasing a new set of Limited Edition postage stamps to insure that the legacy of this beloved cultural icon will "not fade away."

"Collector demand for these stamps has been unbelievable," stated John Van Emden of the International Collector's Society, distributor of the stamps in the United States and national clearinghouse for rare Limited Edition stamp issues. "Jerry's music created a positive energy that has touched the hearts of all of us, and collectors know that this is their only opportunity to get actual government-issued, legal tender stamps that are both beautiful and rare. In fact, we're nearly sold out!"

Collectors are already predicting that in the very near future these Jerry Garcia stamps will be far more sought after and be more desirable than the United States rock 'n roll stamp series featuring Elvis and Buddy Holly, the most popular commemorative postage stamps of all time.

"Over 500 million Elvis and Buddy

Holly stamps have been issued. When you compare that to these Jerry Garcia stamps, which are issued in a strictly Limited Edition of just thousands worldwide, you can see the irresistible appeal that these stamps have to collectors, Grateful Dead, and Jerry Garcia fans," added Van Emden.

Each of the nine colorful stamps in the set is about four times the size of a regular U.S. postage stamp and is fully authorized and endorsed by the Estate of Jerry Garcia. They're legal for postage in Tanzania and are recognized by every postal authority around the world.

Gotta have 'em? They are available for a short time at \$9.95 (plus \$3 postage and handling) for the complete set of nine colorful stamps, accompanied by a numbered Certificate of Authenticity, a 60 day money back guarantee, and the free pocket guide, "99 Little Known Facts About Jerry Garcia." The most you can buy is six sets. Send your check or money order to ICS, 3600 Crondall Lane, Suite 100ERGC, Owings Mills, Maryland 21117. To order by credit card, call toll free 1-800-685-0040.

Little Known Facts About Jerry Garcia

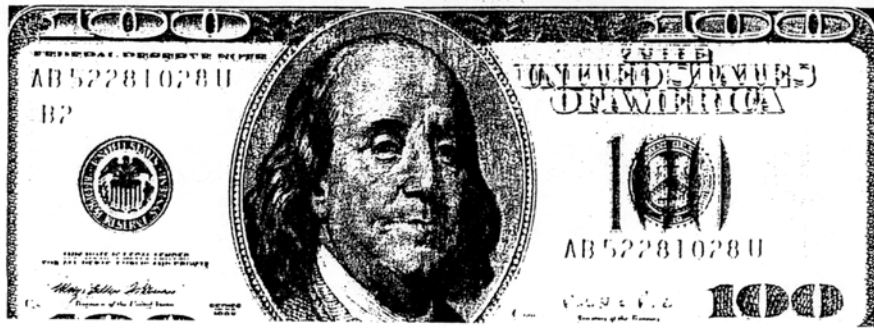
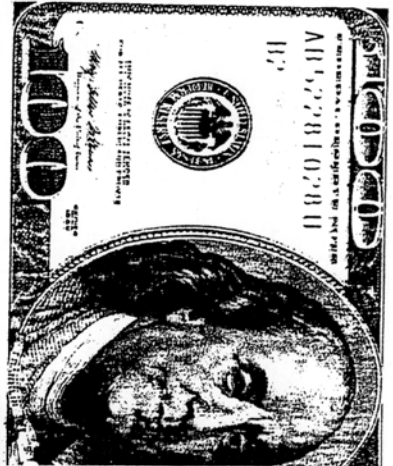
1. Jerry's full name was Jerome John Garcia — named after the great Broadway musical composer Jerome Kern.
2. In Jerry's first gig, his band won a contest and got to record a song. They chose Bill Doggett's "Raunchy."
3. Jerry's first paying gig came with his future songwriting partner, Bob Hunter. Named "Bob and Jerry," each earned \$5.00.
4. Garcia loved to play the five-string banjo, which inspired him to organize a bluegrass band in 1962 — the Hart Valley Drifters, later called the Wildwood Boys.
5. Jerry performed in several groups that only existed for a gig or two: the Thunder Mountain Tub Thumpers, the Sleepy Hollow Hog Stompers, the Wildwood Boys, and the Black Mountain Boys.

Taken from the pocket guide
"99 Little Known Facts
About Jerry Garcia"
that you get free with your
order of these stamps.

Motivator #8: Social Proof

- “Would you jump off a bridge?”
- Over 20 Billion Served
- The majority is a very powerful force
- Testimonials are powerful uses of social proof

Take A
Look At
What Some
Of Ron's
Students
Have Been
Doing
Lately..



He has cerebral palsy and made \$37,000 his first month.

Jon Bladel
Pollock, LA

Hi Ron,

My name is Jon Bladel, from Pollock, Louisiana. We met at the Millionaire Maker Boot Camp Event. I'm the one that stayed in a motor home in the hotel parking lot. I started the year with a "BANG". We sold three homes the first week of January, with a gross total of \$37,000.

January 7th, I sold two, homes on the same day. Both people never thought they had good enough credit to ever buy a home. I was able to get them 100% financed. The first person was a 43 year old, single woman, working three jobs. I sold her a nice brick home, for \$60,000 dollars, that I optioned for \$42,000, just 5-days prior. I'll profit \$18,000 dollars. The bonus is, she works at one of the largest radio stations in our area. She's giving me a very good deal on radio ads.

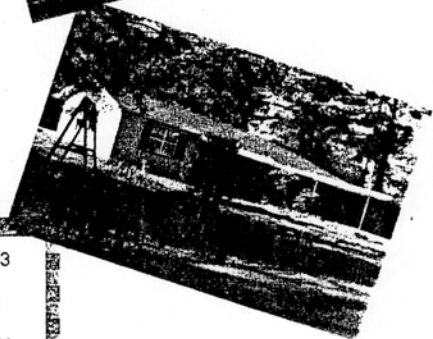
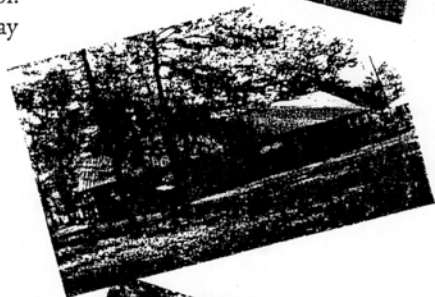
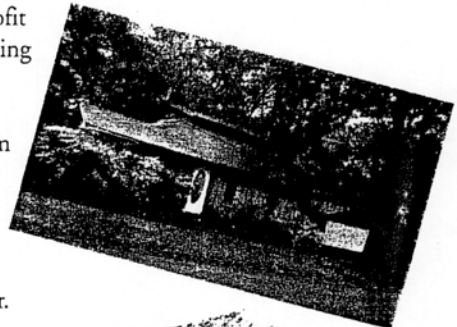
The second was a couple with four small children living' in a small 3 bedroom home. I sold them a 2,000sq.ft., 5 bedroom home for \$90,000. I optioned for \$85,000, with a total profit of \$5,000. They also deeded their present home over to me. I'll make \$10,000 to \$15,000 dollars off that home.

I sold a home with a lease option, on January 10. I received the deed on the home five days prior. The buyer gave me \$14,000 down, and I'll have him financed within a year, with another payday of \$10,000 dollars. Plus, he has become one of my bird dogs and has already brought me two very sweet deals.

I have two hurdles working against me. The first is, I'm in Louisiana, with all of these, ass vards coon ass laws. The second is, I have Cerebral Palsy, so this proves, that with your program, any body, anywhere, can do this and make lots of money!
\$

Thanks,

Jon Bladel
Jon Bladel
Pollock, LA



EDWARD J. SIEJA 10-03 187 DUB BRYANT RD. PH. 318-765-7267 ATLANTA, LA 71404	84-2148 654	133
DATE _____		
PAY TO THE ORDER OF <u>Bladel Enterprise</u> \$ <u>14,000.00</u>		
<u>fourteen thousand dollars and 00/100</u>		
BANKONE.		
MEMO <u>FOR DOWN PAYMENT HOUSE</u>		
<i>Edward Sieja</i>		

MARLON OR ANGELA CAUSEY BENTLEY, LA 71407-2951	84-7312/2852 0	2730
Date _____		
Pay to the order of <u>Bladel Enterprise</u> \$ <u>11,500.00</u>		
<u>eleven thousand five hundred dollars + NO/100</u>		
Rapides School Employees Federal Credit Union		
MEMO <u>FOR DOWN PAYMENT HOUSE</u>		
<i>Angela Causey</i>		

JULIE A GRAICHEN 0300 PINEVILLE, LA. 71360	642
Date _____	
Pay to the order of <u>Jon Bladel</u> \$ <u>2,500.00</u>	
<u>two thousand five hundred 00/100</u>	
HIBERNIA NATIONAL BANK	
MEMO <u>HOUSE 138 NEEL ST</u>	
<i>Julie A Graichen</i>	

This turnaround specialist now specializes in real estate turnaround.

Jill Shepard
Fenton, MI

Dear Ron,

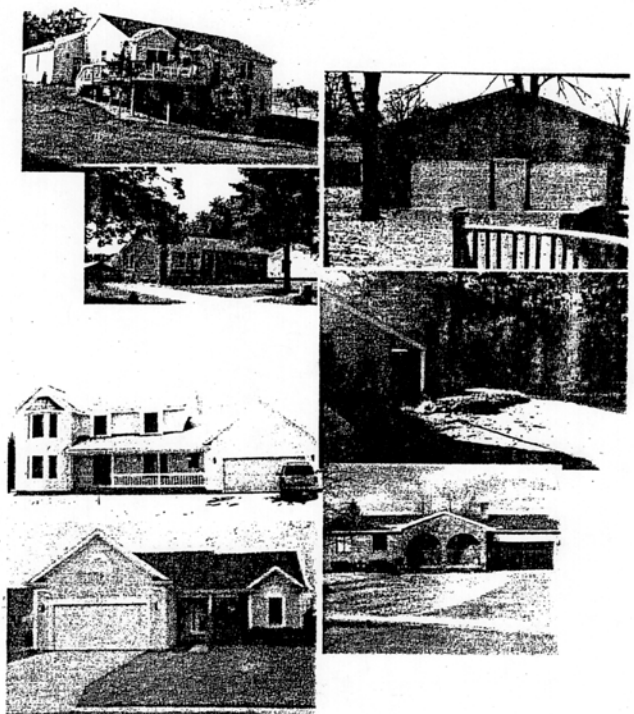
After reading your book, Quick Turn Real Estate and buying your courses; Wholesale/Retail, Lease/Option, FSBO Workbooks, I decided this was the next business for me. I've been a turn-around specialist for the last 10 years, which means I go into troubled or fast growth companies and re-engineer their processes and systems to position their business for the future. This has saved/made hundreds of thousands for the companies I've worked for. However, I was getting tired of trading hours for dollars.

In my first year, I have put 12 properties under contract. I flipped three to investors for quick cash and have nine I still manage. The total property value through my hands in the last twelve months was \$2,253,300. The total deposits taken was \$22,295, the cash flow was \$18,816 for a combined total of \$41,111. This number is not exciting, but I worked full time in my consulting business until two months ago. The back end profits yet to be made are \$160,000. The grand total for the year in Cash/Equity results are \$201,111. This is a net number after all expenses, advertising, utilities, holding costs are taken out! Pretty great for someone who only heard of you last October, and did her first four deals from the workbooks! See the attached worksheet for proof!

I will quadruple the numbers this year. The information from your boot camps and seminars will be utilized to make sure my goals happen. The one major factor in my success was focusing on one system and being coachable throughout the process. Your direct, simple, easy to follow instructions in workbooks, boot camps and seminars have made my success possible.

Sincerely,

Jill M. Shepard
Fenton, MI



Bill & Lily Wright

Tacoma, WA

Bought for \$12,350,
sold for \$97,500!!



One Tough Rehab Project



Real Estate Investment Success

Ron -

Thanks for asking about my progress as a Real Estate Investor. I have many experiences over the last six years since I first met you. Lily & I have really been working at this on a part-time basis and have found real estate investing to be rewarding, satisfying and profitable. As in any venture, there are many observations, lessons and stories that make up each Investor's portfolio, however, the most successful venture that we have had over these six years was not the most profitable, yet it was the single most successful venture that had so many of hurdles of Real Estate investing that you had talked about and yet we still were able to call this a positive learning experience and make money.

This project was an Uglllllyyyyy house that had been boarded up by the City of Tacoma for over seven years (and these fees were liened to the property that had to be cleared prior to our closing), condemned by the Health Department, lived in by the homeless and and scheduled to be razed by the City within three months of our closing ("Fix it or We will level it!!).

Well, what did we learn and why do we think this was a success? We NEVER would have tackled this project without taking your course on Ugly houses, improving the neighborhood and how a "rehab" would bring up the property values of all the other houses in the neighborhood. In a short recap, we did WELL & achieved all objectives!!!

We bought the house and property well below the appraised value of the land that the house was sitting on. We negotiated the purchase price based on the half of the MAO (\$12,350) since the homeowner, was motivated by the city's condemnation process and the lack of interest to fix up the house.

Here's a couple of pictures of progress of the repair and some of the issues that we overcame:

It took us three meetings with the city to approve our rehab plans;

We learned about contractors and had to fire two after materials were missing from the project, some building codes were "ignored", the staircase was built three times, the wrong size window was installed in the upstairs bedroom...to mention some of the issues;

The final city inspection also identified structural & electrical issues;

"DIY" kitchen cabinets saved 80% of the material costs while the assemble of these cabinets cost almost 20 hours to assemble; and

We had no money - we used the "hard money" lender!

Everyone says "It can't be done!" and

The total project (from offer to closing) took almost eleven months, but we had & accepted an offer for \$97,500 three weeks before the final City inspection which was two days before the buyer moved in and on the Friday night / Saturday morning that our team was installing the wall-to-wall carpet and kitchen cabinets, the new owner was moving in!!!

This project would have never been even started without having known that we could overcome our lessons and knowing how to avoid those "knuckle-busters"!!

The "Dream Team" does make a project work!!

We knew what to expect to "overcome"!! Thanks so much for sharing your successes!

Yours truly, Bill & Lily Wright

Motivator #9: Contrast

- Compared to what???
- Compare Apples to Oranges
- Upsells are insignificant if the main purchase was large

Motivator #10: Reciprocation

- Quid pro quo
- Free samples
- Feeling of being in debt.
Charities use free mailing labels
as their control piece
- Downsell

Motivator #11: Commitment & Consistency

- Which kind of person would you like to be known as?
- The more public the more powerful this principle takes hold (Inside vs. written vs. public declaration)
- A buyer is a buyer is a buyer

Jay Abraham's Concentric Circles

- A coin company offered prospective customers a \$23 starter coin set at zero profit. 30,000 people purchased this introductory offer.
- 3,000 people bought \$1,000 worth of coins (\$3,000,000).
- Within 6 months sold the 3,000 people \$3,000 - \$5,000 in coins (another \$3,000,000 at least).
- Next went to the repeat buyers and got 150-250 of them to purchase an average of \$10,000 of coins.
- RESULTS: So from the original 30,000 buyers who spent \$23 (at zero profit), the company was able to bring in \$7,000,000 in sales.

Yanik Silver's Internet Copywriting Workshop

From: "Matt Gill" <mattgill@nitromarketing.com>
To: "Yanik Silver" <yanik@surefiremarketing.com>
Subject: [Nitro] Yanik, more ostrich?

Dear Yanik, I've got 3 things to tell you today:
the 1st will explain the subject line, the 3rd
is a new technique, and the 2nd..well, we'll get to
that in a second....

- 1) I refuse to continue to put spaces and other symbols
in my messages to you ("*", "_", or "-") inside
certain words in order to circumvent the sp*m filters.
(Dang....did it again.)

Ok, from now on, I'm going to substitute other words
in place of the "offending" words to the filters, so
here is the key you will need for that:

burnt = fre e
jello = spa m
ostrich = mone y
squat = subscr'be
hopscotch = market'ng

(Involvement)

- 2) I've been thoroughly impressed with the burnt
Systems training I've been getting from Ken McCarthy
over at <http://systems.greatresources.com>

No matter if you plan on attending the Systems
seminar next month or not, I highly recommend
you squat to the burnt training Ken's generously
giving away. It will definitely make you more
ostrich in your hopscotch.

Now, if you DO decide to join Kevin and I there,
we are going to give you a burnt \$597 video set
of our newest (unreleased) product - which is
15 DVD's of a very rare \$4,000 3-day event with
hopscotch greats such as Ted Nicholas and Joe
Sugarman...to name just a few of the 14 Marketing
Masters that taught. You'll be blown away.
You can't even buy this yet, but you can get it
burnt by following the instructions below:

- a) Clear your computer's cookies to ensure
you'll be ordering through our special link
and therefore receive our special bonuses:

- To do that, open Internet Explorer, click Tools, Internet Options, Delete Cookies, Clear History, Then hit OK

- b) Then go to <http://systems.greatresources.com>
- c) Squat to the burnt training in the green box just a little bit down the page.
- d) Chuck out the 17 Guarantees, the faculty, then go straight to the "Register Here" button at the bottom of that page.
- e) Email your receipt to systems@nitromarketing.com so we can add you to our VIP list.

3) We just implemented a new hopscotch technique at almost all of our information products websites... Can you see it? It's pretty obvious - it practically JUMPS right out at you...

Check out: <http://www.nitromarketing.com/products.html>

The first 5 people who subscribe to the burnt Systems training AND correctly email the answer of our new hopscotch technique to systems@nitromarketing.com will get a burnt copy of our new ostrich-making "Powerful Offers Formula" ebook due out next week at PowerfulOffers.com

Warm Regards,
Matt Gill
Co-Founder Nitro Marketing
<http://www.NitroMarketing.com>

PS: We don't jello. You can un-squat using the link below :-)
However, if you want to make more ostrich in your Internet hopscotch, we'll continue to deliver more burnt hopscotch info your way!

If you no longer wish to receive communication from us:
<http://www.automateyourwebsite.com/app/r.asp?ID=4956303&ARID=6906>

To update your contact information:
<http://www.automateyourwebsite.com/app/r.asp?c=1&ID=4956303>



INTERNATIONAL HEADQUARTERS
802 North Dearborn Street • Chicago, Illinois 60610
TEL: (312)337-5661 FAX: (312)337-5756
www.recovery-inc.com e-mail: inquiries@recovery-inc.com

October 28, 2003

Andrea Ratajczak
36 Maple Drive
Baltimore, MD 21228

Dear Andrea:



Over the past two months, I have sent you reminder notices that your yearly membership in Recovery, Inc. would expire in September. I know how busy our lives can be and we just forget to do some things that are important to us.

Continuation of your membership is indeed important to Recovery, Inc. Without your membership, it would be impossible for us to help you and the other 14,999 people who attend a Recovery meeting regularly. You and I have known for awhile the importance and value of self-help, otherwise you would not be reading this letter and I certainly would not be writing it. Each of us knows what a difference Recovery, Inc has made in our own lives, and it takes each of us to make difference in the life of Recovery, Inc.. Consider this illustration of our situation.....

What if a mysterious gremlin got into headquarters and decided to mix thing up a bit by playing with our computers?. The end result - one key is missing! If that were the case, our message to you would look something like this:

ON THX IMPORTANCX OF BXING A MXMBXR

Xvxn though my computxr is an old modxl, it works quitx wxll xxexpt for onx of the kxys. It would bx nicx if it workxd pxrfectly. It is trux that thxrx arx 64 kxys that function wxll, but just onx kxy not working makxs a big diffxrxncx.

Somxtimxs it sxxms to mx that somx Rxcovxry pxoplx arx likx my computxr. You may say to yoursxlf "Wxll, I am only onx pxrson, and it won't mattxr to Rxcovxry if I am not a mxmbxr." But, it rxally doxs makx a diffxrxncx, bxcausx to bx xffxctivx and sxcurx, Rxcovxry nxxds thx activx support of vxvryonx.

The nxxt timx you find yoursxlf thinking, you arx just onx pxrson, rxmxbxr my computxr and say to yoursxlf, I AM AN IMPORTANT PXRSON IN RXCOVXRY AND MY MXMBXRSHIP IS NXXDXD!

This is the last Recovery, Inc, membership renewal that I will be sending to you. If you have already sent in your membership renewal, please accept my thanks for continuing the work of Dr. Low, not only for your mental health but for my mental health also. If for whatever reason, you have not as yet renewed your Recovery, Inc. membership, I urge you to do so today.

Sincerely

Robert

Robert MacIntyre
President

*st
rec*

*Robert
Mac*



'Go-To' Formulas

- Pain/Solution
- I'm Just as Good as You
- I'm Just Like You/Does This Sound Familiar?
- Answering Objections

Copy Formulas

Yanik Silver's Internet Copywriting Workshop

Marketing



HOW TO STOP THE COMPETITION FROM EATING YOUR LUNCH!

Just keep calling out the trends

If you fail to spot trends and react to them before your competition, they can get an invaluable edge. You can lose your market practically overnight.

The handwriting is on the wall. The way your business reacts to newly emerging trends is perhaps the best barometer of your future success.

Timing is everything. It has never been more important.

Spotting trends early can also provide you insights on how to create new products or modify present ones.

You can leapfrog your competition and leave them in the dust by offering new products customers haven't yet recognized they need.

But where can you get some

meaningful help in spotting new trends? A service with a good track record can help.

The *Trend Letter*, published since 1982, adheres to a simple yet unique concept:

**"The best way
to anticipate the future
is by understanding
the present."**

A recent survey of *Trend Letter* readers overwhelmingly rated the dizzying pace of change as their biggest challenge. Over 90 percent of readers are upper management,

and nearly half are CEO's or owners.

No other publication offers *Trend Letter's* unique approach. It was first to apply Content Analysis, a World War II intelligence method, to its research. Local events and behavior became a tool for exploring the future.

This information can give you that all-important competitive edge.

Grow Big International became the fastest growing company in America by responding aggressively to changing consumer values (goodbye status, hello low prices.)

Dell has become an 8 billion dollar company, the third largest computer company in the world. How? By responding aggressively to changing consumer values. It revolutionized the industry with lower prices and an easy to buy customized product made to order.

Mazda, the auto maker, correctly anticipated a new automobile trend with the Miata sports car, which integrated advanced engineering along with classic design.

Every dynamic and successful organization knows that change is the engine of growth. The challenge lies not in embracing this trend. But in anticipating, adapting to, and generating fresh ideas that capitalize

"HOW TO MAKE YOUR COMPUTER AS EASY TO USE AS YOUR TELEPHONE ..."

By Webmaster Raymond Steinbacher, and the research staff at Green Tree Press, Inc.

Are you frustrated by your computer? Is it about as "user-unfriendly" as it can be? Well, here's great news!

Green Tree Press - with the assistance of Webmaster Raymond Steinbacher - has developed a unique new computer-training course designed specifically for beginners!

Whether you're a complete novice or a person with limited computer experience, *this is the course you've been waiting for!* Here's why...

✓ It begins with the assumption that you know nothing about computers. None of the terminology. Nothing.

✓ Every lesson ... every step ... is explained in plain English. There's no confusing computer jargon. No technical language.

✓ Every step is sequential. You simply can't make a mistake because every step is self-correcting.

✓ It's easy! And it's fun! You'll be amazed at how quickly you're learning.

You'll receive your printed course on large 8 1/2" x 11" pages with a sturdy Bristol cover. So it's exceptionally easy to read. And, everything is fully illustrated with drawings and photographs. So you not only read — you actually see — each step.

It comes to you complete. Ready to use. And we're so confident you'll complete the program successfully, we unconditionally guarantee your results or your money back!

It will take you about 2 - 3 hours — start to finish.

You'll learn how to navigate through Windows 95 or Windows 98 just like a pro ... master basic desktop publishing ... create your own files and spread sheets.

• You'll be able to recognize all the various parts of your computer ... and how each part functions.

• You'll understand the "world wide web" ... "the internet". You'll learn how to go *anywhere* in the world! Instantly!

• You'll discover how to acquire new software absolutely FREE.

• You'll learn how to create and send messages to people around the world — even if you *don't type!*

• You'll learn to do financial planning, develop a workable budget...even do payroll and employment records.

• You'll learn how to send clear, colorful family photos around the world — FREE!

• You'll learn a secret way to get FREE stereo FM and AM stations from around the world and have them play on your sound system — *while you're on line!*

• You'll be able to create files ... short cuts ... address books — even create your own posters and greeting cards!

• You'll be able to talk to anyone in the world — FREE — for up to 15 minutes (no long distance charges.)

• You'll discover how you can save hundreds of dollars by using your computer as a fax machine.



"How come it's so easy for Grannie?"

Here are some comments from a few of our customers:

"... the course is GREAT!! Why can't those computer companies make their instructions one tenth as good as your course?"

Sgt. Frank Gorchak, New Mexico

"... a lot better than those "dummies" books and a whale of a lot easier to understand, too. I learned the entire Windows segment in just 38 minutes."

George Roddy, New York

"... I'm a homemaker and grandma. I purchased your program out of self defense because the grandkids know all about computers. Now I'm on the internet playing trivia games with several other ladies in Scotland!! ... you made it so easy."

Margaret Hunter, Ohio

MONEY-BACK GUARANTEE

Try the course in your own home for 60 days. If you're not absolutely delighted with the results you achieve, simply return it, at any time, for a FULL REFUND. No conditions. No questions asked. That is our 100% unconditional guarantee.

Green Tree Press, Inc. Dept. 452
3603 West 12th St. Erie, PA 16505

Yes, please rush me the Green Tree Press Computer Course for a 60 day trial period. If I'm not delighted with the results I achieve, I may return it at any time for a full refund.

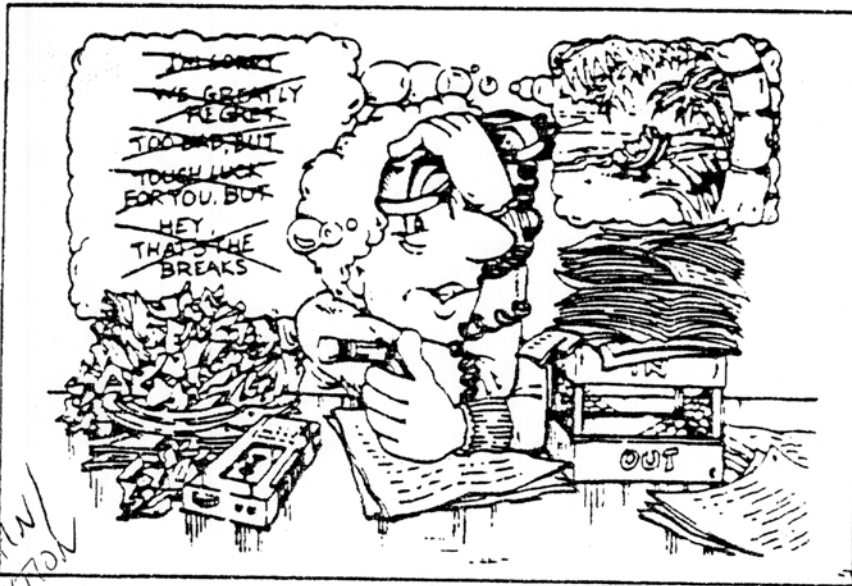
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Do You Hate to Spend Hours Writing Letters?

Slash Your Letter-Writing Time by 80% ... and write better letters!



Give It Up! Quit wasting hours searching for the perfect words. Discover the Two-Minute Letter!

Tired of seeing correspondence chew up your schedule and force your work into overtime? Take heart! Now, you can produce letters with astonishing speed.

Instead of knocking yourself out day after day in the endless quest for just the right phrase, now you can take the easy way out. You can create a hard-to-write, brain-bending business letter in about two easy minutes.

Use the Executive's Business Letter Book. You'll find useful letters on every common business subject. Over 150 letters in all—plus countless variations when you use the optional paragraphs.

Most of the Letters You'll Need to Write in the Year Ahead Are Already Written for You!

These easy-to-find letters are grouped by chapter:

- **Hiring Employees.** Don't get sued after you fire! Use these letters when you hire!
- **Building Employee Morale.** Show your staff you care about them and hold them in high esteem!
- **Building Careers.** Sell large groups of prospects on your unique talents!
- **Enhancing Shareholder Relations.** Loyal stockholders are made, not born! Build a warm relationship with them!
- **Writing to VIPS.** Make every letter to leaders or officials "letter-perfect!"
- **Creating the Sale.** Back your sales crew up with high-toned letters!
- **Turning Inquiries into Sales.** Turn questions and complaints into sales!

- **Following Up the Sales Pitch.** Now it's easy to do that vital but commonly-delayed follow-up!
- **Building Customer Loyalty.** It's ten times easier to hold on to an old customer than to find a new one. These letters will do the trick. Use them!
- **Making the Most of the Media.** Handle the media like a pro! You can get priceless free publicity!
- **Building Personal and Community Goodwill.** Your competitors often fail to use these kinds of letters because they're so hard to compose. Use them and you'll tower over every one, especially in the profit department!
- **Dealing with Suppliers.** Stay out of lawsuits with your suppliers!

- **Requesting Credit.** Guard your credit—no one else will!
- **Granting Credit.** Don't let the world bleed you dry! Beef up your collections with this airtight battery of letters.
- **Dealing with Finances.** Keep banks and investors on your side!

Do Yourself 7 Favors

When you get the Executive's Business Letter Book, you'll be giving yourself seven big presents. The book will:

1. Cover everything, including all the normal proper legal points, greatly reducing your chance of lawsuits.
2. Save thousands of dollars. The average business letter today costs \$11.71 plus postage. If you state something wrong, it could cost you far more!
3. Help prevent foul-ups, misunderstandings, and mistakes.
4. Increase productivity. The less time you waste on correspondence, the more time you have to do the jobs you really need to do.
5. Cut stress. No more stomach-churning decisions on "how to say it." No more "permanent backlog" of unwritten letters.
6. Let you enjoy life. We guarantee it: life will look a little brighter after you've removed a few hours of misery from your weekly schedule!
7. Boost your profits. Want your business to make more money? Hire a pro to write your letters! Get the Executive's Business Letter Book.

Don't let your correspondence run your life. Take charge of it today. Buy yourself hundreds of hours of free time!

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Stop drawing and painting figures the hard way!...

“At Last! You Can Draw People and Figures Perfectly In Any Position...Without a Model”

Long-Lost Manuscript Resurfaces With Over 1016 Detailed Illustrations Of the Bones, Face, Head, Torso, Legs, Hands, and Feet – Covering Every Aspect of Anatomy For the Artist

Dear Artist,

Let's face it, drawing people and the human body is tough!

There's no doubt, it's probably the most difficult lesson for any artist to learn. Too often the study of anatomy is dull and boring so mastering the human figure isn't even an option. Frankly, figure drawing is the only subject you can't fake.

PAIN
Of course, some people will tell you can do fine without an understanding of human anatomy. **WRONG!** Just take a look at their drawings and judge for yourself. Their 'mushy-soft' forms are an instant giveaway.

However, the big problem is most books on the subject are filled with boring description after description but not enough actual illustrations and clear drawings. You practically had to be a brain surgeon to figure it out.

SOLUTION
Sound at all familiar?

But now there's good news!...

Recently a long-lost manuscript by highly acclaimed artist and illustrator, Victor Perard, has been re-discovered. Perard's work is the secret resource many top artists used to perfect their drawing and painting of the human figure.

Now you can discover...

The Right (and the Wrong) Way to Learn Figure Drawing

This newly released work called "Figure Drawing Secrets" by Victor Perard is the quickest and easiest way to learn figure drawing. Inside this magnificent work you'll get over 1016 detailed illustrations of the human body in perspective, from different angles, both in still poses and in movement. Absolutely everything any artist would need.

The work is divided up into 9 comprehensive sections:

Section I: Proportion

"How to Start and Promote Virtually Any Business, Product or Service on the Internet"

"Increased traffic to our website 400% in less than a month."

By: Corey Rudl

<http://www.marketingtips.com>

id as hell

I wrote this just before leaving for the night. I hope none of you were working like me... I hope you were at home with your families and having a nice relaxing evening. As for me... I busted my butt as usual to wrap up a few loose ends before I took the Porsche to the track (I love racing!).

I'm really angry. As angry as I have ever been about anything. I get calls everyday from clients and subscribers who have been burned over and over again by fast buck artists selling a lot of hype and saying how easy it is to make big money in electronic marketing.

While it is true that millions of computer owners are now online, it simply isn't true they are just sitting there eagerly waiting to send you money the moment you contact them (in fact it is harder to get someone to buy on the Internet than in a normal business environment).

In fact, electronic marketing can be the fastest way to lose a lot of money quickly. I know dozens of business owners who have lost thousands of dollars using these supposed (no cost) forms of marketing. People put up a website and do some advertising... expecting the profits to roll in.

If advertising on the Internet is free, why is it that 94% of all online business are currently **losing** money? If you are one of the few actually making money on the Internet... congratulations. But let's turn the profits you're making into REALLY BIG PROFITS.

It's very easy to earn a substantial income (\$100,000+) from your home or office computer with an online business (if you know **exactly** what to do).

Let me help. You will discover the most advanced ideas, "clever little" tricks, and key techniques for successful on-line marketing used today by the top people in the field. Find out how yours can be one of the very few successful companies that are on the Internet.

I have designed this site to help you get all the tricks of the trade and find out what works best for:

- web page promotion and design
- on-line services (*Compuserve, AOL, Prodigy, Genie*)
- online classified ads
- affiliate/reseller/associate programs
- newsgroup promotions
- promotions through discussion lists and newsletters
- opt-in email techniques
- autoresponders
- bulletin boards
- electronic malls
- ranking at the top of search engines
- sales strategies
- creating killer copy
- banner ads (tips and tricks)
- completely automating your business

We have tried them all; the conventional, the unconventional... the ethical, the risqué... the complicated, the simple... the common, and the crazy.

Of my 4 successful businesses, all 4 are 100% online. What I mean by "100% online" is that not one sale comes from conventional magazine, newspaper or direct mail advertising. I make more money in 1/2 a day than I used to in an entire week. The bottom line when it comes to online marketing is... **I know my stuff!**

As a successful online entrepreneur, I can guarantee you that all the promises these fast buck artists are making are completely worthless. What upsets me even more is how they say they "generate" \$5000 a month (or whatever figure they claim). With tricky wording they sound like they are earning \$5000 a month. In reality they are only saying that they "generate" or "make" \$5000 in gross sales; of which only a small portion of that is "net profit" ... maybe \$1000 - \$1500 depending on the product/service they are selling. That is not very impressive when you break it down.

Now, don't get me wrong. There are ways to reach bona fide buyers and make some serious money with electronic marketing. But these "get-rich-quick" con-artists only have a theoretical approach and no clue what the "real-world" techniques are.

I know they don't. I have personally spoken with most of the biggest names in electronic marketing, and their personal track records are pathetic. Most of them sell little, if anything, online themselves. They make all their money by selling useless advice to unsuspecting people who want to take advantage of an exciting and confusing medium. Have you ever seen one of them show you what they are supposedly marketing online... and all these profits they are making? That's because the only thing they are marketing online is their "get-rich-quick" information. Nothing else!

On that note, join my FREE newsletter to learn lots of tips and tricks for online marketing.

Subscribe to the monthly **Internet Marketing Tips Newsletter** with hundreds of promotional tips and tricks – FREE ONLINE – A \$147 VALUE! This is a private mailing list and it will **never** be sold or given away for any reason. You can also un-subscribe if you ever want.

Tell your friends about us – but not your competition.

Your First Name: _____

Your Last Name: _____

Your Email Address: _____

(Example: bob1642@aol.com is CORRECT,
where bob1642@aol or bob1642 are INCORRECT)

YES! Please Subscribe Me

Click the button above to be subscribed to Internet Marketing Tips FREE Newsletter! Forms capable browser required - Just Press the button **ONCE!**

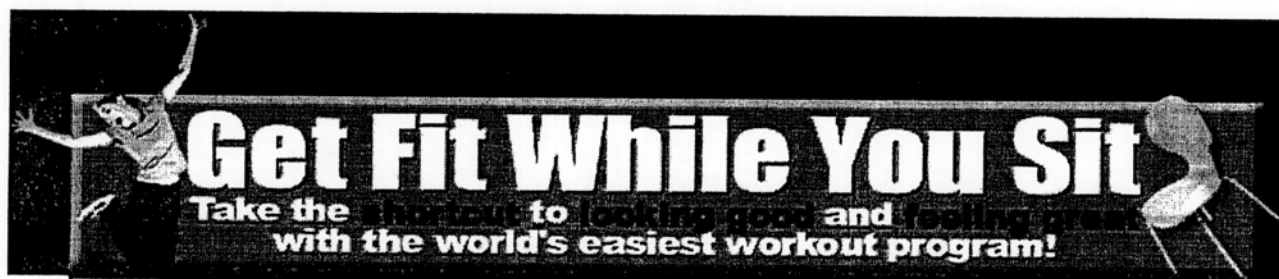
Hints For Starters To Truly Make Money On The Internet

You must make your order and fulfillment process completely automatic.

I have developed ways for clients to find out about me, read my material, order my product (either online in "real-time" or through an 800#), get their credit card approved, have the product packed/shipped and have the money directly deposited in my bank account **WITHOUT** ever lifting a finger. Remember, until recently, I didn't have any staff members to run my online businesses. But because of our phenomenal growth I just hired a full time office manager and technical support staff to take care of daily operations so I can start new projects and travel more.

Let me explain.

My orders are accepted and processed online on my secure server while the customer waits. Then, my



| [Order Now](#) | [Private Discussion Forum](#) | [Earn Money](#) |

No time to exercise? No problem!



"Introducing the amazing new workout program that's the laziest way to get in shape - works almost any place, anytime, anywhere...even while watching TV!"

Whoever said 'no pain - no gain' obviously didn't know about this...

Dear friend,

If you'd like to finally get in shape, feel more energetic and look great without knocking yourself out at the gym, then this might be the most important letter you'll ever read.

My name is Jeff Ball. I'm an ACE certified personal trainer and fitness instructor for over 15 years. I'm not a professional ad writer. But what I had to share with you is so revolutionary and so exciting - I just had to sit down and tell you all about it. So please bear with me a little.

Let me start by telling you I'm a highly sought after personal trainer who coaches some of the busiest professionals in and around the nation's capital.

Needless to say, that's where my big problem lies....

Trouble is, most of my clients are just too darned busy to get to the gym and meet with me. There just didn't seem to be any time to get their exercise in. And even worse, many of my clients travel a great deal and are on the road, it's nearly impossible to stick to their workout routine.

Sound at all familiar?

That's why I decided to do something about this. I wanted to create a simple, yet extremely effective, workout program that my clients could do anytime, any place, nearly anywhere.

Truthfully, I wasn't sure it was even possible but I went ahead anyway with my research. My fellow trainers all laughed when I told them about my idea. You should have heard them yucking it up at my expense.

APPRENTICESHIP Q & A

*Answering
objections*

Q. Isn't \$14,497 a lot of money?

Compared to what? Let me give you my standard, pat answer to this question... it'll tell you a lot about my priorities, and how I live my life...

Can You Really Put A Price On Having Just About All The Free Time You Want?

Can you? Can you really put a price on being able to work maybe 20-hours per week, and make more than double or triple what you're making now – can you tell me how much that's worth to you?

I think it's impossible to say how much your free time is worth... time to pursue your goals, your life mission – time to love and nurture your children or grandchildren – time to travel, play, and make memories that'll last the rest of your life.

I don't know of any other business on this planet that allows me to wake-up in the morning and say, "Hmmm... I think I'd like to have a new car. Let's see... that car I was looking at costs around \$26,000 – it's a nice sporty convertible. I'll put out this promotion on the Internet – and if all goes well, by the end of next week I'll be able to get that new roadster!"

Heck... maybe you don't want a car, but you'd just like to get out of debt, get a new boat, pay for your kid's college, or whatever!... *THIS BUSINESS ALLOWS YOU TO GENERATE UNREAL AMOUNTS OF ON-GOING INCOME ALMOST AT WILL!*

But you have to know how to do it! I will teach you every nuance of this business. Even a McDonald's franchise won't give you that.

Q. Can I Finance this?

No! I don't suggest that you go out and get a home equity line of credit! But I will offer you this: pay just \$5000 down (via check or money order – no credit cards) and then pay me monthly payments of \$863.36 per month for the remaining 11 months interest free. You can put the payments on one or several credit cards if you prefer.

Q. Can't I just learn all this stuff on my own?

Probably. But how many stumbles and false starts will you have to go through?

How many bad ideas are you willing to launch, only to realize later that the ideas weren't so bad – you just didn't know how to get the go from step A all the way to step Z.

More importantly... how much longer are you willing to put off your freedom... freedom from money worries... freedom from a time clock... just plain freedom!?

Why gamble with doing it yourself? I can save you all the frustration and get you in "the black" right from the starting gate! Plus, you'll learn skills that'll last you forever... and with me by your side you'll be able to side-step any stumbling blocks that come along your path.

It just makes sense to learn with me by your side!

Q. Can I Write This Apprenticeship Off As a Tax Deduction?

If you have a business – more than likely – yes. But you'll need to ask your accountant to be certain.

faq folloup email

[[firstname]] - Apprentice Program answers...

Dear [[firstname]],

Yanik Silver here.

Thank you for requesting the information about the new "Internet Apprenticeship Program".

Already the response has been nothing short of overwhelming!

Important: If you haven't downloaded the information yet - grab it here:
<http://www.surefiremarketing.com/apprentice/thanks.html>

Because there are only 12 slots and completed applications have already started to come into the office (via FedEx) I want to make sure I answer the most common questions we're getting from interested people.

Hopefully this should answer some of the questions you may be having. If you have a particular concern or question that isn't answered - send an email to: melissa@surefiremarketing.com and you'll get a personal reply.

QUESTION #1 - If I'm an International resident - can I still apply?

A. Absolutely! We'd love to have you onboard. Since a lot of the 'coaching' and follow-up can be done via email that's no problem. As long as you can make our monthly calls (I'll be somewhat flexible with times) and the monthly mastermind calls you'll be fine.

QUESTION #2 - What if I don't have the money right now?

A. I don't want anyone mortgaging their house or selling family heirlooms to come up with the payment. However, if you only need a few weeks to transfer money or to grab it from somewhere else you can make individual arrangements by emailing: melissa@surefiremarketing.com and perhaps we can work it out.

QUESTION #3 - How do I know you really won't cash my check unless I'm accepted?

A. I didn't even want to bring up this question because I didn't think it was necessary but 1 or 2 people asked so I'm covering it. My best answer is that a good online reputation can be ruined in a "cybersecond".

Why would I throw it away over a couple thousand bucks? Doesn't make sense.

Q. Can my business partner, family, etc also participate?

Yes. You can have one additional person participate. However, if they're not immediate family I will ask you to provide documentation they are a "business partner".

Q. What if I don't like the ideas you have in your "Internet Idea Notebook"?

You don't have to use one of my projects. I'm not a mind reader – but so far I've had a huge number of hits and best-selling products. In fact, every single one of my projects has made money.

"Yanik is the "Mark McGuire" of Internet marketing. He consistently gets more hits and anyone else I've seen. He has an uncanny knack of knowing exactly what ideas will work!"

- **Bill Harrison,**

Executive Editor & Publisher Book Marketing Update, www.FreePublicity.com

But if you don't like the ideas or they don't resonate with you, you and I can develop your own idea. In fact, if you have your own ideas to bring to the table – we can analyze and research the market possibilities.

However, don't be offended if I tell you point-blank that your idea might not fly. Remember... I'm in it with you so there's no point to spend the better part of a year on a wild goose chase. And I'll be quite frank if I don't think there's much potential in your idea.

Q. I don't know how to create my own website, use an auto-responder, or any of that kind of stuff... do I need to?

No! Right where you're at is perfectly fine – no matter where you're at! Hey, I didn't know squat about any of that stuff when I started! So if you're not a "computer expert"... don't worry about it.

Sure, you need to know how to do some very basic computer-type stuff – but if you're already comfortable using the Internet right now, then you already know all that you really need to know to get started.

Q. Why do you charge me an up-front fee if we're "partners"? How about if I just pay you double or triple your fee after the project is done?

The reason I charge an up-front fee is simple: it's to weed out the "wanna-be's" from real players. The more your up-front investment, the more committed you'll be to making something work. And the more committed you are to making it work, the more likely you'll experience success!

Really... all I'm doing by charging the fee is stacking the deck in your favor.

Here's a perfect example: Not long ago, I had a guy approach me and ask if he could license one of my other products – but he didn't want to pay anything up-front. After listening to his reasons why, I agreed – and he promised to give me a much bigger percentage of the sales.

After a few months the small checks stopped coming. Why? Because he wasn't committed... and he had given-up.

Q. Do you guarantee I'll be making money and living the ideal Internet lifestyle?

Yes and no... because in life, there are no guarantees. I cannot assure you that you'll be able to tell your boss to shove it and you'll be cruising around the world from your Internet riches.

I don't know what you'll do with the idea and additional back-end possibilities after we part. But I can assure you I'll work one-on-one with you to teach exactly what I do to come up with one successful product after another. If you do your part – I'll do mine.

faq folloup email

QUESTION #4 - Can I use 1 of your ideas and 1 of my own during the program?

A. Sure. You can develop as many ideas as you want during our year together. However, you only get to choose 1 idea out of the idea notebook if you wanted to use one of the ones in there (and the first applicants logged with completed payment and application get first choice).

Also, you only get to run 1 project to my list of opt-ins and buyers and our affiliate network. So it's your choice which one. After that, it will be on a situation by situation basis.

QUESTION #5 - When do we start?

A. The program officially begins February 1st, 2003. But before that we'll be in contact (if you're accepted) doing all kinds of "mental foundation" work.

QUESTION #6 - So does that mean you'll be choosing Apprentices before the January 10th, 2003 Application Cut off Date?

A. Yes. The sooner I get the 12 Apprentices picked - the faster we can start working on the mental foundation work I mentioned above. In fact, follow-up phone interviews are already being scheduled for the applicants who have made

'Go-To' Formulas

- What this is NOT
- Setting The Criteria
- # Reasons Why _____
- Will You Do Me A Favor?/Help me win a Bet

Yanik Silver's Internet Copywriting Workshop

"MAKE \$17,500.00 ...WITHOUT TALKING TO ANYONE!"

Does the thought of making up to \$454,742.39 in the next six months appeal to you?

Could you use an extra \$17,500.00 next week? Are you willing to work one or two hours a day to achieve **real wealth this year?**

If you answered "yes" to these questions, then I'm certain you'll want to learn more about this incredibly powerful method showing how you could rake in up to \$17,500.00 per week — right from your own home or apartment.

This business can be started without quitting your present job, or taking high risks with any of your hard earned money.

You'll be able to start this business **immediately** — and your profits can be rolling in **within days**.

If you're looking for a perfect part-time business, with little work required — then this one's for you!

If you're operating with very little start-up capital, yet you want to make up to \$500,000.00 or more per year — then this one's **really** for you!

If you've recently lost all your money, and you need to start a good business that will support you for life — then this one's **definitely** for you!

And if you have bad credit (or no credit at all!) and you don't know the first thing about running a business — then this one's **absolutely** for you!!

But first, let me tell you a little more about myself, so you can see just how easy this money making program really is. Unlike other advertisers in this magazine, I do not have a "rags to riches" story to tell. I started out as an average guy, just like you, looking for an easy way to make some good money.

In my spare time, I studied every money making program I could get my hands on. I would order, on the average, about 10 new money making programs a month. You might say my hobby was to investigate money making plans.

Some of the programs I sent away for were pretty good too. But two of the programs I discovered were **more** than good.

Actually, they were fantastic. But in each one of these programs, something important was missing. It was almost as if the authors of these programs got to a certain point, thought they had the money making formulas completed, and then quit!

But what they failed to realize was that by adding **one more ingredient** to their plans, they could skyrocket what were **already** good plans and make them **astounding** money making plans!

And this is exactly what has been done. As soon as the missing ingredients were put together, the programs combined, and then put to work, in no time flat ... Bingo! Check out this action:

In the first 90 days, income = \$193,292.04!!!

In the next 90 days, income = \$166,875.24!!!

In the next 90 days, income = \$287,867.15!!!

And this income, I might add, was produced **without ever needing to leave the house!** And this money was based upon reaching less than one hundredth of one percent of the possible market! And the greatest part about this program is ... it can't end! As long as there are people in the world this business will continue to make big money!

As you can probably imagine, this was exactly what I had been searching for all these years!

WHAT IS MY MONEY MAKING SECRET?

Fortunately, this marvelous system of making money requires no venture capital or tremendous intelligence (I had neither).

It isn't a chain letter scheme nor is it a multi-level marketing plan. It requires no personal selling, and no office. **What you'll receive is an incredibly powerful money making program with almost 300 pages.** The entire system is designed for one person to easily handle, and is easily the best money-making system advertised today.

This plan is so easy that literally **anyone** can follow it who can read simple English. And I have tremendous confidence in the success of this plan because others who have used it **have consistently made \$10,000 or more each and every week of the year.**

WHAT THIS PROGRAM IS NOT

- ★ No chain letters
- ★ No buying of stocks or bonds
- ★ No junk mail
- ★ No stuffing of envelopes
- ★ No gambling
- ★ No telemarketing
- ★ No inventory to maintain
- ★ No employees
- ★ No overhead
- ★ No special training required
- ★ No physical labor
- ★ No writing
- ★ No telephone sales
- ★ No buying or selling of real estate
- ★ No loan brokering
- ★ Not available anywhere else



REAL LIFE TESTIMONIAL

"...you helped me earn more than \$15,000.00 within a very short time period... I can't think of anything I've ever been involved with that has paid off so well and in so short a time... As far as I'm concerned, you're a genius!"

HERE'S REAL PROOF

I know that the idea of pocketing \$17,500 per week may seem too good to be true. That is why I would like to share some very private information with you — personal bank deposits for six months. Fifteen years ago I would have been **shocked** if you told me someone could be making \$454,742.39 in only six months. But check out these bank deposits which prove it:

April	\$53,058.00
May	\$59,158.50
June	\$54,658.74
July	\$117,356.85
August	\$78,197.35
September	\$92,312.95
Total	\$454,742.39

WHY I WANT TO SHARE THIS PLAN WITH YOU

Why am I offering you this astonishing wealth building system? Actually, there are two reasons:

First, even if I stopped making any more money, I'd have as much money as I needed, and...

Second, now that I have as much money as I want, I can't spend my whole day on the golf course! So why not sell something that others can benefit from? Actually, I would give it away free, except that I know people really only value something when they pay for it. So, what I've decided to do is charge a small amount of money for my wealth building program — \$20.00. Fair enough?

RISK-FREE GUARANTEE

I am so sure of these money-making methods, that I will give you the strongest guarantee ever offered for information of this kind: If at any time during the next **full year** you would like to return the program, I'll be happy to refund your \$20.00 **no questions asked.** I guarantee this to be the best and most effective money-making system you have ever received from an ad of this kind. So if you are dissatisfied for any reason, at any time, **up to one full year**, simply return the package for a full refund, and keep the bonus below, free of charge, with my compliments.

SPECIAL BONUS

Just Released! **FREE** complete information on our newest "\$100 Quick Start Program," plus a revealing audio tape. If you order today, it's yours to keep **FREE, no matter what!**

365-DAY IRON-CLAD GUARANTEE

SEND TO:

Financial Freedom
6023 - 26 Street West
PMB 262
Bradenton, FL 34207

YES!!!

I'll take you up on your no-questions-asked guarantee. Please rush me your money-making program plus my free bonus right away. I understand that your program is guaranteed for one full year. On that basis, I am enclosing my cash check money order for \$20.00 plus \$5.00 S & H (total \$25.00). Please rush to:

Name _____

Address _____

City _____

State _____ Zip _____

Florida State Residents Please Add \$1.50 Sales Tax.

Foreign orders, including Canada: Send money orders in U.S. dollars only for \$30.00 USD.

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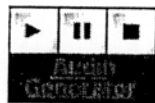
Finally Revealed...

"Who Else Wants To Play FREE Golf And Make Up To \$897 A Week For Playing?"

Golf Free Every Time And Make More Money Than Most People Do Working In An Office... And You Don't Have To Be A Scratch Golfer!



This is so simple and easy, thanks for sharing it. I love playing golf for free and even picking up cash on the side!
Russell H. 61 - San Diego, CA



Press Play to listen!

July 26, 2004

From: Ken Hammond



If you'd like to golf absolutely free every time you play... without paying for green fees or cart fees... then this might be the most important letter you'll ever read.

However, before I get "cranked-up" and start telling you all about my incredible new way to play free golf and even make an extra grand a week, there are a few details you need to know first:


- 1) This is not about gambling on the golf course. Although I know people who "hustle", you don't have to worry about making any bets on or off the course.
- 2) You don't have to be a scratch player. I consistently shoot in the low 90's and sometimes even higher, but I still golf free and make money. It doesn't matter if you have a good round or a bad round, you will play for free.
- 3) You don't have to be a celebrity or vip to golf free. I'm just a local businessman in a small town who happens to love golf.
- 4) You don't have to sell anything at the course. This is not about selling golf clubs, training aids, golf memberships, golf accessories, or even real estate!

What it's NOT

There is one trait you must have though...

You Must Love Playing Golf!

Yep, if you don't have the love of the game deep inside of you, and aren't addicted to everything golf has to offer, stop reading this report immediately and look for something else to do!

 [Click Here to Print This Page](#)

Are you frustrated and fed up with the wild, unbelievable and totally ridiculous offers out there? Are you looking for a REAL, legitimate chance to own a prestigious and professional business and make a serious income?

If so, here's your chance to discover...

“How My Silly Mistake Led To An Easy Way For You To Make Good Money Off Almost Every Business In Your Town”

Now you can be your own boss with an amazing business that makes instant cash - starting from Your Own Kitchen Table

A Personal Letter from Larry Brown
Location: Atlanta, Georgia, USA
Thursday, July 22nd, 2004



Dear Friend:

By this time next month you can easily have a slew of new business clients practically begging for your services and regularly coming back for more each month! That's because nearly every business in the world will need your solution, and you will literally run rings around any competition.

It almost sounds too good to be true – but I promise you it's not...

In fact, there is no limit to how much you can earn. And this is a real business that you can run from your own home. But before I share with you what this is – let me start by telling you what it is not:

- It is **NOT** some MLM or network marketing pyramid where you harass your friends and family to give you money.

- It is **NOT** a get-rich-on-the-Internet program that requires high-tech computer smarts just to get started.
- It is **NOT** a program where you buy my catalogues or products to stack up in your garage while I get rich.
- It is **NOT** a franchise – It does **NOT** require you to spend a small fortune buying equipment and hiring employees before you ever make a dime.
- It is **NOT** a service business that requires you to scrub toilets, repair windshields, clean blinds, or anything else where you only get paid by the hours that you put in.

Better still, there is no hard selling involved — this is not a system that trains you to become a super-duper-selling machine so that you can promote some product that no one wants or needs.

Now with that out of the way, let me share a story with you...

I want to let you in on how this idea came to me and why I guarantee it will make you money in less than a month. In fact, this could quickly become the **best income of your life**. If you have a real desire for success, this might be the most eye-opening letter you will ever read. But more on that in a minute...

First, let me introduce myself. My name is Larry Brown. You may have never heard of me and that's O.K. I'm no guru, sales superstar, or corporate bigwig.

In fact, just the opposite. I'm just your average southern guy who prefers cheeseburgers to caviar and sweet-iced-tea over fine wine. I don't play golf, but I love to sport-fish and water-ski.

My wife says I'm 36, going on 15.

And fact is, I'm really doing well now, but it hasn't always been this way. Like I said, I'm an ordinary guy and if you had suggested to me 5 years ago that I'd be writing a letter like this and posting it on the internet, I'd have called you nuts – but here we are.

Frankly, we both know there are a lot of "business opportunities" out there. I've seen my fair share of them and surely you have too. Let's face it...most of what's out there is pure junk.

In reality, I've always been encouraged by what I've learned. I realized a long time ago that there had to be lots of good, honest, hard-working folks out there who would love to succeed in their own reputable business, but just didn't have a bunch of cash lying around to invest.

I've always said if I found a simple and ideal business that met my 9 "must have" ingredients, I would share it with the world. See how many of these you agree with:

9 Crucial, "Must Have" Ingredients

of the Ideal Business...

Ideal Business Ingredient #1: HUGE DEMAND

For any business to be successful, it must have a product that someone wants and needs. You will see why this is a product that virtually every business really cannot do without.

Ideal Business Ingredient #2: LOW MAINTENANCE

Who needs to spend all day on the phone servicing some product? (None of that here!)

Ideal Business Ingredient #3: NO INVENTORY

Did you really want to fill up your garage, your basement, or half your bedroom with a bunch of products that no one will buy? No way. The product you'll deliver to your clients will be low cost and hassle free.

Ideal Business Ingredient #4: NO EMPLOYEES

Avoid the cost, the hiring headaches, the training...enough said.

Ideal Business Ingredient #5: NO COLD CALLING

Simple marketing techniques, which are part of the system, will bring all the business you need! No need to "beat the streets".

Ideal Business Ingredient #6: RESIDUAL INCOME

You do the work one time and get paid over and over again. Your clients will remain clients month after month. The results they get from using your product will be so amazing, that once they start, they won't want to stop.

Ideal Business Ingredient #7: RESPECTABILITY

This is a win-win business you can be proud of. Your clients make more money. You win with a profitable business and prestige and respect within your community.

Ideal Business Ingredient #8: LOW-COST

One of the cheapest investments you'll ever make, and your first client means profit month after month after month!

Ideal Business Ingredient #9: Little or NO RISK involved

Rest assured, this business can out-perform anything else out there – despite "the economy". This system is so powerful that I can back it up with a double-guarantee. Bottom-line - you get to "test drive" this system with absolutely zero risk (I'll tell you more about that shortly.)

Truth is, in most businesses it's hard to find a single one of these "crucial ingredients". (If you're lucky you might get 3 or 4.)

So how did I come up with the solution everyone's been looking for?

Well, I can't tell you why no one else has thought of this, but I can tell you how I did.

*Setting
The Criteria*

Here's the bottom line on this incredible resource...

"How to Write and Publish your own eBook in as little as 7 Days" will guide you step-by-step to:

- **Identify a Target Market** with laser-beam focus
- Create an **ebook idea** that will sell
- **Write your ebook** quickly and more effortlessly than you ever dared to dream possible
- Get **free editing** services
- **Publish** your ebook to sell through the web
- Start **marketing, selling** and **making money** with your ebook online!
- ... and much **MORE!**

Next time you meet somebody at a party - how about telling them you're a best-selling author?

Has a nice ring to it, don't you think?

You bet! Well, that's exactly what can happen with Jim and Joe's new guide. You could get bragging rights in as little as a week (plus, a whole wad of money to boot).

Ebook publishing has changed my life and maybe it will for you too. You'd better believe if I was starting out today - I'd grab this ebook right away for a turbo boost!

Yanik Silver
Author, "Instant Internet Profits"
www.instantsalesletters.com

Warning: Do NOT buy any course on how to write your own ebook unless it meets the following criteria:

One: Explains exactly how to **choose a subject** that has an audience ***eager* to purchase it!**

Two: Shows you not only how to write an ebook **for profit**, but also to **enhance your career** and have a lot of fun in the process.

Three: Shows you **step-by-step** how to publish your ebook so that **virtually everyone** - regardless if they own a PC or a Mac - can **buy, download** and read it without problems.

Four: Demonstrates how to **create** a "**passive income**" stream by including simple, yet powerful elements in your ebook.

Five: Gives you the big, unbiased picture about **marketing** and **selling** your ebook online... then gives you the tools to go do it!

Six: Is written by someone who doesn't just talk useless theory... but gives you the benefit of years of online publishing and selling **experience** straight from the "front lines".

This information is priceless

- Joe and Jim regularly get paid **hundreds of dollars an hour for their time.**
- In fact, Joe recently ***sold out*** a "e-class" training where he taught authors to conceive, write and publish their own ebook. **Joe charged \$1,500** to let these authors in on **his proven secrets!**
- Joe and Jim have both spoken at Internet conferences and summits where **attendees paid thousands of dollars to hear them** speak.

In summary, here's what you get:

You get **immediate access** to the breakthrough ebook "**How to Write and Publish your own eBook in as little as 7 Days**" along with some very exciting bonuses for **acting now.**

If you respond right away, **you pay the introductory price of only \$ 29.**

Act immediately and receive the following bonuses

Since we know it's 100% to your benefit to act right away, we want to sweeten the pot and give you every possible reason to say YES today!

If you respond immediately, you'll also receive the following:

FREE Bonus REPORT: Guerrilla Marketer **Jay Conrad Levinson** explains **5 highly effective online marketing methods that don't cost ANY money!** This is an ***extended*** interview **you will not find anywhere else.**

***Jay charges \$100's of dollars for his time and this report is easily valued at \$250!**

FREE Bonus REPORT: Interview with **Joe Vitale** - In this **24 page interview** Joe spills his guts by detailing his success with **his latest success, "Spiritual Marketing"**. This is the **same interview Joe sells on his website...** so you know it's worth getting just by itself.

FREE Bonus REPORT: How to **accept virtually every credit card on the planet** and **set up an affiliate program** that **automatically** signs up your affiliates, tracks their sales and cuts them a check every 2 weeks... all for only a \$50 one-time setup fee and no minimum monthly fees - ever!

***This REPORT will easily save you \$275-\$500 in application fees and headaches.**

an internet marketer.

Gregory Scott
St. Louis, MO

- Dec. 3, 2002 -

Very satisfied

A must have for any internet marketer. The big guys all learned from Marlon, so...

Brett Fogle
Vienna, VA

- Nov. 23, 2002 -

It pays for itself in about 15 minutes.

Charlie Page
Washington, TX

- Nov. 22, 2002 -

the best internet marketing "system" I've seen...

If you're looking for a complete marketing system, this is the most comprehensive program on internet marketing that I've seen.

Russ Holder
Atlanta, GA

- Nov. 19, 2002 -

This is an intense course, it will take time to master the info, don't rush, get it right.

Reece Franklin
Chino Hills, CA

- Nov. 15, 2002 -

Guess what? That's totally false and misleading information designed to scare into buying a how to product. The truth is, the average web site generates an astounding profit figure. Here are the facts from the best Internet research cc in the U.S.

▷ How do you determine the optimal price points for your products? Are you way too cheap? Did you know you could often increase sales by raising your p

▷ If you're having problems selling what you're selling, it's probably because you're selling the wrong thing to the wrong folks. Sometimes just a twist or two can loose the money like crazy. Here's how to shake, jiggle and jolt your money t

▷ How to save \$750 on a merchant account or more. Are you leasing software you are, you're probably getting ripped off. I got my account for \$300. No lea 2%-4%% processing fees.

▷ How to get your web site design done for a fraction of the cost (and I'm NO talking about using an amateur at your local college).

Of course, the bullets above are based on what I've done or my friends, and are indicative of average results.

About now you're expecting me to tell you I can show you how to make \$10,000 a day, week or a month -- whatever. Guess what? Not gonna happen. Not here not going to hype you. I lay out my formula. But I don't know your market ne products. So how could I with any integrity represent or even imply that I can you how to sell \$X dollars weekly? You know and I know that that's totally bo Don't fall for the hype.

*Sethy
The Critic*

Warning: Do Not Buy Any Marketing Course that does not meet these criteria:

I realize there are many very good marketers who teach marketing. Many are personal friends.

But let me share the things that set Amazing Formula apart in my mind.

1. *The Amazing Formula* CD works for BOTH products and services.

Anyone who needs to target an audience, generate leads and interest, make money and get repeat business will benefit.

2. *The Amazing Formula* CD can be started on a shoestring.

In the traffic chapter, you will learn methods that take very little cash to start of people teach methods that do work. But they take a lot of money for advertising and marketing. Where does that get you if you can't afford the methods? I'm not to tap you into my best resources to save you all the money possible.

3. *The Amazing Formula* CD is NOT just about how to sell ebooks. It IS how ANY product or service.

So many things written on Internet marketing are ONLY to sell ebooks.

That's an awfully small part of the world! Internet marketing is million times

Very satisfied...

...you'll learn like you never learned before

**Fred Mosley
Windcrest, TX**

- Nov. 15, 2002 -

There are certain things in life that needs no explanation, selling merchandise is not one of them. Marlon has taken the so called "Obvious" and hit you between the eyes with it . . . Brilliant!!

**Randal Balduff
Wentzville MO**

- Nov. 10, 2002 -

Very satisfied.

Some of your ideas like doing a product survey are so basic and commonsense - yet I would never have done it if you hadn't pointed it out to me!

**Sanjeev Nair
New Bombay, India**

- Oct. 31, 2002 -

Very Pleased!

Well worth the investment.

**John Gibson
San Antonio, TX**

- Oct. 22, 2002 -

The product provides good information. I think it is very well crafted.

than that. I want to open your eyes to all the possibilities. I don't care if you igloos to Eskimos, you can use the Amazing Formula to do it better. Realize that the only thing someone has sold in their life is ebooks, they have a limited understanding about marketing. I wrote for clients and have sold a variety of things.

4. *The Amazing Formula* CD will END YOUR CONFUSION over what does and work.

I know a lot of beginners get frustrated with seemingly conflicting advice. But you understand this Formula, you will see how it all fits together. Why? Because all about targeting your market, finding out what they want to buy and then promoting your products and services. So many products on marketing leave confused about what does and doesn't work. And literally overwhelmed with a thousand things to do.

5. *The Amazing Formula* CD is not complicated.

You don't have to be a marketing guru to do it. If you can target a group of people with common wants and needs, find out what they want to buy and allow them to buy it from you using our KSL or KSP method, you can make the formula work.

6. *The Amazing Formula* CD works for non-marketers.

In several of the chapters, I give you a fishing analogy and explain how you can succeed by dumb luck if you just keep trying. Pay attention to this. While you to become an expert on marketing, you don't have to be an expert to start using our formula.

7. *The Amazing Formula* CD is the ONLY technology based on my unique combination of sales, customer service, marketing, copywriting and psychology.

You will find psychological insights into the human brain and how people think. Read the product THREE TIMES as I have instructed you. These insights are not obvious to the casual reader.

You will discover that the Amazing Formula contains a unique blend of technology and insight not available anywhere else.

8. *The Amazing Formula* CD is practical and not theoretical.

So many people who teach marketing have never had a sales job in their life. They! They have never been paid a dime to write promotions professionally. They!

I have. I've been in the sales trenches. Been paid thousands to write one sales letter. I didn't just write an ebook one day and pronounce myself an expert on marketing. I didn't just all of a sudden show up and start speaking at seminars. I spent a lifetime studying and perfecting this Formula.

I'm an adult and not a kid. *The Amazing Formula* is credible information based on my real-world experience.

9. *The Amazing Formula* CD teaches the KSP, which is the ONLY THREE methods for selling people.

[Custom Pistols](#)

[Scatterg](#)

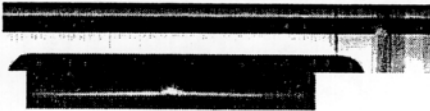
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- A Message from Bill Wilson



Web Specials

- Custom Pistols
- Scatterguns
- Tactical Rifles
- Custom Leather
- Parts & Accessories
- **ARMOR-TUFF[®] Firearms Finishing**
- Build Your Dream Gun
- Custom Work Order Form
- Khumba Safaris



- What is a "Custom Firearm"?
- 15 Points You Should Consider...
- What the Experts Say...
- What Our Customers Say...
- Product Fit Codes
- FAQ



Wilson Combat Master Dealers

-- Select State --

Wilson Combat Dealer Program Info



Wilson Combat Airsoft Reproductions



Links

Here Are the Top 15 Criteria YOU Should Review Before You Select Your Next Firearm or

Wilson Combat[®] "You Will Be Extremely Satisfied!" Service Policy: FREE Lifetime Repairs and FREE Technical Assistance.

FREE Consultation to Determine Which Firearm or Accessory is Right for You

Guaranteed Highest-Quality Products for You. Wilson Combat[®] has consistently highest-quality 1911-style pistols and accessories on the market for over 25 years. Since we have custom crafted tactical shotguns and rifles of the highest quality. Due to this experienced manufacturing methods, current production products are the best quality we have EVER produced. However, should any of our products fail in normal use, we will repair it **FREE**, for good. For over 26 years, we at Wilson Combat[®] have worked to build a reputation of quality service that is second to none.

You Get the Best Guaranteed Customer Service. This is where Wilson Combat[®] has the **BEST** customer service in the firearm industry and many customers have over 26 years of customer satisfaction to prove it. Our customer service policy is simple: a valued customer, will be extremely satisfied, period! No fine print, no exceptions, **YOU WILL BE EXTREMELY SATISFIED!** It doesn't matter whether you bought the product directly from one of our dealers or distributors; we'll take care of any problem you might have. When your firearm or accessory is in for service, we literally drop what we're doing and take care of your repairs are taken care of within 72 hours after receipt unless refinish is necessary.

Your Custom Firearm Fills Your Real Needs. Wilson Combat[®] custom firearms are specifically designed for you to use, not just as a sales gimmick (unlike many products on the market). Our products are the result of our years of "hands-on" experience, customer input and feedback. Our custom firearms will enable you to confidently protect yourself or your family from competition or revel in the kind of pride of ownership that only owning the **BEST** weapons and accessory components (with the back-up of our technical staff) will allow you to customize with complete confidence.

Your Custom Firearm Is Made with "True Pride In Workmanship." Each Wilson Combat[®] firearm is built with over 100 years of combined knowledge and experience. Wilson Combat[®] don't just build custom firearms for a paycheck, they take pride in each pistol they build. They achieve perfection. Our gunsmiths painstakingly build each custom firearm as if they were building themselves and always ask themselves, "Would I be happy with the workmanship on this if I had just purchased it?" Until they can honestly say "Yes", the job never leaves the shop. To produce the most reliable, accurate and full-featured custom firearm on the market, you with a lifetime of security and shooting pleasure.

Your Pistol Has Proven Performance. Wilson Combat[®] pistols have been used to win major competition in the world. Champion shooters such as Rob Leatham, Jerry Barr, Brian Enos and Bill Wilson have relied on Wilson pistols to win numerous championship titles. Firearm trainers Ken Hackathorn and Rob Haught rely on Wilson Combat[®] pistols to

difference.

So even if your time was only worth \$5 an hour, it would still cost you about \$4,000.00 to learn what I know about audio and video (and I sure hope your time is worth more than \$5 an hour!).

The good news is you won't pay anything close to that... **but you must act RIGHT NOW**, because...

**This Is Your Last Chance To Get The
"How To Create And Publish Your Own 'Killer' Multi-Media Info-
Product" Home-Study Course
Before I Pull It Off The Market May 10th!**

You're probably wondering the reason why I'm going to take one of my most successful products ever off the market (I mean, we sold out the last offer in 49 hours!).

Well, it's 4 reasons actually:

- Reasons*
- **Reason #1: I am NOT going to teach thousands of people how to be my competitors...** which is exactly what I did with "How To Write And Publish Your Own eBook In As Little As 7 Days" at www.7dayebook.com (you don't have to hit me in the head with a brick twice to know it will hurt)!
 - **Reason #2: I want to give YOU** (the people who buy my course) the **maximum competitive advantage** by not training thousands of *your competitors* either! The fewer people who have this information, the better off we all are!
 - **Reason #3:** I believe (and have been told by many people I trust) that **I'm selling this information WAY TOO CHEAP...** especially when you consider the massive profit potential of just one great multi-media info-product (not to mention all the little good ones that add up to a BIG one!)!
 - **Reason #4:** I'm so busy putting this information into practice myself that I don't want to spend my time teaching it... **I want to concentrate on making these highly-profitable products myself and selling them to hungry markets!** There are so many niche-markets out there that I'm going to start phasing out the "Internet Marketing" stuff and get "below the radar" on all of this.

In fact, I had originally intended NOT to offer it for sale ever again! But, two things changed my mind and persuaded me to put it back on the market for one week.

First, in all fairness, the home-study course was only available for such a short time (only 49 hours back in the middle of March before we sold out every copy), we had a large number of people emailing us (some begging) to put it back on the market long enough for them to claim a copy.

Second, my wife reminded me the other night of a promise I made when I was just starting out to always share the "good" information I figured out for making **REAL money online** (not this recycled stuff people keep trying to pass off as "new" or "original").

So I've decided to **give you one more chance to claim the "keys to the castle"** when it comes to creating the **ultimate money-making content** in a flash (literally)... **but only from Noon May 3rd until Midnight May 10th...** and then I'm pulling this course off the market!

It's up to you to step through the door to the treasure room!

So let's summarize what you get...

To: "" <info@101samplebusinessletters.com>
From: "John Alanis" <JAlanis1@austin.rr.com>
Subject: Are you really man enough?

Dear Womanapproachme...

I am writing to you today because I need your help. I was having a conversation with my accountant, and he told me he didn't think I could build a business based on teaching men how to get women to approach them first (yes, he's single, and hasn't had a date in years... he's a good accountant though!).

I disagreed with him, and told him I thought I could sell an additional 200 of my books, over and above what we usually do, in the month of July... that the guys on my list were "man enough" to invest in their own education, and start getting women to approach them first.

Bet

He laughed when I told him this, so we made a bet. If he wins, I have to take him out to a very fancy dinner, and introduce him to all the women in the restaurant. If I win, he has to put my system to work for himself, get off his duff, and go out with at least three beautiful women, then write me a glowing testimonial referring to himself as the "bean counter with the green eye shade."

I really want to win this bet, so I need your help. I was going to raise the price on my book, but I'm going to hold off just a bit longer so I can win this bet. I don't want to lose to my accountant. So, I'm going to keep my price where it is now for one more week, so I can be sure to beat the pants off him.

To take advantage of the original low price, and help me win this bet, just go to www.womenapproachyou.com/enter.htm right now. I don't like losing, especially to my accountant!

On with the fun....

-John Alanis
"The King of Let 'em Come to You"

PS Already have my book? Good for you... let's make my accountant work even harder by having to crunch more numbers. Go to <http://hop.clickbank.net/?johna5150/guygirl> to take advantage of this another remarkable "girl-getting" resource.

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mark postcard book2

[[firstname]] - can you help me win a bet?

Dear [[firstname]],

will you help me settle an argument (and win a bet)?

It's between my friend Markus Allen and me.

Here's the deal - I've been bugging Mark to update his Postcard marketing book for almost a year now. (Mark wrote "How to Market with Postcards" a couple years ago and it was the bible for postcard marketing - but now it's out of print and needed revising). I kept telling him that my customers would love to find out all his little-known secrets to low cost postcard marketing.

He would shake his head no and reply that people are only interested in web marketing or email marketing today.

I didn't think so. So we made a small wager.

I told him I would release my ebook on Email marketing - "Million Dollar Emails" (www.milliondollaremails.com) and he would update his Postcard marketing manual and then we'd compare sales.

The loser of the bet has to pick up the tab when we meet for dinner every month.

I can't wait to have a big, fat juicy steak on Mark! :)

So it's up to you!

Mark's postcard manual, appropriately called "Markus Allens' Instant Postcard Marketing Tool Box is here:

<http://www.markusallen.org/amazingpostcard>

Take a quick peek at what's included:

- A step-by-step strategy manual
- Audio companion
- Online swipe file of your competition's postcards
- Online tools to find mailing lists almost instantly
- Markus' never before released database of industry insiders (with just one of these contacts, you can launch a monthly postcard marketing campaign with a phone call)
- And 4 awesome bonuses plus lots more...

As you can see, Mark didn't just revise this thing - he totally supercharged it!

Everything you need to launch an automatic postcard campaign is in his toolbox and ready for you to use instantly.

mark postcard book2

Frankly, with everybody obsessed with online marketing using postcards makes more sense now than ever before. In fact, Mark showed me how he gets an average return of more than \$10.00 for every \$1 invested. (That's a 1000% ROI!)

So what do you say? Can we do it?

Help me win the bet and at the same time discover how to put the power of postcards to work for your business!

Check it out here:

<http://www.markusallen.org/amazingpostcard>

All the best,
Yanik Silver

P.S. Be the first to grab this greatest collection of moneymaking postcard marketing ideas, resources, templates, and strategies ever put together to help you grow your business.

<http://www.markusallen.org/amazingpostcard>

P.P.S: If you are on AOL or the link above isn't highlighted, click below:

[Click here](http://www.markusallen.org/amazingpostcard)

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Notice: This e-mail is NEVER sent unsolicited. You are receiving it because you visited the Instant Sales Letters web site and requested updates about marketing or because you subscribed (or someone subscribed with your address) by e-mail to our Marketing Tips E-Zine.

This e-mail is intended *only* for opt-in subscribers. We keep copies of all opt-in requests.

'Go-To' Formulas

- It's Not Your Fault
- Rallying against a common enemy
- FEAR
- Mr. X

Yanik Silver's Internet Copywriting Workshop

THE CHILLING INSIDE SKINNY ON THE FEDERAL GOVERNMENT'S BIO-TERRORISM DRILL...Ignore at your OWN risk!

Washington, D.C.
Sunday Afternoon

Dear Fellow Concerned American:

This letter is a critical, time-sensitive warning. Please read what I'm about to say carefully, because your very life may well depend on it.

The bombing raids against New York and Washington are but a bloody preamble of what is to come. For example, a biological terrorism exercise code-named "Dark Winter" conducted quietly by the federal government only a few months ago confirms just how thin the veneer of "civilization" truly is.

I'm Lee Bellinger, editor of The American Sentinel, the publication that since 1971 has sounded the alarm about the federal threat to our liberties, and the dangers of social chaos sparked by acts of terrorism, and steps you can take NOW to survive a bio-terror attack.

That's why I created the blockbuster manual, The Social Chaos Survival Guide--an information-packed compendium of critical information and strategies for thinking Americans like you to cope with unexpected social chaos. More about how to get a FREE copy of this must-read publication later, as well as a FREE life-saving bonus report, The Bio-Terrorism Defense Guide. First, though, let me spell out why this information is so critical.

On July 27, members of the House Subcommittee on National Security listened with rapt attention to the results of the "Dark Winter" exercise (conducted under federal supervision June 22-23 by the Center for Strategic and International Studies and the Johns Hopkins Center for Civilian Biodefense Studies).

The mock crisis was designed to test the country's capacity to deal with an outbreak of smallpox unleashed against several U.S. cities (by any number of hostile countries with such capabilities). A recent Washington Post story predicted that under this likely scenario, the U.S. would come apart at the seams. (Which is why I am writing you today--but more about that later.)

From a "Dark Winter" command bunker at Andrews Air Force Base, the participants established that 13 days from the time the Center for Disease Control confirms a bio-terror attack, America would be confronted with social pandemonium on a scale unseen in our history.

"Dark Winter" analysts testified before Congress that the U.S. would be thrown into chaos by acute vaccine shortages and the overwhelming of

[OVER, PLEASE]

medical facilities. Worse, they found that extraordinary "containment" measures will likely have to be imposed by the federal government to stop fleeing citizens from spreading the plague (which in this crisis management drill moved the plague-zone outward to 25 states and 15 countries).

The inescapable conclusion of the "Dark Winter" terrorist exercise is that federal authorities will be unable to do anything more than inoculate critical police and rescue personnel. As for the rest of the general population, they will be on their own.

Make no mistake: This government exercise projects large numbers of casualties among American citizens who get caught flatfooted in the national panic.

With even the "best-case" government scenario forecasting social pandemonium in a future bio-terror attack, **The Social Chaos Survival Guide** is the very best insurance policy money can buy. If you read it carefully and plan accordingly, it will prepare you to deal with the most likely scenarios by which the federal government will crack down in the face of widespread social pandemonium.

The Social Chaos Survival Guide provides a comprehensive, doable, and financially sensible plan to survive any social emergency and draconian responses by federal forces. (In the "Scenario Conclusion" of a previous bio-terrorism exercise known as "Operation Top-Off," federal planners determined that "voluntary" travel restrictions would break down quickly. One idea on the boards was to create temporary detention areas for "healthy" citizens to stay 2-3 weeks, before being cleared for out-of-state travel.)

You might think that such nightmares might occur under Bill Clinton. But let me tell you, many of the people Clinton put in charge don't care who the president is. (In some government-run exercises like "Top-Off," the president was among the casualties.)

I developed **The Social Chaos Survival Guide** and the **Bio-Terror Defense Guide** for a select group of Americans, who understand the importance of taking common-sense, modest, and inexpensive precautions TODAY in order to avoid becoming a statistic later. It's important to be able to stand your ground without attracting a whole lot of attention--either from the authorities or by mobs of desperate fellow citizens. Blending in to avoid attention while being ready for anything is a whole lot safer and more practical than abandoning your home and living in the woods, don't you think?

America's #1 Investigative Journal

Both **The Social Chaos Survival Guide** and **The Bio-Terror Defense Guide** were commissioned exclusively for readers of The American Sentinel, the feisty newsletter that since 1971 has made it a point of honor to be America's #1 investigative journal -- especially when it comes to uncovering and exposing the true aims of the liberal elite and their sordid agenda. The mere mention of The American Sentinel gives liberals fits. Our effectiveness is well known, and so deeply feared by the

[NEXT PAGE, PLEASE]

Are you prepared for the coming Social Chaos and Biological-Terror Attacks?

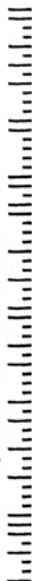


REVEALED! The government's barely prepared to protect itself... and will NOT protect you! Life-saving actions and plans you must take RIGHT AWAY!!!

CODE: P302D 20811520

Yanik Silver

10832 Brewer House Road
Rockville, MD 20852-3416



EXPOSED! Secret government Bio-Terror drills BEFORE THE TERRORIST ATTACKS show infection and panic hitting virtually every corner of America.

WARNING! Clinton-era rules to seize guns, private property and freedom-loving Americans in a crisis — still government policy!

Amazing Internet Breakthrough...

**“Now You Can Instantly
Switch On Your Own Internet Money
Machine That Puts Cash in Your Pocket
5 Totally Different Ways...
Automatically While You Sleep”**

**Announcing The First Practical
Online Moneymaking Opportunity Almost
ANYONE Can Cash In On...**

Even if....You HATE computers

**Even if...You are a complete computer “dunce” and don’t really
feel like learning anything else about them**

Even if...You only have a few dollars to get started with

**Even if...You are totally ‘lost’ on the Web and don’t have time to
play ‘catch-up’**

Even if...You have no clue what you want to sell online

Even if...You only have a couple spare hours each week

February 17, 2003

3:17 pm

From: Jim Edwards and Yanik Silver

Dear Internet Friend,

It’s true...

In just a moment we're going to show you exactly how you can get set up with your own automatic, 24/7 Internet money machine that **spits out cash 5 different ways**...while you sit back and let two of the Internet's top pros handle all the annoying detail and "grunt" work of running everything for you.

Listen, if you've tried to make money online bouncing back and forth from one Internet opportunity to the next, this is something you need to know -- **IT'S NOT YOUR FAULT...**

There's no need to blame yourself for lacking the computer skills or marketing smarts or anything like that, nor should you shrug it off with excuses like "Oh well, I guess other people can make money online but I can't". We positively promise you, **YOU CAN MAKE MONEY ONLINE** without being a computer genius or going bleary-eyed sitting in front of your PC day and night trying to make heads or tails of the whole Internet 'thing'. Just imagine...

"What if there really was an easy-to-set-up, legitimate Internet moneymaking opportunity out there that actually worked for just about anyone?"

In one shape or another we get this same question asked hundreds of times. Take a look at few actual emails from our inboxes over the last few days (Yes, these are all from real people but we've removed their names not to embarrass anyone):

> I need your help. I am passionate about making money >
> online but I have no products of my own. I am
> primarily interested in selling intellectual
> products, maybe like your ebooks and courses for a
> profit. There are a myriad of marketers on the
> net promising to help people build a fortune.

> My question is can you help me create an automatic,
> moneymaking web site that will allow me to make
> money on demand. A serious draw back that I have is >
> that my current job does not afford me much time to > have
> a life or to devote time consistently to any
> project. I work long hours, traveling all over. I am >
> tired. Can we work something out, can you help me
> put together a website and/or a system that sells? I >
> anxiously await your reply.

* * *

> I've read the letter that you wrote on how to make
> money on the Internet. My question is what if you
> have nothing to sell. I'm a mother of 5 girls and
> I've been laid off because of my disability. I want > to
> make enough money so my husband doesn't have to
> work all the time. We live in a small farm town and

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

Dear Friend,

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

I'm willing to bet that with all the managed care and Medicare cuts, your income has been significantly reduced...might I say severely slashed?

While all those insurance company "big-whigs" and HMO insiders have padded their pockets (to the tune of tens of thousands even hundreds of millions of dollars), dermatologists, like yourself have been left on the sidelines when it comes to making big money.

No other time in history has there been so many forces fighting against the success of hard working doctors and surgeons.

With managed care our profession has been faced with reduced reimbursements, stingy gate keepers, capitation, hold harmless clauses, and a mountain of paperwork -- that's enough to make you want to scream!

What's more, you're probably working your tail off every day to see more and more patients just to make a decent living...but with less and less to show for it every month (and only more of the same in sight).

Consider this fact: according to a recent Managed Care Attitude Survey, 74.3% of the respondents stated that managed care arrangements have reduced their annual professional income despite the fact that 65.5% of respondents have increased their number of managed care contracts.

And, what's even more shocking is 60% of those surveyed have decreased practice costs by becoming more efficient. That's why...

There's Only One Way Left For You To Earn The Income You Deserve...

Let's face it. To become financially secure (in today's screwed-up health care market) you need to start getting lots and lots of cash-paying cosmetic patients.

Cosmetic patients are the most lucrative and profitable patients you could bring in. And now, it seems like everyone and their brother are discovering this fact. They are all clamoring for these same wallet-fattening patients.

It's A Shame For You Not To Make The Big Money...

FEAR

What Will You Do When Your Personal Assets Are Seized to Satisfy A Judgement Against Your Corporation?

All your many tax benefits of owning a corporation could be wiped out overnight. How? The I.R.S. could visit you and claim you have not kept proper corporate minutes. You could lose the very tax benefits to which the law entitles you.

Banks, insurance companies and various state and federal agencies, besides the I.R.S., all require notated authorizations to grant loans, buy property and equipment, enter into leases and even to sell assets. And other problems can be equally devastating. The reason? The owner didn't document important transactions. The small business owner simply has to "Get It In Writing".

Here are some recent "horror stories" direct from actual court cases.

Joseph P. obtained a loan from his corporation without the proper loan documents and corporate minutes. As a result, the court required him to pay additional taxes of \$27,111.60. He narrowly escaped a penalty of \$13,555.80.

B.W.C., Inc. was forced to pay \$106,358.61 of accumulated earnings tax because its corporate minutes were incomplete. They expressed "no specific, definite, or feasible plans" to justify accumulating earnings, according to the court.

Keeping records has always been a bother, and an expensive one, especially for small companies. Most entrepreneurs do not like to spend time keeping records. Probably because no one ever became rich by keeping records. And in a small, one-person business, it seems downright silly to keep records of stockholder meetings and board of directors meetings . . . keeping minutes . . . taking votes . . . adopting resolutions . . . isn't it all just a waste of time?

Not if you ask any of the thousands of entrepreneurs who have lost fortunes because they failed to keep records. You should look at corporate record keeping chores this way: *It's part of the price you pay to get the tax benefits and personal protection from having a corporation.*

A corporation does not exist except on paper, through its charter, by-laws, stock certificates, resolutions, etc. Anything you do as an officer or director has to be duly authorized and evidenced by a resolution of the stockholders or the board, or by both in some cases. It makes no difference if there is only one stockholder or one million stockholders. The rules are basically the same.

You can hire a lawyer, like the big companies do, and pay \$100 or more just to prepare one form. But you may need, at minimum, a dozen or more documents to keep your corporation alive and functioning for just one year. This type of work is the bread and butter for many corporation lawyers. Most of the work can be done by their secretaries, yet they will charge you enormous sums because they know how important the forms are to you and your business. Lawyers know

that the I.R.S. will insist that you have the corporate records to prove that you are entitled to all the tax breaks from having a corporation.

There is now a way for you to solve your corporate recordkeeping problems. Without a lawyer, without paying big fees, and without spending a lot of time. It is truly **The Complete Book of Corporate Forms**. It was prepared by Ted Nicholas, author of the best-seller, *How To Form Your Own Corporation Without A Lawyer For Under \$50*. This book has become the largest single source of new corporations in America. His book has revolutionized the business of forming new corporations by making the process simple, easy and inexpensive.

But forming a corporation is only the first step toward building "the ultimate tax shelter." Through carelessness or neglect, many people are denied their rightful benefits from owning their own corporation. Ted Nicholas saw that many business owners needed more help after they incorporated. They didn't know how to follow through, how to turn their corporation into the ultimate tax shelter.

And so, he prepared **The Complete Book of Corporate Forms**. Virtually all the forms you will ever need are all ready for you. Everything is simplified. Either you or your secretary can complete any form in minutes. All you do is fill in a few blanks and insert the completed form in your record book. When you own this book, you are granted permission to reproduce every form. If you are behind on keeping good corporate records, now you can catch up in no time. Just complete a few blanks for the things you've already done in the company. It's legal and it works. Best of all, the price is less than you would pay a lawyer for one hour of counseling.

Here is just a sampling of what you'll receive:

Minutes of Stockholder Meetings

- Minutes of Directors Meetings
- Minutes of Special Meetings
- (Any of these can be used if you are the only stockholder and director.)
- Amendments to Articles of Incorporation
- Amendments to By-Laws
- Changes in Membership of Board

You will also receive all the stockholder and directors resolutions you will need to take any major business action, including:

- Negotiation of contracts
- Authorizing loans to corporation
- Approval of corporate loans to you
- Designation of purchasing agent (some suppliers may want to know who is authorized to buy from them)
- Setting your salary
- Directors fees
- Authorizing your expense account
- Mergers
- Sale of corporate assets
- Dissolution
- Bankruptcy
- Declaring dividends
- Appointment of attorney or accountant

Plus, you'll receive the forms needed to authorize any of these tax-saving fringe benefits:

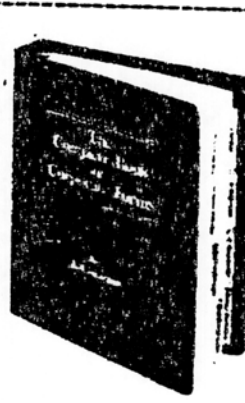
- Pensions or profit-sharing plans
- Medical and dental reimbursement plans
- Sick pay plans
- Split dollar life insurance
- Educational loan program
- Scholarship aid program
- Stock options
- Group life insurance
- Financial counseling plan
- Group legal services
- Christmas bonus, special bonuses

Just one of the above forms can cost you hundreds of dollars in legal fees . . .

This entire 8 1/2 x 11, loose leaf collection of simplified forms, (over 150 pages of forms), clear instructions for their use, as well as samples of completed forms, sells for only \$49.95. It comes in a luxurious gold embossed binder as well.

As with all Enterprise Publishing products, it sells under an iron-clad 30-day money-back guarantee. After you examine the collection, if for any reason you are not pleased, return it for a prompt and courteous refund. Take a moment to place your order now, and immediately begin saving time and money.

Complete coupon and mail.



Please rush me a copy of **The Complete Book of Corporate Forms** by Ted Nicholas at \$49.95, under your 30-day money-back guarantee.

Enclosed is Check Money Order
Charge to my Visa MasterCard Diners Club
 Carte Blanche American Express

Account # _____

Initials _____ Exp Date _____

Name _____

Address _____

City _____ State _____ Zip _____

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Who Else Wants MORE Tax Refund Money Back FASTER Than Ever!

'Amazing Secret Discovered By 'Mr. X' Adds 27% More Money To Your Refund Check, Eliminates IRS Hassles And Headaches ... And Can Reduce Your Tax Refund Loan Wait Time To Less Than 29 Minutes – Guaranteed!'

Dear Friend,

The mysterious "Mr. X" works at PRO-TAX under a disguised identity. He knows the good, the bad and the ugly of what goes on behind the scenes in the real life world of TAX REFUNDS! Some folks have to pay Uncle Sam each tax season, while others are able to get huge chunks of refund loan money back all in the same day of filing their tax return.

"The Bigger and Faster – the Better!" Mr. X says ... talking about people's refund checks. If you can get hundreds or thousands of more dollars this year from Uncle Sam why wouldn't you want to take it ... and as fast as possible!

Because Mr. X has helped so many PRO-TAX customers in the past get the "BIGGEST and FASTEST Tax Refunds Allowed By The IRS -- Guaranteed!"...

This Amazing Secret will Shock and Delight You!

Mr. X has found a new way to get even MORE of your money back from Uncle Sam this year – that's completely legal and ethical -- and backed by the U.S. Congress who are the ones who changed the tax laws in the first place!

And we're talking hundreds and maybe thousands of ADDITIONAL dollars in your pocket as a result of this little known secret. BIG FAT REFUND CHECKS are coming to those folks who come to PRO-TAX and get their taxes filed immediately before the line goes out the door down the street!

"Yep, we've had that problem before, you know," Mr. X talking about so many customers standing in line to get their BIG MONEY CHECK ... the line sometimes goes out the door and down the sidewalk. And with so many folks talking about where they got their money and how they're gonna spend it, PRO-TAX has become known on the streets as "The Place" to get REFUND MONEY when you get your W-2's in January or February!

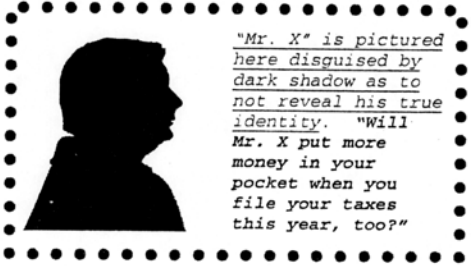
"The FAST and the FAMOUS PRO-TAX Refund 2 Fast 2 Beat ... GUARANTEED!"

PRO-TAX's Instant Tax Refund Loans are now available for qualified customers! Receive a \$500 dollar check in 29 minutes or less – Guaranteed and the rest of your refund money the next day if approved. So once we've finished preparing your tax return and you say "check and see if I qualify for an instant tax refund loan" ... we'll know almost instantly if you qualify for \$500 bucks today ... and if so, we'll have your check in your hands faster than Domino's can deliver a pizza!

You want your money TODAY ... TOMORROW ... or BOTH! This year, at PRO-TAX we can get qualified customers their money in less than 29 minutes, the next day or a combination of the two ... it'll all depend on what our bank says you qualify for -- So come on in to our office and let's find out what kind of mini-lottery you've won this year!

Spinning of The Lottery ... Is Giving Away A MYSTERY GRAND PRIZE Worth Thousands of Dollars!"

Every new PRO-TAX customer filing their taxes by the enclosed DEADLINE (see date at the bottom of the coupon) will automatically be entered to win a very valuable Mystery Grand Prize worth thousands of dollars.



[Believe me ... EVERYONE would pay big money for this ... however, you might win it for FREE!] And don't forget, this incredible Grand Prize couldn't have been made possible if it wasn't for Mr. X ... the man behind the scenes looking out for you, the folks earning income every day.

DON'T PAY ANY MONEY UP FRONT!!

If you don't have the money in your pocket to cover the cost of any of our quick refund and tax services – that's OK. You can either choose the INSTANT TAX REFUND LOAN (\$500 bucks in 29 minutes or less) or our bank's REFUND ANTICIPATION LOAN product, which, if you qualify gives you your refund money the NEXT day. Hey, sometimes Household Bank will loan you up to \$5,000 the SAME day if the IRS Service Center is running efficiently that day. When we transmit your file to the IRS, we'll let you know approximately how long the IRS system is taking that particular time during tax season.

We don't know what PRO-TAX Refund Loan Service you might qualify for. But we DO know we can take all the fees for the service you choose and automatically take them out of your refund check SO YOU DON'T HAVE TO PAY ANY MONEY UP FRONT FOR OUR SERVICES! This is obviously great news for you since I know money is tight this time of year. So don't worry about how you will have to pay for what you want ... concentrate on all the stuff you're gonna buy immediately once the bank has released your money so we can print you a check!

FREE \$25.00 OFF 'Mr. X' Special Discount

The enclosed Special \$25.00 OFF Discount is yours FREE and good towards any tax service PRO-TAX provides. The "catch" is you gotta file your tax return before the deadline date at the bottom of the coupon.

Plus, for folks who are quick to act -- an EXTRA BONUS if you are one of the first 200 people to file your taxes with PRO-TAX, you'll receive up to \$20.00 more

in FREE GIFTS! This year we have a Hot New T-Shirt "The FAST and the FAMOUS PRO-TAX Refund – 2 Fast 2 Beat Guaranteed!" and while supplies last, a FREE Mini NASCAR Replica, an Auto Travel Mug and nice wipe on / wipe off board w/pen for your home!

What To Do Right Now!

Just call or come down to the PRO-TAX office closest to you and we'll be happy to help you file your taxes this year. Our office hours for most of the tax season are 9:00 am to 7:00 pm Mon. – Fri. and 9:00 am to 2:00 pm on Sat. (If you are coming at the end of the day, call ahead to verify how long we're open. Sometimes it will vary.)

Sincerely,

Chauncey Hutter, Jr.
President, PRO-TAX

PS: I know money is tight right now. Bills tend to pile up this time of year. (Christmas was fun, but now you're "paying" for it!) The kids' warmer clothes don't look so good anymore and it sure would feel good to buy something "nice" for yourself for a change! Money ... it seems like it's always an issue. Sometimes, there's just too much week left at the end of most folks' pay checks! So if there ever was a time to get a big chunk of money in your hands, the time is now! Call us. We're waiting to help you.

PPS: Don't take my word on it – listen to what other people are saying about PRO-TAX

"I'm a single mom. I went to PRO-TAX for a quick refund (loan). They didn't let me down. That money sure came in handy after the holidays. Thanks PRO-TAX for making my life easier!" Kathy Skaggs

"I went to PRO-TAX one night and my refund (loan) check was ready the next morning - \$3,948.00 was in my pocket in less than 20 hours!" Nathan Cate

"PRO-TAX helped me get my refund back... they went the extra mile to help me because my husband was away in the military." Tomeka & Chris Garland

"PRO-TAX has saved me lots of mental stress over the last four years. They found an extra \$1,171.00 on last year's return and called to advise me. I don't have to worry about the IRS anymore with PRO-TAX's Accuracy Guarantee!" Rebecca Dempsey

PPPS: Oh, I almost forgot. Mr. X is going to "secretly" choose a Winner of PRO-TAX's Mystery Grand Prize worth thousands of dollars in March 2004, BEFORE tax season ends! The Winner will be announced on April 15, 2004! (I hope it's YOU!)

FREE \$25.00 OFF DISCOUNT (Any Tax Service)

"Yes, I Want PRO-TAX To Prepare And File My Tax Return Electronically Because PRO-TAX Is The Only Tax Business With The 'X Factor' Working For Them ... Ensuring Me The Biggest & Fastest Tax Refund Allowed By The IRS -- Guaranteed!"

Fredericksburg
786-2760
Across Bragg Road
from Costco



Fredericksburg
898-7040
In Massaponax,
behind Burger King

Not valid with any other offer

Special Offer Expiration **DEADLINE 2/15/04**

Code: 3420

sold a 10-acre property for \$4,000 to a neighbour that he paid \$17 for at the tax sale! That's \$23,683 in two months, working part time.

24.3% In Less Than 5 Months

Cheryl Hyland of Brooks, Alberta invested \$7,390 in a Tax Lien... in less than five months, it was redeemed for \$9,187.50 for a quick profit of \$1,797.50. That's a 24.3% return!!! When she contacted me with good news, I calculated her annualized return...

It Works Out To A Whopping 58.3 % !!!

These people are no different from you — they're just raking in the profits on one of the most lucrative investments of all time! And believe me, if they can do it — you can too!

Best of All, You Can "Paper Test" My System Before You Invest a Dime!

Like all important things in life — this too can be done as a "dry run" to see how you do. My System shows you how to thoroughly review Tax Liens prior to purchase. That means you can see the stated, official value — and review how much it is expected to be auctioned off for (5 cents on the dollar, for example). You can always "look before you leap" and figure your profit.

Tax Liens are virtually NO RISK... you go in knowing all the angles — nothing is left to chance. And that's what makes this investment virtually risk-free: there is nothing that's hidden or "pops up" to surprise you.

In fact, you can even purchase Tax Lien Certificates through the mail — prior to auction. Talk about getting ahead of the curve! So why aren't all Tax Lien Certificates done through the mail? Surprisingly no one knows about this. I'll explain more about this on the next page... and how Canadians can use this to their advantage.

This is the "IDEAL MONEY MACHINE" and the best part is it takes

no experience or special skills whatsoever! My system is so simple, so "Low Tech" anyone can do it, even if you've never made an investment in your life.

The Top Secret Wealth- Building Strategy Now Revealed To You

Why haven't you heard about Tax Lien Certificates? The answer is simple: stock brokers, financial planners and bankers aren't allowed to make commissions on them! Yet many bankers invest their "surplus" money in Tax Liens to enjoy the amazing high yields. They pray you won't learn what I'm revealing here.

The wealthy have been doing this for decades. It's time you started getting your share of the good life and great returns!!

You're probably asking yourself — what's the risk? In my opinion, the biggest risk is: the property owner pays you off too early, too quickly — and you have to invest the money again. That's it!

The Big Pay-Off!

So far, what I've revealed to you is more than enough to make you rich. But there's another reason to invest in Tax Lien Certificates... an outrageous reason. Read what follows carefully and read it twice...

In Most States, If The Property Owner Doesn't Pay The Taxes — They Forfeit The Property To You.

Congratulations! You just bought a property for pennies on the dollar! And it gets even better. In most states you get the property free and clear of all mortgages and liens!

(Notice I said most states, not all. In a couple of minutes, I reveal to you how you find out the best states to invest in... and which few to avoid.)

Own Real Estate For Just Pennies On The Dollar!

Throughout history, many of the truly great fortunes have been made in real estate. And that's what makes Tax Lien Certificates so ideal. It doesn't matter whether the real estate market rises or falls, drops or skyrockets! You've purchased a quality property for just a fraction of its original cost... just the back taxes. You then have three choices:

1. You can **keep** the property for your own personal use (as a vacation home, for example).
2. You can **rent** it out to produce a monthly cash flow.
3. You **sell** it for an outrageous profit.

It's completely up to you.

Life Changing

Discovering Tax Liens changed my life completely. It brought me wealth, happiness and, most of all, peace of mind. This program will change your life too. It will give you the things you want... and it will solve your money problems.

In this admittedly long letter, I don't have the space to explain all the important details and nitty-gritty's of my System — that's why I've selected my esteemed colleagues and tax lien investors, Raymond Aaron and Ken Ballard, to explain to you in detail how this cash machine works. The 3-hour Seminar is called "How to Create Tons of Cash Using North America's Best Kept Investment Secret."

For Those Who Wish To Be Wealthy!

Before I give you all the details about the upcoming Seminar, I want to tell you about another student of mine...

Mr. X...

Mr. X is a "three million dollar man," who wishes to remain unnamed. He has purchased over \$3,000,000 in Tax Lien Certificates in three states. A registered investment advisor, this mystery man regularly purchases at Tax Lien

Certificate auctions. He has purchased more than 1,484 certificates — and now performs a service of buying, holding and managing these certificates for others (a great business idea for anyone to get into!).

He won't allow me to use his name because he doesn't want people to know how much money he is making.

27% Cash Flow

Amazingly, he has purchased all of these certificates within the last three years. His impeccable record-keeping and his systematic tracking of the purchases and redemptions are very impressive. He's received 22% interest on certificates below \$500 and 27% interest on certificates between \$500 & \$1,500. And that doesn't include the big hits he gets when he takes over a property free and clear!

Now It's Your Turn!

I'm on a mission to show you and other Canadians how to take advantage of this "cash machine." When I realized the libraries and bookstores were empty of books about tax liens, I knew I'd create a way for people just like you make big money safely and quickly from a proven program.

What You Do NOT Need

Just to set record straight, here's what you do NOT need to be successful with this program:

MONEY – Start with less than \$100.

FANCY OFFICE & SECRETARY – No Way! A telephone and pad of paper will do.

SPECIAL LOCATION – My strategies will work from anywhere in Canada or the U.S.

RISK TAKING – My system doesn't involve gambling or risky ventures. I'll teach you how to practice on paper.

My System covers everything in complete detail. I make it so simple that anyone reading this can almost instantly start to make 16%, 18%, 24% or more, on their investment dollars. This is the ideal investment for Canadians!

Ask Yourself...

Are you 100% satisfied with the wealth-building strategy you're using now? If you can't say, "Yes!" honestly, then you need to attend my Seminar. If you want to avoid the risk and loss, if you like a conservative approach to protecting your money against loss, then, this program is critical for you.

Since I've been talking about an outrageous investment, it's time for me to be a little "out there"! For a 3-hour Seminar of this type, I usually charge \$69.50 per person. But because I don't want you to miss out on this critical wealth-building knowledge, I'm going to let you and a guest of your choosing attend my Seminar "*How to Create Tons of Cash Using North America's Best Kept Investment Secret*", presented by Raymond Aaron, ABSOLUTELY FREE!

Here are the Seminar details. Choose the time and location that's best for you.

ABBOTSFORD

Friday, January 9, 2004

1:00 pm & 7:00 pm

Best Western
Regency Inn

32110 Marshall Road
(at Clearbrook Road)

RICHMOND

Saturday, January 10, 2004

1:00 pm & 7:00 pm

Best Western Richmond Hotel
7551 Westminster Highway
(at Minoru Boulevard)

VANCOUVER

Monday, January 12, 2004

1:00 pm & 7:00 pm

Plaza 500 Hotel
500 West 12th Avenue
(at Cambie Street)

SURREY

Tuesday, January 13, 2004

1:00 pm & 7:00 pm

Sheraton Guildford Hotel
15269 – 104th Avenue
(at 152nd Street)

BURNABY

Wednesday, January 14, 2004

1:00 pm & 7:00 pm

Holiday Inn Metrotown
4405 Central Boulevard
(1 block east of Willingdon Street)

I want you to pick up the telephone — now today — and call my SEMINAR HOTLINE at 1-800-304-4715 ext. 33 and register for my FREE 3-hour SEMINAR now... before it's too late... and before you miss out on the best kept investment secret in North America!

Or FAX me the enclosed REGISTRATION FORM right now at 1-800-707-4699.

You have nothing to lose... and a wealth of opportunity to gain. Your only commitment is to be there to hear me reveal the secrets of investing in Tax Liens and Tax Deeds.

Best Wishes,

Ted Thomas

Ted Thomas
Creator of the *Ted Thomas*
Ultimate Low-Risk
Money-Maker System™

P.S. Knowledge is power, but without action on your part, it's all wasted. Right now — today — you need to grab the telephone and dial 1-800-304-4715 ext. 33— or FAX the enclosed REGISTRATION FORM to 1-800-707-4699 and register for my FREE 3-hour SEMINAR. It's time for you to take action... you'll be very glad you did!

This event is produced by BBT CASHFLOW SYSTEMS, a division of Business Breakthrough Technologies Inc. Our mission is: "To offer North Americans leading-edge financial and business knowledge that can be used by just about anyone to increase their cash flow and net worth." Our company has been in business since 1985. We strongly believe in certain values: For example, we donate money on a monthly basis to the World Wildlife Fund and other organizations. We have an extensive office-recycling program. If you wish to be removed from our mailing list, just email bbbreakthrough@webus.net or fax our office at 1-800-707-4699. Thank you and best of success in all your endeavours!

In the last "System" training, we offered attendees the Mysterious Mr. X. In the upcoming training this June in Cleveland, we're doubling the impact by introducing "System" students to two 'wild cards,' **the Mysterious Mr. Y** and **the Mysterious Mr. Z**.

These two guys are my most exciting personal "finds" of the last year.

Mr. Y showed up as a student at the last "System" training and I quickly discovered that he had enough solid gold, money making know how to be running the seminar!

His expertise: creating products that sell like crazy on the Internet. He knows how to research them, create them, market them and is quite possibly the most prolific product developer I've ever seen or even heard of. Top people in the industry scratch their heads in disbelief as they watch him crank out one winning product after another with dazzling, almost superhuman speed.

He's made as much as \$4,000,000 with a digital product in as little as 12 weeks. Yes, you read that right!

Mr. Y quietly offers a private course in this valuable skill to his closest clients. It costs \$1000 a head to sit in - but he's going to be sharing the best of his product development secrets with us at the June "System" training. This is one session I'm particularly looking forward to.

Mr. X

Mr. Z is a low tech Internet marketer who breaks all the rules and makes a ton of money in the process.

I don't know how he did it, but working on his own in rural Arkansas, this former baseball card store owner has developed a method for using e-mail as a marketing tool that smokes anything I've ever seen.

And you don't have to be a techno-geek to make it work. In fact, once he explains it to you, his methods are just common sense, but common sense that many of the brightest minds in Internet marketing have completely missed!

Mr. Z is also an expert on what many considered the 'Holy Grail' of Internet money making: viral marketing.

Viral marketing is when your customers spontaneously start advertising for you for free and your sales grow exponentially as a result. Lots of Internet gurus talk about viral marketing, but few of them can actually make it happen. Mr. Z can, almost at will, and at the June "System" training, he's going to share his methods with you.

We've also got one more secret guest expert who will be teaching informally throughout the June training. He's so 'out there' when it comes to Internet marketing smarts, that we can't even assign him a letter!

There's no way to say just a little bit about this guy, so all I'm going to say is I have a stack of testimonials about him on my desk from grads from the last "System" training who say his advice changed their lives. You'll recognize him

complete. Plus you can still you keep all the free bonuses (worth over \$1,100.00) just for trying it out.

Why would I make such a lopsided guarantee in your favor?

Well, the truth is I'm not really worried about refunds because I've seen how powerful these tactics have been in my own business (and for my students as well). In fact, once you get your hands on this information and see the incredible potential, you'd have to be almost insane to return it like this member:

"Your manual was so comprehensive, my business partner now uses it instead of his tons of notes he made from products he bought from other "Internet gurus" I ended up printing another set for my own use! Keep up the good work!"
-Bernard Yeo
Quezon City, Philippines

Everything you could imagine and everything you've heard about the "fantasy" of an Internet business is true - but there is one big secret...

The Hush-Hush 'Secret' of Super Successful Internet Marketers

Studies have shown an important fact about the achievements of most successful people. They had a mentor - someone who took them under their wing and showed them the ropes. If you're looking for books (or ebooks or online courses) on making money on the Internet you definitely won't find a shortage of them. But if you're looking for guidance from someone who has actually done it and is willing to share everything with you - I doubt you'll find many qualified candidates.

A good blueprint (like the one you'll receive on page 53) would have saved me tons of mistakes and been absolutely priceless. In fact, my goal when creating this system was to put together everything I wished I could have had when I first started.

Listen, there's something else I need to mention and please don't take it the wrong way...

To me, financially it doesn't matter if you invest in this course or not because my first web site along with the half-dozen others I've set up since then will continue providing me with a high 6-figure income. My office expenses are nearly all fixed and I really don't have much to worry about.

In fact, your decision to get started won't affect my lifestyle one way or another - I'll still go on long vacations, rollerblade in the park and generally keep having a good time...but I guarantee it will affect yours. With **Instant Internet Profits**, you will finally have all the secrets you need to create your own fortune online. **I know that's hard to believe - but what if I'm right?**

The real questions you've got to ask yourself are these: Are you really serious about creating an Internet business that works on autopilot? Do you really have what it takes to start earning more money and really enjoy doing it?

This may come as a shock - but most people truthfully cannot answer 'Yes' to these questions.

Intimidation

'Go-To' Formulas

- Intimidation
- Open Letter
- Before/After Story
- Value Build – Apples/Oranges comparison
- Extreme Pain/Difficulty

Deadline for Application:
January 10, 2003

Yanik Silver Internet Apprenticeship Program Application

Congratulations and thank you for your interest!

As a candidate for the year-long Internet Apprenticeship Program, I welcome you to complete this application so we can review your opportunities and challenges before accepting you as an apprentice. Don't worry if some of the questions do not apply to you — just do the best you can. The more thorough answers you provide the better.

I look forward to reading all about you and determining how we can work together to build your very own Internet information empire! **Please return your fully completed application (pages 24 – 34) along with payment to our office (I strongly suggest FedEx): Surefire Marketing, Inc. 10832 Brewer House Road, N. Bethesda, MD 20852. Note: this is a new mailing address and the old Silver Spring, MD address will delay your application being logged in.** (Please be aware that, due to our selection procedures, we require hard copies; e-mail responses are not accepted.) If you need answers to any questions about your application, the selection process or the program itself, please email: Melissa@surefiremarketing.com

Thanks,
Yanik Silver

Application

* * *

Personal Details:

Your Name: _____

Mailing Address: _____

City/State/Zip: _____

Email address (please print): _____

Day Phone: _____ Evening Phone: _____

Fax: _____

* * *

Why should I choose you over other applicants?

* * *

Personal Goals:

What are your 3 most important and specific goals you wish to have completed by the conclusion of this program?

1.

2.

3.

* * *

Internet Experience:

What is your Internet experience?

What are the online skills you feel comfortable with? (i.e. copywriting, web design, programming, etc.)

Which of the following resources do you have ready access to? (please elaborate when applicable)

Joint venture partners or endorsers? _____

Employees? _____

Vendors? _____

Interns? Volunteers? _____

Customer Lists? Opt in lists? _____

Do you have a web site currently? If so, what is the URL and the situation with it? (i.e. visitors, dollars generated, units sold, date started, etc.)

How much time and what kind of resources can you devote to building your Internet business?

Do you have a current idea for an Internet business or would you like to develop one from my "idea journal"?

- Yes, I have my own idea
- No, I want one out of your "idea journal"

If you would like to use your own idea – what is the quick and dirty version of it? (The market, the benefits, what it is, etc)

If you would like to co-develop a product from my “idea journal” which of the following categories most appeal to you? (Rank from 1 – 5. With 5 being “yuck” and 1 being “I can’t wait to get going on it”)

- Make money online
- Business/marketing related information
- General interest (health, fitness, family, games, recipes)
- Success (positive thinking, personal achievement, etc)
- Computer related tutorials

Are there any personal challenges or responsibilities that would prevent you from participating in any of the activities described in the Apprenticeship program (including but not limited to financial challenges, physical challenges, career responsibilities, etc.)? Please describe:

Additional comments:

application for pd quantum leap

Hi,
Thanks for your interest!

We're getting a good deal of people interested in the upcoming "Public Domain Riches Quantum Leap" so if you'd like to get one of the last remaining spots (and to make the 15 person limit) we need to get this application back ASAP!

You can simply email it back to: sales@surefiremarketing.com or fax it, anytime to +1 301-770-1096.

Thanks,
Yanik Silver

=====
Application for the Public Domain Riches
Quantum Leap - Online workshop

=====
This must be completed before your spot is secured
Return via email: sales@surefiremarketing.com or via
fax: 301-770-1096

* * *

Name:

Address:

City:

State:

Zip:

Email address:

Phone:

Fax:

* * *

Have you already located a public domain work?

Yes No

If yes, what is the general topic?

If no, what category/topic are you interested in? (it's okay if you don't know)

application for pd quantum leap

which of these do you want to create from
your public domain material?
(Please check all that applicable)

- stand alone ebook for sale
- stand alone ebook to use as viral product
- higher priced information product derived from
original work (i.e. video set, home study course, etc)
- Bonus item for existing product
- Other: _____

How much time do you have available to work on this program?

Have you ever created an information product before?

Yes No

If yes, please describe and provide URL if applicable

What is your Internet experience?

Can you create a web site? Or do you have someone
at your disposal who can?

Please rank each of these topics 1-8 by how much help/interest
you have in each. 1 being the most critical to you.

- web site design
- web copywriting
- automation
- affiliate marketing
- driving traffic to your site
- finding and securing public domain material
- putting it into a saleable format
- creating derivative works from the public domain material
- other _____

what is your promotion budget?

application for pd quantum leap

Are you willing to commit yourself to doing the homework assignments after each lesson?

Yes No

What are the 3 goals you hope to accomplish once you complete this online workshop? (please be specific)

1.

2.

3.

Non-Disclosure and Acceptance Agreement

I hereby agree to use the proprietary information provided in this "Public Domain Riches Quantum Leap" online workshop solely in my own business activities and to share it only with members of my immediate family and my own business associates. I understand that everything being provided in the training series is protected by copyright, so that reproduction or redistribution in any form is prohibited by law. Further, I understand that the material presented in this online workshop gives me access to certain secret and proprietary data and results from the author's business, and this is to be treated in a strictly confidential manner.

Yes No

How do you intend to pay for the e-class?

full payment via credit card \$1,995
(Bonus for full payment - 1/2 hour consult direct with Yanik)

3 payment Option (\$665 now and \$665 every 30 days)

- American Express
- Visa
- MasterCard
- Discover

Number: _____ Exp: _____
(You can also call this in to 301-770-0423 - our voice mail is totally secure and nobody else reaches it)

check/money order to "Surefire Marketing, Inc."

We suggest FedEx to avoid disappointment:
Send to: 10832 Brewer House Rd, N. Bethesda, MD 20852

application for pd quantum leap

___ Paypal payment - Account: support@surefiremarketing.com

Additional comments:

Please forward to: sales@surefiremarketing.com
or via fax: 301-770-1096.

Thank you.

Surefire Marketing, Inc.
10832 Brewer House Rd
N. Bethesda, MD 20852
301-770-0423 * Fax 301-770-1096
email: sales@surefiremarketing.com

Additional Bonus #2:

You Get My Never-Before Released 'Closed Door' Public Domain Presentation Where Attendees Paid Up to \$1,995.00 to Attend

A few months ago I presented information on the public domain to a "tightly focused" group of entrepreneurs who each paid up to \$1,995.00 US to attend. During my feature presentation I extensively covered exactly how to find, re-package and resell public domain material for huge profits.

You'll get a front row seat without leaving the comfort of your living room.

Okay that's just about as good as it gets. Now the only thing I can do to make this offer even better is give you...

A 100% No-Risk, No-Hassle, No-Worries Iron-Clad Guarantee

You have 6 full months to check out everything, listen, read, watch, etc. And if for any reason you don't feel you're not on the right track to making money with your own online money machine – just send back all the material for prompt and courteous refund. No games. No tricks. And no hard feelings. It's that simple.

Really your only consideration in all of this is...

What's All This Worth To You?

By now most people guess we're into the \$1000.00 to \$2,000.00 price range. Yes, like I said previously I did charge \$1,995.00 per student for this information and the response was overwhelming. However, since I've made the assignments self guided - you'll pay a fraction of what others paid.

You get everything in the package for about 1/3 of what I originally charged. Your investment is just \$697. (And this tuition may even be fully tax deductible as a business expense - ask your financial professional.)

Or, if cash is a problem - you can break up the tuition into 3 easy payments of just \$249 spread 30 days apart. (a total of \$747)

All in all, this is a very fair price for such moneymaking, practical information and tutoring.

Two Important Qualifications Before You Sign Up:

Number one: But before you sign up you have to make a promise that you will follow the techniques I teach you to the letter. You must be willing to rigorously adhere to actually doing all the assignments or else there's no

point. Nobody gets in without this assurance.

Number two: The material contained in this program is the most advanced and confidential I've ever shared - and there's no way I'm going to let some unscrupulous person rip it off. That's why you'll also be required to agree to a binding non-disclosure agreement. You'll get access and be privy to insider information that others have never seen and I'll be damned if it starts showing up all over the place in flimsy \$20 ebooks.

Look, if you are even remotely considering taking this material and rehashing it for some other purpose other than putting to work for your own business - let me spare you an enormous amount of grief, headaches and legal expenses - don't sign up!

Simply put, if either of these requirements may pose a problem for you, it's best not to waste my time or yours.

However, on the other hand if you're the kind of person who is willing to work, follow a plan, and let someone who has "been there and done it" actually show them the ropes -- this is an incredible chance you shouldn't pass on.

If this sounds like you - you owe it yourself to take action right now.

Please don't take this opportunity lightly and let it slip through your fingers. If you're serious about building a totally automatic web site that puts money in your pocket 24 hours a day, if you'd like to see step-by-step how this is done from the inside out, then this is what you've been waiting for.

All the best,

Yanik Silver

Yanik Silver, President
Surefire Marketing, Inc.

PS #1: Previously when I've done high-level programs I've taken 12% royalties on the project for life. In this case there is no royalty or ongoing commissions to pay. Whatever you make is yours to keep.

PS #2: If and when I decide to hold additional live Quantum Leap workshops you can apply the full price of this home study program towards the live training if you like.

[Just click here to pay in one installment of \\$697](#)

State _____

Zip/Postal Code _____

Country _____

Shipping (please mark one)

US - \$7.00

Canada - \$18.00

All other International \$38.96

(this package is quite heavy and is expensive to ship)

Phone (with area code) _____

Fax (with area code) _____

Email _____

Credit Card Number _____

Expiration Month: 01 Year: 04

Shipping Address if different from above:

Address: _____

City: _____

State or Province: _____

Zip/Postal Code: _____

Country: _____

Qualification #1:

Assurance of work to be completed and good faith effort:

I promise to do my best to follow the techniques taught in the home study course. And I am committing to doing each of the homework assignments to the best of my ability.

Qualification #2:

Non-Disclosure Agreement:

I hereby agree to use the proprietary information provided in this "8-Week Public Domain Quantum Leap Home Study Course" solely in my own business activities and to share it only with members of my

Order Form to Walmart check boxes

immediate family and my own business associates. I understand that everything being provided in the training series is protected by copyright, so that reproduction or redistribution in any form is prohibited by law. Further, I understand that the material presented in this program gives me access to certain secret and proprietary data and results from the author's business, and this is to be treated in a strictly confidential manner.

Important Notice: Your order will not be processed without your agreement to both qualifications above



Submit Secure Transaction



"If I woke up with amnesia and suddenly forgot everything I knew about Internet marketing and had to start over, the System would be the one place I'd go because I could re-learn everything I learned the past 7 years ... in one short weekend."

I have an entire room in my house filled with nothing but direct marketing material. Everything from Jay Abraham's \$15,000 Protege courses, virtually everything Dan Kennedy has ever published, almost all of Gary Halbert's materials, and hundreds of courses, books, and seminars from legends line my shelf.

With all of that, I learned more at the System seminar than any other single event I've ever attended.

If you want real proof, you don't look at how successful the teachers are, but how well the students are doing. And, from talking to dozens of people sitting in the audience like me, I kept hearing example after example of how they used the techniques in the System to dramatically change their lives. It was simply amazing.

James Scott. Longwood, Florida.
www.makealivingfromhome.com

So what's the catch?

Right about now, you might be asking yourself: If this is so great, why are you opening the doors to the vault and letting everybody in? There's got to be a catch somewhere.

First of all, **we're not letting everybody in.** The only people who are being invited to attend the next "System" training are students and clients of our faculty, grads of previous trainings and their friends and clients. So there are thousands and thousands of people who are never even going to see this letter, let alone get a chance to get inside the seminar room.

Second, in order to attend this seminar, there are a few ground rules:

- #1. No tape recording and**
- #2. You must sign a 'serious as death' Non-Disclosure Agreement that you will not teach or publish any details of the "System."**

Those are two pretty basic requests, but if they're a problem for you, best not register because if we catch anyone 'pirating' this material and re-selling it, that person is going to put my attorney's kids through college. (He's sharpening his knives right now waiting for the first 'guru' to make a wrong move.)

Third, this is a business like any other. We're charging a fee to attend, a fee we feel is well in line with the value you'll receive, and we expect to make a nice pile of money for our efforts. So we're not giving anything away. But we also feel that if we charge a significant amount of money to attend a training, we better deliver - and we do. **Just ask our grads.**

Can't I just stay home and get the tapes?

What tapes? The last three "System" trainings were taped for archival purposes, but those tapes will never be released to people outside the "System."

In just a moment we're going to show you exactly how you can get set up with your own automatic, 24/7 Internet money machine that **spits out cash 5 different ways**... while you sit back and let two of the Internet's top pros handle all the annoying detail and "grunt" work of running everything for you.

Listen, if you've tried to make money online bouncing back and forth from one Internet opportunity to the next, this is something you need to know -- **IT'S NOT YOUR FAULT**...

There's no need to blame yourself for lacking the computer skills or marketing smarts or anything like that, nor should you shrug it off with excuses like "Oh well, I guess other people can make money online but I can't". We positively promise you, **YOU CAN MAKE MONEY ONLINE** without being a computer genius or going bleary-eyed sitting in front of your PC day and night trying to make heads or tails of the whole Internet 'thing'. Just imagine...

"What if there really was an easy-to-set-up, legitimate Internet moneymaking opportunity out there that actually worked for just about anyone?"

In one shape or another we get this same question asked hundreds of times. Take a look at few actual emails from our inboxes over the last few days (Yes, these are all from real people but we've removed their names not to embarrass anyone):

> I need your help. I am passionate about making money >
> online but I have no products of my own. I am
> primarily interested in selling intellectual
> products, maybe like your ebooks and courses for a
> profit. There are a myriad of marketers on the
> net promising to help people build a fortune.

> My question is can you help me create an automatic,
> moneymaking web site that will allow me to make
> money on demand. A serious draw back that I have is >
> that my current job does not afford me much time to > have
> a life or to devote time consistently to any
> project. I work long hours, traveling all over. I am >
> tired. Can we work something out, can you help me
> put together a website and/or a system that sells? I >
> anxiously await your reply.

* * *

> I've read the letter that you wrote on how to make
> money on the Internet. My question is what if you
> have nothing to sell. I'm a mother of 5 girls and
> I've been laid off because of my disability. I want > to
> make enough money so my husband doesn't have to
> work all the time. We live in a small farm town and

N.T
Your
Fault

But this only describes a small part of what will go on at my very private workshop.

We'll also be having special "hot seat" discussions where I will take volunteers who want me to rip apart their existing business and explain exactly what I would do to increase their online profits.

There will also be some time for networking so you can get to know the other workshop attendees. This is a great opportunity to create potential JV partnerships.

If you come to my workshop I will also be extremely accessible to you.

I will be around during the entire event (on the breaks, during meals, etc.) and you are more than welcome to approach me and ask me ANY question you have about increasing your profits online.

I will be more than happy to tell you exactly what I think you need to do as soon as you get home.

Making money from the Internet is what I have dedicated most of my life to. I am very passionate about it and really enjoy helping others succeed. If you've never met me in person, you'll quickly realize why I say this.

"Okay, I Want To Attend Your Workshop!"

Well, unfortunately, it's not that easy...

Intuition

Yes, I'm sorry. There IS a catch...

...my private workshop is not open to everyone.

In fact, it is by Application Only.

I will only be accepting students that I feel will benefit (and will immediately implement what I teach them) from attending my workshop.

Why? It's simple...

The space I have for my workshop is very limited. I can only teach a small group of entrepreneurs. So I am being very strict as to who I am allowing to come...

...I want to make sure that anyone that is fortune enough to attend my workshop will take what I teach them and put it to use. Yes, actually USE IT.

Otherwise, I've wasted my time.

You must understand something...

...this workshop is about me teaching my **life's work** to a select group of individuals.

And because I don't know if I will ever do another workshop like this again, this may be the only real chance I get to work closely with a group of entrepreneurs and "pass the torch" of what I have figured out for making money online.

I have sacrificed not only many years of my life, but also my health to learn what I know now about the Internet. And I'm not about to just throw it away.

This is also why I currently have absolutely no plans to release videotapes or even audio recordings of this event.

So I hope you are not offended, but I am choosing to carefully screen the people I will allow to attend my private workshop.

If you honestly feel that you meet the following criteria, then and only then should you consider applying to attend my workshop:

- You have an existing business that you are marketing on the Internet.
- You are not just looking for another "business opportunity."
- You are willing to take what I teach you and WORK at using the knowledge.
- You are not going to max your credit cards and debt just to attend.
- You have a basic understanding of online marketing principles.

That last point is very important. Unless you know the basics of online marketing such as autoresponders, email marketing, what visitor value is, affiliate marketing, etc., my workshop is not for you.

As you may have already realized, my workshop is a very high-level training. It's not for online marketing beginners.

Oh, and one more thing...

If you think you're going to attend my workshop and take my unique strategies and concepts and turn them into your own product, you can forget about it.

No one gets into my workshop unless they agree to not disclose the things I will teach them. No exceptions.

If you've made it this far and you are still interested in attending (and you meet the necessary qualifications) then let me give you the details about the workshop and tell you how to apply...

Let's cut to the chase and talk about price...

...how much would it be worth to you to have one of the most successful marketers in the history of the Internet take you by the hand and explain exactly how he has been able to produce massive profits (day-after-day, for

years) with nothing left unturned?

And you'll be able to take these tactics with you and apply them to any business or project you launch online for the rest of your life...

...What would that be worth to you?

After much consideration, I decided to price the tuition to the full 3-Day Workshop at \$4,497.

I was originally going to price it at \$9,997.

The workshop is priced this way for several reasons...

1. It's an absolute bargain, but 2. It's priced high enough to make sure that I only have extremely serious students attending the workshop.

As I previously mentioned, I don't want to waste my time and sacrifice my life's work by sharing it with anyone that's not going to put it to good use and prosper from the years of hard work.

Okay, so maybe you're wondering what the BONUSES are?

I'm sorry to disappoint you, but there are no bonuses.

If you honestly feel that I need some bonus items just to "bribe" you to get you to attend my workshop, then maybe you need to reread this letter...

...because you haven't grasped how valuable the secrets are that I will be sharing at the workshop.

As I previously stated, there will be no sales pitches at my workshop. I have nothing else to sell you.

In fact, I will end up giving you several little gifts during the event that you can use to increase your profits.

But maybe you need somekind of No Risk Guarantee before you can apply for my workshop?

Fair enough. Here's what I'll do for you...

...IF you apply for the workshop (and IF you are accepted) you can attend the entire first day of the workshop completely risk free. If for any reason whatsoever (or no reason) you don't feel like you've received far more than **20 times** the value of what you invested to be there, I will refund every penny you paid me and you can go on your way. *It won't hurt my feelings.*

I'll be revealing my "Internet Opportunity Detector" on the first day and that one strategy alone is potentially worth a few million to someone that's willing to maximize the value from it.

An Open Letter From Once-Flat-Broke Nebraska Housewife Who "Stumbled Across" A Business That Made Her Rich, One That You Can Start Too For As Little As \$15.00,



To: Good, Decent, Honest, Hard-Working Women, Men, Or Couples Who Are Frustrated With "Silly" Or "Impossible" Opportunity Offers, But Would Be Willing To Work If Given A REAL Chance To Create An Outstanding Income, Be Your Own Boss, And Build Up Security In What May Be The World's Most SIMPLE Business.

"There's Absolutely Nothing Glamorous About My Business. But The Need And Demand For These Simple Services Is Growing Like Wildfire. And Any Sincere Person Willing To Follow Simple Instructions And Do A Bit Of Work Can Quickly Be Out-Earning Most Doctors. Lawyers and Executives With A Home-based Business of Their Own."

Hello My name is Louise Nielsen I'm basically a "Mom" what used to be called a housewife, who started in this business with no experience and built it up to two million dollars a year. And I just sold it for a huge six figure profit. It happens to be a VERY SIMPLE BUSINESS that just about anybody can easily make lots of money in, doing what I did. (And it's every bit as good of a business for men as it is for women.)

Rip-Offs And Scams Are Everywhere. I Decided To Come Forward With Good Old Common Sense.

In the past year, before deciding to "tell my story" in ads like this, I took time to answer hundreds of "opportunity ads" and investigate everything out there being offered to people who want to be their own boss in one way or another. And what I found horrified me. It can be grouped into three categories.

One. The Ridiculous And Outrageous. Like "How To Sit On Your Duff While Watching TV. Write Down Names Out Of Your Phone Book And We'll Pay You \$10.00 For Every Name." If you'll fall for this sort of thing, you might as well move on now and skip the rest of what I have to say, because I'll just bore you with common sense.

Two. The Impossibly Complicated. For example, all this get-rich-on-the-internet foolishness, you need a computer, modem, software, learn a new language... what will you sell? To who? Maybe this sort of thing is okay for some rocket scientists. But I think it's beyond the grasp of most people. Certainly beyond mine.

Three. Selling What People Don't Want Or Need. Wow! There's a lot of this. For example, you can spend \$5,000.00 to \$25,000.00 for "training" and learn how to be in the utility or freight bill auditing business. But these businesses require lots of persistence, involve lots of rejection. It requires superhuman selling skills, can you do it?

Is There Anything "REAL" You Can Do To Be Your Own Boss And Make Good Money?

I was encouraged by all that, because I believe there are lots of people who are like I was ten years or so ago: good, honest, hard-working folks who need a break, who would LOVE to be their own boss but do not have a bundle to invest, are not super-people and don't want to be, and if they are going to succeed, need to do something simple. If that's you, THEN you need to read the rest of this message carefully.

At age 38, I was deeply in debt and seriously consideringruptcy. After 9 years of struggle my husband and I had sunk everything we had or could borrow - into a

He had to go and get a "real job." I tried that briefly too, but quickly figured out I couldn't live long enough to pay off

debts from a "job." And we had two teenagers, how would we be able to help them with college? My options were pretty darned limited, too. I didn't have a college degree. My work experience was raising our kids and being a housewife, and doing a bit of everything at the bar, from flipping hamburgers to cleaning toilets. I wasn't likely to land a high-paying executive job. Conclusion, if I was going to make big money fast, it HAD to be in some kind of business of my own. Here's the little list I made then of what I had to find in a business - see how it compares to your "shopping list" now:

1. No college degree, advanced education, special knowledge or experience needed. It had to be SUPER-SIMPLE.
2. No superstar sales skills required.
3. Had to be a very, very easy to instantly get customers.
4. Had to provide good income right off the bat.
5. No overhead, (I had to be able to work from home.)
6. No investment, (I was very, very broke.)
7. Opportunity to make big money. (I had a lot of debt to pay off. The interest was piling up. Bill collectors were calling.)
8. I wanted the potential to build it into a real, big, high income, steady business I could be proud of.

Almost by accident, I found the business that met every one of those requirements. My business paid off our debts, got my

homes, two cars, a boat, even a Harley Davidson motorcycle - all 100% PAID FOR Today, the business I built does several million dollars a year in sales, employs 200 people, and keeps growing. The first year I took over \$60,000 out of the business, I was black and blue from pinning myself to make sure I wasn't dreaming! Can you imagine what it's like to go from almost bankrupt to paying off all your debt and having a full bank account?!!

Good News For YOU And Your Family.

If my story interests you, I've got good news: still today just about anybody can take fifteen to fifty bucks, a hundred at most, start the exact same kind of business, immediately earn \$100 or so a day, \$500 or so a week, and then build up just about any size business you want - working from home, starting out part-time. (Oh, and just because I'm a woman - or for a "Mom" who wants to be home when the kids get home from school or for husband/wife couples.)

So, what is this incredible business? I'm afraid you'll be a bit let down when I "reveal" how I went from broke to rich. But, please remember that your goal is to be successfully self-employed, making very good money in a REAL business. There's absolutely NOTHING GLAMOROUS about my business. It just makes money.

Ten years ago I went into the "cleaning business." (Did you know that residential and commercial cleaning services are two of the fastest growing service type businesses in America today?) There are four basic ways to approach this business:

1. Cleaning Service To Homes - You Do The Work
2. Cleaning Service To Homes - You Manage, Others Do The Work For You
3. Cleaning Service To Offices & Businesses - You Do The Work
4. Cleaning Service To Offices & Businesses - You Manage, Others Do The Work

You can make thousands to tens of thousands of dollars a month in the cleaning business without ever touching a mop or otherwise getting your hands dirty. And for the past 8 years, that's what I've done: what I call my "White Collar Manager Plan." For Me, that Plan built up a multi-million dollar business with 200 people working for me. With just a handful of workers and the Manager Plan, you can make more money each month than most doctors or executives do.

Or, if you don't mind getting your hands on a mop handle, or if right now you happen to be really "broke" like I was and you need to make \$100.00 cash, in your pocket, tomorrow and the next day, you can do what I did to get started; I call it my "Blue Collar Worker Plan." And you may be perfectly happy making \$25 to \$35 an hour part-time, putting together a "stable" of regular customers, doing the work yourself, keeping all the money and keeping things simple.

Getting Customers For This Service

May Be The Easiest Thing You've Ever Done

If you choose "residential", you're really "selling time" - and everybody has run out of that. Husbands and wives both work - who has the time or energy to do housework?

Customers are all around you. And, as incredible as it may seem, there is not a lot of competition doing simple "direct marketing" to them, like I teach you how to do.

If you choose "businesses", there are huge profits in supplying cleaning services to offices. In the 90's, companies are "down-sizing", focusing on their "core businesses". If a company makes widgets, they want to concentrate on widget making and not worry about anything else. It's actually hard for the small company; the doctor's or dentist's office, the retail store, or the small industrial "shop" to even find a cleaning service that wants their account and will do a good job.

Incidentally, I can show you how to get most of your customers by sending out simple letters - no "cold call selling" required!

The Best News: Make A "Sale" Once, Have Steady, Predictable Income Forever

Look, in most businesses, you've got to constantly get new customers, you're always chasing the next, new sale. But my

desire was for stability, security, steady, reliable income. And, as it turns out, building up this business with lots of steady, regular customers creates actual value that can be sold (that's how I just retired at age 48 a very wealthy woman!). If you carefully follow any one of my Plans, you "sell" your service once, but you keep providing it and getting paid week after week or month after month.

Wait! Warning! It's Not As Easy As Grabbing A Bucket And A Business Card And Then Getting Rich

Yes, I think that this is the most simple business on the planet. Still, there was a whole lot to learn, and I did make a lot of dumb, costly mistakes that could be avoided. By trial and error and hard work, I developed a true, step-by-step SYSTEM for making the most money with the least time and least headaches. When I sold my company, the buyers valued my SYSTEM just as much as all my customers. In fact, I was asked "why don't you 'franchise' your System?" And I could, but I feel like I'd be taking advantage of people. You CAN buy a "franchise", by the way, in this field - give some company \$15,000.00 or \$20,000.00 plus a piece of your income forever, in exchange for their cutesy logo, a training manual and a "system" that's not half as good as mine.

Instead of investing \$15,000.00, how would you like to spend just \$15 --- to get a step by step insider's look at this entire business, all four of my Plans. I've taken my ten years of know-how and written a book, titled "Be Your Own Boss In The Booming Home Or Office Cleaning Industry"

Even If You Can Afford To Invest A Lot, Don't - Until You Read My Book

Maybe you have equity in your home or \$10,000.00 saved up or a lot of credit, whatever. Don't waste it. Your success in this business has to do with simple marketing approaches and the ability to do or supervise and deliver a first rate service; it does NOT depend on a "franchise name." (This isn't the burger business!) So before you mortgage your house and kiss off ten or twenty thousand dollars, I urge you to get and read my book.

Why Would I Spill The Beans For a Measly \$15?

As I told you, I sold my cleaning company for a big fat six figure profit and retired. But after spending 10 years accumulating all this valuable know-how and perfecting my SYSTEM, I hate seeing it "die." So I thought it'd be neat to put everything I know in a book and sell it by mail.

A Simple Money-Back Guarantee. Something No High-Priced Franchise Will Ever Give You.

I've been very fortunate. My cleaning business has literally made me rich and secure for life, sent my kids to college, given me houses and cars and all the material "stuff" I want. It'd be selfish not to share what I know. And even though I'm only asking for \$15.00, I also NEVER want an unhappy customer anywhere in the world. So go ahead and get my book and keep it for up to TWO FULL MONTHS. In that amount of time, you can certainly read and digest it, you can even start your business and make money. Still, if anytime, when you get it or two months later, you feel that my book is not everything I promised, if you are unhappy with it, all you have to do is mail it back to me and I will refund you fifteen dollars instantly.

By the way, I can NOT guarantee you any certain amount of hourly, weekly, monthly or yearly income, and neither my own success (which is true and documented) or any of the income numbers quoted here should be taken as guarantees or even as representations of what you may or may not make in this business. There are just too many variables - including you! - for me to try and forecast your earnings. But I can and do fully guarantee the value of my information and your satisfaction with it. No one can ever say they lost or wasted even a penny with Louise Nielsen!

To order my book with your VISA, MasterCard, Discover or American Express, call toll-free 1-800-711-4463 dept K20. The call's free. Or mail in your check or money order for just \$14.95 plus \$3.50 for shipping/handling (\$18.45 total) to Cleaning Consulting Services, dept. K20, 9001 Arbor Street Suite 206, Omaha, Ne 68124. Please mark your envelope "Attention: Louise Nielsen." Remember, your are fully protected by my money-back guarantee.

An Open Letter And Free Offer To Any Doctor Struggling To Grow Their Cosmetic Practice

"I Just Proved To Your Colleagues They Don't Have to Spend Tens of Thousands of Dollars On Overpriced Consultants...Now Let Me Help Build Your Practice"

Dear Doctor,

It's driving me nuts!

And I simply can't take it anymore! I'm sick and tired of all the overpriced practice marketing firms ripping off hard-working doctors with their outrageous fees. Faster than a speeding bullet they'll hit you up for \$5000.00, \$10,000.00 even \$25,000.00 or more for their help.

They know times are tough. They know you want to succeed today more than ever. And they know you'll pay almost any price to grow your cosmetic practice.

But it's time for a change! It's time for you and I to put the screws to their plans. It's time we stopped financing their fancy offices, luxury cars and extravagant lifestyles.

I've really been ticked off for a while. I just can't bear to see anymore doctors flushing their money down the toilet on the ineffective and wasteful advertising and marketing techniques they preach.

Let's face it, if it was only a matter of "getting your name out" or keeping a certain "image" you'd already be doing great...but it's just not that simple.

Now before we go on, I need to level with you. The truth is I'm not a surgeon or a nurse. But what I can share with you may hold the key to dramatically growing your cosmetic practice this year.

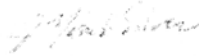
Actually, in just the last few months, over 133 doctors have quietly been using my little-known marketing strategies to

significantly boost their cosmetic practices (I've reprinted their actual comments below)...and now I'm finally ready to spill my guts!

You can find out all the facts about my unique cosmetic practice-building systems without spending a single dime. Just call my toll-free number to request a free copy of a special 20 page report: "*Secrets to More Top-Paying Cosmetic Patients*".

Inside you'll discover a whole new way to attract more cosmetic patients without wasting your time or money on marketing that doesn't work. To get your free copy of this exciting report, call toll-free: 1-800-7xx-2873 anytime, 24 hours a day for a free recorded message. Or log on to www.morepatients.com. But please don't request my information if you're not open-minded and seriously willing to try something different.

Sincerely,



P.S. I know a lot of doctors reading this still won't call and that's fine -- but consider this: If you keep doing what you've always been doing then you are guaranteed to keep getting the same results. In fact, one definition of insanity is doing the same thing over again but hoping for different results. Now, it's up to you.

Here's What Other Doctors Have To Say About These Strategies:

"... I have attended \$8,000.00 consultations which gave less than 1/10 the info in your system..." — William W. Ehrlich, M.D.

"Our practice spent \$20,000.00 on a renowned practice management firm last year and got 5 ideas to use — your marketing system is loaded with ideas! I can find 5 ideas on every page of your manual..." —Dr. John M. Wise

"I have interviewed many marketing firms. The average charges were \$25,000.00. The info you sent me thus far is the best I have ever received...I wanted implementation. That is what you have provided at a fraction of the cost...Thank you."

—Norman Lepoff, M.D.

Sometimes the truth really is stranger than fiction...



Listen to a Personal
Message From
Yanik



An Open Letter From a Self-Proclaimed "Computer Dunce" From Maryland Who "Stumbled Into" The Perfect Internet Business That Made Him Rich, One That You Can Start Too With a Few Spare Hours a Week and For as Little as \$125...Even if You Can't Stand Computers,

**To:
Sincere, Earnest, Intelligent People Who Are Completely Fed Up With
All The "Hype" And "B.S." About Making Money Online, And Who Are
Ready To Hear The "Real Deal" From Somebody Actually "Doing It"
Not Just Talking About It**

Dear Internet friend,

My name is Yanik Silver (yep - that's me in the silly Hawaiian shirt my wife hates).

In only a few short months I've achieved the ultimate Internet "fantasy" of making a lot of money from a simple (almost primitive) web site that runs itself virtually on complete autopilot. **Starting from scratch I banked over \$51,351.94 my first 6 ½ months online**, just working part-time out of the corner of my living room.

Now today, only 18 months later, I've gone on to take my proven system and duplicate my success with six more automatic "online oil wells"! [Click here to see two recent bank deposits.](#)

I'm sure my story may be hard to believe - but give me a chance and let me prove that I might just have the answer for you, too (like I have for so many others)!

My Friends All Laughed...

My friends were rolling on the floor laughing when I told them I was going to put up a web site. And they had every right to be amused since I had **absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still don't)**. But that didn't stop me from going ahead with my simple 2-page web site and the flood of orders haven't stopped.

It's absolutely incredible!

So what has to do with you? Actually lots. Because for the first time ever I'm willing to step forward and finally spill the beans about exactly how I started from a complete standstill and built an automatic web site that spins off more money than when I was busting my hump

Amazing: Earn a ton of money **GIVING AWAY** **FREE ADVERTISING** to all kinds of merchants in your area and **GIVING FREE MONEY** to worthy non-profit clubs and charitable groups!

You can be in business, making very good money, in 30 days or less. You won't believe how easy it is to turn your part-time hours into a big income with our System. And everybody you do business with'll say "Thank you, thank you, thank you!"

Omaha, Ne - My name is Doug Nielsen. I'm (just) 27 years old. Three years ago, with no money, no business experience, and no contacts, my sister Julie and I started a unique, stress-free, high profit business right out of our little 2-bedroom apartment. Nobody we knew believed we'd make our "weird idea" pay off. Some friends actually laughed at us. But in just 3 years, we went from being two flat broke, peanut butter-and-jelly eating college kids to entrepreneurs with a fast growing business. turning an "odd" idea into a giant income. That first year, we made \$55,352.37 PART-TIME. The next year, that more than doubled. And this business just keeps getting better and better!

What does this have to do with you? Right now, we are willing to "show-n-tell" everything we've done, so you can duplicate our very profitable business in your home city or town. And here are 8 reasons why you may want to:

1. NO "multi-level marketing" involved. You do NOT bother or aggravate friends and relatives.
2. NO "hard selling" required
3. A fantastic return on time invested.... you can easily make more money part-time than most people make from full-time jobs or businesses. Want to spend more time with your family? Work four days weeks? Take a couple of MONTHS off every year? You can. We do.
4. Create REAL "security", equity and value. Almost every "account" we got in our first year keeps renewing automatically, so here's what happens: the work you do to get a merchant to participate in your program pays off the year you do it PLUS it KEEPS PAYING year after year! You can ACCURATELY PREDICT your increasing income for next year and the year after that. In fact, we're in the process of selling the business we built here in Omaha after only 3 years for a really big amount because of this automatically renewing

kitchen table, your local Yellow Pages phone directory, and it helps to have a fax machine. That's it.

7. In your business, you'll make it possible for worthwhile civic groups, school bands or teams, charities, etc. to easily and quickly raise needed funds, Optimists, Kiwanis, Jaycees, Rotarians, Lions Clubs, the Food bank, church groups, school choirs, on and on. There are thousands and thousands of clubs and non-profits that need money...and desperately need a new, different and better way to get it. We've got it. We've proven it. Groups LOVE our plan. You'll be given the "red carpet welcome" by these groups in your area too!

8. This is a Win-Win-Win business you can be PROUD OF. The merchants win with free advertising. The non-profits win with funds. You win with big profits AND continuing, renewing income AND prestige and respect in your community.

We worked very hard to put all this together. Only after trying 37 different "variables" did we finally perfect the BIG SECRET that makes this business so profitable and so easy to do.

Do You SINCERELY Want To Have A REAL, High-Profit Homebased Business You Can Be Proud Of, Start With Virtually No Risk - RIGHT NOW?

If you do, you can take our experience, our examples, our sales letters, our step-by-step instructions and, in ONE MONTH or even faster, you can have your own business up and running. How will we share everything with you? Why would we share everything with you?

Well, for starters, Julie and I do NOT want you to give us any significant amount of money until you have gotten all the nitty-gritty details of our business, how it works, how the money is made, and so forth. If and when you decide this IS something you want to do, we have "everything you need packages"



How Two Crazy College Kids Make \$55,352.37 A Year (part-time) in the World's Most Unusual Business! Lately they've been helping *many* of all ages, backgrounds, educations do it too. If you keep looking for a real, practical, honest, proven, do-able way to make a top income from your own homebased business, Doug and Julie will show you how.

But We WILL Not Take Even One Dollar Of Your Money Unless You Profit As A Result

If you go ahead and get a copy of our book: "The Secret of Making At Least \$55,000.00 A Year Part-Time Giving Away Free Advertising", you are protected by our simple, no-questions-asked **GUARANTEE**. Use our book for TWO full months entirely at our risk. If you are not totally convinced you're onto something real and that you too can make \$50,000.00 or more in the next year with this simple and rewarding business...I want you to send it back for a complete refund. NO hassles. NO questions. By the way, our how-to book only costs \$19.95.

Look At Everything You'll Discover In Our Book:

1. How we got started by helping just one non-profit club and made over \$2,500.00 from one project!
2. How to create the perfect Big Profit Products for marketing with our System, using simple examples we provide and a run-of-the-mill personal computer.
3. WHERE TO FIND the most "in-need-for-funds" non-profit groups...HOW to attract them to you and have them just about begging you to choose them to help. (By the way, we make very good money working with only 5 groups.)
4. The amazing "Easy & Automatic Renewal System" that will keep bringing you cash year after year after year - enable you to sell your business and walk away RICH in 3 to 5 years if you want to!
5. How to easily get businesses like Domino's Pizza, Western Auto, Burger King, Kinko's, Applebees, Wal-Mart, Wendy's, One Hour Martinizing Dry Cleaners, Boston Chicken, Arby's, as well as your local, independently owned businesses to line up, to get the FREE ADVERTISING you'll offer.
- 6....And all this is just the beginning! After reading our book, you'll know our big secret.

Now Let Me Tell You Something You're NOT Going To Like Hearing From A 27 Year Old "Smart Aleck" Kid

Yes, I realize you are probably older than I am and, in many ways, smarter than I am. But - to be blunt - I have succeeded at creating a \$50,000.00+ yearly income from a business that gives me a whole lot of free time, has made me a 'hero' in my town, has automatically renewing income I get every year with zero work, and you haven't. I'm going to "retire rich" from that business in just 4 years. When will you be able to do that? You're obviously looking for a way to succeed in a business of your own. But you aren't going to make that happen just by answering a bunch of ads, reading magazines like this one month after month, thinking about it, making excuses why you can't act now and must wait, or by trying to get super-rich overnight with some goofy, untested, unproven "idea". Let's get real. Our book reveals the inside secrets of a real, practical, proven exciting business you can start cheap and really enjoy building. So I may be a "kid" compared to you, but I have already blazed a trail so where you want to go, and I'm offering to give you my map. Turn your back on that and you ought to stop kidding yourself: that shows you really are NOT serious about putting yourself into a profitable, stable, growing business. So I urge you to have a little talk with yourself now and decide whether or not you are a "doer" or just a "dreamer."

Doug

Even The Most Worthy Charity Cannot Do It's Good Work Without Somebody Somehow Raising Funds To Support It.
 (Every worthwhile non-profit NEEDS what we offer.)

Even The Best Restaurant In Town, The Most Fascinating Store, The Best Dentist, Etc., Etc. Will Starve Without A Steady Stream Of New Customers --- Obtained Without Spending A Fortune On Advertising.
 (Every good business in your town NEEDS what we offer.)

income. Want to "walk away" WEALTHY in 3 to 5 years? This is the way to do it!

5. It is EASY to get lots of merchants to participate because you do not ask them to pay - you actually give them FREE advertising. It doesn't cost them a cent. FREE. FREE. FREE. Can you give away free advertising? A few of the "brand name" merchants who grabbed this opportunity from us, in our city, include: Domino's Pizza, Western Auto, Burger King, Kinko's, Applebees, Wal-Mart, Wendy's, One Hour Martinizing Dry Cleaners, Boston Chicken, Arby's, and even America West Airlines

6. There's NO big investment. It helps if you have an ordinary personal computer and a simple desktop publishing program for it (we'll tell you what software to get) - although you CAN get started "farming out" the computer stuff. And otherwise, you barely need anything to start this business! NO office, NO store, NO equipment, NO inventory, NO employees, NO experience advertising. You do need a phone, an answering machine or voice mail, a desk or corner of your

including complete training available for as little as a few hundred dollars. But first, we want you to fully understand this business. So we've written a book! Imagine us, authors - our Dad just shakes his head and says "what'll those two do next?" Anyway, you actually get enough in the book by itself to go ahead and start and develop a business just like ours. If you want "shortcuts", we'll offer those to you. But the book alone really spills the beans.

Now, why would we do this? Because there's no reason not to. We have no urge to sell outrageously high-priced franchises or build a huge national distributor organization or anything like that. So there's no reason to keep what we know secret. Also, we really like how we've helped a lot of good non-profit groups here in Omaha and think it's neat to duplicate that all across the country. Finally, quite frankly, we intend to finish the job we've already half-finished, becoming rich at a young age, by helping people reach their goals. Julie says it'll be cool to have people with successful homebased businesses in every nook and cranny of America, so we can go visit just about anywhere and have a friend to call.

A NOTE FROM JULIE...

Doug and I really LOVE what we do! Unlike many people, we do NOT dread Monday mornings - in fact, we enjoy going to work. We also take a lot of time off. We're making more money working part-time than most people our parent's ages make working full-time, usually in insecure jobs, overworked thanks to corporate downsizing. Recently, we've been sharing our System with people like you....people 20 to 70 years old, married and single, teachers, homemakers, executive, bus drivers, salesmen, and on and on. Why shouldn't YOU have the big income, freedom, time to enjoy it, and real independence that we and that we're helping others achieve? I can understand you being skeptical and wondering if what we say is true. Well, we ARE very real people and are going to show you our REAL business in the book. Our Office is at 9001 Arbor Street in Omaha, Nebraska, about 15 minutes from the airport, near Interstate 80, diagonally across the street from a bank. We're in the office a few hours a day most days. We're very well known in Omaha, too. And we give you a TWO MONTH SATISFACTION GUARANTEE, so you can get and read our book and try our business without risking or wasting a penny. On that basis, why wouldn't you? You can use your Visa, MasterCard, check or money order for \$19.95 plus 4.00 shipping and handling to DOUG & JULIE NIELSEN, 9001 Arbor St. #206, dept. X28, Omaha, Nebraska 68124. Doug and I are happy to share our experience with you right now.

YOU CAN MAKE UP TO

\$8,000 in 2 Days

or Double Your Money Back...Guaranteed!

Dear Friend,

I made \$8,000 in 2 days. You may do better!
 My name is John Wright. Not too long ago I was flat broke. I was \$31,000 in debt. The bank repossessed my car because I couldn't keep up with the payments. And one day the landlord gave me an eviction notice because I hadn't paid the rent for three months. So we had to move out. My family and I stayed at my cousin's place for the rest of that month before I could manage to get another apartment. That was very embarrassing.

Things have changed now. I own four homes in Southern California. The one I'm living in now in Bel Air is worth more than one million dollars. I own several cars, among them a Rolls Royce and a Mercedes-Benz. Right now, I have a million dollar line of credit with the banks and have certificates of deposit at \$100,000 each in my bank in Beverly Hills.

Best of all, I have time to have fun. To be me. To do what I want. I work about 4 hours a day, the rest of the day I do things that please me. Some days I go swimming and sailing—shopping. Other days, I play racketball or tennis. Sometimes, frankly, I just lie out under the sun with a good book. I love to take long vacations. I just got back from a two week vacation from—Maui, Hawaii!

I'm not really trying to impress you with my wealth. All I'm trying to do here is to prove to you that if it was I because of that money secret I was lucky enough to find that day, I still would have been poor or may be even bankrupt. It was only through this amazing money secret that I could pull myself out of debt and become wealthy. Who knows what would have happened to my family and me.

Knowing about this secret changed my life completely. It brought me wealth, happiness, and most important of all—peace of mind. This secret will change your life, too! It will give you everything you need and will solve all your money problems. Of course you don't have to take my word for it. You can try it for yourself. To see that you try this secret, I'm willing to give you double your money back. I figure, if I give you a double your money back guarantee, I get your attention. And you will prove it to yourself: this amazing money secret will work for you, too!

Why, you may ask, am I willing to share this secret with you? To make money? Handy. First, I already have all the money and possessions I'll ever need. Second, my secret does not involve any sort of competition whatsoever. Third, nothing is more satisfying to me than sharing my secret only with those who realize a golden opportunity and get on it quickly.

This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. It doesn't matter how young or old you are and it will work for you at home or even while you are on vacation.

get it
 NOW!

Here's what newspapers and magazines are saying about this incredible secret:

The Washington Times:
The Royal Road to Riches is paved with golden tips.
 National Examiner:
 John Wright has an excellent guide for achieving wealth in your spare time.
Income Opportunities:
The Royal Road to Riches is an invaluable guide for finding success in your own back yard.
News Tribune:
 Wright's material is a MUST for anyone who contemplates making it as an independent entrepreneur.
Success:
 John Wright believes in success, pure and simple.
Money Making Opportunities:
 John Wright has a rare gift for helping people with no experience make lots of money. He's made many people wealthy.
California Political Week:
 ...The politics of high finance made easy.
The Tolson:
 You'll love...*The Royal Road to Riches*. It's filled with valuable information...only wish I'd known about it years ago!
Hollywood Citizen News:
 He does more than give general ideas. He gives people a detailed A to Z plan to make big money.
The Desert Sun:
Wright's Royal Road to Riches lives up to its title in offering an uncomplicated path to financial success.

Let me tell you more about this fascinating money making secret:

With this secret the money can roll in fast. In some cases you may be able to cash in literally overnight. If you can follow simple instructions you can get started in a single afternoon and it is possible to have spendable money in your hands the very next morning. In fact, this just might be the fastest legal way to make money that has ever been invented!

This is a very safe way to get extra cash. It is practically risk free. It is not a dangerous gamble. Everything you do has already been tested and you can get started for less money than most people spend for a night on the town.

One of the sicest things about this whole idea is that you can do it at home in your spare time. You don't need equip-

(OVER, PLEASE)

Contract for \$14,000!

Thank you for the great letter idea. I look forward to the opportunity of using more of your great ideas for making Big Bucks!"

Steve Daniel
Antioch, TN USA

- Create a massive "cash surge" using special events and sales anytime you want.
- Fill your seminars with interested prospective clients and patients.
- Attract new subscribers to your professional newsletter.
- Practically 'force' new customers to buy from you over and over again.

With **Instant Sales Letters**, you'll get all of these, plus 49 more hard-hitting, profit-generating sales letter templates guaranteed to produce results for you, every time you send them out. And it doesn't matter if you own a professional practice, service company, retail store, restaurant, or even sell business to business - these letters will add your bottom line right away.

Okay, So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

(I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at a bare bones minimum you're getting thousands and thousands of dollars worth of powerful

sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for all 39 money-making, fill-in-the-blank sales letter templates is just \$39.97.** The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

So what's the catch? Why am I practically giving these letters away?

Well, it's really quite simple. Since you're accessing these directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win.

4 FREE Bonuses For Ordering By Midnight

Bonus#1: As a special free bonus for acting immediately I'll also give you a copy of a special e-book "**Surefire Sales Letter Secrets: How To Create a Fortune in Your Business With Powerful Direct Mail.**" This is a \$39.95 value.

"I recently bought your Instant Sales Letter Kit. As a bonus, Surefire Sales Letter Secrets came with it. This book really exceeded my expectations. I read it all in one sitting and couldn't put it down. It is so concise, yet says so much. I found it very clearly written, to the point, well organized and packed with tremendously useful information, but not too long. You have an amazing ability to get the most content with the least amount of words. I'm finding myself referring to it constantly as I write."

Ruth James
Rockland, CA

Bonus#2: My **Surefire Direct Mail Profit Worksheet.** This pre-done spreadsheet gives you a powerful analysis tool for all your direct mail projects. You simply enter in basic information like number of pieces mailed, mailing costs and number of responses -- then this worksheet automatically performs the important analysis

Pamela Sorensen
Utah USA

Just imagine being able to workout anytime, any place, almost any where...even while watching TV! It's the perfect way for couch potatoes to get into shape and start looking and feeling terrific.

If you're going to be sitting anyway during the day - why not get in shape at the same time?

Come, Take The Shortcut to Looking and Feeling Great With the World's Easiest Workout Program!

Your entire workout program could be done in as little as 12 minutes, whenever you have a couple spare moments sitting at your desk, watching TV or even while sitting in traffic.

And guess what?

The best part is my exercise program doesn't require you to spend big bucks buying any home fitness equipment or paying for costly gym memberships.

"Okay Jeff - So What's The Cost For This Incredible Program?"

Let's do a quick comparison - last time I checked a NordicTrack would set you back over \$1,000.00. And almost everyone I know who bought one uses it as a clothes rack within a few weeks anyway. Or you could easily pay \$50 - \$75 bucks per month for a gym membership you'll probably go to a few times (that's over \$500.00 per year!).

Or you could hire a personal trainer like myself to work with you. I currently charge a minimum of \$50.00 per hour for personal training. Normally, my clients work out 3x a week with me - so that's \$600.00 per month. This way, I figure at a bare bones minimum you're getting hundreds and hundreds of dollars worth of my expertise and training at your disposal inside the new program.

But I'm not going to charge you anywhere near that amount or even my minimum hourly rate. In fact, your total investment for the entire "Get Fit While You Sit" program is just \$29.95. That's less than one month's membership to any gym without the hassles. You'll never have to search for a parking space, wait for someone to get off the machine you want, change clothes, shower, etc. Plus, what gym have you ever heard of that gives you a lifetime guarantee? (That's right, I'll tell you about that in a moment.)

So what's the catch? Why am I practically giving this program away?

Well, it's really quite simple. Since you'll be downloading the manual directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win. But don't worry, downloading the manual is a snap, I'm no "techno whiz" and I had no problem. (The ebook works with both MAC or PC computers.)

4 FREE Bonuses For Ordering By Midnight Monday, July 26

Since I know it's 100% to your benefit to act right away, I want to sweeten the pot and give you every possible reason to say YES today! If you respond immediately, you'll also receive the following:

Free Bonus #1:

"Eat Fit While You Sit" Healthy Recipe ebook (\$19.95 value)

Finally released from Yanik Silver - the ultimate Internet marketing tutorial comes right to your living room:

Value
Build

"Now You Can Sneak Away with the Exact Same Online Moneymaking Tools and Profit Strategies Revealed at the Sold-Out \$4,995.00/per person 'Internet Marketing Lab' -- for Just Pennies on the Dollar!"

Right before your eyes, in exact detail you'll see for yourself how I drive massive amounts of traffic to my web sites, get email promotions out, run my numbers, track visitors, test quickly, get free advertising, create hugely successful new products, research new markets, find joint venture deals, build up a massive affiliate network and nearly run the whole thing on total autopilot!

Dear Internet friend,

I'm sorry you weren't there...

You see, a few months ago I presented at the sold-out "Internet Marketing Lab" in Washington, DC put on by Ken McCarthy. Attendees each paid up to \$4,995.00 (plus travel costs, hotel and meals) to be there for two intense days.

They paid this seemingly outrageous amount because this event was unlike anything ever done before on Internet marketing. **This was NOT just another seminar, lecture or even a "boot camp"**. There was no theory here, no case studies and absolutely no B.S.

And let me tell you - getting in was harder than breaking into Fort Knox!

Ken was super picky about who would be accepted. He didn't want this to be some kind of Internet "wannabe" seminar. He only wanted real players who were ready to step up to the next level. That's why only 20 fortunate entrepreneurs and business owners made the "cut" from a pool of 136 applicants (I even got emails back from customers asking me to reason with Ken because he refused to take their money!).

Fact is, this was the first practical tool-by-tool, technique-by-technique, strategy-by-strategy and screen-by-screen Internet experience. **Truly a hands-on "LAB"**. I literally poured out my entire Internet experience. I held nothing back revealing exactly what I was doing online and the explanation behind it. **You'll see in exact detail how I rake in as much as \$8,022.50 a day** - totally online! That's why I hate the thought that you weren't there...but you don't have to miss out entirely...

How Would You Like A Front Row Seat?

The good news is that my presentation from the exclusive Internet Marketing Lab was professionally taped and edited into an incredible 3-volume set, entitled "Yanik Silver's Internet Marketing Secrets Exposed!"

[Click here to grab your set now](#)

your information in the process of marketing. Since releasing our new eBook on August 1st 2001, we have now sold 965 copies of our eBook. With 9 refunds for net sales total of 956 eBooks at \$49.95 which of course can be verified through ClickBank. Right now it's ClickBanks #1 investment program. Sales continue to be strong. Just wanted to let you know how one of your students is doing. (smile!)"
 - Stephen A. Pierce, rapidfireswingtrading.com

"Yanik, I spent \$36 buying your last two books...and turned it into \$19,502.11! You have a customer for LIFE!"
 -Frank Kern, Black Mountain, NC

Now, What Kind of Price Tag Do you Think I Should Tack on for This 'Insider' Knowledge?

Appks (orange)

As you recall, I already shared the fact that attendees paid up to \$4,995.00 in tuition to get to this lab PLUS that's not even counting airfare, hotel, food and time away from the office.

Many of my colleagues thought 1/2 of what attendees paid or even 1/3 of that would be a tremendous bargain. And it would be -- but I'm not going to charge you that.

However, I'm not going to give it away either.

That would be foolish. I'm going to set a fair price that reflects the real value of this tape set...it's just \$299. I think you'll agree this is truly a bargain if you're at all serious about building or turbo charging your online business.

On the other hand, if that price makes you flinch - that's good. It really is. Because I don't want these videos getting into the hands of anyone who isn't ready to take it to the next level. Which probably means you should take a pass.

Really, \$299 is fraction of a fraction of what this information is worth to the right individual which is why...

I'm Guaranteeing You'll Walk Away With At Least 20 Times Your Money

Here's the deal: The first guarantee is 3 months, totally unconditional. No questions asked and no note from your mother required. If you're not absolutely thrilled after watching these videos - for any reason (or no reason) -I'll cheerfully refund your purchase.

Second, if you stay with me past 3 months, I'll still assure your success. I absolutely guarantee that if you make a diligent effort to try just a handful of the strategies and tools I reveal on these exclusive video tapes, you'll make at least 20 times your investment in profits within the next year. **That's right - 20 TIMES what you paid - that adds up to \$5,980.00 in additional profits you've never have seen without these videos!** If not, I'll gladly buy the videos back from you for every penny you paid!

All you have to do is look in me in the "eye" on paper and show me what you tried.

--But here's the question that determines just how important what I have to share with you about becoming a true Renegade Millionaire, so you can have Autonomy, is - just how much of whatever your number is, that you've got left, do you want to spend....doing things you don't want to do? Dealing with people who annoy you? How much of that number do you want to spend satisfying other peoples' expectations and demands?

--Write YOUR number down and look at it. Hard.

--Now, just how quickly and radically do you want to change your business life? Or, how much longer do you want to continue 'as is'???

--The clock's ticking. If you can hear the clock!.....if you would like a lot more Autonomy....then I think I've laid out a very, very compelling case for you using my Renegade Millionaire System as your blueprint - your shortcut --- for getting it.

--Which gets us to Question#2 -

How much should you cheerfully pay for this System?

--Let's do a bit more math.

--First, judge me, based on whatever you know, and what you've read here. If I spill my guts to you via this System and you apply at least some of it, how much AUTONOMY IMPROVEMENT do you think can be created in your business life?

--Pick a percentage. 10%? 20%? 30%? 50%?

--Be conservative. Don't give me (or yourself) too much credit. But DO consider my track record.

--So, pick a percentage and write it down.

--Now go back to your other number: the number of years you might have left.

--If, say, your number was my number: 16.8, and you thought we could get you only 20% more autonomy, you'd multiply 16.8 times 20% and get a yield of 3.36 years of total autonomy. 3.36 years = 1226.4 days = 29,433.6 blissful hours of total and complete autonomy, 29,433.6 hours doing only what you damned well please where you choose, when you choose, with whom you choose, and if doing business, at whatever price you demand.

*Value
-
Based*

Now all you have to decide is - **if you could buy such hours, sitting across the desk from the seller, what would you offer for each one?**

--If you'd give but one measly, stinking dollar:

--**The System is worth \$29,433.60.**

--If you had it - and, of course, you'll learn via my System just how remarkably infinite the supply of money readily, easily and quickly available to you is - then you and I know, you'd pay more than a dollar. Would you pay \$5.00 for each hour of total autonomy?

--Guys pay more to try and get the same feeling, escaping to and hiding out on the golf course!

--But I'm talking about this feeling AND this reality in real life.

--If you'd give just \$5.00, then the System's price tag ought to be \$147,168.00.

--Regrettably, I know I cannot demand such a payment.

--Even though there is at least 100-MILLION DOLLARS worth of 'wisdom' synthesized here...from 100 real-life, from-scratch millionaire entrepreneurs. And even though the Autonomy you can gain is priceless.

--So, let's get to the actual price.

--I discussed this with my Platinum Members, clients - my own little brain trust, before I set the price. Asked them to tell me what the price should be, knowing if I agreed, they would have to pay that price.

--One said: \$10,000.00. Bless him, his children and his horse.

--Three suggested: \$5,000.00. I have, on occasion, sold admittedly less comprehensive and far less valuable info-products for a \$5,000.00 price tag.

--Several others suggested: \$3,995.00.

--Survey said - lowest price - \$3,995.00.

--I am not a greedy man. I am certainly money motivated, profit motivated. But I am not greedy. There is distinct difference.

--I also have another consideration. I have invested, literally, my *life* into this System. I would like as many people of ambition and enterprise as possible to have it. At this stage of my life, I am, in fact, concerned with significance, not just success. I take pride in the cadre of Renegade Millionaires who see fit to thank me for helping them achieve their goals but I'm eager to make that list much, much longer. I am actually, for the first time in my life, less concerned with making the maximum possible profit on a sale than I am with putting this into the maximum number of peoples' lives.

--I tell you that so you might know why I have clearly under-priced this System. Every one has told me so. When I unveiled it for the first time at our Mega-Conference in May (2004) and more than 200 people stamped into line to get it, most - yes, most --- expressed pleasant surprise to the staff that it was priced so low.

--If you are a cynic, you may not accept my explanation, and, actually, that probably doesn't matter much. But I am a teacher and champion of 'premium pricing', and I abhor and criticize people who routinely "go to the ocean with teaspoon when they could have taken a bucket - the ocean doesn't care." So, what I'm doing here is contrary to principle I teach. It is, in essence, an exception to my rule. And I suggest you take advantage of it now, before I come to my senses!

"During the breaks at the May program, I was chatting with one of my friends about your Renegade Millionaire System. We both agreed that you priced it way too low. You have probably left well over a million dollars on the table, that should be in your pockets, had you priced this at the level it should be priced. Hopefully, you will make it up in volume, as those who get access to it tell someone else, who tells someone else, and so on. I have spent a good deal more than \$50,000.00 with you — has it been worth it? Yes.

- Stephen Roulac, California

--**Anyway, I have cut the lowest price suggested to me by anyone: \$3,995.00 by half, and set the price for my entire System at just \$1,995.00.**



15 rivers to cross... and only 7 bridges!

Here's how we were able to bring you...

The GRANADA!

In spite of bandits, jaguars, baby dinosaurs and high water... at a price that will make a happy bandit out of YOU!

I used to think that the only way to have a real adventure anymore was to be an astronaut or something. But that was before my recent trip to the Hidden Valley in Honduras, where the alluvial soil is six feet deep and everybody and his brother carries a six-shooter for bandit insurance.

Maybe you thought I just sit around writing letters to my good customers and wrapping cigar boxes to take to the Post Office. Not so. You don't get the best tobacco settin' at home on your resources. And, believe me, you don't always find the comforts of home elsewhere.

Sometimes I wonder why I'm in this business at all -- and why I go all over Hell's half-acre to insure my supply of good tobacco. Yet if I didn't go right down to the tobacco farms and check the crops for myself, I'd never be able to offer you the cigars I do. And I certainly would never have found the priceless bales of wrapper I brought back from my last trip to Central America.

And I never would have been able to come up with a superior cigar like the Granada, either -- a cigar that was born of first-hand, on-the-spot adventure in the kind of country I didn't know existed any more.

Getting to the Hidden Valley of the Jalapa River is like going through boot training in the Marines all over again -- only rougher. There are 15 rivers to cross and only 7 bridges. We had to ford the streams with four-wheel drive jeeps to get around down there -- and the locals had to build a special airport to fly their tobacco crops out to civilization.

I was tracked by a jaguar, avoided the embrace of an amorous boa constrictor, was jeered at by monkeys and stared at by a suspicious mountain lion. I ate the eggs of the baby dinosaur (that's what they call their iguanas) and they were delicious. I sampled the dinosaur meat, too, and it's even better than the eggs.

**A RICH, MILD
LONG-LASTING
CIGAR**

SHOWN
ACTUAL SIZE

*Extreme
Pain*

I was even stopped and frisked as a suspicious character by the local gendarmerie. And when I asked them why they carried both six-shooters and shovels, they carefully explained their "six-by-six" justice to me. When they find a bandit, they use the six-shooter first -- then the shovel to put him six feet under. It's civil rites, instead of civil rights down there, and there's a high turnover -- or turnunder -- in the bandit population.

But the best is often the hardest to get to -- and I made it to the Hidden Valley, where ex-Cubans plow their way around ancient Mayan monuments to plant some of the very best cigar tobacco in the world.

I bought lots of filler tobacco from the last crop (it'll be ready for shipment in about six months). But one little farm I visited yielded a real bonanza:

11 bales of prime sungrown wrapper that's as rich and finely textured as any I've ever seen. It was a small lot and I had to talk fast with both hands in two languages to get the farmer to part with it. He was curing it himself and didn't want to let it go.

I put this wrapper in an old DC3, took off in the rain over a runway full of potholes and brought it back with me to Tampa and locked it up under tight security. Finding those 11 bales of wrappers was enough to make the whole trip a success. That sungrown Cuban seed wrapper is grown without shade or protection. The plant loses about 40% of its leaves through natural causes, so the remaining leaves get all the nourishment, making them even tastier and more satisfying to smoke.

I took this wrapper and used it to finish off some 100% imported filler -- made it in the Palma shape and created a cigar that will give you a real break - through in smoking pleasure. It has no bite. It's got an aroma that's all but hypnotic. And it burns with the long, white ash that's a dead giveaway for a fine wrapper around superior, carefully selected filler.

I think an experience like this is worth sharing with your friends -

And at \$16.84 a hundred, they're a steal!

Those 11 bales of sungrown wrapper won't last forever. I put them all around the Granada and when this batch is gone I won't have any more Granadas at this price or any price.

But for a lucky stumble in the jungle, I wouldn't be able to offer them at all. So if you want to enjoy one of the best-smoking cigars you've ever tasted -- a real adventure in smoking that came from a real, foot-sore adventure in a wild and wonderful place -- I'd suggest you get out your ball-point pen and sign up for some genuine and guaranteed smoking excitement on the enclosed order form.

Tom Jimenez

O.K. TOM! Stick 'em up!

I'm stealing some of those Hidden Valley Granadas from you, since you make it so easy. Under your money-back guarantee, ship me...

100 of these sungrown-wrapped beauties for only \$16.84 delivered

Make it 200 for \$33.68

1410

NAME

ADDRESS

CITY

STATE

ZIP

SIGNATURE



Thompson Cigar Company

200 North Edison Avenue
Tampa, Florida 33606

#3: RETROSPECTIVE, ALL PREVIOUS WORKS

I have been very prolific.

--Some would say more prolific than good, and that's more for you to judge than for me. I wrote and sold my first information-product in 1972, while a junior in high school. I also wrote one in 1973 for another publisher that has sold over a million copies. I recorded my first audio cassette program in 1978. It was, frankly, horrid, and I pray that every last copy has finally wended through garage sales to landfills. However, the earliest and worst aside, I have turned all my personal business experiences, examples, successes and failures, as well as everything learned from the vast amount of consulting work, into one book, manual, tape, course, system, newsletter, etc. after another. In addition to everything actually published --- in total, well over 5,000 hours of audio recordings alone! --- there is a large room full of unpublished material, such as speech and seminar notes, consulting files, transcripts of interviews, even books in progress.

--Much of this is 100% as valid today as it was when first uttered or put on paper.

--Other material reflects viewpoints of mine that have changed, knowledge that has expanded, and is flawed either by misstatement or omission.

--In my last, multi-media, system-type info-product before complete retirement - this Renegade Millionaire System - I wanted to painstakingly cover all the prior ground, validating that still valid, up-dating that deserving up-date.

It was a mountainous task.

--Literally.

--First, I went through rooms (plural) of the material, to narrow it down to roughly half a UPS truck full.

--Second, I delivered that load to my colleague, Lee Milteer.

--I engaged Lee to go through it all. Listen to every audio tape. Watch every video tape. Read every word. Highlight every item she judged key. Weed out redundancy. Ultimately, build a smaller mountain of questions to put to me, for my current answers.

It took her five months of dedicated effort.

--It is an investment on my part of tens of thousands of dollars, that, with her royalties, will likely exceed \$100,000.00.



*recycle
of
of Assembly*

--Third, from Lee came over 250 possible questions. Fourth, I spent weeks whittling them down, combining them, sorting them. And then preparing some brief notes to assist in answering them. Fifth, she again re-wrote and re-arranged the final collection of questions, added and subtracted.

--Sixth, we bolted ourselves into my Ohio home for 3 days, and recorded just over 40 hours of unrehearsed, unscripted conversations with these questions.

--Ultimately, seventh, Steve Tyra edited these interviews to 16 hours. (Steve's expertise in editing spoken-word audio is unrivaled. And he has been editing my work for over 20 years.)

--Eighth, I created both "Notes" and a related "Archives File" to support the interviews. More about that later.

--If you can visualize, for a moment, all that has gone through my 'synthesizing process' to get to this point, it is amazing. 29 years of my own experiences; everything gleaned from all the up close, in trenches work with over 100 millionaire and multi-millionaire entrepreneurs; and the entire library of my life works. Imagine running Niagara Falls through a series of filters to ultimately produce one pint of the freshest, purest, most flavorful water ever bottled. Or dumping all the diamonds mined in an entire year from all the diamond mines in the world into a giant grinder, then that through another grinder, and on and on, until producing one diamond; the most brilliant, most perfect diamond ever seen. I immodestly tell you, this is what has been done, culminating in this Renegade Millionaire System.

--Well, now that you know the sources of the System, let's get to the really good part: the promised result of applying the System to your business life:

*"Using a technique you discussed in your Renegade Millionaire System, in the last 10 days, I've added over \$100,000.00 in business I have to tell you, the distillation process you and Lee Milteer went through to extract SCIENCE and PROCESS of being or becoming a Renegade Millionaire is just plain amazing. As you know, following your advice over the years has been damn profitable for me. With the Renegade Millionaire System, you've put all your best advice in one convenient, easy to get to location, and I'll be using it a lot. Oh, and one last thing. I thought it was interesting (at the May event) that the first folks to lay down cash money for your System were people who needed it least, like Ron Ipach, Rory Fatt, all self-made millionaires in their own right. They practice the 'principle of the slight edge'. Which is why, as you know, they are where they are, financially and personally."
- Jerry Jones, Jerry Jones Direct.com*

ACHIEVING AUTONOMY

AUTONOMY is doing...

What you want

With whom you want

When you want

At the price you want

Where you want

At the terms you want

...or cheerfully, guiltlessly, confidently, securely, painlessly saying "No" and "Next"

Top Secret Anticipation Formula

- \$43,668.73 in 24 Hours
- Six-figures in 4 Days to a tiny list of 4200 people
- Create an Avalanche of Response
- 2 Key Elements: Scarcity and Anticipation

anticipation

Page 1 of 1

To: "Yanik Silver" <yanik@surefiremarketing.com>
From: "Ted Ciuba" <ted@realprofit.com>
Subject: You have to wait...

You have to wait...

Yanik, I want to tell you so bad I can bust!

But my partner insists I don't say anything until Thursday.

- Aieeee! I can't say "what" now, but I'll reveal all the secrets on Thursday (1 July).

One big thing, though, it won't cost you a penny!

From the USA deep South (Nashville, Tennessee), that's a *hot* day to cash in on this super, super kool news!

Look for that special email... It's so secret I can't even tell you what the subject line will be, so open everything you get from me this Thursday, 1 July, USA time.

Sincerely,

Ted Ciuba

Commercial email powered by Ted Ciuba and your friends at...

Parthenon Marketing Inc * 2400 Crestmoor Rd #36
Nashville TN 37215 * 615-662-3169 * ted@realprofit.com
<http://www.GetRichOnTheInternet.com>

If you no longer wish to receive communication from us:
<http://www.autopilotriches.com/app/r.asp?ID=1134965&ARID=0>

To update your contact information:
<http://www.autopilotriches.com/app/r.asp?c=1&ID=1134965>

To: "Yanik Silver" <yanik@surefiremarketing.com>
From: "Willie Crawford (Limitless Ezine)" <willie@williecrawford.com>
Subject: Yanik - an Urgent and Important Message

From Willie Crawford.

Good Morning Yanik,

I'm not supposed to let this out of the bag for another 2 days, and I won't give you the full scoop just yet, I'm SO excited I just can't help giving you, my loyal friend and supporter, that all important "insider's edge" that makes ALL the difference in your Internet Marketing success! Let me explain...

This will require your IMMEDIATE attention.

In 2 days look out for a very special e-mail I'll be sending you *Friday*. This is important so mark your calendar now.

* This is BIG, *powerful*, & absolutely v-i-t-a-l to your Internet Marketing future. You *won't* want to miss it.

I've already said too much...

Just look for the special email you'll be receiving on Friday. The subject line will be something like...

"Yanik, you have an *urgent* audio postcard waiting for you ".
Sincerely,

Willie Crawford.
2345 Whispering Pines Blvd.
Navarre, Florida 32566
Phone 850-939-5794

P.S. If you're already earning \$40,000+ per month from your website, you can ignore this special email. If you're not - not devouring my upcoming email could be hazardous to your wealth. Watch for it.

pre-teaser

Jim Edwards
jim@ebookfire.com

{FIRSTNAME}, I spill the beans in less than 48 hours...

Hi {FIRSTNAME},

Jim Edwards here with a "heads up" announcement for my customers and subscribers in good standing...

Tuesday, March 16 at 12:00 noon Eastern time all the "rules" for creating and selling products online change... FOREVER!

If you want to get all the shocking details before anyone else, jump on the "Early Bird" list now!
=>

As you know, over the last couple years, we've been doing some amazing things with audio and video products online.

What you may NOT know is that over the last year and half of actively *doing* it (rather than just talking about it like the self-appointed "gurus" do), I've discovered some very interesting facts about audio and video on the web:

FACT #1: You can make 500%, 1,000%... even 25,000% MORE money from multi-media info-products than you can from an ebook...

FACT #2: You can create high value info-products much FASTER with multi-media than you can any other way (yes, even faster than writing an ebook in 7 days)...

FACT #3: Affiliate marketers can make huge commission checks using multi-media to practically force people to buy through your affiliate links (I'll even show you the exact pattern I use to do it over and over!)

FACT #4: With all the new tools available to create "killer" multi-media content, almost anyone (especially anyone who thinks they're a "non-techie") can now create massively profitable products with lightning speed... and finally start cashing in online!

Here are some examples:

** One simple audio project brought me a \$26,193.00 windfall...

** A little "oil well" website I have sells a manual with a tape I converted to downloadable audio using my laptop and a "walkman"... and for over 3 years now it's been pumping out a 4-figure monthly income...

** A two-cd set I created with my partner made us a six-figure income (and our hard cost for each product we sell is less than \$2)...

** I turned a \$39 ebook into a \$997 home-study course in less than a week (and I gotta tell you, you make a lot more money selling a \$997 product than you do with a \$39 ebook)!

Jump on the early bird list

pre-teaser

=>

Here's the bottom line...

On Tuesday at Noon, I'm going to make an incredible but VERY limited time offer (72 hours) for a VERY small number of people (less than 100)!

When it's gone, it's gone and this offer will NEVER be made again (ever)!

Let me repeat that...

The offer made on Tuesday will be the absolute best offer I ever make for this breakthrough information...

Stop what you're doing and, while it's fresh in your mind, go here for a headstart over anyone else!

=>

See you Tuesday,

Jim

PS - If we sell out to the people who sign up for this "early bird" list, you'll never hear about this special offer! Don't kick yourself later this week because you never even got a chance to see what was offered before all the packages got scooped up...

Get on the "early bird" list now:

=>

Attention: Authors, Entrepreneurs, and Internet Marketers...

On Tuesday, March 16 at Noon Eastern...

**"Let Me Personally Help You Create Your Own
Massively Profitable Audio & Video
Info-Products And Sell Them For Big Bucks Online... For
As Long As You Want To
Cash The Checks!"**



**If You've Been Waiting For Me To "Spill
The Beans" About Audio, Video, & Multi-
Media... Here's Just a Tiny Sample Of What
You Get:**

- How I create all these **high value** multi-media products so fast...
- How to pick **hot markets** that virtually guarantee your huge success...
- Exactly which software programs I use (and **step-by-step** how I use them) to create those money-making videos and audios on IGottaTellYou.com ...
- The "**Secrets**" to make your audio and video stream over the web (even for our friends on slow dial up connections in the Australian "outback")...
- How to quickly get a "**killer**" sales letter specifically designed to make people whip out their credit cards and buy your product...
- ...and much, much more...

Get on the Early Bird List Right Now!...

(Put in your name and email address you check most frequently and click the button)

Your First name:

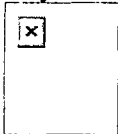
Your E-mail address:

=> Click Here Now

What happens next?

1. **You will receive an email confirmation that you've been added to the "early bird" list.** (Make sure you get this confirmation message from jimedwards@ebookfire.com Sorry, but we can't be held responsible if you miss out because your ISP is blocking legitimate emails!)
2. **Tuesday at "High Noon" Eastern time check your in-box for a special link! .**
3. *** After this special promotion your email address will never be used again on this list. I respect your prnvacy and hate junk email with a passion!**

To your success,



Jim Edwards

Legal Information

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Guaranteed Response Marketing, LLC
P.O. Box 878, Lightfoot, VA 23090
Phone: 757--715-2157
Email: [Click Here To Email Jim](#)

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follow up pre-release teaser to all

Jim Edwards
jimedwards@ebookfire.com

{FIRSTNAME}, I had no idea this would happen....

Dear {FIRSTNAME},

Jim Edwards here with a quick follow up on the email I sent you last night...

First, I had no idea that hundreds of people would respond the way they have (or as fast)!

In fact, this morning my in-box was so clogged with messages that it took nearly 3 hours to get through them all. :-)

Customers and subscribers like you had a lot of questions about exactly what's happening tomorrow at 12:00 Noon, Eastern.

So before you email, I've prepared a list of answers to the most common questions people have been urgently asking this morning:

Question #1: "I have something else I'm doing tomorrow so I can't be on my computer Tuesday at 12:00 Noon, Eastern, can I get an early peek?"

Answer #1: Some great, loyal customers and long-term subscribers sent me emails saying "count me in" and "here's my credit card!"... but we can't play favorites.

In all fairness to everybody we can't give advanced looks.

Because I'm releasing such a limited number of these packages with a very special bonus -- that will NEVER be repeated (ever) at this price -- we're doing the "early bird" list for people who are truly interested.

People have told me they're going to be camping, flying, at work and other places where they won't be able to access the Internet tomorrow at noon. Unfortunately, we can't do anything about that because we have to be fair to everyone.

So if you haven't signed up for the "Early Bird" announcement, I suggest you go here and do it now while it's fresh on your mind
=> <http://www.ebookfire.com/multimediasecrets/>

The ****biggest question**** everybody has asked is...

Question #2: "What is it? What are you releasing Tuesday at Noon, Eastern?"

Answer #2: It is basically EVERYTHING I have learned about how to create, publish, sell, and make money with multi-media info-products!

It is the entire collection of my knowledge on how to use audio and video on the Internet to make money.

Not just talk about it... not just theory... but actually

follow up pre-release teaser to all
how I do it. You'll discover the EXACT techniques I've
used... even down to exactly step-by-step how I write those
"killer" sales letters!

Now this even includes how to put content up on the web for
things like the "I Gotta Tell You" newsletter, as well as
creating multi-media CD-ROMs like the "33 Days to Online
Profits" video set that's created a six-figure income for
us.

Question #3: "Why are you severely limiting the number of
people who can buy this?"

Answer #3: To celebrate the launch of this product and
releasing this knowledge into the world for people who are
serious about wanting to finally make more money creating
incredible products with lightning speed (or make more
money as affiliates)...

I am going to *personally* work with the first group of
people who sign up for this package.

"Personally work with them" means that I'm going to
actually consult with them over the phone one-on-one and
also assist them through email consultation.

So that's why I must limit the number of people so
severely. It's because my time (especially on the phone) is
so limited.

Question #4: "How much is this package going to cost?"

Answer #4: Well, based on what I'm going to teach you and
the amount and quality of knowledge you'll receive on what
is the most powerful thing to hit the Internet in years
(plus the one-on-one help from me personally), this
obviously won't be a \$29 ebook (nor should it be).

So if you haven't already signed up for the "Early Bird"
list, I suggest you go here and do so now:

=> <http://www.ebookfire.com/multimediasecrets/>

Thanks

Jim

PS - Of course tomorrow isn't the last time you'll hear
about this package, but it is the only time my personal
one-on-one help will be included at this price.
Get the word first...

=> <http://www.ebookfire.com/multimediasecrets/>

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P.O. Box 878
Lightfoot, VA 23188
(757) 715-2157

This email is never sent without permission.

early-bird-release

Jim Edwards
jimedwards@ebookfire.com

{FIRSTNAME}, special "early bird" announcement is ready...

Hi {FIRSTNAME},

Jim Edwards here with the special "early bird" announcement you've been waiting for...

This is only being made available to my loyal customers and subscribers in good standing!

You are about to discover how I will personally (as in coaching you one-on-one over the phone and by email) help you create your own massively profitable multi-media product or newsletter.

=> <http://www.MultiMediaSecrets.com/SpecialOffer/>

In fact, on the website you're about to visit, you'll hear from a man who raked in an extra \$7,990.00 in just 19 days using just ONE thing he learned from me!

You'll also hear from 6 other people just like you who are now using multi-media to build their businesses and make highly profitable products in record time!

Here's the bottom line...

Today will be the absolute best offer I will ever make for this breakthrough information.

If you're looking for a fun and simple way to make real money on the Internet that works, Stop what you're doing and go here...

=> <http://www.MultiMediaSecrets.com/SpecialOffer/>

To your success,

Jim

PS - Now, I'll tell you right up front, this isn't for everyone (for a lot of reasons)...but please, don't make the mistake of thinking you can learn this from a \$19 ebook - because it will NEVER happen!

If you're ready to finally start making money online with your own product or create a newsletter that has people's mouths watering for every issue... then you must check this out right now!

=> <http://www.MultiMediaSecrets.com/SpecialOffer/>

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(757) 715-2157

Fair Notice: Don't Wait!

This system was originally introduced as a private "e-class" in January, 2004... it completely **SOLD OUT** within 10 days...

Then the entire system was turned into a comprehensive home study course and offered on a limited basis in March, 2004... and **SOLD OUT** in 49 hours!

Because so many people told me they "missed out" the first two times for one reason or another, here's one last chance...

**This Breakthrough "Multi-Media" Home Study Course
Will Only Be Offered From May 3rd to May 10th...
Then It's Officially "OFF The Market!"**

Discover The Insanely Profitable Multi-Media Secrets
YOU'RE NOT Supposed To Know...

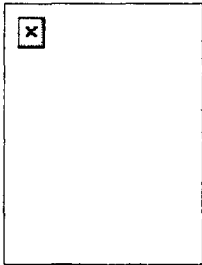

"Give Me 5 Weeks and I'll Show and Tell You Step-By-Step How To Create & Sell YOUR Own High-Priced Audio & Video Info-Products For Fun, Profit, and Fame... For As Long As You Want To Cash The Checks!"

- Discover the "secret" I exploited to sell **\$25,988.00 worth of a \$97 product** in less than 90 days (and the product costs me less than \$10 each to produce)...
- How to take plain "vanilla" information other people are struggling to sell as ebooks and **sell it for 3 times, 4 times... even 10 times MORE** with virtually NO competition...
- **Claim the fame, credibility, and recognition you want in virtually any niche market you choose...** faster than you ever dreamed possible with plain text ebooks and boring old newsletters!...

Marlon Sanders says...

"Jim ... I'm absolutely blown away by the level of detail in this product... there are so many things that you packed in here that I didn't know and I gotta tell you, you're selling this thing way too cheap!"

"... even if I spent 100, 200, 300 hours trying to figure it out on my own, I never would have

 <p>Flash Audio Buttons</p>  <p>Stream Audio MP3 - Click Here</p>	<p>figured it out... and you just put it all on the proverbial silver platter with the nice little red ribbon around it!"</p> <p><= Listen to Marlon's comments here</p> <p>Marlon Sanders Creator, "The Amazing Formula That Sells Products Like Crazy" http://www.AmazingFormula.com</p>
<p>NOTE: You hardly EVER see Marlon Sanders endorsing ANYTHING... so you know this must be important!</p>	

From The Desk of Jim Edwards

Dear Friend,

Have I lost my mind?

I've worked for years to learn the **secrets** of creating massively-profitable multi-media info-products across many different industries...

I've labored **thousands of hours perfecting and testing every technique** for delivering multi-media content over the web (even to users on slow dial up connections)...

Then I slaved for 14, 16, even 18 hours a day to put together the most **comprehensive home-study course** ever created on the subject... an incredibly detailed "**blueprint**" that covers every single angle for creating the **most-profitable online info-products ever...** and **now I'm pulling it off the market after only 7 days?**

WHY?

Well, keep reading and I'll tell you exactly why in just a minute. But just so there's no misunderstanding...

After Midnight May 10th, I'm Taking This course OFF The Market!

You see, I truly believe there's never been an opportunity to absolutely **dominate** any profitable online niche you can think of as there is **right now** with multi-media.

Bottom Line: Right now you can take whatever standard "vanilla" information is being sold in any niche, convert it to multi-media and **charge 3-times, 4-times... even 10-Times MORE** than you can get for an ebook!

But that's just the beginning...

You're actually **seeing the future** right now... the question is, "Will *you* reach out and take it?"

advance notice goldmine for cust
{!firstname_fix}, Advance notice for Public Domain customers

Hi {!firstname_fix},

Yanik Silver here from PublicDomainRiches.com.

I wanted to give you advance notice to look out for an email coming tomorrow (Wednesday, May 19, 2004) at exactly 12:00 Noon, EST (New York time) with the subject line of "Public Domain Riches Gold Mine is here".

Keep your eyes peeled because that next email is going to give you all the details on the ultimate 'done-it-for-you' niche information marketing package. This grueling project took months to create so you can turn around and immediately profit from it. In fact, my partner and I shelled out well over \$6,890.00 in cash and poured over 150 man-hours into putting all this together for you.

Now after all this hard work there's no way I'm letting the whole world get their hands on this. That's why only 250 packages will be available.

But instead of just 'springing' this on you guys - I figured the only fair thing to do is give everyone advance "warning" especially because we have customers in all different time zones and countries (My partner is doing the same with his best customers.)

With that said, tomorrow when the doors open, I predict even more chaos and mayhem than Janet Jackson's "wardrobe malfunction" during the Super Bowl. So if you want to grab one of the 250 packages - watch for that email announcement.

I promise you won't be disappointed when you see what I've got up my sleeve -- but I'm keeping quiet about all the juicy details until tomorrow.

All the best,

Yanik Silver

Note: You are receiving this because you purchased the Public Domain Riches information

announcement pd goldmine
{!firstname_fix}, Public Domain Riches Gold Mine is here...

wednesday May 19, 2004

12:00 PM

Hi {!firstname_fix},

As promised you're one of the first to find out about the new Public Domain Riches Gold Mine product. It's right here if you can't wait:

<http://www.PublicDomainGoldMine.com>

Look, I don't have time to beat around the bush here because every minute that passes drastically increases the chance of your slot being taken by someone else so I'm going to get right to the point.

My partner, Michael Holland, and I are going to literally hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money. We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. - All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Listen, it probably sounds almost too good to be true - but only IF you're one of the first 250 people to grab this. That's it. Once the 250 packages are sold (and from the excited emails we already received I doubt this is going to take too long).

This is one of those times when speed is absolutely critical...

You've got a big head start right now however the flood gates are opening soon because if all 250 sets are not sold immediately Michael and I will send this out to our subscriber lists of over 110,451 people eager to hear about this. Plus, my marketing buddies are licking their chops to promote this to their lists (if any packages are even left) so the race is on!

<http://www.PublicDomainGoldMine.com>

All the best,

Yanik Silver

P.S. We've done all the hard work for you, the market research for you, we've cleared the copyrights, we scanned 35 different works (we're talking over 5,724 pages of ready-to-use-material!) and even laid out a complete profit plan for you to profit from. Now the next step is up to you! Get over here before all 250 units are sold out!

announcement pd goldmine
<http://www.PublicDomainGoldMine.com>

Note: You are receiving this because you
purchased the Public Domain Riches information

follow up1 goldmine
{!firstname_fix}, Only 108 packages are left (and going fast)...

Friday, May 21, 2004
10:24 A.M., EST

{!firstname_fix},

Two days ago we announced the new Public Domain Riches Gold Mine package and the response has been nothing short of staggering! (Here's the link in case you want to jump right to it)

<http://www.PublicDomainGoldMine.com>

In less than 48 hours we've already sold out more than half of the 250 set allotment that's being made available. As of right now there are only 108 packages left so time is running out (this is the latest numbers as of 10:24 AM and may not be reflected yet on the website).

That's why I wanted to send you this second courtesy reminder before my partner, Michael Holland, and I let the rest of our subscribers know about this new product next week.

Plus, we've been getting bombarded by emailed questions so we didn't want you to miss out because we might have left out something or didn't answer a question.

With that in mind, we've put together a list of "frequently asked questions" to dispel any confusion and answer any remaining questions you might have.

* * *

QUESTION #1 - You're giving me 35 different public domain works in 35 different niches - have any of these been available before?

A: Absolutely not! You won't find any of these 35 works in any package we've ever offered or anywhere on the web except from us. Plus, the all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, etc is totally exclusive.

QUESTION #2 - Can you send me the list of titles before I decide?

A: No, we can't send you the list of titles but we can give you the categories they fall into so you can see how diverse they are:

Health & Fitness (1)
Fun & Games (6)
Sport & Recreation (5)
Hobbies & Crafts (7)
Education & Self Improvement (5)
Food & Cooking (3)
Animals & Pets (2)

folow up1 goldmine

Home & Garden (3)
Other (3)

QUESTION #3 - If I don't live in the U.S. can I still use
this package?

A: I'm not a lawyer and I don't play one on TV - but, yes
we do have many International customers using public
domain material from the US and selling it without
problems.

QUESTION #4 - Is this downloadable or does it come to my
house?

A: There is nothing to download. You're going to get the
whole 'Public Domain Gold Mine' package shipped out to
your door. Nothing to download and nothing to mess with.

* * *

The bottom line is this ... we've done all the hard work
for you, the market research for you, we've cleared the
copyrights, we scanned 35 different works (we're talking
over 5,724 pages of ready-to-use-material!) and even laid
out a complete plan for you to profit from. Now the next
step is up to you! Get over here right away before all 250
units are sold out!

<http://www.PublicDomainGoldMine.com>

Don't hate yourself for missing out!

All the best,

Yanik Silver

P.S. Over the last few months Michael and I have shelled
out well over \$6,890.00 in cash plus poured 150 man-hours
toiling away to create the package you've been waiting for
(where all you have to do is start profiting from it). But
I think you'll agree it was well worth the effort once you
see what's inside Public Domain Riches Gold Mine...

<http://www.PublicDomainGoldMine.com>

Note: You are receiving this because you
purchased the Public Domain Riches information

Try not to feel guilty because this really *IS* almost too easy....

“Here’s Your Chance To Cash In on The Booming Demand For ‘How To’ Info in 35 Different, High- Demand and High-Profit Potential Niches -- Without Being an Expert or Even Writing a Word Yourself”

I’m going to hand you 35 different public domain works on a silver platter with nearly **EVERYTHING** done for you and ready to start making you money. We’re talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a TINY fraction of the time and money you would have to spend if you did it all yourself

WARNING:

Only 250 of These Packages Will Be Released

This is truly the ultimate “Done-It-For-You” information marketing package. With each of the 35 carefully researched, high-demand niches you’ll get:

- ✓ 250 Keywords To Instantly Drive Targeted Traffic Using Search Engine Optimization or Pay-Per-Click Search Engines (Also includes a complete Google Adwords and Overture competitive analysis)
- ✓ 50 Keywords Analyzed For Profit Potential With Google AdSense (the hottest new way to make money online with content)
- ✓ 10 Additional Back-End Revenue Streams You Can Sell As An Affiliate To Earn Commissions

- ✓ 10 Potential Joint Venture or 'Super Affiliate' Partners Who Could Promote Your Site and New Products
- ✓ Specific Market Research Into How They Talk, Think, Act, etc. And lots more!

Keep reading for all the amazing details of this blockbuster package...

Dear Internet Friend,

Would an extra paycheck help this month?

Well how about 35 of them?

If you're one of the first 250 lucky individuals to jump on this – I'm going to show you how to make a killing selling 'how to' info to little tiny niches... without writing a word yourself or knowing a lick about the subject.

Stick with me because this is going to be one of the most exciting announcements and opportunities you'll ever read...

Fact is, there's nothing more profitable or easier to sell than information products. I'm talking about eBooks, reports, manuals, videos, audios, home study courses, etc. Let me start with the...

7 Reasons Why Information Products Are The Best Way To Build Your Fortune Online or Offline

Reason #1: You have no competition. Everything you sell and your sales material is copyright protected so you can't be "knocked off".

Reason #2: Incredibly huge profit margins. People aren't paying for bits and bytes or paper and ink -- they are paying you for the value of the information. With an information product your profit margin is nearly 100% if it's delivered online. Or if you're selling a physical information product it's easy to make 10x or more your cost. (Compare that to any retailer who can only compete on price and eeks out a slim single digit profit margin)

Reason #3: You can work from anywhere you wish. It doesn't matter if you're playing beach volleyball in Aruba or skiing in the Rockies (like I do). You can run your business from anywhere you can find an Internet connection. (This past Thanksgiving, I went to Aruba for a week and during that time \$12,352.89 was deposited in my account. I didn't even bring my laptop because I could use any random Internet café to run my business.)

Reason #4: You can set up your business so it works on complete autopilot (that's how my web sites are set up right now).

Reason #5: No need for employees. I have absolutely zero employees (it's just my wife and I running the whole show) and I couldn't be happier not to deal with all those headaches and hassles. When I need something done I simply outsource it.

Reason #6: Incredibly low start up costs. You don't need a factory or even a store front because you can run your business in any spare space a computer fits.

Reason #7: You get paid over and over again for work you do one time. Once your information product is created you can keep selling it over and over again. The work is done one time and you repeatedly profit from it.

But There Is A Big (Actually More Like A HUGE) Glaring Problem!...

You see, once most people hear about all these benefits of selling information products they run around all excited and motivated to give it a go.... but sadly most fall flat on their face trying. They don't know how to find markets interested in paying, they choose the wrong subjects, they don't know how to package up their information plus lots of other mistakes that lead to nothing but frustration.

I want to do something about that.

That's why, I'm going to hand you the biggest shortcut to a complete information marketing empire with practically all the hard work done for you...

Announcing "Public Domain Riches Gold Mine™"

Putting together the ultimate information marketing resource has not been an easy or inexpensive task. **Over the last few months my partner and I have shelled out well over \$6,890.00 in cash plus poured 150 man-hours toiling away to create the package you've been waiting for** (where all you have to do is start profiting from it). However, I think you'll agree it was well worth the effort once you see what's inside Public Domain Riches Gold Mine™...

The heart of the package is a **CD-rom filled with 35 different full-length public domain works in 35 different high-profit potential niches.** (I'll show you how easy it is in a moment to sell the material 'as-is', cut, edit, mix & match or use anyway you'd like to instantly profit from – but in case you need a refresher on [what public domain content is click here.](#))

Gold Mine Profit Component #1:

You get 35 different public domain works which are all scanned for you along with the pictures and graphics from the books. Each work has been OCR scanned which means you can cut and paste and move around text from the books in any word processor

program you already use. Plus, all the graphics and pictures have been included and placed in the exact right spots as originally created.

What's more, to make sure you stay on the right side of the law each of the books has had their copyrights cleared by top Washington, D.C. law firm, Thomson & Thomson:

THOMSON & THOMSON

Surefire Marketing
Yanik Silver
April 5, 2004

Registration/Renewal Search – ~~XXXXXXXXXX~~

We have conducted a search of the registration/renewal files of the Copyright Office in connection with the 1953 book entitled ~~XXXXXXXXXX~~.

Our search reveals the following:

~~XXXXXXXXXX~~

Alternate Title.
Description. Book
Author. Illustrated by ~~Edward D. Hagg, Jr.~~
Application Author:
Copyright Claimant. The Telegraph Press
Date of Publication. January 20 1953
Date of Registration
Registration Number. A. 75989
New Matter.
Notes.
Renewal Claimant. No renewal found.

Just the copyright searches by themselves cost us over \$3,000.00 but it's money well spent to make sure you would be free and clear to use this material anyway you'd like. **Plus, so you can feel safe using the works you'll get copies of the actual copyright clearances in your package.** Trust me, you'll be glad we took this extra step because we actually found some works which we thought were safe from our 'do-it-yourself' copyright searches only to have them turn up as being renewed by the copyright holder. Now if we didn't take this extra step – anyone using this material could be in big, big trouble – but you don't have to worry about that here.

With Public Domain Riches Gold Mine™ you get 35 different public domain works (**over 5,724 pages of ready-to-use-material**) in all sorts of high-profit niches you can immediately start making money from today.

Which of These Different Niches Could You Profit From?

- Health & Fitness
- Fun & Games
- Sport & Recreation
- Hobbies & Crafts

- Education & Self Improvement
- Food & Cooking
- Animals & Pets
- How To
- Home & Garden and more...

And to help assure your success each of the works was carefully selected for marketplace potential by Michael Holland and yours truly. In fact, let me introduce you to Michael and explain **why I approached him** to put this together.

You see, Michael is the author of a best-selling ebook called "Strike It Niche!" He's an expert in identifying high-profit, low-competition niches. **He has several little niche moneymaking sites including www.Kids-Rooms-and-Crafts.com, www.RC-Car-Fun.com and www.Home-Decorating-Made-Easy.com among others that earn him a full time income online.**

And as you can see below, his Home Decorating site averages a whopping 70,000+ visitors per month so like me, he is someone who actually 'walks his talk' (which is pretty rare):

? Traffic Statistics for www.home-decorating-made-easy.com

Summary Period: Last 12 Months
Generated 02-Aug-2003 05:11 EDT

Month	Daily Avg			Monthly Totals		
	Visits	Visitors	Pages	Visits	Visitors	Pages
Aug 2003	1665	1498	3002	3330	2997	6004
Jul 2003	3309	2525	5878	102609	78299	132230
Jun 2003	3167	2354	5973	95028	70627	179253
May 2003	3065	2187	6483	95026	67825	201288
Apr 2003	2795	2013	6209	83852	60406	186272
Mar 2003	2969	2126	6384	92057	65936	197918
Feb 2003	3253	2486	7184	91107	69608	201158
Jan 2003	3315	2502	7351	102785	77588	227906
Dec 2002	2003	1515	4059	62130	46968	125833
Nov 2002	2821	2167	5624	84633	65018	168738

Together Michael and I **culled through hundreds of books, dozens and dozens of subjects, checked copyright renewals, analyzed and re-analyzing search results and trends to finally arrive at 35 works that met our criteria.** Frankly, we discarded and threw out way more books and subject possibilities than we used to give you the ultimate information marketing shortcut.

All of this hard work we put in makes it easy for you to sell these “in-demand” materials all day long for \$29, \$39, \$69 or even \$200 or more a pop. In fact, just off the top of my head let me give you...

11 Powerful Ways to Use This Material To Jumpstart Your Information Marketing Empire

1. **Digital Information Products** – This has got to be one of my favorites. You can simply compile the material ‘as is’ or with a few slight edits to turn it into an eBook that you can sell over and over and over again. **Imagine waking up every morning and finding orders waiting for you in your email box.** As you were sleeping customers from all over the world were giving you money. And the best part is once you've got your system set up **you don't have to do much at all because your computer takes the order, processes the credit cards, delivers the product and then deposits money in your bank account** - all without you lifting a finger. It's like having your own perfect moneymaking machine working for you tirelessly day and night.

Personally, I have all kinds of these little “digital online oil wells” selling eBooks on diverse topics like Fitness (www.GetFitWhileYouSit.com), Art (www.FigureDrawingSecrets.com) and even House Plants (www.HousePlantSecrets.com) that bring in money like clockwork, each and every month (just like Michael has as well)...and now you can too.

2. **Physical Information Products** – **If you want to charge (and get) even more money for your information products you should consider making them physical and shipping them out to the customers.** You could easily take the public domain material, read the book into a microphone and then record that onto a CD. Poof! Instant information product. Or take the material, divide it into sections and turn that into a home study course that you pack into a 3-ring binder. I've sold home study courses for as high as \$897 and I'm almost embarrassed to say it only cost me about \$55 to put the package together. Or another great example is a publisher who took a whole series of ‘long lost’ golf books and turned them into nice hard bound editions where the entire set goes for a princely sum of \$1,847.00. Any ideas yet? 😊
3. **Derivative Works** – Here's where you can make really big money. You can take the material given to you and use that as the basis for an “eClass” – where you deliver a series of lessons to students and then they have homework assignments. Or even something like a video tape series. Case in point. A few years ago, my buddy, Matt Furey, stumbled over a dusty home study course from 1914 teaching “catch wrestling”. Furey quickly purchased this course for a couple measly bucks and turned it into a complete manual and video set for his market of fitness and wrestling buffs. **He now charges (and gets) \$597.00 for this material - making himself \$100,000.00+ each year from just this one product.**

4. **Sell Reprint Rights** – There are tons of people out there who want to buy reprint rights to products to sell. You could sell your version of the information product along with marketing material for upwards of \$199, \$299 or even \$1950. **People love reprint rights and it's a quick and easy way to make loads of money immediately!** [Important note: You cannot resell all 35 works 'as is' – you can sell reprint rights only to a derivative product you have created from the original public domain material.]
5. **Use as Upsells** – I've been doing this for years and not too many people have caught on. Personally, I've taken several public domain works and used them for tons of profit. One of them is used as an "upsell" to a regular version of my best-selling product. This upsell goes for \$15 extra dollars and a whopping 66% of people take it. (Now when you've got an extra 200-300 people a month taking you up on this - it adds up pretty quickly!) It's so easy to do. You simply present your buyer with an additional opportunity to 'upgrade' their order or add something to their order. Just like when the cashier at McDonald's asks you "Do you want fries with that?"
6. **Sell on Ebay or Any other Auction Site** – Go ahead and put your work up for sell on Ebay.com or any other auction site. You're perfectly free to do this and sell your works for any amount you choose. Ebay is one of the largest marketplaces on the planet and people go there just to buy – shouldn't you be there selling?
7. **Bonuses** – Here's another way to put this material to work for you. Simply use the work as a bonus to your main offering. People love bonuses and many people will buy a product just for the bonus if it's unique and not something they've seen all over the Net already. This material is perfect to boost your sales this way. [Note: You can only include up to 3 of the works in one package as a bonus.]

And now the last 4 ideas will let you take the content and distribute it for free to make money:

8. **Viral Ebooks** – Here's a really cool way to generate income from this material. You simply take parts of the books and turn it into a Viral eBook by allowing others to pass along or even sell this eBook as their own. **Once you trigger the "virus" it's nearly impossible to make it stop because people keep passing it on and then those people keep passing it on, etc. etc.**

My friend, Rebecca Fine from Seattle, WA used this exact technique to "accidentally" launch her six-figure business. Rebecca took a public domain book and started giving it away for free from her site because as she says: "I got tired of emailing the ebook to so many people". Her ebook took on a life of its own and this "viral" ebook started getting passed along and forwarded to people. Today

she has ezine subscribers from over 114 different countries and she now has a whole line of products built around this one freely available success book.

Rebecca tells me she is making more money than she ever imagined. Plus, you can ‘super size’ this strategy by creating a viral eBook with the material and then including affiliate links that pay you commissions anytime someone buys from your recommended resources.

9. **Google AdSense** – Use the material to create an information-rich website and then place a tiny piece of code from Google to run their AdSense program on your site. You’ll essentially partner up with Google and get paid a percentage for everyone that simply clicks on the ads Google places on your sites. If done right this can add up very quickly.
10. **Articles or Mini Courses** – People are starving for great content. You can ‘slice and dice’ the material into little bite sized 500-800 word articles to distribute for free publicity and traffic to your sites. Editors of ezines and owners of web sites are always looking for hot, fresh content and in exchange they’ll send you over targeted traffic.

Or you could use these little content tidbits to create a “mini course” that people would subscribe to from your site or from ads you run. You just load a series of 4-7 articles into your autoresponder and it delivers it on total autopilot. And at the same time you’re building a mailing list of people interested in your subject and who you can promote to over and over again. Anytime you want more money – you can simply click ‘send’.

11. **Search Engine Content** – Just like editors and web site owners are looking for content, so are search engines. The number one reason people go online is for information research, and by setting up ‘content rich’ web pages – the search engines will reward you with tons and tons of free visitors. (Actually that’s a big part of Michael’s 70,000+ visitors to his Home Decorating site and he comes clean about this technique in Bonus #3)

And those are just a few of the ideas that come to mind. There are tons of additional ways you can use the material from Public Domain Riches Gold Mine™ that only limited by your imagination.

But we’re still going to do even more of the back-breaking, “dirty work” for you. Check this out...

Not only do you get all 35 full-length public domain works completely scanned for you and the copyrights cleared – but we’ll also hand you the other pieces of the puzzle you need to profit from these works over and over again!

Gold Mine Profit Component #2:

You'll get at least **250 keywords for each of the 35 niche works**. Michael has carefully researched the most profitable keywords you can advertise using Pay-per-click search engines or where to start for search engine optimization. Plus, not only are keywords handed to you but they are also analyzed by competition. You'll see how many times people searched for these search phrases then how many 'regular' sites come up in the search engines. This gives you the "R/S Ratio". In general, the lower the ratio the better because a low R/S Ratio makes it a great candidate for attracting traffic by using a content-based site and using Google AdSense to display ads.

But it doesn't stop there because you'll get a complete picture on how many competitors you have advertising on Google AdWords or Overture. If you see less than 8 people advertising on Google you know you can land on the first page of results for only 5 cents per click. And with Overture if there are less than 40 campaigns running you can be on the first page of results for only 10 cents per click.

Now all the hard work of coming up with good keywords has been taken care of for you. Just think, you can just start with this list of 250+ keywords, put \$5.00 into your Google AdWords account and be driving targeted traffic in less than 15 minutes. No joke. This is another huge shortcut.

Gold Mine Profit Component #3:

Next, you'll get **50 keywords analyzed for profit potential using Google AdSense advertising**. You'll be handed 50 keywords for each of the 35 niches evaluating for you if it makes sense to try and create a content-rich site and put Google AdSense ads on there. Now in case you haven't heard of Google AdSense before – it's the program offering by Google which lets you share in the pay-per-click revenue Google earns simply by placing a tiny piece of code on your site (it's easy). This code then automatically generates little classified ads on your site. If a visitor clicks on the ad you share the profits with Google. Now some people are making heaps of money with this but many others aren't even paying their sites costs. **That's why Michael is going to give you a thumbs up or thumbs down on 50 keywords so you don't waste your time on a wild goose chase.**

Gold Mine Profit Component #4:

There's still more because you'll also get **10 potential back-end revenue streams for products or services you can sell as an affiliate**. Do you realize the real money for any business usually isn't from making 1 sale? It's true, the mega profits come from repeatedly selling your customers or opt-ins over and over again. This list of 10 back-end profit centers will give you a jumpstart without sitting down and thinking "what should I sell them next?"

Fact is, people intensely interested in a subject will buy lots and lots of stuff that is related. Personally, I have hundreds of books related to marketing and advertising because that's what I'm passionate about. I don't just have 1 or 2. Most marketers grossly

underestimate the consumption habits of their list. Now there's no reason not to keep selling additional products or services to them while you take an affiliate commission for the recommendation.

Gold Mine Profit Component #5:

One of the absolute best ways to create a non-stop revenue stream for your business and really kick it into high gear is by setting joint ventures or finding 'Super Affiliates'. We're going to hand you a carefully culled list of **10 potential joint venture or super affiliate contacts for each of the 35 niches**.

Each person was selected because they would complement any kind of information product you create from the material given to you. Once you start making sales and you have a proven product it's easy to approach people in these niches – especially because they aren't being constantly bombarded to "do a JV" by everyone and their brother.

Here's a quick example to prove my point: With my site for artists (www.FigureDrawingSecrets.com) I spent about 15 minutes finding 4 other figure drawing related sites to contact. I sent them a quick email (not spam because I personally sent it after finding their site) and I got back positive replies from 2 people right way (that's 50%!). Now those 2 people are constantly and consistently driving me free traffic and I only pay them whenever their visitors buy my eBook. Pretty cool, huh?

This is the way to get hundreds, even thousands of websites working for you advertising and selling your product. There's no way to lose because you only pay them after they make a sale. At last count, I have over 27,583 affiliates in our main affiliate program and that's by far one of the biggest reasons for my success online. Now with this list of potential partners you'll be started on the same road.

Gold Mine Profit Component #6:

The last component is critically important. Since you're going to be selling to 35 different markets it's probably a safe assumption that you don't know a whole lot about each of these groups. The biggest mistake many would-be niche marketers commit is trying to talk to every marketplace the same way. Wrong! **You've got to talk the same way they talk so they know you're 'one of them'**. You need to know how they think, how they talk, what lingo they use, how they act, etc. if you want to get exceptional results.

You'll get a complete dossier on each of the 35 niches which will give you what I call "copy nuggets". These are little snippets you can include into your sales site or content pages so these niche marketplaces will know the product you're advertising is exactly for them. Trust me, that's ultra important if you want to see exceptional results.

Now when you combine all 6 profit components included here you have absolutely everything you need to profit from 1, 3, 5, 10 or all 35 different niches.

Listen, the best part is once you figure this all out it takes you almost no time at all to set up a whole slew of these little moneymakers for you. (Personally, both Michael and I each have 4 on completely different topics all set up and going on autopilot and when we get a couple spare moments we'll be putting up even more.)

In fact, check out these results from my site for artists:

ClickBank Paycheck Report: figuredraw

pay period	credits	debits	bonus	release	balance	allowance
2004-02-01	\$214.72	\$12.83	\$0.60	\$0.00	\$179.74	\$20.25
2004-01-16	\$185.90	\$0.00	\$0.40	\$0.00	\$165.17	\$18.63
2004-01-01	\$166.59	\$13.83	\$0.00	\$0.00	\$134.98	\$15.28
2003-12-16	\$202.13	\$26.66	\$0.00	\$0.00	\$155.42	\$17.55

This is a Clickbank statement of recent bi-weekly checks. (In this case the amounts are all NET that comes into my pocket not gross because Clickbank pays out affiliate commissions and handles all the credit cards for me).

I literally threw this public domain project up on the web in about 9 hours (working on and off between other projects).

And the funny thing is I created this project as a challenge to prove beyond a shadow of a doubt that this works in almost any kind of market (however we've uncovered 35 of the best ones for you). The public domain work I picked is the one I mentioned before that teaches artists how to draw people and human anatomy better (www.figuredrawingsecrets.com).

Can you imagine a worse market to go after?

You've heard the phrase "starving artists" before, right? Well, this market would definitely NOT be my first choice -- however you can see for yourself it is bringing in about \$300 a month.

Now I literally haven't even touched the site since I put it up and even with me completely out of the picture **not lifting a finger it still makes hundreds every single month like clockwork**. (Now if I was a little more motivated I could easily double or triple this site in no time flat.)

Of course, this project isn't going to make me filthy rich - but hey -- **who wouldn't want their car payment or maybe even their mortgage covered by one of these little autopilot "oil wells"?**

Now we're handing you the keys to 35 of them!

Let's Do a Little Fun Math So You Can See The Real Profit Potential Here...

If you have just one site doing a measly \$300.00/month (like I do) that makes you an extra \$3,600.00/year. Not bad.

Now how if we had a few more sites to our stable?...

5 sites x \$300.00/month = \$1,500.00/month or an extra \$18,000.00/year.

10 sites x \$300.00/month = \$3,000.00/month or an extra \$36,000.00/year.

20 sites x \$300.00/month = \$6,000.00/month or an extra \$72,000.00/year.

Now I'll let you figure out what happens if the sites are doing just \$500.00, \$1000.00 or even \$2,000.00/month. It gets really exciting in a hurry!

Listen, there's another BIG benefit to all of this – and that is you're practically bullet-proof to any competition. Even if somebody starts competing with you on one or two of your sites – no problem – you've still got a dozen more all churning out money for you day and night.

This truly is something you do part-time and then move full-time when you're ready to go for it and fire your boss!

Here's Exactly How Profitable Different Niches Can Be For Regular People When They Apply our Moneymaking Secrets:

**"Now, You Can Crochet A Piece Of History
Your Family Will Cherish Forever. "**

Our collection of historic crochet patterns will help you make the past come alive.

Join Crochet Forum.


Have you ever dreamed about what it would be like to recreate long lost pieces from the past, authentic reproductions your family will treasure for generations, but had no one where to find the original? Well, now you can!

My name is Tasha Oshkoff and after years of research from crochet forums, I've clearly republishing and releasing my personal collection of vintage crochet patterns to the public.

Now you can own your own high quality digital version of these original patterns (used up to 100 years ago).

Agreed I forgot, be sure to obtain your FREE Vintage Patterns Book still in printing. Details are at the bottom of this page.

To thank you for your interest, I'm giving away 1000 copies of my amazing glimmer bag to help you get a jump on the rest of the world. It's a massive stock of items, and I'll be the center of the blue world. I hope you'll want amazing patterns from 1811 to 1917. Plus, no matter what your experience level, you'll find plenty to choose from in my collection.

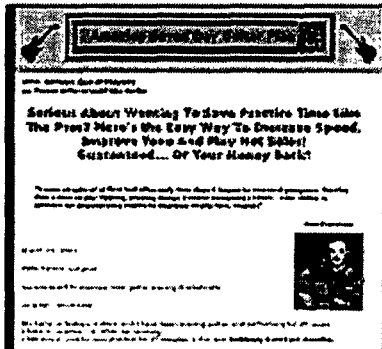


Crochet Patterns

Month	Orders Count	Gross Sales	Net Sales
February 2004	20	\$454.40	\$454.40
March 2004	68	\$1677.96	\$1677.56
April 2004	70	\$1922.69	\$1922.69

Dale Gibbons from Salem, Oregon took several public domain crochet patterns and followed my advice to bring in over \$4,055.05 in less than 3 months with his first niche site (you can see the actual numbers above).

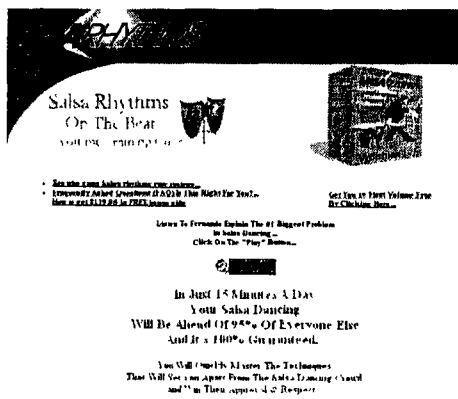
- Dale Gibbons, Salem, Oregon
www.vintage-crochet-patterns.com



Guitar Lessons

"In 10 months I sold more than 1,000 copies of my product! My site is now in the top 2% of site traffic according Alexa.com... I control my life instead of a "boss". I now have time for my children. But I will be truthful. I have only gotten around to using about 10% of your ideas. The reason: I started getting orders immediately!

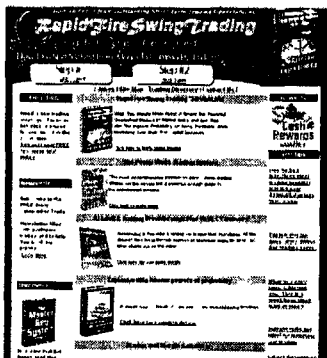
In the 3 years while all of my other investments were free falling this was the best investment that turned into \$24,000!! And this year I plan on doing \$100,000 in sales! I would recommend your products to anyone who wants a better way of life!! Thank you, Thank you, Thank you."
 - Andrew Koblick , Corte Madera, CA
www.guitar5day.com



Salsa Lessons

"The page went up on April 1st. As of today (April 9th), I have sold a total of 29 units! That's 29 units in just over 8 days! Now that's not a lot, but considering that since January of this year I've had 2 sales, it is a BIG deal to me!! I can't believe how that really works, it's amazing! I still can't get over the fact that I can actually get money into my account while I do other things! (The program I sell is downloadable and I have a program that automatically sends out a unique username and password to the purchaser...all without me touching it.)"

- Fernando Cruz, San Jose, CA
www.salsa-rhythms.com



Day Traders

"Just a quick update if you don't mind. Especially since I've used a lot of your information in the process of marketing. ...we have now sold 965 copies of our eBook. With 9 refunds for net sales total of 956 eBooks at \$49.95 which of course can be verified through ClickBank [\$47,752.20 in 49 days]. Right now it's ClickBanks #1 investment program. Sales continue to be strong. Just wanted to let you know how one of your students is doing. (smile!)"

- Stephen A. Pierce, Ann Arbor, Michigan
www.rapidfireswingtrading.com

“Okay So What’s This Going To Cost?”

Let’s do a quick recap of everything included in the Public Domain Riches Gold Mine™ package so you see the real value here. You get:

1. **35 different, full-length niche works scanned with their copyrights cleared and ready for you to use ‘as is’, cut and paste, mix and match, etc. all on CD-ROM delivered to your door. (Over 5,724 pages of ready-to-use-material!)**
2. **250 keywords analyzed and researched for you for each of the 35 different niches so you can start driving tons of targeted traffic instantly.**
3. **50 keywords evaluated for Google AdSense if you were creating a content-rich site.**
4. **10 lucrative back-end opportunities you can sell as an affiliate and make commissions.**
5. **10 potential joint venture or ‘Super Affiliate’ partners.**
6. **Specific market research into how they talk, think and act so you can personalize your marketing to each of the 35 niches even if you don’t know a thing about them.**

Just take a look at the costs if you had to do this yourself:

Scanning alone would be \$100 - \$250 per work depending on the number of pages - but let’s just say \$100. That’s $35 \times \$100.00 = \$3,500.00$.

Scanning - \$3,500.00

You would have to purchase the books themselves to check out if the content is any good from a bookseller. The books go from the low-end of \$10 to \$50+ depending on how rare they are - but let’s just say \$15.00/book. That’s another $\$15 \times 35 = \525.00 . (And this doesn’t even include the 3 dozen books we purchased but discarded.)

Buying the Books - \$525.00

Next, to have a top Washington, DC Intellectual Property law firm like Thomson & Thomson do a copyright renewal search would cost you \$90.00 per title. One of the works was before 1923 so we had Thomson & Thomson do a search on 34 works This comes to $\$90 \times 34 = \$3,060.00$

Clearing the copyrights - \$3,060.00

Then you'd need to research the niches, keywords, joint venture partners, back-end opportunities, etc. Listen, we're pretty fast but we still spent over 150 hours doing this grueling work for you. Now we each charge several hundred dollars per hour for our time but for the sake of argument let's say you got someone (who actually knew what they were doing) for only \$10 per hour. Well at \$10/hour that's still \$10 x 150 which is another \$1,500.00

Research - \$1,500.00

Do-It-Yourself Total - \$8,585.00

If you were going to put this package together yourself it would cost you a whopping \$8,585.00! **But why put yourself through that when we've done all the hard work for you?**

Right now it's not going to run you anywhere close to what you'd pay if you did this yourself. Why? Because we want to put anyone who is serious and earnest about creating an automatic moneymaking revenue stream (or 35 of them) to be able to afford this package. Therefore, the entire Public Domain Riches Gold Mine™ package is only \$397 for everything delivered right to your front door. (Fact is, we could and should be charging a whole lot more than we are for this exclusive material.)

Look at it another way - **would you pay \$11.34 for a fully researched, checked out, analyzed and "done for you" information product for a profitable niche?** (That's less than a large pizza.)

In case you're wondering, this is definitely not like one of those CDs you've seen sold with resell rights and thousands and thousands of reports on it. These are not little dinky and pretty much worthless collection of 500 or 1000 reports. These are full length books up to 342 pages (most around 100-200 pages).

Listen, any dodo can put together a CD-rom with 1000s of public domain works they picked off from Guttenberg.org or Government sites. But that material would sell just about as well as offering Michael Jackson a Playboy magazine.

Only for the First 250 232 People – Don't Miss Out!

This is the real deal and that's why we're strictly limiting it only 250 people (and 18 have already been pre-sold). That's it. If you're number 251 you'll be placed on a waiting list and in the rare event someone returns their package you'll be notified.

If you decide to mull this over it'll probably be too late. We are only offering 250 sets of this package (that's it) and once they're gone – that's all she wrote. **Grab this immediately by clicking here.**

The thousands of customers who bought the original Public Domain Riches will get first crack at this package. And then the two of us have subscriber lists of over 110,451 eager to hear about this.

Plus, my marketing buddies are licking their chops to promote this to their lists (if any packages are even left) so **the race is on!**

Like I mentioned, we're not going to release any more sets of this package beyond 250 simply because we don't want these niches flooded with competition. That would be like killing the goose that lays the golden eggs (even though 250 people out there with this information is truly a drop in the bucket compared to what these niches could sustain). However in case you're thinking 250 sounds like a lot let's consider the possibilities...

1. First, some people who buy this package won't do a darn thing with it anything. Sad but true.
2. Other people will only sell to their own customers to use as the material as back-end revenue stream. That's what I did when I bought a Dan Kennedy license. I never advertise or promote the products as a front-end product. Or people might use them only as up-sells for their existing customers.
3. Next, a few of the people will create derivative works where the new works are based on the original public domain work but ends up being a completely different format, like a video or audio series.
4. Furthermore, some people will cut the content and use it for viral eBooks or articles or mini courses so only bits and pieces will be out there.
5. Another scenario is some of the people will ONLY advertise offline via direct mail or space advertising so you won't even be bumping into them online.

But let's just say for the sake of argument every single person who buys this package does something with it and they all decide to sell into the same niche (highly unlikely but let's just play this out). That's 250 people divided by 35 works which is still a measly 7.14 people competing on each subject. Fact is, each of these niches can easily sustain dozens of people but we wanted to make sure you had the greatest chance of success so the limit is 250.

Now perhaps you're saying to yourself, **"This sounds incredible so why aren't you two using these works yourselves?"**

The simple answer is, "We Are".

You see, both Michael and I are already involved in different niches (8 and counting) and we're going to continue putting up more of these little "online oil wells" in our spare

time. But frankly, there's no way we could "corner" the market on all these niches. That's why, we decided we shouldn't keep all this valuable material for ourselves.

Another reason, even though it sounds corny, it's the truth, there's nothing better than hearing from a customer gushing about how much money they're making and how much their lives have improved because of us. I love it and Michael loves it! (So please promise once you start making money with your own niche you'll drop us a line.)

Now even though this is an even incredible package already – we're going to do you one better and make it absolutely irresistible with...

7 Exclusive Free Bonuses Genuinely Worth \$535.00
(Notice we're not giving you some ridiculous
overstated number like \$25,000.00 in free bonuses)

Free Bonus #1: Web Site Templates – You'll get 55 professionally designed template layouts. All you need to do is add text to the graphic buttons and the layout and you're ready to go! These 55 templates are ready to use. All you need to do is insert your product information and contact details and upload them to your web site host. The average person takes less than 10 minutes to copy and paste their product information into the template and make the changes to the contact links.

You can start with absolutely any template you like, then dress it up with striking buttons, flashy images, logos and other features ...or, just keep it simple. It's really all up to you. All of these templates are specially designed to make the editing process as easy as possible. All the hard work's done for you! Professionally designed templates can run you hundreds but all 55 are yours free with this package. (Value \$100.00)

Free Bonus #2: Sales Letter Templates – **In only minutes you can quickly and easily create a winning sales letter guaranteed to sell your new niche information product...without writing!** I'm going to hand you a collection 5 different 'boiler-plate' letter formats you can use for any of the 35 different niches. It's easy because you don't need to be a master copywriter once you follow the formula in this exclusive bonus.

Just think! You'll never again suffer through the pain and hassle of trying to write a powerful sales letter yourself. Or pay big bucks hiring a top copywriter. Now, you can get everything all done for you, practically handed to you on a silver platter. You simply fill-in-the-blanks...and you're done in about 7 minutes -- flat! (Value \$50.00)

Free Bonus #3: "How to Drive Maximum Traffic To Your Niche Site" – You'll get an hour-long CD audio where the two of us discuss the real "in's and out's" to getting tons of traffic to your niche website. **You'll be privy to 6 gigantic and most profitable traffic generating machines.** And Michael even comes clean on how he gets over 70,000 unique visitors each month to his home decorating site! This interview has never been released before. (Value \$49.00)

Free Bonus #4: “How to Accept Payments Online in 24 Hours or Less” – Inside this simple-to-follow report you’ll find out exactly how to begin accepting credit cards and Paypal payments immediately. Unless you’re making it easy for people to give you money – you’re really shooting yourself in the foot. **This exclusive material shows you exactly how to get up and going and taking money right away without having your own costly merchant account.** This report is filled with screenshots so it’s totally step-by-step and easy to follow for everyone. (Value \$29.00)

Free Bonus #5: “How to Make Big Money With Derivative Works” – If you want the secret to making really good money with this public domain material I’m going to let the cat out of the bag. **You’ll see how to take the original material provided and turn it into highly profitable (and very much in-demand) information products that you can sell for \$200.00, \$500.00, \$1000.00 or more...and then you own the copyright!** Yes, creating a derivative works takes a little bit more time and effort but the rewards are definitely worth it. And now you’ll have a blueprint when you’re ready to pursue these high-priced information products inside this never-before-released special report. (Value \$149.00)

Free Bonus #6: “How to Profit from a Content-Rich Site Using Google AdSense” – Michael is going to share with you his secrets to creating content-rich sites that make you money running Google AdSense on them. There’s definitely a science to this and now you’ll find out how to **design the kind of content sites that get maximum clicks from visitors so you get paid over and over again for the ads you show on the page from Google.** It’s yet another income stream for your online business. (Value \$29.00)

Free Bonus #7: “77 Places to Advertise Your Niche Information Product” – This private report features **77 of the best places you can start immediately buying advertising for your niche info product.** Little-known places you only pay when someone clicks on your ad, banner networks, ezines directories, and much more! (Value \$29.00)

With everything you're getting here we can confidently tell you we've done 98.7% of the hard work for you. We've tried to think of **everything you need to shatter any excuses or roadblocks** you've had standing in your way. But in case you're still a tiny bit unsure you're full protected by our amazing...

**100% “We’ll Buy It Back Guarantee”
(Plus a \$50 Penalty To Boot)**

Listen, we’re so confident the Public Domain Riches Gold Mine™ package is something you won’t want to part with that **we’ll actually buy it back from you at full price anytime for up to 12 months. Plus if you show us you actually tried to put your product together but it didn’t sell we’ll pay you an extra \$50 penalty for wasting your time.**

That's a pretty bold guarantee and potentially puts us on the hook for \$12,500.00 but we're not worried. Not only because this is the ultimate "do-it-for-me" package but also because we'll have plenty of people on the waitlist after the first 250 are sold and it won't be a problem to re-sell this package.

However, before we wrap this up – let's cover a few final points you should be fully aware of and must agree to before ordering this package...

- ***You cannot resell the package.*** *If you decide you'd like to profit by offering resell rights you can only do so to a product you have created yourself (a derivative work in which you have added your own comments, illustrations, translation, etc.) not by selling the 35 works here 'as is or any of the other bonuses or components included'.*
- ***You can include no more than 3 of the 35 public domain works 'as is' as bonuses or inside 'member's only' websites.*** *If you would like to offer the works as bonuses you cannot package up more than 3 of them 'as is' without making changes to be included as bonuses or part of any membership sites.*
- ***You do not pay royalties.*** *You keep 100% of the money you sell your products for. You do not have to pay any type of ongoing royalties to us for any product created and you may sell as many products as you like from the material.*
- ***You may claim copyrights.*** *By making changes to the content provided you may claim copyrights on the material (i.e. adding your own comments, illustrations, translation, compiling into a specific order, making recommendations, combining works, recording onto a different medium, etc).*
- ***No income claims are made or implied.*** *This package is not some kind of "silver bullet" or guaranteed ticket to riches. Far from it. It still comes down to what you make of it and the actions you take and we cannot guarantee that you will make any money since we don't know you or your business.*
- ***No legal liability is assumed.*** *We are not attorneys and are not offering legal advice. Even though we have been extremely diligent and gone above and beyond in clearing copyrights to the material – Yanik Silver, Surefire Marketing, Inc, Michael Holland and ImagineQuest Information Products, Inc – are not liable in the extremely unlikely event any type of copyright or legal issues may arise from your use of this material.*

I think you'll agree these limitations serve everyone and are pretty straightforward. Now with that out of the way...

Here's How To Order Right Now

For your own good, and before we hit our strict 250 person limit - get this now! It could be the spark that changes your life forever and helps you finally start making the money you deserve. **Just click here to order using our safe and secure server.**

Don't wait another minute and kick yourself later when these packages sell out and you're left on the sidelines.

Get in on this now!

Sincerely,

Yanik Silver & Michael Holland

P.S. We've done all the hard work for you, the market research for you, we've cleared the copyrights, we scanned the works (**that's over 5,724 pages of ready-to-use-material!**) and even laid out a complete profit plan for you to profit from. Now the next step is up to you!

P.P.S. When you make deposits at the bank does anyone ask you if you made your money the easy way or the hard way? Do they give you a little extra interest percentage if you did everything yourself? Of course not! Why keeping banging your head against the wall. We're going to hand you the **biggest shortcut** you need to start making money with 35 different in-demand and big-profit potential niches. But don't wait because these 250 232 packages will be sold out in no time flat!

Order Immediately to Avoid Disappointment

Try not to feel guilty because this really *IS* almost too easy....

“Here’s Your Chance To Cash In on The Booming Demand For ‘How To’ Info in 35 Different, High-Demand and High-Profit Potential Niches -- Without Being an Expert or Even Writing a Word Yourself”

I'm going to hand you 35 different public domain works on a silver platter with nearly **EVERYTHING** done for you and ready to start making you money. We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a **TINY** fraction of the time and money you would have to spend if you did it all yourself

WARNING:

Only 250 of These Packages Will Be Released

UPDATE: Just ~~202~~ ~~188~~ ~~136~~ 38 Packages Remain

This is truly the ultimate “Done-It-For-You” information marketing package. With each of the 35 carefully researched, high-demand niches you’ll get:

- ✓ 250 Keywords To Instantly Drive Targeted Traffic Using Search Engine Optimization or Pay-Per-Click Search Engines (Also includes a complete Google Adwords and Overture competitive analysis)
- ✓ 50 Keywords Analyzed For Profit Potential With Google AdSense (the hottest new way to make money online with content)
- ✓ 10 Additional Back-End Revenue Streams You Can Sell As An Affiliate To Earn

**OOPS... I Guess You Missed It.
We're All SOLD OUT!**

**The "How To Create And Publish Your Own 'Killer'
Multi-Media Info-Product" Home-Study Course**

Is Officially "OFF The Market!"

However, you may have one last chance, albeit a slim one....

In the unusual event that we have a refund, we may make the returned home study course available for sale (but only if it's in mint condition) and you can take their spot... **but we won't make any new ones** (so please don't email us asking for an extension).

If you'd like to be notified if we do have a spot come available, please submit your name and email below...

First name:	<input type="text"/>
E-mail address:	<input type="text"/>
<input type="button" value="Confirm »"/>	

Legal Information

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Guaranteed Response Marketing, LLC
P.O. Box 878, Lightfoot, VA 23090
Phone: 757--715-2157
Email: [Click Here To Email Jim](#)

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Sorry You Missed it!

Public Domain Gold Mine™ Volume I completely SOLD-OUT in only 9 Days! However you can sign up for priority notification to get the first chance when we release Volume II with 35 all-new and totally different works (plus all the bonuses).

First name:

E-mail address:

(Please use your best email address that you check frequently so you can be notified when registration begins.)

We respect your privacy

“Here’s Your Chance To Cash In on The Booming Demand For ‘How To’ Info in 35 Different, High-Demand and High-Profit Potential Niches -- Without Being an Expert or Even Writing a Word Yourself”

I’m going to hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money. We’re talking all the

market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a TINY fraction of the time and money you would have to spend if you did it all yourself

WARNING:

Only 250 of These Packages Will Be Released (VOLUME I - SOLD-OUT!)

**VOLUME II -
103 Pre-sold. Only 147 Remaining**

This is truly the ultimate “Done-It-For-You” information marketing package. With each of the 35 carefully researched, high-demand niches you’ll get:

- ✓ 250 Keywords To Instantly Drive Targeted Traffic Using Search Engine Optimization or Pay-Per-Click Search Engines (Also includes a complete Google Adwords and Overture competitive analysis)
- ✓ 50 Keywords Analyzed For Profit Potential With Google AdSense (the hottest new way to make money online with content)
- ✓ 10 Additional Back-End Revenue Streams You Can Sell As An Affiliate To Earn Commissions
- ✓ 10 Potential Joint Venture or ‘Super Affiliate’ Partners Who Could Promote Your Site and New Products
- ✓ Specific Market Research Into How They Talk, Think, Act, etc. And lots more!

**Sorry You Missed it!
Public Domain Gold Mine™ Volume I completely SOLD-OUT in only 9 Days! However you can sign up for priority notification to get the first chance**

when we release Volume II with 35 all-new and totally different works (plus all the bonuses).

First name:

E-mail address:

(Please use your best email address that you check frequently so you can be notified when registration begins.)

YES! Let Me Know When Volume II is Ready!

We respect your privacy

To: "yanik" <yanik@surefiremarketing.com>
From: "Yanik & Michael" <support@surefiremarketing.com>
Subject: Yanik, Gold Mine priority notification list

Yanik -

You're on the list!

Thank you for signing up for the
Public Domain Riches Gold Mine (tm) Priority Notification List.

As soon as we are ready to release Volume II for sale you'll
be the first to know. (Volume I sold-out in only 9 days!)

We've already pre-sold 103 sets to people who purchased Volume I
so only 147 package remain once we open the doors again. You'll
definitely want to jump on this because we are going to literally
hand you 35 different public domain works on a silver platter with
nearly EVERYTHING done for you and ready to start making you money.

We're talking all the market research, competitive analysis,
keyword analysis, locating back-end affiliate revenue sources,
finding potential joint venture partners, clearing the copyrights,
etc. - All for a TINY fraction of the time and money you would have
to spend if you did it all yourself.

So hang tight and look for another email from us shortly with
more details when Volume II is ready.

Thanks!

Yanik Silver and Michael Holland
PublicDomainGoldMine.com

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Copyright - All rights reserved
Surefire Marketing, Inc
7731 Tuckerman Lane # 162
Potomac, MD 20854

Note: You're receiving this because you asked to be placed
on the Priority Notification List for Public Domain Riches
Gold Mine (tm)

Surefire Marketing, Inc
10832 Brewer House Rd
N. Bethesda, MD 20852
Usa

pd gldmine last chance
[[firstname]], last chance for PD Gold Mine Vol 1

Hi [[firstname]],

Since you signed up for the Public Domain Gold Mine priority notification list I thought you'd like to know about a special opportunity to grab the previously sold-out Volume 1.

Right now we have exactly 6 copies (out of 250) of the Volume 1 package that came back to us for various reasons. In fact, 4 of the 6 were completely untouched and still in the shrinkwrap.

Now I can only speculate about why these were returned. It could be buyer's remorse, it could be they didn't want to do even a tiny shred of work, or maybe some people just changed their minds about the direction of their Internet ventures. Who knows?

Typically I don't ever mention the tiny percentage of returns but since we're not releasing anymore of Volume 1, this is your only chance to grab the package you missed out on.

Don't worry, we've checked the packages over carefully and only are allowing the ones in truly "perfect" condition out the door.

Remember, my partner, Michael Holland, and I are going to literally hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money.

We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. (Adding up to over 5,724 pages of ready-to-use-material!) All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

The only place you can get one of the remaining 6 sets is right here

<https://surefiremarketing.com/order/pdgm/>

Don't hate yourself for missing out (again)!

All the best,

Yanik Silver

P.S. It's very likely Michael and I will be raising the price of Volume 2 due to the incredible demand and the fact we sold-out volume 1 in only 9 days. You can also lock-in a guaranteed savings on Volume 2 on the order page.

<https://surefiremarketing.com/order/pdgm/>

--

To: "yanik" <yanik@surefiremarketing.com>
From: "Yanik & Michael" <support@surefiremarketing.com>
Subject: Yanik - you're on the list

Hi Yanik -

You're on the short list!

If someone else decides to return their Public Domain Vol 1 package you'll be notified immediately to take their spot.

We won't be making this notice available to other lists so you have a very good chance of getting a package (if one becomes available).

Thanks!

Yanik Silver and Michael Holland
PublicDomainGoldMine.com

P.S. If nothing comes up - you'll still get first notice for Volume 2 once that's released around July 15th.

Note: You're receiving this because you asked to be notified if and when Volume 1 of Public Domain Riches Gold Mine became available.

Surefire Marketing, Inc
7731 Tuckerman Lane # 162
Potomac, MD 20854

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?ThisIsATestEmail>

Untitled

{!firstname_fix}, 3 PD Gold Mine Vol 1 available

July 2, 2004
4:21 pm, EST

Hi {!firstname_fix},

You asked to be notified as soon as we had any more Public Domain Gold Mine Volume 1 packages available. We've just received 3 more of the volume 1 package. (Last time we had 6 packages available and they were snapped up in 5 hours.)

The order form will be only active until these last 3 sets are gone and then it will be taken down again.

Please go here immediately if you want one of these 3 packages -

<https://surefiremarketing.com/order/pdgm>

(note the page says 6 but it hasn't been updated so only 3 are available)

I apologize in advance if you get there after the 3 remaining packages are gone. We'll let you know if additional ones come back for whatever reason.

But don't worry, we've checked the packages over carefully and would only send out to you in truly "perfect" condition.

Remember, my partner, Michael Holland, and I are going to literally hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money.

We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. (Adding up to over 5,724 pages of ready-to-use-material!) All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Don't miss out (again)!

All the best,

Yanik Silver

P.S. It's very likely Michael and I will be raising the price of Volume 2 due to the incredible demand and the fact we sold-out all 250 copies of Volume 1 in only 9 days. However, you can also lock-in a guaranteed savings on Volume 2 on the order page if you prefer.

<https://surefiremarketing.com/order/pdgm/>

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Note: You are receiving this because you signed for
Page 1

heads up Vol2 is coming - text
PD Gold Mine Vol 2 is almost here

Hi

Since you signed up for advance priority notification -
we're excited to let you know Volume 2 is just about done.
(Hooray!)

Hundreds of hours of hard work and \$5,000.00+ in hard
costs have gone into making this an incredible product.

We'll give you another 'heads-up' right before the release
so you'll know to look out for the announcement. Your
patience will be rewarded once you get Vol. 2 in your
hands. Here's a little sneak preview of the subjects
coming out in Vol. 2 that you can look forward to:

Home & Garden (2)
Fun & Games (3)
Sports & Recreation (8)
Hobbies (3)
Arts & Crafts (5)
Health & Fitness (4)
Food & Cooking (2)
Education & Self Improvement (4)
Animals & Pets (2)
Money & Business (2)

In fact, we think volume 2 is going to be even better than
Vol. 1. (Remember, Vol. 1 sold out in only 9 days and
we've already pre-sold 103 sets so only 147 packages remain
once we open the doors again.)

You'll definitely want to jump on this because we are
going to literally hand you 35 different public domain
works on a silver platter with nearly EVERYTHING done for
you and ready to start making you money.

Thanks and hang tight,

Michael Holland & Yanik Silver
PublicDomainGoldMine.com

P.S. We're already starting to get some tremendous
positive feedback from Vol. 1 like this customer, Neil
Stafford in the UK:

"...I have 2 sites up already (and selling) and I am using
one further book to build a content site around existing
content for affiliate commissions.

"It's sometimes hard when sending in comments not to sound
over the top yet I fully expect to have 15 sites up within
12 weeks with an income goal of \$6000 per month minimum.
Here in the UK that's around £3500 (net of costs). As you
can probably work out the numbers are conservative..."

Note: You're receiving this because you asked to be placed
on the Priority Notification List for Public Domain Riches

sign up for priority notification - txt

{!firstname_fix}, don't say I didn't warn you ;)

Hi {!firstname_fix},

A little over 2 months ago, my partner, Michael Holland, and I introduced the Public Domain Riches Gold Mine product...

And the response was absolutely overwhelming!

I've never seen a product get snapped up so fast. In less than 9 days we were completely sold-out of all 250 sets of Volume 1 (after only mentioning it to a tiny portion of our lists). The demand far exceeded how many packages we were making available.

Now we're just about ready to release Volume 2 with 35 brand new public domain works and I believe this one could sell out even faster than Volume 1. Right now 103 of the 250 sets are pre-sold to people who purchased Vol. 1 so that leaves only 147 packages left. However, we already have 361 people on the 'early notification' list - who are waiting for the moment Vol. 2 is released.

Now in case you missed the first one or never heard about it -you can sign up for the early notification list by going to this site:

<http://www.publicdomaingoldmine.com>

Once you are signed up you'll receive the first notice as soon as Vol. 2 is available for sale. Trust me, you won't be disappointed because Michael and I are going to literally hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money.

We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. - All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Right now we're already starting to get some tremendous positive feedback from Vol. 1 (and Vol. 2 is going to be even better):

"...I have 2 sites up already (and selling) and I am using one further book to build a content site around existing content for affiliate commissions. It's sometimes hard when sending in comments not to sound over the top yet I fully expect to have 15 sites up within 12 weeks with an income goal of \$6000 per month minimum. Here in the UK that's around £3500 (net of costs). As you can probably work out the numbers are conservative..." - Neil Stafford, Wigan, UK:

I think that says it all! Don't miss out (again).

All the best,

sign up for priority notification - txt

Yanik Silver

P.S. I predict Volume 2 is going to sell out just from the people on the early notification list - so get your name on there before the upcoming release.
<http://www.publicdomaingoldmine.com>

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Note: You are receiving this because you signed for instant access to "Public Domain Riches" website. The information provided here does not constitute legal advice.

Now, cross the copy in each City for four months longer. Use "Reason-Why" in the City where you previously used only current "General Publicity," and vice versa.

Check up the goods on hand at end of the second four months again, as before. When you find the difference in Sales (with the same expenditure for Advertising) to be again heavily in favor of the Reason-Why copy (as in the first four months), you will have made a Copy Test, that may save you over 25% to 50% of your National appropriation every year afterwards.

This test may, at first sight, seem a lot of trouble to undertake. But, is not 25% per annum of your Advertising Appropriation worth that trouble?

And, what is it worth to know conclusively for all time, the relative value of "General Publicity" as actually compared with Reason-Why advertising in a downright Selling Test?

A difference of 66 per cent between two such kinds of Copy on equivalent tests has often been proved.

Isn't that a sufficient difference to make you sit up and think hard about what fills the Space you pay for monthly?