



# **Editing Process**

**Yanik Silver's Internet Copywriting Workshop**

## **Editing Process**

- Most people's rough drafts are very similar – but in the editing stage is where you hone, polish and sculpt your sales letter
- Write Fast – Edit later (2 different parts of your brain. You cannot edit and write at the same time)
- I'm focused on a different piece for each edit

## **9 Editing Stages**

### **1. Opening**

- Can I get rid of page 1, first paragraphs, etc. Most people have a warm up

### **2. Moving Pieces and Copy Blocks**

- Making sure it fits in a sequential process

## 9 Editing Stages

3. **Graphics, Embellishments & Look -**  
Bolding, yellow highlighter, shaded boxes, bullet points, check boxes, fake handwriting, colors, etc.  
- “Squinty test”
  
4. **Double Readership**  
- Browsers and readers. If somebody only read the subheads and embellishments could they buy? -”

## **9 Editing Stages**

### **5. Bucket Brigade**

- Copy transitions to “stitch” everything together (wait there’s more..., but, that’s not all... etc)

### **6. General Flow**

- Read aloud or have someone else read it to you
- How many “you’s” vs. “I/me/we”

## **9 Editing Stages**

**7. Check the 68-Point Checklist**

**8. Sleep On It**

- Fresh eyes always pick up stuff you miss

**9. Grammar and Spelling Edit**

- Take this with a grain of salt because a copywriter's grammar is usually not proper English.

**Apprentice  
Sales Letter Edits**

**Success Secrets Revealed  
([SuccessSecretsRevealed.com](http://SuccessSecretsRevealed.com))**



Member Login

Are You Tired Of Being Educated At The *School of Hard Knocks* And Having Little To Show For It? Then ...

# 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!

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- beside more  
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last edit -  
had a hand

Testimonial

From Leigh Beaty

Date Tuesday, December 16, 2003

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" on sales and marketing. Years later I realized that while their overblown theories might have worked for large organizations, there was absolutely NO WAY their assumptions would ever work for a small business on a shoestring budget.

My savings dwindled down to practically nothing - after all, I still had rent, food, utilities and a car payment to cover. I dropped my health insurance because it seemed expensive . . . and I had absolutely no intent of getting sick! I began to use my credit cards just to cover everyday expenses.

I found myself working 60, then 70 . . . and then 80 hours a week. I spent so much time working on "the process" (you know . . . things like setting up the accounting software, studying where and how to advertise, evaluating potential software packages I wanted to use for keeping track of prospective customers etc.) that I got further behind in creating "the product".

After several months of knocking my head against the wall and getting nowhere, I realized I was tired of hearing "I told you so" from the people I socialized with. . . so I quit socializing!

Finally, out of desperation, I went to my Dad for guidance, or maybe just to be consoled. He gave me a piece of advice that I'll never forget. Dad said "if you want to succeed in anything, there are four things to consider"

## My Dad's 4 Secrets to Success

- 1 "Get rid of the negative influences in your life. Surround yourself with people who have positive attitudes. It's contagious.
- 2 You can spend years and years trying to learn things from books. But if you want to succeed in something quickly, find a mentor or a group of people who have succeeded doing what you're trying to do. Listen and ask questions - find out what strategies worked for them and learn from the mistakes they made.
- 3 What works today may not work tomorrow. So watch for changing trends and continue to learn from others who are on the cutting edge of change. And lastly,
- 4 Set goals, take one day at a time, and have fun "

I went home and immediately began to apply his pearls of wisdom . . . and they worked!

OK. Let's fast forward.

In 2001 I sold my corporation to an organization from the United Kingdom. Over the years my company had grown from a small one man, then two-person "Mom and Pop" business to employing over 70 technical specialists and 15 sales representatives. We did several million dollars in sales each year.

During that time I wore several hats . . . often, more than one at a time . . . including head of personnel and human resources, director of marketing, national sales manager, customer support, technical writer, trade show coordinator, accounting . . . you name it. In a small business, if it has to be done . . . I've done it.

But I learned a valuable lesson along the way . . . you don't need to put in long, painful hours when you have the short-cut secrets to wealth and happiness.

### I Promised Dad That I Would Let Others In On These "Jewels For Success"

**THIS IS ME NOW** I have a beautiful home in Arizona and a second home with 70 acres in the Colorado mountains where my husband, my Black Lab "Dusty", and I spend our summers (to escape the desert heat). I enjoy "road trips" in our Mustang Cobra convertible and extended vacations in our motorhome. And I have the opportunity to spend real quality time with my grandchildren. But most importantly -- I'm living my dream . . . and I'm so very happy.

I succeeded because I listened to my Dad. I can feel good about the fact that Dad got the chance to see his advice pay off big-time for me and for my family.

Just before his death I had the opportunity to thank him for being there when I needed him and for his words of wisdom. And in return I promised him that I would let others in on these little jewels for success.

Now I want to share what I've learned with you. I want to give you the resources you need . . . and a strategy for success so that you will avoid the pitfalls I fell into and the mistakes I made along the way.

Whatever you desire in life . . . buckets of money, the awe and respect of people who now doubt you, a crowd of new customers, a new home, a fresh start, the love of your life, almost anything at all . . . you can attain it with the powerful, simple secrets I'm going to share with you.

*"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."*

Mark Twain

Think about it .

**What's the fastest way to achieve your goals?**

Get inside the minds of people, just like you, who have succeeded in their professional and personal lives - and learn exactly how they did it.

**What's the slowest way?**

You can continue to go the direction you are going now, without a clear picture of the end result, without a proven strategy, and without the guidance and motivation of others . learning from "the school of hard knocks" and over-priced "how to" books and tapes from self-professed experts (As it turns out, these self-proclaimed "business gurus" are **wildly wrong** about what the really successful professionals are doing They've got the marketing wrong, the sales approach wrong, and they don't even consider the psychology of the prospect. Their information is no better than the advice you'd get from a proctologist regarding lasik eye surgery. It's completely off-base, and dangerous to your business in its assumptions Of course, these "experts" only talk about sales and marketing because they want to sell you their own fancy consulting package, or training manual, or a subscription to their magazine )

This really pisses me off

So

You can spend thousands of dollars and months of blood, sweat and tears on trial and error.

Or ...

You can learn from real people... real world business men and women who are willing (and even excited) to reveal all the nitty-gritty, "this-is-how-I-made-it-work" details behind their rise to success.

## Introducing... Success Secrets Revealed

I created SuccessSecretsRevealed so you can surround yourself with authentic "take it to the bank" achievers Hear from people who can explain in informative, inspiring and often humorous ways the precise action steps, including proven (though sometimes unusual) tactics, they took to achieve professional success and personal fulfillment in their lives

I've gathered the talents and experiences of many incredible and widely diverse individuals in order to share with you the Keys To Unlimited Wealth Their secrets will rapidly change your life in ways you can only dream about today Their stories will motivate you to achieve great success

Testimonial

Just take a look at just a few of our initial "Real World" Guests you will be learning from, firsthand



**Real World Success Story #1:**

How did a divorced, mother of two go from "rags to riches" in just 3 years... while never missing one of her kid's soccer games?

Four years ago Peggy Sperling was a typical, happily- married "stay-at-home" mother of two. But that all changed when she learned her husband had a drug addiction and was committing crimes to support his habit. He was caught and jailed and this led to their financial ruin and to divorce.

But Peggy has bounced back - big time!

In 3 years she has gone from "losing everything" to making \$14,622.74 in commissions & bonuses in the month of February, 2003. And she continues to meet and exceed this income each and every month. She's going to reveal

- The career that allows Peggy to provide financial stability for her children,
- How she mastered the business skills she needed to set up and grow her business,
- Tips for bridging the role of successful entrepreneur and "soccer mom",
- Tricks you can use to whittle-down routine business expenses,
- Innovative ways she involves her kids in her work
- And more .



### Real World Success Story #2:

**Learn exactly how a \$1,000 investment to start a new company grew to a \$16.7 million corporation**

Francisco Garcia's information technology-based corporation has grown from a micro-business in 1991, with sales of \$25,000 and one employee, to a powerhouse in the satellite communications industry. Discover how Francisco went from a bootstrapping entrepreneur to the Colorado Small Business Association State Winner in 2002. You'll find out

- What Francisco's considers his most important assets and they're not what you would think!
- What he invested his initial \$1,000 in and why,
- How he offset the usual business start-up expenses,
- Why you should reconsider using your personal credit cards to make payroll and pay rent,
- Maximizing your opportunities with a low-interest loan from the US Small Business Administration,
- And more

### Real World Success Story #3:

**Find out how an unemployed mother of two started her business in a very competitive industry and yet, is now making over \$250,000.00/yr.**

When Anita returned from maternity leave to her job at the Marriott Hotel, she was shocked to find someone else sitting at her desk. A new homeowner, and then unemployed mother of two, she decided to take control of her destiny. She took her severance package and started a janitorial service. Realizing that there were over 500 other janitorial companies just in her area of Los Angeles, she knew she was up for a challenge.

If competitors keep you up at night, you'll have to hear every word of Anita's story where she reveals

- What she knew she had to do better than her competitors, in order to succeed,
- The exact steps she took to persuade potential customers to "give her a chance",
- How she conquered her fears in order to achieve her dream,
- When you should, and shouldn't, get family involved in the business,
- Where she turned for motivation when she felt "life sucked"

### Real World Success Story #4:

## How did a young man go from field worker cutting cotton to millionaire with a hair salon?

At the young age of 12, Henry made a wise career move. He went from cutting cotton in the fields of Louisiana to cutting hair. How Henry succeeded in setting up his own salon during the racially turbulent 60's is an incredible story of determination. Even today, as he approaches his retirement, Henry's venturing into a new business area - franchising his hair salons.

But Henry's journey was not easy as you discover

- How a regular schmoe can stumble onto a good thing . and how to recognize it before you fall flat on your face,
- Why the way you treat customers pays dividends long-term,
- The amazing trick he used to increase his routine customer base by 423%,
- One of the most devastating errors in advertising you should avoid,
- The little-known valuable service he used to increase revenues by 127%



### Real World Success Story #5:

**Exactly how did a young, full-time mother of two survive a "triple threat" - cancer, divorce, and bankruptcy - to start several successful businesses now generating almost \$50 million a year?**

In 1982, at age 30, Marion was married with two sons, a full-time mother and homemaker, working part-time and was taking college classes in Dallas, TX. She discovered a lump in her breast, went for an exam, and was told she had only a few short years to live.

After her husband's medical insurance ran out, the medical bills soared and they went deeply into debt. The strain of her disease left her hairless, emaciated and in debt - then her 14 year marriage ended.

Impoverished and with her energy depleted by chemotherapy, Marion wondered what she could do to support herself and her sons. She felt that a low paying hourly job wouldn't be enough. This unlikely entrepreneurial "powerhouse" will let you in on her secrets of

- What previous experiences inspired her on her road to success
- Who she turned to for motivation when she was turned down 16 times for a job
- How she transformed herself from switchboard operator to "Salesman of the Year"
- When to focus, when to diversify and where to look for hidden opportunities



### Real World Success Story #6:

**Discover how a childhood fantasy has grown into a business making over \$15 million a year.**

Larry was fascinated by airplanes as a teen. Unfortunately, his poor eyesight prevented him from becoming an airline pilot, so he did the next best thing - he became an aeronautical engineer and worked designing and testing flight simulators.

In 1988 with just \$1,250, Larry and his partner started their own company. They focused on designing flight simulators for the US government. But, as Larry put it, "because peace broke out" the business went through several challenges and growth was at a standstill. Larry had to find a way to diversify his business for its own survival. But the company not only survived - it thrived - to the tune of annual revenues exceeding \$15 million a year! Discover

- How not putting all your "eggs in one basket" can help you survive economic downturns in a particular niche,

- How unleashing the hidden potential of your employees yields unexpected rewards,
- How to overcome the challenges (and reap the rewards) of working with a partner,
- Where you can find opportunities to sell to the federal government,
- How to reduce the danger of growing too fast, and more



**Real World Success Store #7:**

**How did a really small (1-person) company manage to get a U.S. President and The White House as a client?**

Teresa started a gourmet basket business in 2000. Getting there, though, wasn't easy. She was in a car accident with a bobtail truck right before she was to graduate from college in 1992. In and out of a coma, Teresa survived. . . but had to learn the basics of reading, writing and walking again.

Treasuring life has made Teresa the person she is today. Her story is not just one of courage, but also a blueprint for using an entrepreneurial spirit to create a successful business. Discover how Teresa went from a near-death experience becoming Fort Worth, Texas' 2002 Small Business of the Year. As our guest, Teresa will fill you in on

- How early personal ties with Wal-Mart founder Sam Walton provided "a step up" in business,
- Business strategies she's been exploring and the exceptional growth she's observed as a result,
- The "keys to success" in the competitive "gift basket" market and how they can work for you as well,
- Her "step chart" marketing model that focuses on creating corporate accounts and why this approach has resulted in a special (and very profitable) niche,
- How she has used the Internet to sky-rocket her growth

Testimonial

And this is just the tip of the iceberg!

Every month you'll meet two more fascinating real-world people sharing their success secrets, lessons and insights that you would not discover casually, on your own. These aren't people that you're likely to read about in magazines or newspapers. But they're all yours - handed to you on a silver platter.

These are real-life people (just like you) who have gone on the record for us, revealing everything --- and, have no hidden agenda. They are not selling any product here, not endorsing anything, and not even gaining any good publicity. In reality, they may be revealing their most potent secrets to their competition.

They're not doing this for money --- they're doing it because they've been convinced it's time to share their knowledge with other success-oriented people like you.

In fact, that's another big secret successful people do -- and that is

**Surround Yourself With Others Who Have Similar Goals ...  
And The Mindset That "If You Believe, You Can Achieve."**

Your membership in SuccessSecretsRevealed will help

- **Motivate** ... you to pursue your goals
- **Stimulate**... ideas you can use to catapult to greatness

- **Excite...** so that you look forward to each and every day
- **Inspire...** if these folks can succeed, so can I
- **Unlock...** your potential
- **Eliminate...** obstacles that stand between you and your goals
- **Overcome...** adversity to live your dreams
- **Discover...** the habits and techniques of modern achievers

Let SuccessSecretsRevealed fill the gap between where you are and where you want to be. It's a relatively short trip, when you know the secrets.

*"If you envy successful people, you create a negative force field of attraction that repels you from ever doing the things you need to do to be successful. If you admire successful people, you create a positive force field of attractions that draws you toward becoming more and more like the kinds of people that you want to be like."*

Brian Tracy

I think you'll agree, **this is the ultimate collection of true-life, "in the trenches", success stories that you'll find anywhere.** We're going to take you by the hand and lead you past the hell of bad marketing and incompetent salesmanship, past the smoking wreckage of failed businesses and ruined dreams, and directly to the sort of ethical wealth and heavenly happiness that will bring you to tears.

Your head will be spinning with all the new ideas, tips, tricks, insights, rules and secrets that you will learn! You'll laugh the next time somebody tells you over and over again "it can't be done!"

Plus, if you're like me, "real life" case studies motivate and energize me. They create an inner passion to try new ideas that might help me grow my business to achieve even greater success. And to take my life to a whole new level - - something you can't get from listening to a stodgy business professor who hasn't run a real business in his life, and who doesn't understand the psychology of the average man or woman!

Truth is, I can't tell you how many times I've taken an idea someone else has used successfully in an entirely different field, and then put a spin on it for my own business and had it make me a lot of money. And I know these success stories are going to do the same for you. But don't take my word for it - listen to what some of the first members have to say.

Testimonial

## **This is YOUR opportunity to "pick-the-brains" of people who have "been there, done that" !**

Your membership in Success Secrets Revealed includes 5 incredible components

### **Component #1: LIVE Scheduled Interviews with "Real People"**

As I described earlier, twice each month you'll be given exclusive access to participate in LIVE interviews with people who have achieved one or more of their goals in life. Remember that these are real folks - actual salespeople, business men and women - who have been "in the trenches", practicing and refining the secrets they've used to achieve success. and they're willing to reveal these experiences with you. You won't need to experiment anymore. Instead, you can rely on proven methods that have already worked in similar situations.

Here you can



- Bring into focus a new image of your "dream life"
- Learn where to find the puzzle pieces for your picture of "having it all"
- Discover the proven step-by-step plans our guests used to achieve their goals
- Listen as each guest explains the mistakes they made and the obstacles they had to overcome
- Identify the pitfalls to watch out for .. and exactly how to avoid them
- Experience the importance of attitude. Earl Nightingale called attitude the "magic word" and it truly is. As he explained, attitude is the only thing over which you have complete and absolute control And a positive attitude is critical to success.

### Ask Our Guests The Questions You Have

You can talk directly with each and every guest to clarify a point, to learn more about the resources they used, to fully understand the exact steps they took, whatever is important to YOU

We get 'em to spill the beans!

#### Component #2: Access to our Monthly Interview Library

Let's face it We all have busy lives If, for whatever reason, you're unable to participate in the live call, our interviews are being recorded and are available for later download

This means that you never have to miss out on the opportunity to hear one of our guests and you can listen to the interview at your convenience

Or perhaps you'll want to download each interview, burn onto CD or MP3 player and create your own audio library of Success Stories to enjoy over and over again at home, in the car during your commute, at the gym wherever Because the truth is, we only retain a small percentage of anything we listen to only once And another benefit is that now you can listen and re-listen to each of the interviews until the information presented really "sinks in"

#### Component #3: Exclusive Interactive Assistance Via Our On-Line Discussion Forum

SuccessSecretsRevealed offers a "members only" discussion forum that is available 24 hours a day, 7 days a week Here you can ask questions of our guests and the other members

Need a resource?  
Ask the forum

Need an idea?  
Ask the forum

Need a bit of encouragement?  
No problem Just post your thoughts and concerns on the SuccessSecretsRevealed forum and just wait to see the positive feedback you receive from other members!

Think of it as your own private "mastermind group" - a collection of like-minded people with similar interests, similar goals - all focusing on achieving personal and professional success

Let's face it . We all need feedback from our peers and guidance from experienced leaders Isolated from the viewpoints of others, we can easily get tunnel vision and miss opportunities that are right in front of us We may be on the virtual doorstep of success and not even recognize it

The encouragement derived from being a member of a Mastermind Group helps anyone in business keep their focus and achieve their goals.

Another benefit is that Mastermind Groups teach members the fundamentals of the group's common interest This allows individuals to put to use immediately what might take them decades to learn on their own

So come join our Group Here you'll meet others with hopes, fears, desires, ideas, and needs . Just Like

Yours!

**Component #4: Our Treasure Chest of Recommended Resources**

We've spent hours compiling some of the finest sources for additional tips, tricks, and motivation - into just one location so that you'll have immediate access when you need them. And we've personally checked each one of them out ... separating the good, quality resources from the tons of bad ones ... so you won't waste your valuable time.

Here you'll find links to

- books,
- audio programs,
- software,
- websites,
- newsletters,
- magazines,
- agencies, and
- people - proven specialists in their respective fields

Think of our Treasure Chest as your golden rolodex of references you can use in achieving success in your personal and professional lives!

And as an added bonus your membership includes access to -

**Component #5: "Special Guest" Interviews**

Periodically we offer amazing interviews with people I personally know and respect as being true "leaders in their field". You'll get to tap into an amazing braintrust of leaders in

- Business - both fundamentals and advanced topics
- Finance - including obtaining loans for your small business
- Marketing - using direct (offline) and online techniques
- Strategies for personal success
- And more

**Looking to start a new business?** The good news is, you don't need a lot of money to initiate your entrepreneurship. The basic secrets you will learn from these professionals will more than make up for your lack of office space, staff, and bankroll.

**Looking to expand an existing business?** The tips, tricks and strategies you'll learn from our selected experts will astound you ... and, more importantly, save you years of trial and error as well as tons of money you might have wasted on techniques that were doomed for failure.

This is like having an experienced, trusted mentor sit down and patiently teach you the SECRETS of what really happens in their area of expertise ... and how you can use this private insight to your advantage.

Now if you look around you'll find that some sites charge you \$49 each month just for access to interviews like these ... but it's a FREE component of SuccessSecretsRevealed.

*"The wise man learns from other people's experiences. The fool reinvents the wheel."*

Benjamin Franklin

**What Would You Give To Ask Successful Business People  
Exactly What They Did That Made The Difference?**

What I am about to reveal to you is the most effective and cash-rich "bag of tricks" any business person has ever had at his disposal. It's easy enough to prove that these secrets are worth millions, but in truth, they are worth the wealth beyond your wildest dreams.

**This truly is an opportunity of a lifetime.** You couldn't ask for a better cross-section of "real world" success stories. Each person is at or nearing the top of his or her game, yet represents different types of businesses, different backgrounds, different age groups, and different approaches to dealing with everyday obstacles and opportunities.

These folks don't brag, (they don't need to) and, they don't hold back anything. However, what's important here is the REALITY of what they've done and what they continue to do, compared with all the lies and gross exaggerations floating around.

You can't find this quality of information anywhere else at any price. How do you put a value on all this? What is the price tag you would put on the vast wisdom you'll have access to?

It would take you months (and thousands of dollars) just to try and track down individuals comparable to this ultimate collection of true-life success stories. And then you'd have to travel across the country or even the world to get together with these folks. We're looking at some serious money.

**You see, learning the secrets revealed here is a small investment... it's an amazing set of skills that work like crazy no matter what you do in life.**

You can use these secrets to sell products, sell ideas, even sell yourself, whether it's a job interview or a marriage proposal. It's the key to winning friends, influencing people and scoring huge on the Test of Life.

But I'm not asking thousands, not even hundreds of dollars.

Right now you can become a Charter member of SuccessSecretsRevealed for only \$29 a month.

Yes. For less than a dollar a day, you can exchange ideas with real-life people who are living their dream each and every day of the month. Discover proven money-making strategies that you can use to help your business soar to the next level. Learn the insider techniques that built real people (just like you) into successful men and women.

## **Here's How To Receive Your Charter Membership in SuccessSecretsRevealed At The Very Special Discount Price (This IS a Limited Time Offer. Act Now!)**

Get your instant access to SuccessSecretsRevealed.com for the low price of just \$29 / month and discover those little-known secrets that could skyrocket your success.

Within minutes of completing your membership application, you'll be e-mailed your username and password for instant access to the archives containing success stories with incredible ideas you can "take to the bank" right away. And join our Members Only discussion group forum to share your questions as well as your tips, tricks and ideas with our other members. Learn proven techniques from those who have "made it".

In addition, each month you will receive emails notifying you of the dates, times and access information for each NEW interview. Remember, we have two BRAND NEW real life success stories to share with you each and every month. But don't worry if you cannot attend in person. Each interview and its transcript will be published to our Members Only Site where you can access it or even download it at your convenience. And you'll be emailed instantly every time a new interview is posted.

**Click Here to Join Now**

Testimonial



But there's still more for you...

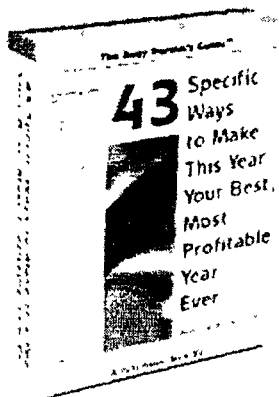
## Get Four Super Bonuses If You Act Now!

If you act right now and become a Charter Member of SuccessSecretsRevealed, you'll get the following bonuses with your membership! Look at the extras you'll receive.

### Bonus #1:

## "43 Specific Ways to Make this Year your Best, Most Profitable Year Ever"

Imagine having 43 of the most successful business leaders, innovators, and experts share with you their best advice on how to make this year your most profitable, successful year ever



That is exactly what you'll find in this ebook

We asked each expert to take the perspective of advising someone they really care about and share the one most important thing they would recommend to do now that will have the most impact on our readers' level of success

#### Obtain Outstanding Advice from:

Jay Abraham	Paul Hartunian
Rick Beneteau	Paul Lemberg
Ken Blanchard	Jonathan Mizel
Patricia Bragg	Paul Myers
John Cantu	Ben Prater
Declan Dunn	Bob Serling
Allan Gardyne	Yanik Silver
David Garfinkel	Joe Sugarman
Joan Gustafson	Joe Vitale
John Harnicharan	Mary Westheimer

and many more .

Getting this type of exceptional advice from experts who are living these ideas, strategies, concepts and perspectives every day is difficult. Getting it for FREE is almost unheard of (\$30 value)

### Bonus #2:

## The "Creative Millionaire"

Experts in business, problem-solving, and cognitive intelligence all say that the key to extraordinary entrepreneurial success lies within the realm of creativity.

Pam Braddock has been recognized as the world's foremost "dream strategist" She has helped thousands of people

identify and realize their personal and professional life dreams including the dream of becoming a millionaire

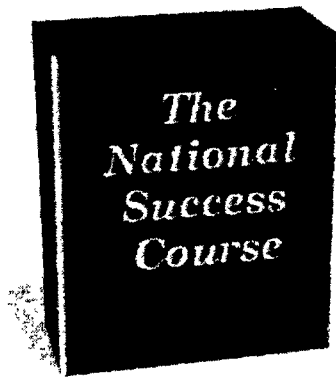
In this bonus report, Pam shares her nine simple steps that will help "you" turn your creative ideas into entrepreneurial profits

Pay special attention to Step #7 This idea alone is worth many, many times the price of this ebook Subscribe to SuccessSecretsRevealed today and it's yours FREE! (A \$30 value)

### **Bonus #3:**

## **National Success Course: A Guide to Business & Personal Efficiency.**

Originally published in 1913, this book is a true Classic! This course consists of 24 lessons that were originally sold on an installment plan for \$24 each (in 1913 dollars ) These lessons are part of the seamless continuum of great salesmanship that have worked without pause for all business owners and salesmen The points made in this guide are as applicable today as they were almost a hundred years ago



These timeless lessons include.

- How to Get the Best Results
- First Steps in Business Efficiency
- How to Do Business with Banks
- The Principles of Business Achievement
- How to Write Business Letters
- How to Easily Develop Your Memory
- How to Advertise Successfully
- The Power of Right Thought
- How to Make a Favorable Impression
- How to Become a Successful Salesman
- How to Prepare Sales Presentations
- How and Where to Find Customers
- Your Health & How to Improve It
- Psychology of Advertising and Salesmanship
- Managing People for More Profit
- The Factors of Success in Business Building
- The Money Value of a "System"
- How to Close Sales Successfully
- How to Collect Money
- How to Make Yourself Invaluable in Your Position
- Premium & Sales Plans to Increase Business
- A System of Accounts for Retail Merchants
- Fundamentals of a Cost System for Manufacturers
- Points of Law Everyone Should Know

According to the original press release, this national course put thousands on the Road To Success and even today, it can do the same for you Like I said, each installment cost \$24 in 1913 (\$433 in today's dollars) --- that makes this entire collection worth \$10,392.00 in today's \$\$ ! This will make a wonderful classic for your Success Library and we're going to deliver it in the same way as it was originally intended - in installments, over time - so you won't be overwhelmed by its content (Value - Priceless!)

### **Bonus #4:**

As an active SuccessSecretsRevealed Charter Member, you'll receive password access FOR A FULL YEAR to our Members Only online archive of our in-depth success story interviews Each interview comes complete with both audio

and a summary transcript of key points made during the call. You may listen to this audio "online" or download it to your personal library.

You see, the reason this is a bonus is that we plan to package these interviews into an eBook and audio CD's and sell this package for \$100+. At that time we'll discontinue access to the archives for most of our members. But as a Charter Member, you'll still have access to these wonderful and powerful interviews of our past guests. The value of this bonus is \$348 (12 months at \$29 /month).

These 4 Additional Bonuses, valued at over \$500 (or \$10,800 if you count The Success Course in today's dollars) can be yours absolutely FREE but they are only available to SuccessSecretsRevealed.com Charter Members.

One Final Thought:

**It doesn't matter where you are now in life. It really doesn't. What matters is ...**

### **Where You Want To Be**

**Why? Because ... once you discover the secrets of attaining goals, something no school on the planet teaches, it's a short step to the realization you can do almost anything you want to do. Be whoever you want to be.**

**You CAN do this!**

But you don't risk a penny. Because you're covered by our

## **100% No Risk Guarantee!**



That's right. You've got my "You've got nothing to lose and absolutely everything to gain!" double strength guarantee!

**Guarantee #1:** Try it out. Join our Members Only Site for Success Secrets Revealed on a risk-free basis. Take the next 30 days to convince yourself that the insight and strategies revealed by our success stories create a valuable learning experience. And if, for whatever reason, you are not satisfied with the contents, just ask for a refund!

You'll get 100% of your money back, no questions asked!

**Guarantee #2:** I don't require any long-term commitments. This means you can cancel your SuccessSecretsRevealed membership at any time, whatever the reason. If you're not happy, then I don't deserve your continued support.

So the only way you can possibly lose is to pass-up on this once-in-a-lifetime opportunity to take an active role in the SuccessSecretsRevealed community.

**Click Here to Join Now**

Don't miss out on the opportunity to subscribe at just \$29 per month and get access to the Success Secrets Revealed

private "Members Only" Site. . PLUS get all the "Charter Membership" perks for \$20 LESS than what we'll likely be charging very shortly. Remember, you can cancel anytime and the bonuses you've received are still yours to keep

## Amazing Opportunities Await

The secrets about to be revealed to you can cause dramatic and wonderful changes in your life on every level.

And not just in the way you think, perform, and feel about going to work - even more importantly, you now have an amazing opportunity to enjoy life in ways other men and women can only dream about

- Are you ready to achieve the personal and professional success you've always dreamed about?
- Do you want to experience the success of others, just like you ... and envision yourself in their place?
- Are you ready for that rush of adrenaline that will propel your life to the next level?

Let SuccessSecretsRevealed fill the gap between where you are and where you want to be



INSTANT ACCESS  
Purchase Online with Credit Card by Secure Server

I have Read and Agree to the SUBSCRIBER AGREEMENT Terms

JOIN NOW

Remember, it's impossible for you to lose

To Your Success,

*Leigh Beaty*

Leigh Beaty  
SuccessSecretsRevealed.com  
(520) 825-4500

P S CLICK HERE IF YOU'VE DECIDED NOT TO JOIN SUCCESSSECRETSREVEALED

P P S Just think! In less than 5 minutes you can begin to discover the habits and techniques of modern achievers who set goals and realized them. And remember, this offer comes to you completely risk-free. In fact, the only way you could incur any risk at all is by not accepting this invitation, and thus depriving yourself of the greatest success secrets that you might ever have the opportunity to discover.

AFFILIATE PROGRAM

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*Tos Wurdy + akamel*

If You're An Established Business Man or Woman - Or Entrepreneur Preparing To Enter The Market - Who Feels There Are Critical Pieces Missing From Your Personal Picture of Real Success... But You Don't Know Where to Begin To Find Them.. This Letter May Transform Your Life

# 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 You Can Do It Too!

*How*

Testimonial



From Leigh Beaty

Date: Tuesday, December 09, 2003

Dear Friend,

*not powerful enough. Makes up for it nose. I like the opening sentence or try one more.*

I'm curious, so I just have to ask

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!

*I made the wrong decision but I kept going*

Well, that got me thinking some more. 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" on sales and marketing Years later I realized that while their overblown theories might have worked for large organizations, there was absolutely NO WAY their assumptions would ever work for a small business on a shoestring budget

After several months of knocking my head against the wall and getting nowhere, I realized I was tired of hearing "I told you so" from the people I socialized with so I quit socializing!

Finally, out of desperation, I went to my Dad for guidance, or maybe just to be consoled He gave me a piece of advice that I'll never forget Dad said "if you want to succeed in anything, there are four things to consider"

*3 out of 4 of the advice were wise.*

## *My Dad's* 4 Secrets to Success - ~~Advice~~ From My Dad

1. "Get rid of the negative influences in your life Surround yourself with people who have positive attitudes It's contagious
2. You can spend years and years trying to learn things from books But if you want to succeed in something quickly, find a mentor or a group of people who have succeeded doing what you're trying to do Listen and ask questions - find out what strategies worked for them and learn from the mistakes they made.
3. What works today may not work tomorrow So watch for changing trends and continue to learn from others who

are on the cutting edge of change. And lastly,

- 4 Set goals, take one day at a time, and have fun "

I went home and immediately began to apply his pearls of wisdom . . . and they worked!

### And now ... the rest of my story.

*not sure  
= like  
This subhead*

OK Let's fast forward . . .

In 2001 I sold my corporation to an organization from the United Kingdom Over the years my company had grown from a small one man, then two-person "Mom and Pop" business, to employing over 70 technical specialists and 15 sales representatives We did several million dollars in sales each year.

During that time I wore several hats often, more than one at a time including head of personnel and human resources, director of marketing, national sales manager, customer support, technical writer, trade show coordinator, accounting . . . you name it In a small business, if it has to be done I've done it

But I learned a valuable lesson along the way you don't need to put in long, painful hours when you have the short-cut secrets to wealth and happiness

### You Only Need To Apply The Magic

*seems out  
of sorts*

**THIS IS ME NOW** I have a beautiful home in Arizona and a second home with 70 acres in the Colorado mountains where my husband, my Black Lab "Dusty", and I spend our summers (to escape the desert heat ) I enjoy "road trips" in our Mustang Cobra convertible and extended vacations in our motorhome And I have the opportunity to spend real quality time with my grandchildren But most importantly -- I'm living my dream and I'm so very happy

*Victims  
of each  
of these  
might be  
will  
be on  
front in*

I succeeded because I listened to my Dad I can feel good about the fact that Dad got the chance to see his advice pay off big-time for me and for my family

Just before his death I had the opportunity to thank him for being there when I needed him and for his words of wisdom And in return I promised him that I would let others in on these little jewels for success

*- I'd make this the subhead instead.*

Now I want to share what I've learned with you I want to give you the resources you need and a strategy for success so that you will avoid the pitfalls I fell into and the mistakes I made along the way

Whatever you desire in life buckets of money, the awe and respect of people who now doubt you, a crowd of new customers, a new home, a fresh start, the love of your life, almost anything at all you can attain it with the powerful, simple secrets I'm going to share with you

"Keep away from people who try to belittle your ambitions Small people always do that, but the really great make you feel that you, too, can become great "

Mark Twain

Think about it . . .

#### What's the fastest way to achieve your goals?

Get inside the minds of people, just like you, who have succeeded in their professional and personal lives - and learn exactly how they did it

**What's the slowest way?**

You can continue to go the direction you are going now, without a clear picture of the end result, without a proven strategy, and without the guidance and motivation of others . learning from "the school of hard knocks" and over-priced "how to" books and tapes from self-professed experts (As it turns out, these self-proclaimed "business gurus" are **wildly wrong** about what the really successful professionals are doing They've got the marketing wrong, the sales approach wrong, and they don't even consider the psychology of the prospect Their information is no better than the advice you'd get from a proctologist regarding lasik eye surgery. It's completely off-base, and dangerous to your business in its assumptions. Of course, these "experts" only talk about sales and marketing because they want to sell you their own fancy consulting package, or training manual, or a subscription to their magazine )

This really pisses me off

So ..

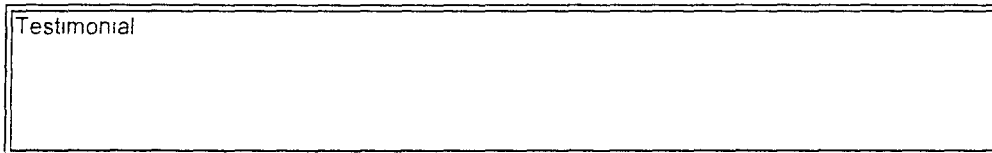
You can spend thousands of dollars and months of blood, sweat and tears on trial and error Or .

You can learn from real people real world business men and women who are willing (and even excited) to reveal all the nitty-gritty, "this-is-how-I made it work" details behind their rise to success  
(details)

## Introducing... Success Secrets Revealed

I created SuccessSecretsRevealed so you can surround yourself with authentic "take it to the bank" achievers Hear from people who can explain in informative, inspiring and often humorous ways . the precise action steps, including proven (though sometimes unusual) tactics, they took to achieve professional success and personal fulfillment in their lives

I've gathered the talents and experiences of many incredible and widely diverse individuals in order to share with you the Keys To Unlimited Wealth Their secrets will rapidly change your life in ways you can only dream about today Their stories will motivate you to achieve great success.



*initials*

Just take a look at just a few of our "Real World" Guests you will be learning from, firsthand



### Real World Success Story #1:

**How did a divorced, mother of two go from "rags to riches" in just 3 years... while never missing one of her kid's soccer games?**

Four years ago Peggy Sperling was a typical, happily- married "stay-at-home" mother of two But that all changed when she learned her husband had a drug addiction and was committing crimes to support his habit. He was caught and jailed and this led to their financial ruin and to divorce

But Peggy has bounced back - big time!

In 3 years she has gone from "losing everything" to making \$14,622 74 in commissions & bonuses in the month of February, 2003 And she continues to meet and exceed this income each and every month. She's going to reveal

- The career that allows Peggy to provide financial stability for her children,
- How she mastered the business skills she needed to set up and grow her business,

*double or 1 1/2 space out the bullet*

- Tips for bridging the role of successful entrepreneur and "soccer mom",
- Tricks you can use to whittle-down routine business expenses,
- Innovative ways she involves her kids in her work
- And more . .



**Real World Success Story #2:**

**Learn exactly how a \$1,000 investment to start a new company grew to a \$16.7 million corporation**

Francisco Garcia's information technology-based corporation has grown from a micro-business in 1991, with sales of \$25,000 and one employee, to a powerhouse in the satellite communications industry. Discover how Francisco went from a bootstrapping entrepreneur to the Colorado Small Business Association State Winner in 2002. You'll find out.

- What Francisco's considers his most important assets and they're not what you would think!
- What he invested his initial \$1,000 in and why,
- How he offset the usual business start-up expenses,
- Why you should reconsider using your personal credit cards to make payroll and pay rent,
- Maximizing your opportunities with a low-interest loan from the US Small Business Administration,
- And more .

**Real World Success Story #3:**

**Find out how an unemployed mother of two started her business in a very competitive industry and yet, is now making over \$250,000/yr.**

*100 (make it look bigger)*

When Anita returned from maternity leave to her job at the Marriott Hotel, she was shocked to find someone else sitting at her desk. A new homeowner, and then unemployed mother of two, she decided to take control of her destiny. She took her severance package and started a janitorial service. Realizing that there were over 500 other janitorial companies just in her area of Los Angeles, she knew she was up for a challenge.

If competitors keep you up at night, you'll have to hear every word of Anita's story where she reveals

- What she knew she had to do better than her competitors, in order to succeed,
- The exact steps she took to persuade potential customers to "give her a chance",
- How she conquered her fears in order to achieve her dream,
- When you should, and shouldn't, get family involved in the business,
- Where she turned for motivation when she felt "life sucked"

**Real World Success Story #4:**

*15 yrs P.C.?*

**How did a young black man go from field worker cutting cotton to millionaire with a hair salon?**

At the young age of 12, Henry made a wise career move. He went from cutting cotton in the fields of Louisiana to cutting hair. How Henry succeeded in setting up his own salon during the racially turbulent 60's is an incredible story of determination. Even today, as he approaches his retirement, Henry's venturing into a new business area . . franchising his hair salons.

But Henry's journey was not easy as you discover:

- How a regular schmoe can stumble onto a good thing . and how to recognize it before you fall flat on your face,
- Why the way you treat customers pays dividends long-term,
- The amazing trick he used to increase his routine customer base by 423%,
- One of the most devastating errors in advertising you should avoid,
- The little-known valuable service he used to increase revenues by 127%



**Real World Success Story #5:**

**Exactly how did a young, full-time mother of two survive a "triple threat" - cancer, divorce, and bankruptcy - to start several successful businesses now generating almost \$50 million a year?**

In 1982, at age 30, Marion was married with two sons, a full-time mother and homemaker, working part-time and was taking college classes in Dallas, TX. She discovered a lump in her breast, went for an exam, and was told she had only a few short years to live.

After her husband's medical insurance ran out, the medical bills soared and they went deeply into debt. The strain of her disease left her hairless, emaciated and in debt - then her 14 year marriage ended

Impoverished and with her energy depleted by chemotherapy, Marion wondered what she could do to support herself and her sons. She felt that a low paying hourly job wouldn't be enough. This unlikely entrepreneurial "powerhouse" will let you in on her secrets of

- What previous experiences inspired her on her road to success
- Who she turned to for motivation when she was turned down 16 times for a job
- How she transformed herself from switchboard operator to "Salesman of the Year"
- When to focus, when to diversify and where to look for hidden opportunities

*Wow!  
F. King  
is a  
switchboard  
operator*



**Real World Success Story #6:**

**Discover how a childhood fantasy has grown into a business making over \$15 million a year.**

Larry was fascinated by airplanes as a teen. Unfortunately, his poor eyesight prevented him from becoming an airline pilot, so he did the next best thing - he became an aeronautical engineer and worked designing and testing flight simulators.

In 1988 with just \$1,250, Larry and his partner started their own company. They focused on designing flight simulators for the US government. But, as Larry put it, "because peace broke out" the business went through several challenges and growth was at a standstill. Larry had to find a way to diversify his business for its own survival. But the company not only survived . it thrived . to the tune of annual revenues exceeding \$15 million a year!  
Discover:

- How not putting all your "eggs in one basket" can help you survive economic downturns in a particular niche,
- How unleashing the hidden potential of your employees yields unexpected rewards,
- How to overcome the challenges (and reap the rewards) of working with a partner,
- Where you can find opportunities to sell to the federal government,
- How to reduce the danger of growing too fast, and more



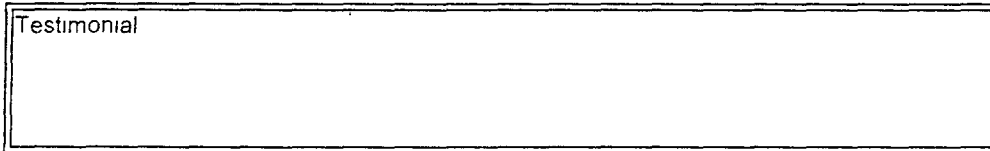
**Real World Success Store #7:**

### How did a really small (1-person) company manage to get a U.S. President and The White House as a client?

Teresa started a gourmet basket business in 2000 Getting there, though, wasn't easy She was in a car accident with a bobtail truck right before she was to graduate from college in 1992 In and out of a coma, Teresa survived. . but had to learn the basics of reading, writing and walking again

Treasuring life has made Teresa the person she is today Her story is not just one of courage, but also a blueprint for using an entrepreneurial spirit to create a successful business Discover how Teresa went from a near-death experience becoming Fort Worth, Texas' 2002 Small Business of the Year As our guest, Teresa will fill you in on

- How early personal ties with Wal-Mart founder Sam Walton provided " a step up" in business,
- Business strategies she's been exploiting ... and the exceptional growth she's observed as a result,
- The "keys to success" in the competitive "gift basket" market and how they can work for you as well,
- Her "step chart" marketing model that focuses on creating corporate accounts and why this approach has resulted in a special (and very profitable) niche,
- How she has used the Internet to sky-rocket her growth



And this is just the tip of the iceberg!

Every month you'll meet two more fascinating real-world people sharing their success secrets lessons and insights that you would not discover casually, on your own But they're all yours - handed to you on a silver platter

These are real-life people (just like you) who have gone on the record for us, revealing everything --- and, have no hidden agenda They are not selling any product here, not endorsing anything, and not even gaining any good publicity In reality, they may be revealing their most potent secrets to their competition

They're not doing this for money --- they're doing it because they've been convinced it's time to share their knowledge with other success-oriented people like you

In fact, that's another big secret successful people do -- and that is

## Surround Yourself With Others Who Have Similar Goals ... And The Mindset That "If You Believe, You Can Achieve."

Your membership in SuccessSecretsRevealed will help

- **Motivate** ... you to pursue your goals
- **Stimulate**... ideas you can use to catapult to greatness
- **Excite**... so that you look forward to each and every day
- **Inspire**... if these folks can succeed, so can I
- **Unlock**... your potential
- **Eliminate**... obstacles that stand between you and your goals
- **Overcome**... adversity to live your dreams
- **Discover**... the habits and techniques of modern achievers

Let SuccessSecretsRevealed fill the gap between where you are and where you want to be It's a relatively short trip, when you know the secrets

*"If you envy successful people, you create a negative force field of attraction that repels you*

*from ever doing the things you need to do to be successful. If you admire successful people, you create a positive force field of attractions that draws you toward becoming more and more like the kinds of people that you want to be like."*

Brian Tracy

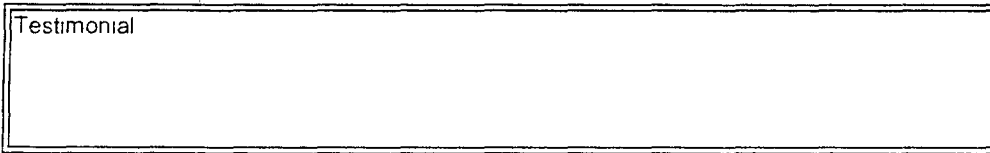
I think you'll agree, this is the ultimate collection of true-life, "in the trenches", success stories that you'll find anywhere. We're going to take you by the hand and lead you past the hell of bad marketing and incompetent salesmanship . . . past the smoking wreckage of failed businesses and ruined dreams . . . and directly to the sort of ethical wealth and heavenly happiness that will bring you to tears.

Your head will be spinning with all the new ideas . . . tips, tricks, insights, rules and secrets that you will learn! You'll ~~never again have to listen to people telling you over and over again "it can't be done"~~

*Teach the rest time somebody still*

Plus, if you're like me, "real life" case studies motivate and energize me. They create an inner passion to try new ideas that might help me grow my business . . . to achieve even greater success. And to take my life to a whole new level - - something you can't get from listening to a stodgy business professor who hasn't run a real business in his life, and who doesn't understand the psychology of the average man or woman!

Truth is, I can't tell you how many times I've taken an idea someone else has used successfully in an entirely different field, and then put a spin on it for my own business and had it make me a lot of money. And I know these success stories are going to do the same for you. But don't take my word for it - listen to what some of the first members have to say.



## This is YOUR opportunity to "pick-the-brains" of people who have "been there, done that" !

Your membership in Success Secrets Revealed includes 5 incredible components

**Component #1: LIVE Scheduled Interviews with "Real People"**

As I described earlier, twice each month you'll be given exclusive access to participate in LIVE interviews with people who have achieved one or more of their goals in life. Remember that these are real folks - actual salespeople, business men and women - who have been "in the trenches", practicing and refining the secrets they've used to achieve success. . . and they're willing to reveal these experiences with you. You won't need to experiment anymore. Instead, you can rely on proven methods that have already worked in similar situations.

Here you can

- Bring into focus a new image of your "dream life"
- Learn where to find the puzzle pieces for your picture of "having it all"
- Discover the proven step-by-step plans our guests used to achieve their goals
- Listen as each guest explains the mistakes they made and the obstacles they had to overcome
- Identify the pitfalls to watch out for . . . and exactly how to avoid them
- Ask questions - to clarify a point, assess the exact resources they used, whatever
- Experience the importance of attitude. Earl Nightingale called attitude the "magic word" and it truly is. As he explained, attitude is the only thing over which you have complete and absolute control. And a positive attitude is critical to success.

*This needs to be brought out + given more prominence*

You'll learn small, yet fascinating pieces of information that are unusual (such as an accidental discovery) provocative (perhaps some smuggled or "stolen" information) titillating (such as gossip-worthy)

*← not crazy @ this #*

rumors) .. or intriguing (like an eccentric habit or trait.)

We get 'em to spill the beans!

**Component #2: Access to our Monthly Interview Library**

Let's face it We all have busy lives If, for whatever reason, you're unable to participate in the live call, our interviews are being recorded and are available for later download. This means that you never have to miss out on the opportunity to hear one of our guests.. and you can listen to the interview at your convenience Or perhaps you'll want to download each interview, burn onto CD or MP3 player and create your own audio library of Success Stories to enjoy over and over again . at home, in the car during your commute, at the gym.. wherever

**Component #3: Exclusive Interactive Assistance Via Our On-Line Discussion Forum**

SuccessSecretsRevealed offers a "members only" discussion forum that is available 24 hours a day, 7 days a week Here you can ask questions of our guests and the other members.

Need a resource?  
Ask the forum

Need an idea?  
Ask the forum

Need a bit of encouragement?  
No problem Just post your thoughts and concerns on the SuccessSecretsRevealed forum and just wait to see the positive feedback you receive from other members!

Think of it as your own private "mastermind group" - a collection of like-minded people with similar interests, similar goals - all focusing on achieving personal and professional success

Let's face it We all need feedback from our peers and guidance from experienced leaders Isolated from the viewpoints of others, we can easily get tunnel vision and miss opportunities that are right in front of them We may be on the virtual doorstep of success and not even recognize it

The encouragement derived from being a member of a Mastermind Group helps anyone in business keep their focus and achieve their goals

So come join our Group Here you'll meet others with hopes, fears, desires, ideas, and needs

**Just Like Yours!**

**Component #4: Our Treasure Chest of Recommended Resources**

We've spent hours compiling some of the finest sources for additional tips, tricks, and motivation - into just one location so that you'll have immediate access when you need them And we've personally checked each one of them out separating the good, quality resources from the tons of bad ones . so you won't waste your valuable time

Here you'll find links to

- books,
- audio programs,
- software,
- websites,
- newsletters,
- magazines,
- agencies, and
- people - proven specialists in their respective fields

Think of our Treasure Chest as your golden rolodex of references you can use in achieving success in

*And another benefit is that you can listen + re-listen to each of the interviews until the int ends, really "likes it."*  
*For some the truth is we only retain a small % of anything we listen to only once!*

*Exp. benefits of Mastermind group*



your personal and professional lives

And as an added bonus your membership includes access to -

#### Component #5: "Special Guest" Interviews

Periodically we offer amazing interviews with people I personally know and respect as being true "leaders in their field". You'll get to tap into an amazing braintrust of leaders in.

- Business - both fundamentals and advanced topics
- Finance - including obtaining loans for your small business
- Marketing - using direct (offline) and online techniques
- Strategies for personal success
- And more

Looking to start a new business? The good news is, you don't need a lot of money to initiate your entrepreneurship. The basic secrets you will learn from these professionals will more than make up for your lack of office space, staff, and bankroll.

Looking to expand an existing business? The tips, tricks and strategies you'll learn from our selected experts will astound you . and, more importantly, save you years of trial and error as well as tons of money you might have wasted on techniques that were doomed for failure

This is like having an experienced, trusted mentor sit down with you and patiently teach you the SECRETS of what really happens in their area of expertise . and how you can use this private insight to your advantage

*Now* If you look around you'll find that some sites charge you \$49 each month just for access to interviews like these but it's a FREE component of SuccessSecretsRevealed

*"The wise man learns from other people's experiences. The fool reinvents the wheel."*

Benjamin Franklin

## What Would You Give To Ask Successful Business People Exactly What They Did That Made The Difference?

What I am about to reveal to you is the most effective and cash-rich "bag of tricks" any business person has ever had at his disposal. It's easy enough to prove that these secrets are worth millions but in truth, they are worth the wealth beyond your wildest dreams

This truly is an opportunity of a lifetime. You couldn't ask for a better cross-section of "real world" success stories. Each person is at or nearing the top of his or her game, yet represents different types or businesses, different backgrounds, different age groups, and different approaches to dealing with everyday obstacles and opportunities

These folks don't brag, ~~they don't overestimate, they don't underestimate,~~ *(because they don't need to)* they don't hold back anything *and* what's important here is the REALITY of what they've done and what they continue to do *How?* compared with all the lies and gross exaggerations floating around.

You can't find this quality of information anywhere else at any price. How do you put a value on all this? What is the price tag you would put on the vast wisdom you'll have access to?

It would take you months (and thousands of dollars) just to try and track down individuals comparable to this ultimate collection of true-life success stories. And then you'd have to travel across the country or even the world to get together with these folks. We're looking at some serious money.

You see, learning the secrets revealed here is a small investment - it's an amazing set of skills that work like crazy no

matter what you do in life. You can use these secrets to sell products, sell ideas ... even sell yourself, whether it's a job interview or a marriage proposal. It's the key to winning friends, influencing people and scoring huge on the Test of Life

But I'm not asking thousands not even hundreds of dollars

*Right now*

You can become a Charter member of SuccessSecretsRevealed for only \$29 a month

*Yes*

That's right. For less than a dollar a day, you can exchange ideas with real-life people who are living their dream each and every day of the month. Discover proven money-making strategies that you can use to help your business soar to the next level. Learn the insider techniques that built real people (just like you) into successful men and women

## **Here's How To Receive Your Charter Membership in SuccessSecretsRevealed At The Very Special Discount Price (This IS a Limited Time Offer. Act Now!)**

Get your instant access to SuccessSecretsRevealed.com for the low price of just \$29 / month and discover those little-known secrets that could skyrocket your success.

Within minutes of completing your membership application, you'll be e-mailed your username and password for instant access to the archives containing success stories with incredible ideas you can "take to the bank" right away. And join our Members Only discussion group forum to share your questions as well as your tips, tricks and ideas with our other members. Learn proven techniques from those who have "made it"

In addition, each month you will receive emails notifying you of the dates, times and access information for each NEW interview. Remember we have two BRAND NEW real life success stories to share with you each and every month. But don't worry if you cannot attend in person. Each interview and its transcript will be published to our Members Only Site where you can access it or even download it at your convenience. And you'll be emailed instantly every time a new interview is posted.

**Click Here to Join Now**

Testimonial

But there's still more for you.

## **Get Four Super Bonuses If You Act Now!**

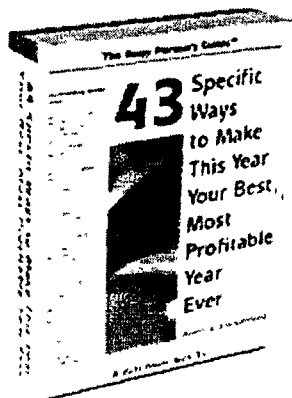
If you act right now and become a Charter Member of SuccessSecretsRevealed, you'll get the following bonuses with your membership! Look at the extras you'll receive:

### **Bonus #1:**

## **"43 Specific Ways to Make this Year your Best, Most Profitable Year Ever"**

Imagine having 43 of the most successful business leaders, innovators, and experts share with you their best advice on

how to make this year your most profitable, successful year ever.



That is exactly what you'll find in this ebook

We asked each expert to take the perspective of advising someone they really care about and share the one most important thing they would recommend to do now that will have the most impact on our readers' level of success.

Obtain Outstanding Advice from:

Jay Abraham	Paul Hartunian
Rick Beneteau	Paul Lemberg
Ken Blanchard	Jonathan Mizel
Patricia Bragg	Paul Myers
John Cantu	Ben Prater
Declan Dunn	Bob Serling
Allan Gardyne	Yanik Silver
David Garfinkel	Joe Sugarman
Joan Gustafson	Joe Vitale
John Harricharan	Mary Westheimer

and many more

Getting this type of exceptional advice from experts who are living these ideas, strategies, concepts and perspectives every day is difficult. Getting it for FREE is almost unheard of (\$30 value)

## **Bonus #2:**

### **The "Creative Millionaire"**

Experts in business, problem-solving, and cognitive intelligence all say that the key to extraordinary entrepreneurial success lies within the realm of creativity

Pam Braddock has been recognized as the world's foremost "dream strategist". She has helped thousands of people identify and realize their personal and professional life dreams including the dream of becoming a millionaire

In this bonus report, Pam shares her nine simple steps that will help "you" turn your creative ideas into entrepreneurial profits

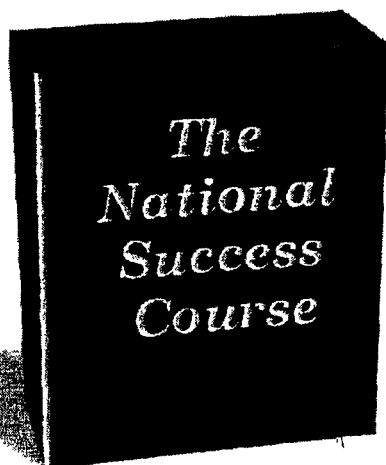
Pay special attention to Step #7. This idea alone is worth many, many times the price of this ebook. Subscribe to SuccessSecretsRevealed today and it's yours FREE! (A \$30 value)

## **Bonus #3:**

### **National Success Course: A Guide to Business & Personal Efficiency.**

Originally published in 1913, this book is a true Classic! This course consists of 24 lessons that were originally sold on an installment plan for \$24 each (in 1913 dollars). These lessons are part of the seamless continuum of great salesmanship that have worked without pause for all business owners and salesmen. The points made in this guide are as applicable today as they were almost a hundred years ago.

These timeless lessons include



- How to Get the Best Results
- First Steps in Business Efficiency
- How to Do Business with Banks
- The Principles of Business Achievement
- How to Write Business Letters
- How to Easily Develop Your Memory
- How to Advertise Successfully
- The Power of Right Thought
- How to Make a Favorable Impression
- How to Become a Successful Salesman
- How to Prepare Sales Presentations
- How and Where to Find Customers
- Your Health & How to Improve It
- Psychology of Advertising and Salesmanship
- Managing People for More Profit
- The Factors of Success in Business Building
- The Money Value of a "System"
- How to Close Sales Successfully
- How to Collect Money
- How to Make Yourself Invaluable in Your Position
- Premium & Sales Plans to Increase Business
- A System of Accounts for Retail Merchants
- Fundamentals of a Cost System for Manufacturers
- Points of Law Everyone Should Know

According to the original press release, this national course put thousands on the Road To Success and even today, it can do the same for you. Each installment cost \$24 in 1913 (\$433 in today's dollars) --- that makes this entire collection worth \$10 392 00 in today's \$\$ ! This will make a wonderful classic for your Success Library and we're going to deliver it in the same way as it was originally intended - in installments, over time - so you won't be overwhelmed by its content (Value - Priceless!)

### Bonus #4:

As an active SuccessSecretsRevealed Charter Member, you'll receive password access FOR A FULL YEAR to our Members Only online archive of our in-depth success story interviews. Each interview comes complete with both audio and a summary transcript of key points made during the call. You may listen to this audio "online" or download it to your personal library.

You see, the reason this is a bonus is that we plan to package these interviews into an eBook and audio CD's and sell this package for \$100+. At that time we'll discontinue access to the archives for most of our members. But as a Charter Member, you'll still have access to these wonderful and powerful interviews of our past guests. The value of this bonus is \$348 (12 months at \$29 /month)

These 4 Additional Bonuses, valued at over \$500 (or \$10,800 if you count The Success Course in today's dollars) can be yours absolutely FREE but they are only available to SuccessSecretsRevealed.com Charter Members

One Final Thought

**It doesn't matter where you are now in life. It really doesn't. What matters is ...**

#### **Where You *Want* To Be**

**Why? Because ... once you discover the secrets of attaining goals, something no school on the planet teaches, it's a short step to the realization you can do almost anything you want to do. Be**

whoever you want to be.

You CAN do this!

**Click Here to Join Now**

*To many of these gurus*  
But you don't risk a penny. Because you're covered by our ...

## 100% No Risk Guarantee!



That's right You've got my "You've got nothing to lose and absolutely everything to gain!" double strength guarantee!

**Guarantee #1** Try it out. Join our Members Only Site for Success Secrets Revealed on a risk-free basis. Take the next 30 days to convince yourself that the insight and strategies revealed by our success stories create a valuable learning experience . and if, for whatever reason, you are not satisfied with the contents, just ask for a refund!

You'll get 100% of your money back, no questions asked!

**Guarantee #2** I don't require any long-term commitments. This means you can cancel your SuccessSecretsRevealed membership at any time whatever the reason. If you're not happy, then I don't deserve your continued support.

So the only way you can possibly lose is to pass-up on this once-in-a-lifetime opportunity to take an active role in the SuccessSecretsRevealed community.

**Click Here to Join Now**

Don't miss out on the opportunity to subscribe at just \$29 per month and get access to the Success Secrets Revealed private "Members Only" Site PLUS get all the "Charter Membership" perks for \$20 LESS than what we'll likely be charging very shortly. Remember, you can cancel anytime and the bonuses you've received are still yours to keep.

## Amazing Opportunities Await

The secrets about to be revealed to you can cause dramatic and wonderful changes in your life on every level.

And not just in the way you think, perform, and feel about going to work - even more importantly, you now have an amazing opportunity to enjoy life in ways other men and women can only dream about.

- Are you ready to achieve the personal and professional success you've always dreamed about?
- Do you want to experience the success of others, just like you ... and envision yourself in their place?
- Are you ready for that rush of adrenaline that will propel your life to the next level?

Let SuccessSecretsRevealed fill the gap between where you are and where you want to be.



INSTANT ACCESS  
Purchase Online with Credit Card by Secure Server

I have Read and Agree to the SUBSCRIBER AGREEMENT Terms

JOIN NOW

Remember, it's impossible for you to lose .

To Your Success,

*Leigh Beaty*

Leigh Beaty  
SuccessSecretsRevealed.com  
(520) 825-4500

P S CLICK HERE IF YOU'VE DECIDED NOT TO JOIN SUCCESSSECRETSREVEALED

P P S Just think! in less than 5 minutes you can begin to discover the habits and techniques of modern achievers who set goals and realized them And remember, this offer comes to you completely risk-free In fact, the only way you could incur any risk at all is by not accepting this invitation, and thus depriving yourself of the greatest success secrets that you might ever have the opportunity to discover

*EARN MONEY* Just make to link "affiliate program"

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rev 10/14/03 rb

*Very good  
you need to  
go through + look  
for places to bold  
+ yellow highlight  
+ I think you're  
just about ready  
for a 'soft  
launch'*

## All it takes is the right mental attitude, a well-designed plan and a few "secrets" to guide and encourage you...

*maybe instead of that* *secretly @ the 'right' possible* ----- remove above -----

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 to start my own business. Even though I had only \$5,012 in savings, I did have a vision for this company and myself. . certain goals that I wanted to achieve, things I wanted to do.

I was so excited and I wanted to share my enthusiasm with those who 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 weii", these so-called friends said things like "you did what!?" and "good luck. . you're going to need it"

When I told my family, my uncle (a very sensible man who had worked for the same company for over 30 years) asked "how are you going to get medical insurance?"

Talk about encouragement and support! Sheez!

Next I began investigating the practical aspects of starting a new business. . some of the pieces required for my "success puzzle"

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 had 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.

At that time (remember, this was way before the Internet) I spent hundreds of dollars on books from so-called "experts" on sales and marketing. Years later I realized that while their overblown theories might have worked for large organizations, there was absolutely NO WAY their assumptions would ever work for a small business *on a slim budget.*

After several months of *running my head against a wall* frustration and getting nowhere, I was tired of hearing "I told you so" from the people I socialized with. . so I quit socializing!

*out of a funk* Finally, I called my Dad for guidance, or maybe just to be consoled. He gave me a piece of advice that I'll never forget. Dad said "if you want to succeed in anything, there are four things to consider"

### 4 Secrets to Success - Advice From My Dad

1. "Get rid of the negative influences in your life. Surround yourself with people who have positive attitudes. It's contagious.
2. You can spend years and years trying to learn things from books. But if you want to succeed in something quickly, find a mentor or a group of people who have succeeded doing what you're trying to do. Listen and ask questions - find out what strategies worked for them and learn from the mistakes they made.
3. What works today may not work tomorrow. So watch for changing trends and continue to learn from others who are on the cutting edge of change. And lastly,

*Extra stuff*

4 Set goals, take one day at a time, and have fun "

### And now ... the rest of my story.

let's fast forward,

↳ In 2001 I sold my company to an organization from the United Kingdom. Over the years we had grown from a small one, then two-man "Mom and Pop" business, to a company employing over 70 technical specialists and 15 sales representatives achieving several million dollars in sales each year. During that time I wore several hats . . . often more than one at a time . . . including human resources, director of marketing, national sales manager, customer support, technical writer, trade show coordinator, accounting . . . you name it. In a small business, if it has to be done .. I've done it

needs transition →

This is me now I have a beautiful home in Arizona and 70 acres in the Colorado mountains where my husband, my Black Lab "Dusty", and I spend our summers (to escape the desert heat ) I enjoy "road trips" in our Mustang Cobra convertible and extended vacations in our motorhome. And I have the opportunity to spend quality time with my grandchildren I'm living my dream and I'm so happy  
*But most importantly*

if we are meeting but for now I don't know share

I succeeded because I listened to my Dad Now I want to share what I learned with you I want to give you the resources you need and a strategy for success so that you will avoid the pitfalls I fell into and the mistakes I made

*"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great "*

be SUCCESS secrets & others

Mark Twain

Think about it  
Consider this .

#### What's the fastest way to achieve your goals?

Get inside the minds of people, just like you, who have succeeded in their professional and personal lives - and learn exactly how they did it

#### What's the slowest way?

You can continue to go the direction you are going now, without a clear picture of the end result, without a proven strategy, and without the guidance and motivation of others learning from "the school of hard knocks" and over-priced "how to" books and tapes from self-professed experts

This is kind of like trying to put together a puzzle without having the picture from the top of the box to tell you what . . . and knowing that you're probably missing a few of the pieces

You can spend thousands of dollars and months of blood, sweat and tears on trial and error Or

You can learn from real business men and women who are willing (and even excited) to reveal all the nitty-gritty, "this is how I made it work" details behind their rise to success



Testimonial

## Introducing... Success Secrets Revealed

I created SuccessSecretsRevealed so you can surround yourself with real "take it to the bank" achievers. Hear from people who can explain in informative, inspiring and often humorous ways the precise action steps they took to achieve professional success and personal fulfillment in their lives.

I've gathered the talents and experiences of many incredible and widely diverse individuals in order to provide a wealth of fantastic ideas for your business. Their stories will motivate you to achieve great success.

Just take a look at just a few of our "Real World" Guests you will be learning from, firsthand.

### Read World Success Story #1:



How did a divorced, mother of two go from "rags to riches" in just 3 years... while never missing one of her kid's soccer games?

Four years ago Peggy was <sup>last name?</sup> ~~apparently~~ a happily-married "stay-at-home" mother of two. But ~~shortly thereafter, she faced new challenges when she learned that her husband had a drug addiction. He was caught and jailed for crimes that he had committed to support his drug habit and this led to their financial ruin and to divorce.~~ <sup>a typical</sup>

<sup>But</sup> Peggy has bounced back - big time! In 3 years she has gone from "losing everything" to making \$14,622.74 in commissions & bonuses in the month of February, 2003. And she continues to meet and exceed this income each and every month. She's going to reveal

- The career that allows Peggy to provide financial stability for her children
- How she mastered the business skills she needed to set up and grow her business
- Tips for bridging the role of successful entrepreneur and soccer mom
- Tricks you can use to whittle-down routine business expenses
- Innovative ways she involves her kids in her work

### Read World Success Story #2:



Learn exactly how a \$1,000 investment to start a new company grew to a \$16.7 million corporation

San Francisco's information technology-based corporation has grown from a micro-business in 1991, with sales of \$25,000 and one employee, to a powerhouse in the industry. His firm specializes in satellite communications support, network and information security services, and engineering/installation services for communications systems.

More

... it all changed  
in a year  
alone

↳ Textu.

Handwritten note

Read World

Discover how Francisco went from a bootstrapping entrepreneur to the Colorado Small Business Association State Winner in 2002. *You'll find out:*

- What Francisco considers his most important assets ... and they're not what you would think!
- What he invested his initial \$1,000 in and why
- How he offset the usual business start-up expenses
- Why you should reconsider using your personal credit cards to make payroll and pay rent
- Maximizing your opportunities with a low-interest loan from the US Small Business Administration. *Arden*

*Real World*  
**Success Story #3:**

**Find out why an unemployed mother of two started her business in a very competitive industry and yet, is now making over \$250,000.00 each year.**

When Anita returned from maternity leave to her job at the Marriott Hotel, she was shocked to find someone else in her ~~Marketing position~~ *sitting at her desk.* A new homeowner, and then unemployed mother of two, she decided to take control of her destiny and pursue business ownership as the next step in her life. She took her severance package and started a janitorial service. Realizing that there were over 500 other janitorial companies just in her area of Los Angeles, she knew she was up for a challenge. *Anita will explain: If competitors keep you up at night you* *too* *in* *been* *keep it* *simple*

- What she knew she had to do better than her competitors, in order to succeed
- The exact steps she took to persuade potential customers to "give her a chance"
- How she conquered her fears in order to achieve her dream
- When you should, and shouldn't, get family involved in the business
- Where she turned for motivation when she felt "life sucked"

*life sucked*  
*or bullets*

**Success Story #4:**

**How did a young black man go from field worker cutting cotton to millionaire with a hair salon?**

At the young age of 12, Henry made a wise career move. He went from cutting cotton in the fields of Louisiana to cutting hair. Back then his hair cutting experience gave him better profits than chopping cotton. Today, as he approaches his retirement, his hair cutting expertise is still offering him a better livelihood. But the journey to his successful hair and beauty salon was not easy as you discover:

- How Henry succeeded in setting up his own salon during the racially turbulent 60's
- Why he sold his salon and became a restaurateur
- The reasons the restaurant went bankrupt and what he could or should have done
- Where he found money to open another hair salon
- What he has learned about franchising his business

*Henry*  
*1960s*  
*restaurant*

### Success Story #5:

Exactly how did a young, full-time mother of two survive a "triple threat" - cancer, divorce, and bankruptcy - to start several successful businesses now generating almost \$50 million a year?



In 1982, at age 30, Marion was married with two sons, a full-time mother and homemaker, working part-time and was taking college classes in Dallas, TX. She discovered a lump in her breast, went for an exam, and was told she had only a few short years to live

After her husband's medical insurance ran out, the medical bills soared and they went deeply into debt. The strain of her disease left her hairless, emaciated and in debt - then her 14 year marriage ended.

Impoverished and with her energy depleted by chemotherapy, Marion wondered what she could do to support herself and her sons. She felt that a low paying hourly job wouldn't be enough. This unlikely entrepreneurial "powerhouse" will let you in on her secrets of:

- What previous experiences inspired her on her road to success
- Who she turned to for motivation when she was turned down 16 times for a job
- How she transformed herself from switchboard operator to "Salesman of the Year"
- When to focus, when to diversify and where to look for hidden opportunities

### Success Story #6:



Discover how a childhood fantasy has grown into a business making over \$15 million a year.

Larry was fascinated by airplanes as a teen. Unfortunately, his poor eyesight prevented him from becoming an airline pilot, so he did the next best thing - he became an aeronautical engineer and worked designing and testing flight simulators.

In 1988 and with just \$1,250 Larry and his partner started their own company. They focused on designing flight simulators for the US government. But, as Larry put it, "because peace broke out"

the business went through several challenges and growth was at a standstill. Larry had to find a way to diversify his business for its own survival. Discover:

*I feel like the story takes me hanging!*

- What Larry and his partner did to re-energize their business
- How to unleash the hidden potential of your employees
- The challenges and the rewards of working with a partner
- Where to find opportunities to sell to the federal government
- How to reduce the dangers associated with rapid business growth



Success Store #7:

*needs write*

**Just when you have your whole life before you, and a clear career path ... chance can deal you an almost fatal blow.**

Treasuring life has made Teresa the person she is today. She almost lost her life not once, but twice ... yet she's found her way and her niche in the small business world. Teresa started a gourmet basket business in 2000. Getting there, though, was not easy. She was in a car accident with a bobtail truck right before she was to graduate from college in 1992. Being in and out of a coma, Teresa survived but had to learn the basics of reading, writing and walking again. This was hard for someone who had had an IQ of 240, a photographic memory, and could read 1,800 words a minute before the accident.

Teresa's story is not just one of courage, but also a blueprint for using an entrepreneurial spirit to create a successful business. Discover how Teresa went from a near-death experience to <sup>creating</sup> Fort Worth, Texas' 2002 Small Business of the Year. As our guest, Teresa will <sup>explain</sup> <sup>become</sup> <sup>fill you in on:</sup>

- How early personal ties with Wal-Mart founder Sam Walton provided business insight
- Business strategies she's been using for her exceptional growth
- What she considers the "key to success" in her competitive market
- Why she focuses on corporate accounts using her "step chart" model
- How the Internet has positively affected some of her growth

Testimonial

And this is just the tip of the iceberg!

Every month you'll meet two more fascinating real-world people sharing their success secrets. lessons and insights which could take a lifetime to learn, but they're all yours – handed to you on a silver platter

*you on your own*  
~~But, there's another big secret successful people do --- and that is~~  
*In fact, Dallas*

## Surround Yourself With Others Who Have Similar Goals ... And The Mindset That "If You Believe, You Can Achieve."

Your membership in SuccessSecretsRevealed will help

- **Motivate** ... you to pursue your goals
- **Stimulate**... ideas you can use to catapult to greatness
- **Excite**... so that you look forward to each and every day
- **Inspire**... if these folks can succeed, so can I
- **Unlock**... your potential
- **Eliminate**... obstacles that stand between you and your goals
- **Overcome**... adversity to live your dreams
- **Discover**... the habits and techniques of modern achievers

~~Experience the success of others, just like you — and envision yourself in their place. Let SuccessSecretsRevealed fill the gap between where you are and where you want to be~~

*"If you envy successful people, you create a negative force field of attraction that repels you from ever doing the things you need to do to be successful. If you admire successful people, you create a positive force field of attractions that draws you toward becoming more and more like the kinds of people that you want to be like."*

Brian Tracy

I think you'll agree this is the ultimate collection of true-life, "in the trenches", success stories that you'll find anywhere. Your head will be spinning with all the new ideas tips, tricks, insights, rules and secrets that you will learn! You'll never again have to listen to people telling you over and over again "it can't be done"

Plus, if you're like me, real life case studies motivate and energize me. They create an inner passion to try new ideas to grow my business ... to achieve even greater success. And to take my life to a whole new level!

*So you can get from 1 to 10 by being the person who*  
Truth is, I can't tell you how many times I've taken an idea someone else has used successfully in an entirely different field, and then put a spin on it for my own business and had it make me a lot of money. And I know these success stories are going to do the same for you. But don't take my word for it – listen to what some of the first members have to say

Testimonial

*1. Who is  
2. What  
3. How  
4. Why  
5. How*

## This is YOUR opportunity to "pick-the-brains" of people who have "been there, done that" !

Your membership in 'Success Secrets Revealed includes 5 incredible components

### Component #1: LIVE Scheduled Interviews with "Real People"

As I described earlier, twice each month members are given exclusive access to participate in LIVE interviews with people who have achieved one or more of their goals in life. Remember that these are real folks - actual salespeople, business men and women - who have been "in the trenches", practicing and refining the secrets they've used to achieve success and they're willing to reveal these experiences with you.

~~Here you can~~ *with each real-world interview you'll*

- Bring into focus a new image of your "dream life"
- Learn where to find the puzzle pieces for your picture of "having it all"
- Discover the proven step-by-step plans our guests used to achieve their goals
- Listen as each guest explains the mistakes they made and the obstacles they had to overcome
- Identify the pitfalls to watch out for and exactly how to avoid them
- Ask questions - to clarify a point, assess the exact resources they used, whatever
- Experience the importance of attitude. Earl Nightingale called attitude the "magic word" and it truly is. As he explained, attitude is the only thing over which you have complete and absolute control. And a positive attitude is critical to success.

### Component #2: Access to our Monthly Interview Library

Let's face it <sup>*Gandi*</sup> ~~We~~ all have busy lives. If, for whatever reason, you're unable to participate in the live interview, our <sup>*conversations*</sup> conversations will be recorded and available for later download. This means that you never have to miss out on the opportunity to hear one of our guests and you can listen to the interview at your convenience. Or perhaps you'll want to download each interview, burn onto CD and create your own audio library of Success Stories to enjoy over and over again.

### Component #3: Exclusive Interactive Assistance Via Our On-Line Discussion Forum

SuccessSecretsRevealed offers a "members only" discussion forum that is available 24 hours a day, 7 days a week. Here you can ask questions of our guests and the other members.

Need a resource?  
Ask the forum.

Need an idea?  
Ask the forum.

Need a bit of encouragement?  
No problem. ~~Just post your thoughts and concerns on the SuccessSecretsRevealed forum and just wait to see the positive feedback you receive from other members!~~

*You'll get it from ~~other members~~ <sup>other SSR members</sup>*

Think of it as your own private "mastermind group" - a collection of like-minded people with similar interests, similar goals - all focusing on achieving personal and professional success.

Men and women need feedback from their peers and guidance from experienced leaders. Isolated from the viewpoints of others, the lone business person may establish tunnel vision and miss opportunities that are right in front of them. They may be on the virtual doorstep of success and not even recognize it

The encouragement derived from being a member of a Mastermind Group helps anyone in business keep their focus and achieve their goals

**Component #4: Our Treasure Chest of Recommended Resources**

We've spent hours compiling some of the finest sources for additional tips, tricks, and motivation - into just one location so that you'll have these immediately available when you need them.

Here you'll find links to

- books,
- audio programs,
- software,
- websites,
- newsletters,
- magazines,
- agencies, and
- people - proven specialists in their respective fields.

Think of our Treasure Chest as **your personal rolodex** of references you can use in achieving success in your personal and professional lives

And as an added bonus your membership includes access to -

**Component #5: "Special Guest" Interviews**

Periodically we offer amazing interviews with people I personally know and respect as being true "leaders in their field" Topics for discussion include

- Business - both fundamentals and advanced topics
- Finance - including obtaining loans for your small business
- Marketing - using direct (offline) and online techniques
- Strategies for personal success
- And more

If you look around you'll find that some sites charge you \$49 each month just for access to interviews like these but it's a FREE component of SuccessSecretsRevealed

"The wise man learns from other people's experiences. The fool reinvents the wheel."

Benjamin Franklin

*This is a symptom*

*And I think it's highly so. Separate social from bond or they don't have it.*

*You'll get to tap into an amazing brain trust of brain*

## What Would You Give To Ask Successful Business People Exactly What They Did That Made The Difference?

How do you put a value on all this? What is the price tag you would put on the vast wisdom you'll have access to?

It would take you months (and thousands of dollars) just to try and track down individuals comparable to this ultimate collection of true-life success stories. And then you'd have to travel across the country or even the world to get together with these folks. We're looking at some serious money.

But I'm not asking thousands . . . not even hundreds of dollars . . .

You can become a Charter member of SuccessSecretsRevealed for only \$29 a month.

*That's right!*

For less than a dollar a day, you can exchange ideas with real-life people who are living the dream each and every day of the month. Discover proven money-making strategies that you can use to help your business soar to the next level. Learn the insider techniques that built real people (just like you) into successful men and women.

### Here's How To Receive Your Charter Membership in SuccessSecretsRevealed At The Very Special Discount Price *(This IS a Limited Time Offer. Act Now!)*

Get your instant access to SuccessSecretsRevealed.com for the low price of just \$29 / month and discover those little-known secrets that could skyrocket your success.

Within minutes of completing your membership application, you'll be e-mailed your username and password for instant access to the archives containing success stories with incredible ideas you can "take to the bank" right away. And join our Members Only discussion group forum to share your questions as well as your tips, tricks and ideas with our other members. Learn proven techniques from those who have "made it".

In addition, each month you will receive emails notifying you of the dates, times and access information for each NEW interview. Remember . . . we have two BRAND NEW success stories to share with you each month.

But don't worry if you cannot attend in person. Each interview and its transcript will be published to our Members Only Site where you can access it or even download it at your convenience. And you'll be emailed instantly every time a new interview is posted.

**[CLICK HERE TO BECOME A CHARTER MEMBER RIGHT NOW](#)**

Testimonial



~~Get the~~ But there's still more for you...

## Get Four Super Bonuses If You Act Now!

When

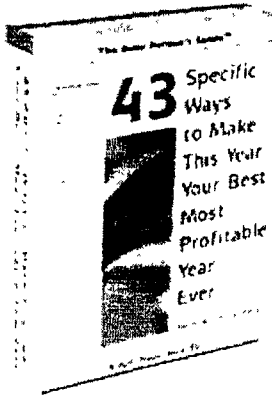
If you act right now and become a Charter Member of SuccessSecretsRevealed, we'll include the following bonuses with your membership! Look at the extras you'll receive:

Choose  
to 'you'  
performance

### Bonus #1:

## "43 Specific Ways to Make this Year your Best, Most Profitable Year Ever"

Imagine having 43 of the most successful business leaders, innovators, and experts share with you their best advice on how to make this year your most profitable, successful year ever



That is exactly what you'll find in this ebook

We asked each expert to take the perspective of advising someone they really care about and share the **one** most important thing they would recommend to do now that will have the most impact on our readers' level of success

Obtain Outstanding Advice from.

Jay Abraham  
Rick Beneteau  
Ken Blanchard  
Patricia Bragg  
John Cantu  
Declan Dunn  
Allan Gardyne  
David Garfinkel  
Joan Gustafson  
John Harricharan  
and many more

Paul Hartunian  
Paul Lemberg  
Jonathan Mizel  
Paul Myers  
Ben Prater  
Bob Serling  
Yanik Silver  
Joe Sugarman  
Joe Vitale  
Mary Westheimer

Getting this type of exceptional advice from experts who are living these ideas, strategies, concepts and perspectives every day is difficult. Getting it for free is almost unheard of (\$30 value)

### Bonus #2:

## The "Creative Millionaire"

Experts in business, problem-solving, and cognitive intelligence all say that the key to extraordinary entrepreneurial success lies within the realm of creativity. Pam Braddock has been recognized as the world's

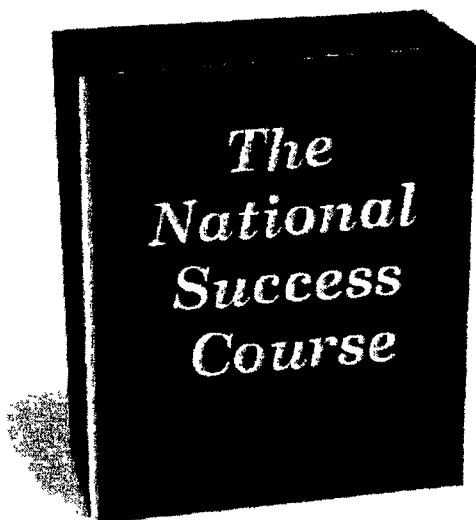
foremost "dream strategist". She has helped thousands of people identify and realize their personal and professional life dreams, including the dream of becoming a millionaire. In this bonus report, Pam shares her nine simple steps that will help "you" turn your creative ideas into entrepreneurial profits.

Pay special attention to Step #7. **This idea alone is worth many, many times the price of this ebook.** Subscribe to SuccessSecretsRevealed today and it's yours FREE! (A \$30 value)

### Bonus #3:

#### **National Success Course: A Guide to Business & Personal Efficiency.**

Originally published in 1913, this book is a true Classic! This course consists of 24 lessons that were originally sold on an installment plan for \$24 each (in 1913 dollars.) The points made in this guide are as applicable today as they were almost a hundred years ago.



These timeless lessons include

- How to Get the Best Results
- First Steps in Business Efficiency
- How to Do Business with Banks
- The Principles of Business Achievement
- How to Write Business Letters
- How to Easily Develop Your Memory
- How to Advertise Successfully
- The Power of Right Thought
- How to Make a Favorable Impression
- How to Become a Successful Salesman
- How to Prepare Sales Presentations
- How and Where to Find Customers
- Your Health & How to Improve It
- Psychology of Advertising and Salesmanship
- Managing People for More Profit
- The Factors of Success in Business Building
- The Money Value of a "System"
- How to Close Sales Successfully
- How to Collect Money
- How to Make Yourself Invaluable in Your Position
- Premium & Sales Plans to Increase Business
- A System of Accounts for Retail Merchants
- Fundamentals of a Cost System for Manufacturers
- Points of Law Everyone Should Know

According to the original press release, this national course put thousands on the Road To Success ... and even today, it can do the same for you. By the way, each installment that cost \$24 in 1913 would now be \$433 in today's dollars --- that makes this entire collection worth \$10,392.00 in today's \$\$! This will make a wonderful classic for your Success Library and we're going to deliver it in the same way as it was originally intended - in installments, over time - so you won't be overwhelmed by its content. (Value - Priceless!)

### Bonus #4:

As an active SuccessSecretsRevealed Charter Member, you'll receive password access FOR A FULL YEAR

to our Members Only online archive of our in-depth success story interviews. Each interview comes complete with both audio and a summary transcript of key points made during the call. You may listen to this audio "online" or download it to your personal library.

*You see,*

The reason this is a bonus is that we plan to package these interviews into an eBook and audio CD's and sell this package for \$100+. At that time we will discontinue access to the archives for most of our members. But as a Charter Member, you'll still have access to these wonderful and insightful interviews of our past guests. The value of this bonus is \$348 (12 months at \$29 /month).

These 4 Additional Bonuses, valued at over \$500 (or \$10,800 if you count The Success Course in today's dollars) can be yours **absolutely free** but they are only available to SuccessSecretsRevealed.com Charter Members.

*Secrets from being*  
So, let's review:

SuccessSecretsRevealed.com is an exclusive membership program where participation in our amazing Success Story interviews as well as access to our "Members Only" site is granted by paid subscription only. As an exclusive member you get privileged access to the entire site. Everything in our "Members Only" area is immediately available to you as soon as you become a member. You'll get:

- Two new LIVE interviews each and every month, where our guests reveal the secrets they've used to "have it all" and you can have your most burning questions answered!
- Our Monthly Interview Library where you can listen to the month's recording whenever it's convenient for you. And feel free to download the audio to create your own collection of successful business strategies as revealed by our guests.
- Interactive on-line discussion forum – your personal "mastermind group" – available 'round the clock, every day.
- The SuccessSecretsRevealed Treasure Chest – an ever expanding list of practical resources – compiled with you in mind.
- And lastly, Special Guest Interviews – Experts gathered to provide invaluable information that every person striving for personal and professional success can use.

And, let's not forget the 4 bonuses

- The book, 43 Ways to Make This Year Your Best, Most Profitable Year Ever
- The simple 9-step program as revealed in The Creative Millionaire
- The classic "National Success Course" and its 24 lessons
- 12 Months of access to the Success Secrets Revealed archives – 2 interviews per month – audios and transcripts

**[CLICK HERE TO BECOME A CHARTER MEMBER RIGHT NOW](#)**

But you also have one more assurance

**Everything Is Backed By A 100% No Risk Guarantee**



That's right You've got my "You've got **nothing to lose and absolutely everything to gain!**" double strength guarantee!

Guarantee #1. Try it out. Join our Members Only Site for Success Secrets Revealed on a risk-free basis Take the next 30 days to convince yourself that the insight and strategies revealed by our success stories create a valuable learning experience. and if, for whatever reason, you are not satisfied with the contents, just ask for a refund!

You'll get 100% of your money back, no questions asked!

Guarantee #2 I don't require any long-term commitments This means you can cancel your SuccessSecretsRevealed membership at any time whatever the reason If you're not happy, then I don't deserve your continued support

So the only way you can possibly lose is to pass-up on this once-in-a-lifetime opportunity to take an active role in the SuccessSecretsRevealed community

## Click Here to Join Us

Don't miss out on the opportunity to subscribe at just \$29 per month and get access to the Success Secrets Revealed private "Members Only" Site PLUS get all the "Charter Membership" perks for \$20 LESS than what we'll likely be charging very shortly Remember, you can cancel anytime and the bonuses you've received are still yours to keep

Are you ready to achieve the personal and professional success you've always dreamed about?

Do you want to experience the success of others, just like you ... and envision yourself in their place?

Are you ready to catapult your life to the next level?

Let SuccessSecretsRevealed fill the gap between where you are and where you want to be

[CLICK HERE TO JOIN NOW](#)



**INSTANT ACCESS**  
Purchase Online with Credit Card by Secure Server

I have Read and Agree to the SUBSCRIBER AGREEMENT Terms

Remember, it's impossible for you to lose

To Your Success,

*Leigh Beaty*

Leigh Beaty  
SuccessSecretsRevealed.com  
(520) 825-4500

P S [CLICK HERE IF YOU'VE DECIDED NOT TO SUBSCRIBE TO SUCCESSSECRETSREVEALED](#)

P.P.S Just think! In less than 5 minutes you can begin to discover the habits and techniques of modern achievers who set goals and realized them. And remember, this offer comes to you completely risk-free. In fact, the only way you could incur any risk at all is by not accepting this invitation, and thus depriving yourself of the greatest success secrets that you might ever have the opportunity to discover

Goal still needs a little work.

5.0 part to deal with

1. Motivation (obviously)
2. Lack of focus. At first you say you want to be an entrepreneur and then you turn to your job.
3. Try bit more leadership of how to be sure to be successful
4. Make a plan on how to do this + do it. I have heard that you need to be in business for a long time. But you need to be in the business info. ~~Business~~
5. Possibly something about failures are the ones that come back w/ arrows in their backs. The smart people follow the trail somebody else stored - learn from their mistakes. (Don't know just know, it's out there)

See Personal Breakthrough letter attached

17-11-03

**For Yanik - Other Headline possibilities: (I'm not totally happy with the current one) – wadda 'ya think?**

Are you living your dream life?

*How about a couple more words from*

Discover the Secret to Having It All

Discover the Secret to Successfully Having It All

→ This is your private invitation to learn <sup>1<sup>st</sup> hand</sup> from real people (just like you) who have realized their hopes, dreams and desires to achieve personal and professional success . and how you can too!

~~This is your private invitation to share tips, tricks and strategies with real people (just like you) who have achieved their hopes, dreams and desires and how you can too!~~

~~This is your private invitation to share tips, tricks and strategies with real people (just like you) who have achieved their hopes, dreams and desires and how you can do it too!~~

\*\*\*\*\*  
\*\*\*\*\*

From. Leigh Beaty

Dear Friend,

Stop for a minute and ask yourself this

**Are you really living the life you've always dreamed about?**

Maybe your picture of "having it all" includes a rewarding career a warm and loving family, precious moments spent with your family, spare time for your favorite hobby or charity, or the money to buy the things you want - the house of your dreams, that snazzy sports car, the 14-day cruise to Tahiti *Whatever it is.*

Well if you're not building the picture you've always dreamed about, you're either working on the wrong puzzle, or you are missing a few of the pieces

Yes, you <sup>(really)</sup> can be successful in achieving your goals.

----- remove below -----

9.30-03

You Are Invited

I think I'd make this smaller since it's occupying "MAJOR REAL ESTATE"

This graphic will be rotated approx 10%

Member Login Join Now Earn Money

This is Announcing your private invitation to "Pick-the-brains" of real people (just like you) who have discovered The Secret to Having It All - Learn exactly how they did it (and how you can too!) - first better caps

Testimonial #1

From Leigh Beaty Date/time script (ex Monday, July 7, 2003)

Dear Friend,

Stop for a minute and ask yourself this. Are you really building the perfect picture you've always wanted for your life?

Imagine

Are you really building the perfect picture you've always wanted for your life? ~~building~~ the life you've always pictured? living

I know I told you but there's something @ it that doesn't strike me as "working" here Rewrite this section

A warm, moist breeze laced with the delicate scent of mimosa gently tickles your nose. You open your eyes and realize that you've just had a short, but wonderfully energizing "cat nap"... a welcome treat after the spirited morning workout with your personal trainer

Here comes Sarah, your housekeeper, with refreshing slices of ice cold pineapple to munch on. As you take that first bite, and the sweet juice trickles down the corner of your mouth, Sarah mentions that you still have time for a short dip in the pool, followed by a shower, before lunch is served on the patio. Oh, and yes, it's such a beautiful day she's having your BMW convertible washed so you can drive it over to the kids' soccer match this afternoon

Maybe Your picture of "having it all" may include a rewarding career, a warm and loving family, time to spend with your family and on your favorite hobby or charity, or the money to buy the things you want - the house of your dreams, that snazzy sports car, the 14-day cruise to Tahiti

But if you're not building the picture you want, you're either working on the wrong puzzle, or you are missing a few of the pieces

**Yes, you too can be successful in achieving your goals.**

**All it takes is the right attitude, a plan and a few "secrets" to guide and encourage you...**

You can count on it - but before I tell you how, I'm sure of it. But first, let me start with a personal story

I did have

Fun through Nineteen years ago I left a very lucrative job at a Fortune 500 company to start my own business. I had \$5,012 in savings and a vision for this company and myself - certain goals that I wanted to achieve, things I wanted to do

I was so excited and I wanted to share my enthusiasm with those who were so important in my daily life

The first thing I did was 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!?" and "good luck you're going to need it"

When I told my family, my uncle, a man who had worked for the same company for over 30 years asked "how are you going to get medical insurance?"

Talk about encouragement and support! Sheez!

Next I began investigating the practical aspects of starting a new business - some of the pieces required for my "success puzzle" 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 had no background in marketing and no experience in direct sales. But I still had an idea for a great product and my goals and expectations

At that time (remember, this was way before the internet) I spent hundreds of dollars on books from so-called "experts" on sales and marketing. Years later I realized that while those



overblown theories might have worked for large organizations, there was absolutely NO WAY their assumptions would ever work for a small business *on a shoe string budget.*

*Extra space*

After several months of frustration and getting nowhere, I was tired of hearing "I told you so" from the people I socialized with. Finally, I called my Dad for guidance, or maybe just to be consoled. He gave me a piece of advice that I'll never forget. Dad said "if you want to succeed in anything, there are four things to consider" *I remember jotting these 4 secrets on the back of an envelope sitting on my desk. In fact, I still have that envelope revaling the ...*

*Maybe a little more insight @ your Dad here*

### 4 Secrets to Success – Advice From My Dad:

- 1 Get rid of the negative influences in your life Surround yourself with people who have positive attitudes It's contagious
- 2 You can spend year's and years trying to learn things from books If you want to succeed in something quickly, find a mentor or a group of people who have succeeded doing what you're trying to do Listen and ask questions – find out what strategies worked for them and learn from the mistakes they made.
- 3 What works today may not work tomorrow So watch for changing trends and continue to learn from others who are on the cutting edge of change And lastly,
- 4 Set goals, take one day at a time, and have fun "

*Did he build busni*

"Keep away from people who try to belittle your ambitions Small people always do that, but the really great make you feel that you, too, can become great "

Mark Twain

*let's fast forward to ~~two~~ two years ago.*

And now —the rest of my story

In 2001 I sold my company to an organization from the United Kingdom Over the years we had grown from a small one, then two-man "Mom and Pop" business, to a company employing over 70 technical specialists and 15 sales representatives achieving several million dollars in sales each year During that time I wore several hats often more than one at a time including human resources, director of marketing, national sales manager, customer support, technical writer, trade show coordinator, accounting you name it In a small business, if it has to be done I've done it

*wisdom And I told myself if I ever had the opportunity to help other business owners I would.*

I succeeded because I listened to my Dad *Now I want to share what I learned and provide the resources you need so that you can avoid similar pitfalls and mistakes Consider this . .*

What's the fastest way to achieve your goals? Get inside the minds of people, just like you, who have succeeded in their professional and personal lives – and learn exactly how they did it

What's the slowest way? Buy over-priced "how to" books and tapes from self-professed experts Unfortunately, many of these people have never really used their theories to help small business owners and entrepreneurs achieve success You can spend a lot of money and many, many months of work on trial and error. Or

*(like I did)*

Why not learn from real people, just like you, who are willing (even excited) to reveal all the nitty-gritty, "this is how I made it work" secrets behind what made them successful

11

61

## Introducing... Success Secrets Revealed

*That's The inspiration behind*

This is the reason I created SuccessSecretsRevealed.com I want to surround you with individuals who can explain... in inspiring, informative and often humorous ways. the action steps they took to achieve professional success and personal fulfillment in their lives

*NOTE on inscription TO include - SSR*



Testimonial #2

## Finally, An Opportunity To Ask *Real World* Business People, *Just Like You*, How They Really Achieved Their Huge Success

SuccessSecretsRevealed.com is a private *Members Only* website committed to helping you unlock your potential and realize YOUR SUCCESS. Together we will reveal the hidden and rich potential that allows you to achieve every financial, emotional, physical and spiritual dream you've ever imagined for yourself.

### Participate in LIVE Scheduled Interviews with "Real People"

Twice a month members are given exclusive access to LIVE interviews with people who have achieved one or more of their goals in life. Learn from others – real folks - actual salespeople, business men and women - who have been "in the trenches", practicing and refining the success secrets that they have learned.

Here you will

- **Learn HOW** each defined success
- **Discover the step-by-step plan** they used to achieve their goals
- **Listen as they explain** the mistakes they made and the obstacles they had to overcome
- **Identify the pitfalls** to watch out for
- **Ask questions** – whether for clarification of a point, the exact resources they used, whatever
- **Experience** the importance of attitude. Earl Nightingale called attitude the "magic word" and it truly is. As he explained, attitude is the only thing over which you have complete and absolute control. And a positive attitude is critical to success.

*person behind them*

It's one thing to **read** about concepts. It's quite another to actually talk to the ~~author~~ *person behind them* to learn firsthand why they chose a particular approach. Then, to be taken, step-by-step, through the process of applying the concepts in a practical business setting is truly instructive.

I've gathered the talents and experiences of many incredible, diverse individuals in order to provide a wealth of fantastic ideas for your business. Their stories will motivate you to achieve great success.

*es* in your life + business. *you*

Just "Real World"

Just take a look at a few of our "Real People Guests" who will be providing inspirational experiences for us to learn firsthand from

inspirational

Used previous by look for something else.

**Success Story #1: How did a divorced, mother of two go in just 3 years from losing everything to making \$14,622 a month while never missing one of her kid's soccer games?**

Four years ago Peggy was apparently a happily-married "stay-at-home" mother of two. But shortly thereafter, she faced new challenges when she learned that her husband had a drug addiction. He was caught and jailed for crimes that he had committed to support his drug habit and this led to their financial ruin and to their divorce.

Pic

But Peggy has bounced back - big time! In 3 years she has gone from "losing everything" to making \$14,622.74 in commissions & bonuses in the month of February, 2003. She continues to meet and exceed this income each and every month. Peggy defines success as providing financial stability for her children while never missing a soccer match. She also teaches Sunday School at her local church (see if I can make stronger)

maybe add bullet points from their interview and what people will learn from them

**Success Story #2: Learn exactly how a \$1,000 investment to start a new company grew to a \$16.7 million corporation**

Francisco has always believed that his employees and his long-term customers were his most important assets. His information technology-based corporation has grown from a micro-business in 1991, with sales of \$25,000 and one employee, to a powerhouse in the industry with revenues exceeding \$16.7 million and a staff of more than 150 people. His firm specializes in satellite communications support, network and information security services, and engineering/installation services for communications systems.

In 1991, Francisco invested \$1,000 to start up his new company. To help offset the start-up expenses, Francisco also served in the Air National Guard and taught evening math and electronics classes at a local community college. Like many start-ups, Francisco often used his personal credit cards to make payroll and pay office rent.

now Francisco went from ~~struggling to~~ bootstrapping entrepreneur to The Colorados  
Francisco was the Small Business Association State Winner for Colorado in 2002

**Success Story #3: Find out how an unemployed mother of two started her business in a very competitive industry and yet, is now making over \$250,000/yr.**

When Anita returned from maternity leave to her job at the Marriott Hotel, she was shocked to find someone else in her Marketing position. A new homeowner, and then unemployed mother of two, she decided to take control of her destiny and pursue business ownership as the next step in her life. She took her severance package and started a janitorial service. Realizing that there were over 500 other janitorial companies just in her area of Los Angeles, she knew she was up for a challenge. But she believed she could offer a better service.

Doubts from her family members clouded her confidence, yet she pursued her dream. Five years later, two locations, over 20 employees, three cleaning vans and netting over a quarter million dollars, she is on the road to bigger dreams. Her best business strategy has been losing her fear to grow.

↳ bullets @ company in an ultra competitive field.

---

**Success Story #4: How did a young man go from field worker cutting cotton to millionaire with a hair salon?**

At the young age of 12, Henry made a wise career move. He went from cutting cotton in the fields of Louisiana to cutting hair. Back then his hair cutting experience gave him better profits than chopping cotton. Today, as he approached his retirement, his hair cutting expertise is still offering him a better livelihood. But the journey to his successful hair and beauty salon was not easy. After obtaining his barbershop license and attending barber college, he set up his own salon in 1961. He managed and expanded the salon and then sold it.

Then Henry made a career move. In 1975 he became a restaurateur. At its peak, the restaurant was generating close to \$2 million dollars. But in the process of remodeling, the restaurant went bankrupt. So Henry closed it in 1993. He decided to go back to what he knew best, and that same year, with money he borrowed from his sons, he once again opened a hair salon. Today, sales are estimated to reach \$2 million, with three locations and 50 employees. He is also in the process of franchising the business.

↳ *Bullets @ steady job and re-landed*

---

**Success Story #5: Exactly how did a young, full-time mother of two survive a "triple threat" – cancer, divorce, and bankruptcy – to start several successful businesses now generating almost \$50 million a year?**

In 1982, at age 30, Marion was married with two sons, a full-time mother and homemaker, working part-time as a switchboard operator for an auto dealership and was taking college classes in Dallas, TX. She discovered a lump in her breast, went for an exam, and was told it was benign. But in the months that followed, the lump kept getting larger. She went to a different doctor and was told she had only a few short years to live.

Her husband's medical insurance ran out, medical bills soared and they went deeply into debt. The strain of her disease left her hairless, emaciated and in debt - then her 14 year marriage ended.

Impoverished and with her energy depleted by chemotherapy, Marion wondered what she could do to support herself and her sons. She felt that a low paying hourly job wouldn't be enough, but her experience working at an auto dealership made her believe she could be successful selling cars. After being turned down 16 times, she finally landed a job and a year later she won the "Salesman of the Year" award.

Now 48, Marion (with the help of her two grown sons) runs two very successful auto dealerships, has an advertising agency, and real estate holdings that combine to generate \$45 million in annual revenue. She has also published a book "The 7 Greatest Truths About Successful Women".

*This ~~article~~ unlikely entrepreneurial "powerhouse" will let you on her secrets of <sup>x</sup> — (bullets)*

---

**Success Story #6: Discover how a childhood fantasy has grown into a business making over \$15 million a year.**

Larry was fascinated by airplanes as a teen. His poor eyesight prevented him from becoming an airline pilot, so he did the next best thing - he became an aeronautical engineer and worked designing and testing flight simulators.

In 1988 and with <sup>just</sup> \$1,250, Larry and his partner started their own company. They focused on designing flight simulators for the US government. But, as Larry put it, "because peace broke out" the business went through several challenges and growth was at a standstill. Larry had to find a way to diversify his business for its own survival. He added new services, providing

management and training and selling internet products This enabled them to get out of a slump Today, the company has over 120 employees and grosses \$15 million a year

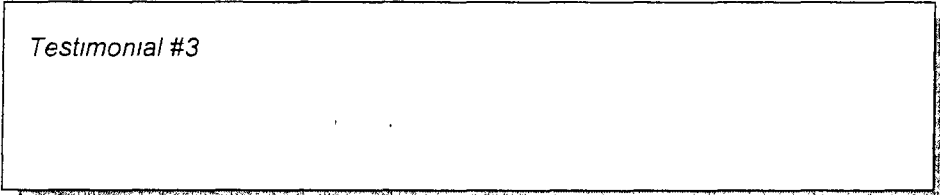
Bullets @ 11 re-imagining a business perhaps

**Case Study #7: Learn that Success knows no age limits**

Leslie has been selling Girl Scout cookies since first grade, when she was a Brownie. She's now a busy teen with lots of stuff going on in her life school, band concerts, science fair

Leslie outsold 20,000 girls in the Southeastern Massachusetts Girl Scout Council in this year's cookie sale. She tells us "I'm the one who sells the cookies, not my parents" Discover the valuable lesson Leslie has already learned that make her a top salesperson with her customers

Think in need bullets for each person.



And this is just the tip of the iceberg - every month you get 2 more fascinating ~~people~~ real-world people share their success secrets. Lessons + insight which took a lifetime to learn but they're all yours - handed to you a silver platter

to talk in structure the interview members.

**Surround Yourself With Others Who Have Similar Goals ... And The Mindset That "If You Believe, You Can Succeed." Achieve**

Listen as real life success stories reveal the secrets of achieving their individual goals

Your membership in SuccessSecretsRevealed will help

- **Motivate** you to pursue your goals
- **Stimulate** ideas you can use to catapult to greatness
- **Excite** so that you look forward to each and every day
- **Inspire** if these folks can succeed, so can I
- **Unlock** your potential
- **Eliminate** obstacles that stand between you and your goals
- **Overcome** adversity to live your dreams
- **Discover** the habits and techniques of modern achievers

But, there's another big secret successful people do - And that is

Experience the success of others, just like you and envision yourself in their place Let SuccessSecretsRevealed fill the gap between where you are and where you want to be

"If you envy successful people, you create a negative force field of attraction that repels you from ever doing the things you need to do to be successful If you admire successful people you create a positive force field of attractions that draws you toward becoming more and more like the kinds of people that you want to be like"

Brian Tracy

*It would take you months to try and 'track down' (and then spend here to travel across the country or even the world to get together with*

I have compiled what I think (and I think you'll agree) is the ultimate collection of true-life, "in the trenches", success stories that you'll find anywhere. Your head will be spinning with all the new ideas tips, tricks, insights, rules and secrets that you will learn! You'll never again have to listen to people telling you that "it can't be done"

*I think you'll agree this is the ultimate collection*

Plus, if you're like me, real-life case studies motivate and energize me. They create an inner passion to try new ideas to grow my business to achieve even greater success. And that kind of motivation is worth a lot! *take my life to a whole new level.*

*Truth is,* In addition, I can't tell you how many times I've taken an idea someone else has used successfully in an entirely different field, and then put a spin on it for my own business and had it make me a lot of money. And I know these success stories are going to do the same for you. *But don't take my word for it - listen to what some of the first members have to say:*

*Testimonials from members here*

**This is YOUR opportunity to "pick-the-brains" of people who have "been there, done that"!**

*make each one a component*

*i.e. Component #1: Component #2: etc*

Your membership in Success Secrets Revealed includes

**Participation in the LIVE Scheduled Interviews with "Real People"**  
As I described earlier, twice each month members are given exclusive access to LIVE interviews with people who have achieved one or more of their goals in life

In addition, members receive

**Access to our Monthly Interview Library**  
If, for whatever reason, you're unable to participate in the live interview, our conversations will be recorded and available for later download. This means that you never have to miss out on the opportunity to hear one of our guests and you can create your own audio library of Success Stories to enjoy over and over again

*depend on needs today - & over pain, etc. my on CD, etc*

**Exclusive Interactive Assistance Via Our On-Line Discussion Forum**  
The Members Only site offers a discussion forum that is available 24 hours a day, 7 days a week. Here you can ask questions of our guests and the other members of SuccessSecretsRevealed

Need a resource? Ask the forum. Need an idea? Ask the forum. Need a bit of encouragement? No problem. Just post your thoughts and concerns on the SuccessSecretsRevealed forum and just wait to see the positive feedback you receive from other members!

*little - little - @ - the value of Masterminds - maybe long - Think - Grow Rich*

Think of it as your own private "mastermind group" - people with similar interests, similar goals - all focusing on achieving personal and professional success

And as an added bonus your membership includes access to -

**"Special Guest" Interviews**  
Periodically we offer amazing interviews with people I personally know and respect as being true "leaders in their field". Topics for discussion include

- Business - both fundamentals and advanced topics
- Finance - including obtaining loans for your small business
- Marketing - using direct (offline) and online techniques

*depend - I have 5 sites - would charge you \$75 / month - just for pass - but it's a free component of SSR*

- Strategies for personal success
- And more

**The SuccessSecretsRevealed Recommended Resources**

Our resources include books, software, websites, newsletters, agencies, people –sources for additional tips, tricks, and motivation Think of this as **your personal rolodex** of references you can use in achieving success in your personal and professional lives

**What Would You Give To Ask Successful Business People Exactly What They Did That Made The Difference?**

"The wise man learns from other people's experiences The fool reinvents the wheel"

Benjamin Franklin

How do you put a value on all this? What is the price tag you would put on the vast wisdom you'll have access to You don't have to answer yet because I'm also giving you 4 special bonuses if you **act now**

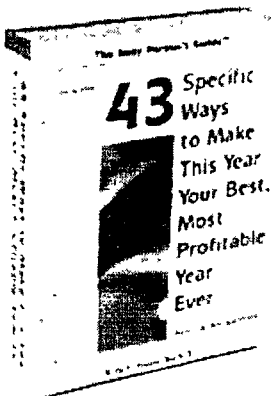
**Get Four Super Bonuses If You Act Now!**

If you act right now and become a Charter Member of SuccessSecretsRevealed, we'll include the following bonuses with your membership! Look at the extras you'll receive

**Bonus #1:**

**"43 Specific Ways to Make this Year your Best, Most Profitable Year Ever"**

Imagine having 43 of the most successful business leaders, innovators, and experts share with you their best advice on how to make this year your most profitable, successful year ever



That is *exactly* what you'll find in this ebook

We asked each expert to take the perspective of advising someone they really care about and share the **one** most important thing they would recommend to do now that will have the most impact on our readers' level of success

**Obtain Outstanding Advice from:**

- Jay Abraham
- Rick Beneteau
- Ken Blanchard
- Patricia Bragg

*Make This 2 columns*

*more next slide probably copy here.*

*IF*

*More Price points Here*

*I like to build up value then give price ↓ then give bonus ↓ then give guarantee*

John Cantu  
Declan Dunn  
Allan Gardyne  
David Garfinkel  
Joan Gustafson  
John Harricharan  
Paul Hartunian  
Paul Lemberg  
Jonathan Mizel  
Paul Myers  
Ben Prater  
Bob Serling  
Yanik Silver  
Joe Sugarman  
Jbe Vitale  
Mary Westheimer, and many more

Getting this type of exceptional advice from experts who are living these ideas, strategies, concepts and perspectives every day is difficult. Getting it for free is almost unheard of (\$30 value)

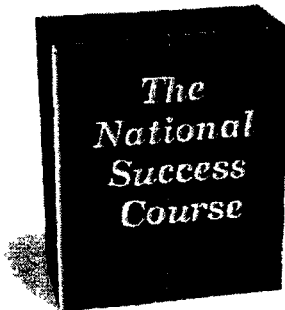
### Bonus #2:

#### **The "Creative Millionaire"**

Experts in business, problem-solving, and cognitive intelligence all say that the key to extraordinary entrepreneurial success lies within the realm of creativity. Pam Braddock has been recognized as the world's foremost "dream strategist". She has helped thousands of people identify and realize their personal and professional life dreams including the dream of becoming a millionaire. In this bonus report, Pam shares her nine simple steps that will help "you" turn your creative ideas into entrepreneurial profits.

Pay special attention to Step #7 **This idea alone is worth many, many times the price of this ebook.** Subscribe to SuccessSecretsRevealed today and it's yours FREE! (A \$30 value)

### Bonus #3:



#### **National Success Course: A Guide to Business & Personal Efficiency.**

Originally published in 1913, this book is a true Classic! This course consists of 24 lessons that were originally sold on an installment plan for \$24 each (in 1913 dollars). The points made in this guide are as applicable today as they were almost a hundred years ago. These timeless lessons include:

- Lesson 4: The Principles of Business Achievement
- Lesson 8: The Power of Right Thought
- Lesson 12: How and Where to Find Customers
- Lesson 14: Psychology of Advertising and Salesmanship

*I'd  
list all  
24 lessons*



Lesson 20: How to Make Yourself Invaluable in Your Position

And Much, much more.

According to the original press release, this national course put thousands on the Road To Success .. and even today, it can do the same for you By the way, each installment that cost \$24 in 1913 would now be \$433 in today's dollars --- that makes this entire collection worth \$10,392 in today's \$\$ ! This will make a wonderful classic for your Success Library (Value - Priceless)

*Talk @ how it'll be delivered the same way it was intended over time, so you ~~can~~ won't be overwhelmed.*

Bonus #4:

As an active SuccessSecretsRevealed Charter Member, you'll receive password access FOR A FULL YEAR to our Members Only online archive of our in-depth success story interviews Each interview comes complete with both audio and a summary transcript of key points made during the call You may listen to this audio "online" or download it to your personal library

The reason this is a bonus is that we plan to package these interviews into an eBook and audio CD's and sell this package for \$100+ At that time we will discontinue access to the archives for most of our members But as a Charter Member, you'll still have access to these wonderful and insightful interviews of our past guests The value of this bonus is \$348 (12 months at \$29 /month)

These 4 Additional Bonuses can be yours **absolutely free** but they are only available to SuccessSecretsRevealed.com Charter Members

[Click Here to Become a Charter Member Right Now](#)

SuccessSecretsRevealed.com is an exclusive membership program where participation in our amazing Success Story interviews as well as access to our incredible "Members Only" site is granted by paid subscription only As an exclusive member you get privileged access to the entire site Everything in our "Members Only" area is immediately available to you as soon as you become a member

I checked around and found that if you were to hire a marketing coach to take you through these same steps, they would charge you well into the thousands of dollars And if you wanted someone to provide the level of motivational support that will be provided by your SuccessSecretsRevealed membership, you're looking at \$250 per hour or more additionally

But we're not going to charge you anything even close to \$250 an hour

For less than the price of a cup of coffee a day, you can exchange ideas with real-life people who are living the dream, each and every day of the month Discover proven money-making strategies that you can use to help your business soar to the next level Learn the insider techniques that built real people (just like you) into successful men and women

And for a short time, you can become a charter member of SuccessSecretsRevealed **and** receive the four fantastic bonuses valued at over \$10,000! So you must act quickly to lock in your Charter membership at only \$29 a month before I raise the price

*very paragraph one*

*I think the copy @ Andy there people on their own - frankly to meet them would be more powerful*

*Sounds fun sketch. Maybe ~~the~~ business valued at one \$5xk (or \$10,000) if you include the Success course 1924 in today's dollars)*

*You also have one more assurance...*  
But don't worry

## Everything Is Backed By A 100% No Risk Guarantee



That's right. You've got my *strength* "You've got **nothing to lose** and **absolutely everything to gain!**"  
double guarantee!

Guarantee #1 Try it out. Join our Members Only Site for Success Secrets Revealed on a risk-free basis. Take the next 30 days to convince yourself that the insight and strategies revealed by our success stories create a valuable learning experience and if, for whatever reason, you are not satisfied with the contents, just ask for a refund!

You'll get 100% of your money back, no questions asked!

Guarantee #2 I don't require any long-term commitments. This means you can cancel your SuccessSecretsRevealed membership at any time whatever the reason. If you're not happy, then I don't deserve your continued support.

So the only way you can possibly lose is to pass-up on this once-in-a-lifetime opportunity to take an active role in the SuccessSecretsRevealed community.

*Click here to ~~get~~ join us*

## Here's How To Receive Your Charter Membership in SuccessSecretsRevealed At The Very Special Discount Price (This IS a Limited Time Offer. Act Now!)

Get your instant access to SuccessSecretsRevealed.com for the low price of just \$29 / month and discover those little-known secrets that could skyrocket your success. Remember, you can cancel anytime and the bonuses you've received are still yours to keep.

Within minutes of completing your membership application, you'll be e-mailed your username and password for instant access to the archives containing success stories with incredible ideas you can "take to the bank" right away. And join our Members Only discussion group forum to share your questions as well as your tips, tricks and ideas with our other members. Learn proven techniques from those who have "made it".

In addition, each month you will receive emails notifying you of the dates, times and access information for each NEW interview. Remember, we have two BRAND NEW success stories to share with you each month. ~~We'd love to have you call in and participate in our interview.~~

~~Remember~~ *But don't worry*  
~~But~~, if you cannot attend in person, ~~don't worry~~. Each interview and its transcript will be published to our Members Only Site where you can access it or even download it at your convenience. And you'll be emailed instantly every time a new interview is posted.

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Testimonial #4

As you can see, our members are thrilled with the secrets we have uncovered for them. They wouldn't even think of canceling their memberships.

[Click Here to Become a Charter Member Right Now](#)

Don't miss out on the opportunity to subscribe at just \$29 per month and get access to the Success Secrets Revealed private "Members Only" Site PLUS get all the "Charter Membership" perks for \$20 LESS than what we'll likely be charging very shortly

**Are you ready to achieve the personal and professional success you've always dreamed about?** If you are, I want you to make a loud statement to the rest of the world about how smart you really are. [Click here to join now](#)

*Work on this one sentence*

Image of American express/discover/mastercard/visa  
**INSTANT ACCESS**  
[Purchase Online](#) with Credit Card by Secure Server

~~Remember, it's impossible for you to lose~~

To Your Success,

Leigh Beaty  
SuccessSecretsRevealed.com  
(520) 825-4500

**P.S. [Click here if you've decided not to subscribe to SuccessSecretsRevealed.](#)**

**P.P.S.** Just think! In less than 5 minutes you can begin to discover the habits and techniques of modern achievers who set goals and realized them. And remember, this offer comes to you completely risk-free. In fact, the only way you could incur any risk at all is by not accepting this invitation, and thus depriving yourself of the greatest success secrets that you might ever have the opportunity to discover

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# **Apprentice Sales Letter Edits**

**3 Minute Newsletter Biz  
([3minutenewsletterbiz.com](http://3minutenewsletterbiz.com))**

10-4-03

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 a Silly Mistake Lead 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 and without ever writing or creating a thing~~

---

Dear Friend:

It's crazy...

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 needs your solution, and you will literally run rings around any competition.

<sup>but</sup>  
It almost sounds too good to be true – 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 this is not:

- It is NOT some MLM 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.** More on that in a minute...

For now, 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 fish and water-ski. My wife says I'm 36, going on 15.

Fact is, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. 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 they're 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. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! My wife, Sasha thinks I'm twisted for sending away for all of this crap.

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...

*careful with headlines since they look like links. I probably take it out*

### Ideal Business ingredient #1:      **HUGE DEMAND**

For any business to be successful, it must have a product that someone want 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).

*O ty po*



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.

## **How I stumbled onto the first piece of this Million-Dollar Secret!**

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like there were never enough jobs to quite pay the bills, much less make a profit.

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

10 years after my carpet cleaning venture, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in the landscaping business. I was in debt and I still wasn't making what I needed to pay the bills ... no matter how fast I worked. I spent day after day scrambling around trying to make sure I had all of the right materials for the jobs, and enough employees to get the jobs done.

**And with so much competition, there just wasn't enough profit in every job!**

And then, one hot August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me successful over the next few years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to an industry trade show. I hoped I could find some answers there.

And I did...

You see, as I walked into that loud and busy trade show, surrounded by any and everything related to growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet!**

At this point in time, I was taking on debt and was starting to seriously doubt that owning a business was right for me — a thought that would have lost me big bucks if I had followed it. After all, I was providing an excellent service at very competitive rates I should have been raking it in, right? The problem was, **the business I was running**

**wasn't built on systems.**

But I was right about providing good service. My customers loved my work, to the point that one day I received a strange phone call from one of them. This customer told me that her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor holiday lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So ... here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not what happened. In fact, they weren't even selling lights. They were selling something completely different ... and the one thing my business needed.

## **Here's Part of the Secret**

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. Everything. All I needed was a truck, a trailer, and a ladder. (I had all of those.) ☺

The whole point was that the landscape business in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, and the market was absolutely huge. This business met a few of my "9 crucial ingredients" to success;

This service was in huge demand. **There was little risk involved, because the systems were already in place.** And it was a fun and respectable business.

That franchise had a detailed system that anyone could follow. Not only did it include a business and marketing plan, but also all of the instructions needed for doing the work, managing the customers, collecting the money...you name it.

A couple days later I went deeper into debt and I bought my first franchise. I scraped up every dime I could get my hands on in order to make a down payment. Then I financed the rest. And remember, this was in the heat of summer. There wasn't even an opportunity to start making money until the holiday season came.

As they say, "the rest is history". I quickly grew my business into one of the largest holiday lighting services in the country, and started making more profit than I ever

thought was possible.

Not long after that, I started to purchase other franchises. Each franchise opportunity came with simple manuals and the exact systems that needed to be followed to be successful. All I had to do was follow the directions!

So that's what I did, and it paid off BIG-TIME. In fact, I sold those businesses for a hefty 7 figure profit.

Yes, there is a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the concept of using proven systems. Do exactly what someone else is doing, you will get similar results. Makes sense, right?

You see, the "system concept" is the big secret that makes franchises so powerful. *Now, But* that's only the first piece of the puzzle because...  
*They're got 'em*

## Franchises have MAJOR drawbacks and problems!

Here are just a few of the problems with franchising:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of dollars as an initial investment.
- **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings each and every month. Believe me, those payments add up.
- **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.
- **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!
- **Expensive inventory.** Not just the expense of holding and shipping it, but also the warehousing room... that's just more overhead.

I could go on and on...

Truth is, I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

## **That's why I knew I had to come up with a better system for the "Average Joe". And that's exactly what I've done.**

This business is NOT about landscaping, Christmas decorating, or franchising. <sup>even</sup>

**AND BEST OF ALL** ... this unique system you're going to hear about does not require you to create anything. Nope, not one thing.

*Underline* In fact, this system is so easy, so straightforward, that you simply offer a product with huge demand, and you get paid each and every month.

And ~~that's~~ piece #2 of this "perfect business puzzle" <sup>comes in ...</sup>  
*That's where*

### **You'll Get Profit Every Month!**

We've already talked about the 9 - "must have" ingredients of the "ideal business", and the way I see it, residual income (#6) is a ~~real~~ <sup>REAL BIGGIE!</sup> biggie.

Think for a minute about the different businesses that you pay each month.

Most of us pay our phone bills, cable bills, electric bills, insurance bills and many others on a monthly basis. Why? Because each of these companies provide us with a product or service that we really value, and in most cases just can't do without.

Companies that are able to charge their customers over and over again have a huge business advantage! These businesses are much easier to manage, because they have a regular cash-flow stream. And on top of that, they are typically far more valuable if sold than a business that relies on a "one-time-sale". Let's face it, there's more time, money, and effort involved in finding a new client than just selling the same one again and again.

*Underline* That's the real beauty of this system. And the best part is you're providing an incredibly valuable monthly service for your local businesses.

### **With that in mind, here's what it all boils down to...**

Think again about those businesses that you buy from each month. How many of them send you a newsletter each month? Probably not very many of them, if any at all.

Now we've both heard that same thing over and over again from every marketing expert...

**"There's no better way to stay connected to customers than with a monthly newsletter".**

But surprisingly enough, most business owners just can't find the time to ever get one out. No doubt about it, coming up with interesting articles and content is hard, hard work, and unless they have lots of extra time on their hands, it's easy to keep putting off publishing a newsletter until "someday". <sup>or then</sup>

But of course, we all know "someday" usually never comes.

It's truly amazing! Virtually all business owners would agree that a newsletter is critical to success, and yet most don't have one! That's where you step in...

What if you nearly eliminated the cost of developing a profit making newsletter for them? **You would have businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me! (Without ever writing or creating one single issue yourself)

## How It All Works ...

See, the product I've developed is simply called the "3-Minute Newsletter™". It is an over-sized postcard filled with useful information, tips, techniques, and more ... things that would be appropriate for any business to distribute as their own newsletter.

But make no mistake; this isn't just some "warm and fuzzy" newsletter that just gets their name out there. No way! It's actually a big-time profit generator because each month there's a space for any business to insert their special offer for that month. Really, what good is any marketing communication without an offer?

<Click here to see example of what it looks like --- [Link to Sample in Pop-UP](#)>

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays <sup>once</sup> a low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low or businesses can even distribute it electronically (via email) to eliminate printing costs!

Go ahead and <sup>local</sup> pull out the Yellow Pages and see how many of these different businesses are in your neighborhoods:

- |                     |                             |                        |
|---------------------|-----------------------------|------------------------|
| ✓ Accountants       | ✓ Stock Brokers             | ✓ Book Keepers         |
| ✓ Consultants       | ✓ Car Dealers               | ✓ Building Contractors |
| ✓ Appliance Dealers | ✓ Car Washes                | ✓ Carpet Cleaners      |
| ✓ Architects        | ✓ Car Repair Shops          | ✓ Caterers             |
| ✓ Art Galleries     | ✓ Barbers and Beauty Salons | ✓ Child Care           |
| ✓ Attorneys         |                             |                        |

- Centers
- ✓ Chiropractors
- ✓ Churches
- ✓ Cleaners
- ✓ Clinics
- ✓ Computer Stores
- ✓ Computer Services
- ✓ Contractors
- ✓ Convenience Stores
- ✓ Counselors
- ✓ Dentists
- ✓ Doctors
- ✓ Electricians
- ✓ Employment Agencies
- ✓ Engineers
- ✓ Financial Planners
- ✓ Florists
- ✓ Furniture Stores
- ✓ Gift Shops
- ✓ Golf Shops
- ✓ Grocery Stores
- ✓ Graphic Designers
- ✓ Handy Men
- ✓ Health Clubs
- ✓ Home Inspectors
- ✓ Hotels
- ✓ House Cleaners
- ✓ Hypnotists
- ✓ Insurance Agents
- ✓ Interior Decorators
- ✓ Janitorial Services
- ✓ Jewelers
- ✓ Landscapers
- ✓ Landscape Architects
- ✓ Laundries
- ✓ Lawns Mower Shops
- ✓ Limousine Services
- ✓ Liquor Stores
- ✓ Locksmiths
- ✓ Massage Therapists
- ✓ Men's Clothing Stores
- ✓ Mortgage Companies
- ✓ Motels
- ✓ Movers
- ✓ Nail Salons
- ✓ Night Clubs
- ✓ Nurseries
- ✓ Nutritionists
- ✓ Optometrists
- ✓ Painters
- ✓ Party Planners
- ✓ Pawn Shops
- ✓ Pest Control Companies
- ✓ Pet Grooming
- ✓ Pet Shops
- ✓ Pharmacies
- ✓ Photographers
- ✓ Physicians
- ✓ Picture Framing Shops
- ✓ Plumbers
- ✓ Printers
- ✓ Real Estate Agents
- ✓ Restaurants
- ✓ Roofers
- ✓ Security Companies
- ✓ Service Stations
- ✓ Shoe Stores
- ✓ Sign Shops
- ✓ Tailors
- ✓ Tanning Salons
- ✓ Tax Services
- ✓ Taxi Cabs
- ✓ Travel Agencies
- ✓ Tree Services
- ✓ Tutors
- ✓ Veterinarians

Pretty long list, huh?

You bet it is. And all of these businesses have 2 things in common - **They all need a newsletter, and they all know it!**

In fact...

**More than 50,000 search for this online every month...And no one else competes!**

But that's just for people that are "pre-sold" on this concept – there are literally hundreds of thousands of businesses just sitting there hoping that someone would come up with a solution like this for their business.

Now the sad fact is that 9 out of every 10 of the businesses I located don't have a newsletter. They're either too busy, or too lazy to get one together.

Now tell me honestly ...

**Can you imagine a bigger market that's virtually untouched?**

Look what could happen when you get just a few new clients each month:

<Click Here >

POP-UP WINDOW

New clients each month:	Dollars per client to you each month:	Number of months: (1 Year)	Additional income at the end of 1 year:
5	\$39	12	\$15,210.00
10	\$39	12	\$30,420.00
25	\$39	12	\$70,062.50
50	\$39	12	\$152,125.00

*heading is confusing*

*I don't see the pop-up at just the letter*

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

**Plus -You Don't Have To Worry About Writing A Thing, It's all done for you each and every month.**

All you have to do is find a few customers... and relax, I even provide everything you need to get them too!

It even gets better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is yours to keep ...** and the payments will keep arriving month after month in most cases because your clients will not want to stop once they see the results.

**So... similar to a franchise, I'm going to hand to you an entire SYSTEM.**

And when I say "system," I mean so many tools that you are not going to believe everything you get to help you succeed in this business.

But before we go any further let me clear-up one thing. By now you may be thinking:

**"Larry, this is great! But, there's got to be a catch or you**

*me to - in some of claim copy ~~in not~~ ~~ing~~ shit ahead. y could on their it, etc.*

wouldn't be telling me about this opportunity."

Well, there's no catch, but I will tell you...

### The 3 True Reasons Why I'm Willing To Share This Secret, And Show You Everything You Need To Know To Be Hugely Successful In This Business...

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I'd much rather have a small piece of something, than all of nothing.
2. As one of my favorite success teachers, Zig Ziglar put it, "The best way to get what you want is to help others get what they want." If I can help you reach your goals, then I'm reaching mine too. By letting you in on this opportunity, I'm getting paid to help you (and yes, I am making money)...It's a win-win situation.
3. There's really just no good reason not to – I have no desire to create some high priced national franchise, or a huge "distributor network", that's way too much work. My interest lies in finding a core group of willing and able associates that I can help realize their dreams.

extra  
space —>

It is truly that plain and simple.

But before we proceed any further, I've gotta tell you that there are four simple and basic things that you will need to succeed in this business, and I can't provide these things for you:

1. You need **sufficient resources** to make this investment. I'm not talking thousands like a franchise, but you can't use your last dollar to get started with this either. *(Typically a couple hundred dollars is all you need)*
2. You'll need the **desire** to take this material and put it to use. *If you sit on your butt and watch — all day — I can't help you.*
3. You'll need a **computer**, and internet access. *(You don't need to be a computer whiz or anything like that — since ~~I~~ I'm definitely not. But you do need basic computer skills)*
4. You'll need the **discipline** to perform the few simple tasks that your business requires on a regular basis. *I'll give you the plan — you just have to follow it.*

If you think that any of these may present a problem, then it's probably best that you skipped this opportunity for now.

So now that we've got that out of the way, I'll tell you about all of the things that make



this business exactly what you need to open the door to a lifetime of easy income.

⇒ Extra space

## 3-Minute Newsletter™ is a Complete System!

Here's what you'll get:

### System Component #1:

First, each and every month you'll get a new pre-done, ready-to-go, camera-ready newsletter postcard to provide to your clients. They'll just plug-in their company info and distribute it to their customer list. (Or you can make extra money by doing that for them.)

*You don't have to write or create a thing.*

### System Component #2:

You'll also get a huge business manual called "How to Simply Profit from Your Newsletter Business", packed with loads of information. Here's an overview of some of the important sections inside:

*How about a better title?*

#### BUSINESS 101 -

- Setting up your business — This section quickly covers the 7 areas of setting up a business that cannot be overlooked. We'll cover everything you need to consider to get your business off the ground the right way, and in the shortest possible time-frame.
- Goal Setting — You'll know the real reason why most people never achieve their goals, and 3 simple things that you can do to insure that you achieve yours.
- Business Planning — Planning is essential. This section teaches you how to formulate a fool proof plan that will tailor your business to meet your specific needs and financial objectives. You won't have to waste a bunch of time here either...you'll get a straight-to-the-point business plan template that you can complete in 35 minutes or less. When you're done you will have a complete "road map" to success. This can be as easy as following your own directions.

#### DAILY OPERATIONS -

- Pricing — In reality, you can sell this service for as much or as little as you wish. You'll learn the most important things to consider when deciding on a price, and 3 things to look out for when making that call.
- How to set clients up in the "system" — this gets them going as repeat customers,

meaning ongoing **residual income for you!** You'll get a complete simple system for managing your monthly subscribers whether you decide to hand deliver the monthly product or send it via email. It's literally be as easy as dropping it off and collecting a check☺

- Records Management – You'll get a simple system for staying organized the simple way and with minimal paper work.

## MARKETING –

- Start Today — a 2-week, step-by-step Marketing Action Plan that will catapult you to success in the shortest time possible.
- How to get the sales you need – I'll walk you through the process of developing a long term marketing plan custom tailored to fit your business and achieve your sales goals. You'll get specific information on promoting your business and making the sales presentation.
- Phone Marketing – I'll teach you who to call and when to call them. Better yet, when you get your prospect on the phone, you'll know exactly what to say to peak their desire to get going right away.
- The Truth About The Yellow Pages - Every business should be making money with Yellow Page ads. You can too. You'll learn the myths and lies you hear from the phone book reps – what to believe and what to ignore.

## And that's just the beginning!

Realize a business manual like this showing everything you need for success in this offers as much value as most any high-priced franchise.

*But <sup>this computer</sup> system doesn't stop there because you'll also get <sup>material</sup> income.*  
But can you imagine adding **thousands of dollars of design work and copywriting** into the package? That's right because you'll also get...

## System Component #3:

### **Your Very Own Pre-done Marketing Arsenal!**

Getting new clients can be as simple as stuffing envelopes and dropping them off at local businesses, or walking to your mailbox and mailing 3 letters a day. It's all written for you, and you'll simply follow the directions. I'm going to tell you exactly what to do and when to do it. I've developed several fool-proof ways for you to develop new business with incredibly low cost.

I provide you with all of the following pre-done and proven pieces that will enable you to get all of the clients that you could possibly want, and without any "personal selling" or talking to anyone. Just fill in a couple of blanks...and boom! You're ready to go!

- **Pre-written Sales Letter.** (Value: \$595)
- **2 Postcards.** (Value: \$150 each)
- **2 Yellow Page Ads.** (Value: \$250 each)
- **2 Display Ads.** (Value: \$250 each)
- **Telephone Script.** (Value: \$200)
- **A Thank You Card.** (Value: \$50)
- **A Referral Card.** (Value: \$50)
- A Special Report called: **7 "Low Cost" and "Hassle Free" Marketing Methods That Will Catapult Your Business To Instant Success.** (Value: "priceless")

Already, the value of this program is up in the thousands of dollars. *but there's still more* You'd think I'd stop right there, but I am here to tell you *for real* **the best way for me to succeed is for you to succeed.** That means I'm going all out, making sure you've got what it takes to make a huge income with this system.

*You see,* once you are working with clients, you may find that **some want to expand into custom newsletters.** In this case, you'll have a chance to start your own outright publishing company and produce their newsletter. **You could charge \$150 or more per page every month.** That is no exaggeration. That is a very common rate!

#### **System Component #4:**

I'm going to hand you my "**Quick-Content CD ROM**" that is filled with articles on a wide variety of subjects that you'll be able to use on these future newsletters. Fill up just a few newsletters, and you could literally **make yourself thousands of dollars** without all the work of researching and writing! This jewel is worth an easy \$300 all by itself!

#### **System Component #5:**

You also get our proprietary **Newsletter Business Software.** These simple programs were developed specifically to help you to succeed in this business with very little time and effort. Go hire a programmer to put these tools together and you'd be looking at minimum \$350.00. They're all done for you, just put them to work. Look what you get:

- An advertising tracking spreadsheet
- A proposal/agreement template.
- A sales tracking and follow-up system.
- Invoicing and statement templates.

### System Component #6:

You'll also get <sup>you very own</sup> a custom designed web site. Just provide your specific information, and it will be created for you. As you know, this is essential today. You can bring thousands of potential customers to your site and it will explain every detail about your product. And more important than that, this site is designed to sell. Success can be as simple as just convincing business owners to check out your site!

Frankly, this internet presence alone is worth far more than it takes to get involved with this program. It is not uncommon to see sites like this that cost \$499.00 or more.

Look at what else the site lets you access:

- **Current Program News.** Stay up to date on any improvements to the program. You'll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to market. This program brings those ways to you. This is just the beginning of how it helps you sell.
- **An Associate Discussion Forum.** One of the best ways to improve on your success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis.
- **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.
- **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide

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**“dealer locator.”** This allows prospective clients to search for the associate nearest them. **Even if you never lifted a finger to do any work, this could possibly bring you clients worth hundreds or even thousands of dollars!**

**I know you might be a little worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.**

Forget about the tens of thousands of dollars that franchises require. You get everything for an initial investment of just \$397, and a monthly fee of just \$29 to maintain your website, and access to the latest addition of the 3-Minute Newsletter™ all written and formatted for you to just hand to your clients.

At this rate, your very first customer makes you a profit in less than one year!

Listen, I've paid hundreds of thousands of dollars in franchise fees and royalties. Heck, some franchises literally cost millions. Compare this to any franchise, and it's a no-brainer. For an investment like this, you cannot go wrong. In reality, if the franchises can get away with charging this kind of money to get into business.. then I could (and should) be charging a heck of a lot more than I am.

**Just one customer. It's all you need to start making money! But to help you say “yes” right away you'll also get...**

## **\$554.00 in Bonuses For Acting Now!**

**For acting now I'm also willing to throw in a huge package of bonuses to help to instantly improve the model I've already provided!**

**You'll get:**

**Bonus #1: 250 customized business cards.** All professionals need a professionally designed card. We'll have the cards professionally designed, customized, and shipped to you right away. Getting your first client could be as easy handing out a card and having someone check out your website. **(\$50.00 value)**

**Bonus #2: A Quick-Start Audio** set to help get you going immediately. You won't have to spend hours reading, studying, or training yourself to make money. You'll hit the ground **MAKING MONEY** with just a few simple steps. **(\$79.00 value)**

**Bonus #3: A CD-rom with all marketing materials in template form.** This allows you to quickly produce and edit materials for your specific needs. You'll simply type in your personal info, click the print button and you've got piece that's customized for you and ready to go. **(\$125.00 value)**

**And here's the best bonus of all - Personal Help...**

**Special Bonus #4: Two 15-minute phone consultation coupons.** This gives you time directly with me as you look for answers in developing business. Again, I am here to support you! **I anticipate removing this bonus shortly as the demand for these telephone consultations can get extremely overwhelming.** Sure, you can shoot me an email at anytime and I typically respond within the day. But should you wish to speak with me to hash-out any more detailed issues, or to strategize toward your success, we'll set up a time for a phone meeting. I don't claim to know everything, but there's a good chance that I can share some of my experiences regarding just about any issue that could arise in this business. Hurry for this one!  
**(\$300.00 Value)**

## **A Quick Review**

So let's go over it quickly. In a nutshell, you get:

- ✓ A **custom web site** worth at least \$499.00 dollars, and access through the web site to many more services worth hundreds of dollars more.
- ✓ **The Quick Content CD-Rom** filled with tons of articles just waiting for you to use if you decide to expand into custom newsletters and grow your own business empire. \$300.00
- ✓ A huge **business manual** with everything you need to run this business. At least \$495.00 in value.
- ✓ Over 2 thousand dollars worth of professionally **written and designed marketing materials both in print and on CD** worth at least \$2095.00 if done by any decent copywriter or ad agency.
- ✓ The proprietary **Newsletter Business Software** with spreadsheets, templates, and all of the tracking systems that you will use. Another \$350.00.
- ✓ **4 Incredible Bonuses** valued at \$554.00 that include consultation phone calls, your own personalized business cards and a quick-start audio program.

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this hungry market place where there is virtually no competition!

Add all of this up and you can find at least \$4,293.00 in total value. But you're getting

everything for mere fraction of that cost...just \$397.

**And even better...I'll take all of the risk!**

*Extra Space*

To make sure you are 100% satisfied, you get my

### **Forget-About-It Money Back Guarantee #1!**

**You will LOVE the 3-Minute Newsletter System or you will get back every penny of your investment. Guaranteed.** You can forget about the whole thing. Just let me know, for any reason what-so-ever within 100 days and I will immediately buy your business back from you. I'll promptly refund your \$397, no questions asked, period.

The whole point with this guarantee is that I'm SO SURE you will succeed and will be making money every month, there is NO WAY you will want to opt out. But if you decide to for ANY reason, you will get your money back quickly and without any hassle.

### **Iron-Clad Money Back Guarantee #2!**

**Take the system and put it to work for you for one FULL YEAR.** If at the end of the year, you decide that the system does not work for you, I will fully refund your \$397. All I ask is that you prove to me that you have tried just 1, not all of the proven and guaranteed ways that I'm going to give you to bring in as many clients as you want, but just 1 of these powerful techniques and you'll have your entire \$397 investment promptly returned to you.

**But you NEED TO ACT NOW, and THIS IS SERIOUS!**

It's important that you get involved with this today, because I am totally serious about the success of my associates. For that reason, I cannot flood the market with people offering this TOTALLY UNIQUE and LOW-COST product.

I am strictly limiting the number of "3 Minute Newsletter™" associates. The exact number will be determined by the commitment level and the geographic locations of the people that sign-up first. So at any time, I may pull the plug on this deal and you'll miss out forever.

Listen, you can search and search, but I'm here to tell you right now: **you will not find a better money maker ... ANYWHERE.** I am going to help you right into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you can be proud of.

I've laid all of my cards out on the table. Everything possible has been done to give you

a business that is so fool-proof that you can't possibly say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and make a big difference in your life?

**Do not put this off...** if you do, you could miss out on a real chance to live the dream that you've always wanted to live!

Let's get started right now to make certain that you will reach your goals.

For Your Success!

Larry Brown

**P.S. --** For the first 125 people to sign-up and become associates, There are **two additional bonuses** that I won't even give details about here. Because your success is of the utmost importance here, I've carefully "hand selected" 2 very special products (1 book and 1 CD-Rom) that have made a positive impact on my life and will give you a tremendous competitive edge in the entrepreneurial world. This information alone has changed the life of thousands, made many people rich, and could do the same for you.

**P.S.S. –** After several years of developing companies and working with other entrepreneurs in developing businesses of their own, I have discovered that people do not want someone to simply tell them how to build a business – the reality is that people want it done for them! That's why this business is so incredibly different. **With this business 75%-85% of all the work is done for you.** This is truly a business-in-a-box that you can get lightning fast results from.

Order my system and get the manual, all of the pre-done marketing materials, the step-by-step quick start program, the bonuses, the 2 special bonuses, everything...all guaranteed. You can't go wrong here. You must succeed or you'll get a refund, period.

Larry!  
Very Good!  
Make them last  
few changes. Have someone  
edit for typos (I didn't really  
see any - but I don't look for  
them) and you're ready to put it  
up. ☺



Don't make every fellow highlighter - Be selective

9.25

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 a Silly Mistake Lead 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 and without ever writing or creating a thing

By highlight this + making ALL CAPS! Then it appears even more "biz oppes" Just a consideration for you

Dear Friend:

It's crazy...

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 needs your solution, and you will literally run rings around any competition.

Why underline this? Unless you were emphasizing the prestige of biz clients

**It almost sounds too good to be true – 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 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 secret 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.** More on that in a minute...

For now, 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 fish and water-ski. My wife says I'm 36, going on 15.

Fact is, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. 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 they're 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. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! My wife, Sasha thinks I'm twisted for sending away for all of this crap.

In reality, I've always been encouraged by what I've found. 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.

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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**

*where's the copy for #9?*

So what do you think? 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).

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(Consider these facts:

**Fact #1:** The system I've developed is darn near perfect, and I'll show you why in just a minute. And frankly, I can make a lot of money on my own with this. But there is no way I can reach the entire market, it's just too big. By helping you make a lot of money doing exactly what I am, both of our incomes go way up!

**Fact #2:** This business is based on, but vastly improves another system that already helped me to build one of the largest companies of its kind. That business has made hundreds of thousands of dollars over the last six years.

*Break it up  
to next line*

**How I stumbled onto the first piece of this Million-Dollar Secret!**

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.

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like there were never enough jobs to quite pay the bills, much less make a profit.

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

10 years after my carpet cleaning venture, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in the landscaping business. I was in debt and I still wasn't making what I needed to pay the bills ... no matter how fast I worked. I spent day after day scrambling around trying to make sure I had all of the right materials for the jobs, and enough employees to get the jobs done.

**And with so much competition, there just wasn't enough profit in every job!**

And then, one hot August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me successful over the next few years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to an industry trade show. I hoped I could find some answers there.

And I did...

You see, as I walked into that loud and busy trade show, surrounded by any and everything related to growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet.**

At this point in time, I was taking on debt and was starting to seriously doubt that owning a business was for me — a thought that would have lost me big bucks if I had followed it. After all, I was providing an excellent service at very competitive rates. I should have been raking it in, right? The problem was, **the business I was running wasn't built on systems.**

*Could have  
1 or 2  
highlights  
on this  
page*

But I was right about providing good service. My customers loved my work, to the point that one day I received a strange phone call from one of them. This customer told me that her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor holiday lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So ... here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not what happened. In fact, they weren't even selling lights. They were selling something completely different ... and the one thing my business needed.

## **Here's Part of the Secret**

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. A business plan, a marketing plan, support, instructions. Everything. All I needed was a truck, a trailer, and a ladder. (I had all of those.) ☺

The whole point was that the landscape business in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, and the market was absolutely huge. This business met a few of my "9 crucial ingredients" to success;

This service was in huge demand. There was little risk involved, because the systems were already in place. And it was a fun and respectable business.

That franchise had a detailed system that anyone could follow. Not only did it include and business and marketing plan, but also all of the instructions needed for doing the work, managing the customers, collecting the money...you name it.

A couple days later I went deeper into debt and I bought my first franchise. I scraped up every dime I could get my hands on in order to make a down payment. Then I financed the rest. And remember, this was in the heat of summer. There wasn't even an opportunity to start to make money until the holiday season came.

As they say, "the rest is history". I quickly grew my business into one of the largest holiday lighting services in the country, and started making more profit than I ever thought was possible.

Not long after that, I started to purchase other franchises. Each franchise opportunity came with simple manuals and the exact systems that needed to be followed to be successful. All I had to do was follow the directions!

So that's what I did, and it paid off BIG-TIME. In fact, I sold those businesses for a hefty 7 figure profit.

Yes, there is a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the concept of using proven systems. **Do exactly what someone else is doing, you will get similar results.** Makes sense, right?

You see, the "system concept" is the big secret that makes franchises so powerful. Now, that's only the first piece of the puzzle because...

## **Franchises have MAJOR drawbacks and problems!**

Here are just a few of the problems with franchising:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of dollars as an initial investment.

*Highlights?*

- **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings each and every month. Believe me, those payments add up.
- **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.
- **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!
- **Expensive inventory.** Not just the expense of holding and shipping it, but also the warehousing room... that's just more overhead.

I could go on and on...

Truth is, I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

**That's why I knew I had to come up with a better system for the "Average Joe". And that's exactly what I've done.**

This business is NOT about landscaping, Christmas decorating, or franchising.

**AND BEST OF ALL ...** this unique system you're going to hear about does not require you to create anything. Nope, not one thing.

In fact, this system is so easy, so straightforward, that you simply offer a product with huge demand, and you get paid each and every month.

And that's piece #2 of this "perfect business puzzle"...

**You'll get profit every month!**

We've already talked about the "must have" ingredients of the "ideal business", and the way I see it, residual income <sup>9-</sup> ~~is right at the top of the list.~~

*(#6) is a real biggie*

Think for a minute about the different businesses that you pay each month.

Most of us pay our phone bills, electric bills, insurance bills and many others on a monthly basis. The reason why is that each of these companies provide us with a product or service that we really value, and in many cases just can't do without.

Companies that are able to charge their customers over and over again have a huge business advantage! These businesses are much easier to manage, because they have a regular cash-flow stream. And on top of that, they are typically far more valuable if sold

than a business that relies on a "one-time-sale". Let's face it, there's more time, money, and effort involved in finding a new client than just selling the same one again and again.

*That's the real beauty of my system.*

*And the best part is your providing an incredibly valuable marketing service for your local businesses.*

With that in mind, here's what it all boils down to...

One of the most profitable (and underused) ways to grow any business is simply this:

**Contact your customers on a monthly basis.**

Not exactly rocket science but it's true. The simple reason this works so well is because your customers or clients have already spent money with you. And they'll spend more if you let them and give them a reason to. You can't simply sit back and hope that people will remember your business next time they need your product or service.

*about any stores or businesses you've dealt with in the last year.*  
Think ~~again~~ about those businesses that you buy from each month. How many of them send you a newsletter each month? Probably not very many of them, if any at all.

Now we've both heard that same thing over and over again from every marketing expert...

**"There's no better way to stay connected to customers than with a monthly newsletter".**

But surprisingly enough, most business owners just can't find the time to ever get one out. No doubt <sup>that</sup> about it, coming up with interesting articles and content is hard, hard work, and unless <sup>then</sup> you have lots of extra time on your hands, it's easy to keep putting off publishing a newsletter until "someday".

But of course, we all know "someday" usually never comes...

It's truly amazing! Virtually all business owners would agree that a newsletter is critical to success, and yet most don't have one! *That's where you step in...*

So what if you nearly eliminated the cost of developing one for them? **You would have businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me!

## How It All Works ...

See, the product I've developed is simply called the "3-Minute Newsletter". It is an oversized postcard filled with useful information, tips, techniques, and more ... things that would be appropriate for any business to distribute as their own newsletter.

*Put that everywhere in the letter also*



But make no mistake; this isn't just some "warm and fuzzy" newsletter that just gets their name out there. No way! It's actually a big-time profit generator because each month there's a space for any business to insert their ~~name~~ and special offer for that month. Really, what good is any marketing communication without an offer?

<Click here to see example of what it looks like --- Link to Sample in Pop-UP>

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays one low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low or businesses can even distribute it electronically (via email) to eliminate printing costs!

*MOVE*

**More than 50,000 search for this online every month...And no one else competes!**

But that's just for people that are "pre-sold" on this concept – there are literally hundreds of thousands of businesses just sitting there hoping that someone would come up with a solution like this for their business.

Go ahead and pull out the Yellow Pages and see how many of these <sup>different</sup> type businesses are in your neighborhoods:

- Accountants
- Cleaners
- Graphic Designers
- Consultants
- Clinics
- Handy Men
- Appliance Dealers
- Computer Stores
- Health Clubs
- Architects
- Computer Services
- Home Inspectors
- Art Galleries
- Contractors
- Hotels
- Attorneys
- Convenience Stores
- House Cleaners
- Stock Brokers
- Counselors
- Hypnotists
- Car Dealers
- Dentists
- Insurance Agents
- Car Washes
- Doctors
- Interior Decorators
- Car Repair Shops
- Electricians
- Janitorial Services
- Barbers and Beauty Salons
- Employment Agencies
- Jewelers
- Book Keepers
- Engineers
- Landscapers
- Building Contractors
- Financial Planners
- Landscape Architects
- Carpet Cleaners
- Florists
- Laundries
- Caterers
- Furniture Stores
- Lawns Mower Shops
- Child Care Centers
- Gift Shops
- Limousine
- Chiropractors
- Golf Shops
- Grocery Stores
- Churches

- **Services**
- **Liquor Stores**
- **Locksmiths**
- **Massage Therapists**
- **Men's Clothing Stores**
- **Mortgage Companies**
- **Motels**
- **Movers**
- **Nail Salons**
- **Night Clubs**
- **Nurseries**
- **Nutritionists**
- **Optometrists**
- **Painters**
- **Party Planners**
- **Pawn Shops**
- **Pest Control Companies**
- **Pet Grooming**
- **Pet Shops**
- **Pharmacies**
- **Photographers**
- **Physicians**
- **Picture Framing Shops**
- **Plumbers**
- **Printers**
- **Real Estate Agents**
- **Restaurants**
- **Roofers**
- **Security Companies**
- **Service Stations**
- **Shoe Stores**
- **Sign Shops**
- **Tailors**
- **Tanning Salons**
- **Tax Services**
- **Taxi Cabs**
- **Travel Agencies**
- **Tree Services**
- **Tutors**
- **Veterinarians**

Pretty long list, huh?

You bet it is. And all of these businesses have 2 things in common...

**They all need a newsletter, and they all know it!** *In fact...*

*DOED  
marginally  
# of  
caches*

But the sad fact is that 9 out of every 10 *500,000 searches paragraph* don't have *a newsletter* one. They're either too busy, or too lazy to get one together. *of the businesses I looked*

Now tell me honestly ... can you imagine a bigger market that's virtually untouched?

Look what could happen if you could get just a few new clients each month:

<insert chart here for annual income if getting 5,10,25,50 customers per month>

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

*plus -*

**You don't have to worry about writing a thing - It's all done for you each and every month...**

All you have to do is find a few customers... *and relax* ~~Don't worry~~, I even provide everything you need to get them too!

It even gets better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is**

**yours to keep** ... and will keep arriving month after month in most cases because your clients will not want to stop once they see the results.

**So... similar to a franchise, I'm going to hand to you an entire SYSTEM.**

And when I say "system," I mean so many tools that you are not going to believe everything you get to help you succeed in this business.

But before we go any further let me clear-up one thing. By now you may be thinking:

**"Larry, this is great! But, there's got to be a "catch", or you wouldn't be telling me about this opportunity."**

Well, there's no catch, but I will tell you...

### **The 3 True Reasons Why I'm Willing To Share This Secret, And Show You Everything You Need To Know To Be Hugely Successful In This Business...**

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I'd much rather have a small piece of something, than all of nothing.
2. As one of my favorite success teachers, Zig Ziglar put it, "The best way to get what you want is to help others get what they want." If I can help you reach your goals, then I'm reaching mine. By letting you in on this opportunity, I'm getting paid to help you (and yes, I am making money)...It's a win-win situation.
3. There's just no good reason not to – I have no desire to create some high priced national franchise, or a huge "distributor network", that's way too much work. My interest lies in finding a core group of willing and able associates that I can help realize their dreams.

It is truly that plain and simple.

But before we proceed any further, I've gotta tell you that are four simple and basic things that you're going to need, and I can't provide these things for you:

1. You need **sufficient resources** to make this investment. I'm not talking thousands like a franchise, but you can't use your last dollar to get started with this.
2. You'll need the **desire** to take this material and put it to use.

3. You'll need a **computer**, and internet access.
4. You'll need the **discipline** to perform the few simple tasks that your business requires on a regular basis.

If you think that any of these may present a problem, then it's probably best that you skipped this opportunity for now.

So now that we've got that out of the way, I'll tell you about all of the things that make this business exactly what you need to open the door to a lifetime of easy income.

### 3 Minute Newsletter is a Complete Package!

Here's what you'll get:

*Component #1: 3-Minute Monday Pre-done Newsletter Package*  
 Each and every month you'll get a new pre-done, ready-to-go, camera-ready newsletter postcard to provide to your clients. They'll just plug-in their company info and distribute them to their customer list. *(Or you can do it for them and make extra money)*

*Component #2: It*  
 You'll also get a **huge business manual** packed with loads of information. Here's an overview of some of the *info that it contains:* **important sections inside:**  
*called "How To \_\_\_\_\_"*

#### • BUSINESS 101 -

*→ Indented bullets or different type of bullets.*

• Setting up your business — You'll learn every thing you need to know to get set up to do serious business as a professional.

• Business Planning — Planning is essential. You'll learn how to formulate a fool proof plan that will tailor your business to meet your specific needs and financial objectives.

• Goal Setting — You'll set your own goals. I'll show you how to reach them.

#### • DAILY OPERATIONS —

• Pricing — How to set and adjust your pricing for maximum profits in your area.

• How to set clients up in the system — this gets them going as repeat customers, meaning ongoing **residual income for you!**

• Records Management — You'll get a simple system for staying organized the simple way and with minimal paper work.

*First!*

*Too much highlight*

*Component #2*

*Bullets need some work*

## MARKETING –

- **Start Today** — a 2-week, step-by-step Marketing Action Plan that will catapult you to success in the shortest time possible.
- How to get the sales you need – I'll walk you through the process of developing a long term marketing plan custom tailored to fit your business and achieve your sales goals.
- You'll get specific information on promoting your business and making a sales presentation.
- Phone Marketing – I'll teach you who to call and when to call them. Better yet, when you get your prospect on the phone, you'll know exactly what to say to peak their desire to get going right away.

### But that's just the beginning!

*Realize*  
I'm ~~sure you know~~ *like this* a business manual showing everything you need for success in this business offers as much value as most any franchise. ~~You can imagine what it's worth~~ *high priced*

But can you imagine adding **thousands of dollars of design work and copywriting** into the package? *That's right because you'll also get...*

Component #3:

### Your Very Own Pre-done Marketing Arsenal!

Getting new clients can be as simple as stuffing envelopes and dropping them off at local businesses, or walking to your mailbox and mailing 3 letters a day. It's all written for you, and you'll simply follow the directions. I'm going to tell you exactly what to do and when to do it. I've developed several fool-proof ways for you to develop new business with incredibly low cost.

I provide you with all of the following pre-done and proven pieces that will enable you to get all of the clients that you could possibly want ~~with~~ without any "personal selling" or talking to anyone. Just fill in a couple of blanks...and boom! You're ready to go!

- **Pre-written Sales Letter.** (Value: \$599)
- **Postcards.** (Value: \$149 each)
- **Yellow Page Ads.** (Value: \$249 each)
- **Display Ads.** (Value: \$249 each)

- **Telephone Scripts.** (Value: \$199 each)
- **A Thank You Card.** (Value: \$49)
- **A Referral Card.** (Value: \$49)
- **7 "low cost" and "hassle free" marketing methods that will catapult your business into instant success.** (Value: "priceless")

Already, the value of this program is up in the thousands of dollars. You'd think I'd stop right there, but I am here to tell you ... **the best way for me to succeed is for you to succeed.** That means I'm going all out, making sure you've got what it takes to make a huge income with this system.

You see, once you are working with clients, you may find that **some want to expand into custom newsletters.** In this case, you'll have a chance to start your own outright publishing company and produce their newsletter. **You could charge \$150 or more per page every month.** That is no exaggeration. That is a very common rate!

*Component # 4:*

I'm going to hand you my "**Quick-Content CD ROM**" that is filled with articles on a wide variety of subjects that you'll be able to use on these future newsletters. Fill up just a few newsletters, and you will literally **make yourself thousands of dollars** without all the work of researching and writing! This jewel is worth an easy \$300 all by itself!

*Component #5:*

You also get our proprietary **Newsletter Business Software.** These simple programs were developed specifically to help you to succeed in this business with very little time and effort. Go hire a programmer to put these tools together and you'd be looking at minimum \$350.00. They're all done for you, just put them to work. Look what you get:

- An advertising tracking spreadsheet
- A proposal/agreement template.
- A sales tracking and follow-up system.
- Invoicing and statement templates.

*Component # 6:*

You'll also get a **custom designed web site.** Just provide your specific information, and it will be created for you. As you know, this is essential today. You can bring thousands of potential customers to your site and it will explain every detail about your product. And more important than that, this site is designed to sell. Success can be as simple as just convincing business owners to check out your site!

Frankly, this web presence alone is worth far more than it takes to get involved with this program. It is not uncommon to see sites like this that cost \$499.00 or more.

**Look at what else the site lets you access:**

- **Current Program News.** Stay up to date on any improvements to the program. You'll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to market. This program brings those ways to you. This is just the beginning of how it helps you sell.
- **An Associate Discussion Forum.** One of the best ways to improve on your success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis. ~~For~~
- **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.
- **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide "dealer locator." This allows prospective clients to search for the associate nearest them. Even if you never lifted a finger to do any work, this could <sup>possibly</sup> bring you clients worth hundreds or even thousands of dollars!

**I know you might be a little worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.**

Forget about the tens of thousands of dollars that franchises require. You get everything for an initial investment of just \$397, <sup>and</sup> ~~along with~~ a monthly fee of just \$29 to maintain your website, and ~~for~~ access to the latest addition of the 3-Minute Newsletter all written and formatted for you to just hand to your clients.

**At this rate, your very first customer makes you a profit in less than one year!**

Listen, I've paid hundreds of thousands of dollars in franchise fees and royalties. Heck, some franchises literally cost millions. Compare this to any franchise, and it's a no-brainer. For an investment like this, you cannot go wrong. In reality, if the franchises can get away with charging this kind of money to get into business... then I could ~~get~~ <sup>(and should)</sup> ~~away with~~ <sup>be</sup> charging a heck of a lot more than I am.

**Just one customer. It's all you need to start making money! But to help you say "yes" right away you'll also get...**

## \$623.00 in Bonuses For Acting Now!

For acting now I'm also willing to throw in a huge package of bonuses to help to instantly improve the model I've already provided!

You'll get:

**Bonus #1:** 250 business cards! <sup>type</sup> All professionals need a professionally designed card. We'll have the cards professionally designed, customized, and shipped to you right away. Getting your first client could be as easy handing out a card and having someone check out your website. (\$50.00 value)

**Bonus #2:** A Quick-Start audio set to help get you going immediately. You won't have to spend hours reading, studying, or training yourself to make money. You'll hit the ground MAKING MONEY with just a few simple steps. (\$79.00 value)

**Bonus #3:** A CD-rom with all marketing materials in template form. This allows you to quickly produce and edit materials for your specific needs. You'll simply type in your personal info, click the print button and you've got piece that's customized for you and ready to go. (\$125.00 value)

*And here's the best bonus of all - personal help...*

**Special Bonus #4:** Two 15-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing business. Again, I am here to support you! I anticipate removing this bonus shortly as the demand for these telephone consultations can get extremely overwhelming. Sure, you can shoot me an email at anytime and I typically respond within the day. But should you wish to speak with me to hash-out any more detailed issues, or to strategize toward your success, we'll set up a time for a phone meeting. I don't claim to know everything, but there's a good chance that I can share some of my experiences regarding just about any issue that could arise in this business. Hurry for this one!  
(\$300.00 Value)

### A Quick Review

*In a nutshell*  
So let's go over it quickly. ~~With this program~~, you get:

- A custom web site worth at least \$499.00 dollars. and access through the web site to many more services worth hundreds of dollars more.

*weird period* • **The Quick Content CD-Rom** filled with tons of articles just waiting for you to use if you decide to expand into custom newsletters and grow your own business empire.  
\$300.00

- A huge business manual with everything you need to run this business. At least a \$150

~~\$495~~



in value.

- Over a thousand dollars worth of professionally written and designed marketing materials both in print and on CD.
- The proprietary **Newsletter Business Software** with spreadsheets, templates, and all of the tracking systems that you will use. Another \$329.00.
- 4 incredible bonuses valued at \$623.00 that include consultation phone calls, your own personalized business cards and a quick-start audio program.

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this HUNGRY MARKETPLACE where there is virtually no competition!

Add all of this up and you can find at least \$2,751.88 in total value. But you're getting everything for mere fraction of that cost.

*can better*  
**And...I'll take all of the risk!**

*re-calculate now  
Just \$397.*

*system  
pacity* {  
To make sure you are 100% satisfied, you get my

### **Forget-About-It Money Back Guarantee #1!**

**You will LOVE the 3-Minute Newsletter System or you will get back every penny of your investment. Guaranteed.** You can forget about the whole thing. Just let me know for any reason what-so-ever within 90 days and I will immediately buy your business back from you. I'll promptly refund your \$397, no questions asked, period.

The whole point with this guarantee is that I'm SO SURE you will succeed and will be making money every month, there is NO WAY you will want to opt out. But if you decide to for ANY reason, you will get your money back quickly and without any hassle.

### **Iron-Clad Money Back Guarantee #2!**

**Take the system and put it to work for you for one FULL YEAR.** If at the end of the year, you decide that system does not work for you, I will fully refund your \$397. All I ask is that you prove to me that you have tried just 1, not all of the proven and guaranteed ways that I'm going to give you to bring in as many clients as you want, but just 1 of these powerful techniques and you'll have your entire \$397 investment promptly returned to you.

**But you NEED TO ACT NOW, and THIS IS SERIOUS!**

It's important that you get involved with this today, because I am totally serious about the success of my associates. For that reason, I cannot flood the market with people offering this **TOTALLY UNIQUE** and **LOW-COST** product.

I am strictly limiting the number of "3 Minute Newsletter" associates. The exact number will be determined by the commitment level and the geographic locations of the people that sign-up first. So at any time, I may pull the plug on this deal and you'll miss out forever.

Listen, you can search and search, but I'm here to tell you right now: **you will not find a better money maker ... ANYWHERE.** I am going to help you right into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you can be proud of.

I've laid all of my cards out on the table. Everything possible has been done to give you a business that is so fool-proof that you can't possibly say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and really make a difference in your life?

*You can't*  
~~Do not~~ put this off...if you do, you could miss out on a real chance to live the dream that you've always wanted to live!

I'm ready to go to work to make certain that you reach your goals.

Here's to Our Success!

Larry Brown

**P.S.** -- For the first 125 people to sign-up and become my associates, I've got **two additional bonuses** that I won't even give details about here. Because I am seriously interested in seeing you succeed, I've carefully "hand selected" 2 very special products (1 book and 1 CD-Rom) that have made a positive impact on my life and will give you a tremendous competitive edge in the entrepreneurial world. This information alone can literally change your life.

**P.S.S.** – After several years of developing companies and working with other entrepreneurs in developing businesses of their own, I have discovered that people do not

want someone to simply tell them how to build a business – the reality is that people want it done for them! That's why this business is so incredibly different. **With this business 75%-85% of all the work is done for you.** This is truly a business-in-a-box that you can get lighting fast results from.

**That's why I am able to offer you such an outrageous guarantee.** Two-Full-Months without a single condition and a whole year with the only condition being that you try one thing.

Listen, unless you decide to take some action and do something different in your life, you cannot expect to see any different results.

Order my system and get the manual, all of the pre-done marketing materials, the step-by-step quick start program, the bonuses, the 2 special bonuses, everything...all guaranteed. You can't go wrong here. You must succeed or you'll get a refund, period.

Larry,  
looks very good!  
Careful that you  
don't slip into  
too many "I's" instead  
of "you's" in the copy.  
Let's do one more draft.

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...

*Bigger  
level* (

## "How a Silly Mistake Lead to an Easy Way For You to Make Good Money off Almost Every Business in Your Town"

*Bigger  
Bolet  
+ covered* (

Now you can be your own boss with an amazing business that makes INSTANT CASH, starting from your own Kitchen Table and without ever writing or creating a thing

---

Dear Friend:

It's crazy...

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 needs your solution, and you will literally run rings around any competition.

It almost sounds too good to be true – 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 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 secret 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. More on that in a minute...

For now, you're probably wondering who I am. 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 fish and water-ski. My wife says I'm 36, going on 15.

Fact is, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. Like I said, I'm an ordinary guy, ~~just like you.~~

*→ from up*  
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.

*pure*  
Frankly, we both know there's 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 ~~junk~~ *junk*. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! My wife, Sasha thinks I'm twisted for sending away for all of this crap.

*??*  
I reality, I've always been encouraged by what I've found. 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.

*that met my 9 'must have' ingredients*  
I've always said ~~that~~ if I found a simple and ideal business ~~that~~ I would share it with the world. ~~And~~

**You're in the right place at the right time.**

So let me share with you the key characteristics of what would be the "ideal business". See how many of these you agree with:

*(9 'must have' ingredients)*  
**9 Crucial, "must have" ingredients of the "Ideal Business"...**

**Ideal Business ingredient #1: DEMAND**

- ~~Demand~~ - For any business to be successful, it must have a product that someone want and needs. You will see why this is a product that virtually every business

really cannot do without.

Ideal Business ingredient #2: *LOW MAINTENANCE*

- **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.**

So what do you think? Truth is, in most businesses it's hard to find a single one of these "crucial ingrediants". ~~Some~~ *(If you're lucky you might get 3 or 4)*

Consider these facts:

**Fact #1:** The system I've developed is <sup>damn</sup> ~~dam~~ near perfect, and I'll show you why in just a minute. And frankly, I can make a lot of money on my own with this. But there is no way I can reach the entire market, it's just too big. By helping you make a lot of money doing exactly what I am, both of our incomes go way up!

**Fact #2:** This business is based on, but vastly improves another system that already helped me to build one of the largest companies of its kind. This business has made hundreds of thousands of dollars over the last six years.

## How I stumbled <sup>into</sup> the first piece of this Million-Dollar Secret!

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.

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like **there were never enough jobs to quite pay the bills, much less make a profit.**

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

The casino job took its toll on me. I worked swing-shift, from 6pm-2am 5 nights a week. This led to the low point in my life. Every night, I'd get off work and head to the local bar. You see, I was so unhappy with myself that I drank all night every night. Most of the others would have one drink and go home. I was miserable.

I went from a young guy with a bright future to an embarrassment to my family and disgrace to my friends. I'd drink myself to sleep, on one hand feeling like a worthless alcoholic, and on the other hand, more bound and determined to pull myself out of this situation and realize my dreams of entrepreneurial success.

There is a happy ending to this story. In 1994 I laid down the bottle, and moved to Atlanta, Georgia to find happiness and success.

10 years after my carpet cleaning venture, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in the landscaping business. I was in debt and I still wasn't making what I needed to pay the bills ... no matter how fast I worked. I spent day after day scrambling around trying to make sure I had all of the right materials for the jobs, and enough employees to get the jobs done.

**And with so much competition, there just wasn't enough profit in every job!**

And then, one hot August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me successful over the next few years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to an industry trade show. I hoped I could find some answers there.

And I did...

You see, as I walked into that loud and busy trade show, surrounded by any and everything related to growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet.**

You see, at this point in time, I was getting deeper into debt and was starting to seriously doubt that owning a business was for me — a thought that would have lost me big bucks if I had followed it. After all, I was providing an excellent service at very competitive rates. I should have been raking it in, right? The problem was, **the business I was running wasn't built on systems.**

But I was right about providing good service. My customers loved my work, to the point that one day I received a strange phone call from one of them. This customer told me that her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor holiday lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So ... here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not what happened. In fact, they weren't even selling lights. They were selling something completely different ... and the one thing my business needed.

*talk about system space* →

## *Ok* **Here's Part of the Secret . . .**

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. A business plan, a marketing plan, support, instructions. Everything. All I needed was a truck, a trailer, and a ladder. (I had all of those.) ☺

The whole point was, landscaping in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, and the market was absolutely huge. This business met a few of ~~the absolute essentials to success;~~

*my 9 crucial ingredients to success*

- a) The right product** — they had the best products available!
- b) The right market** — there was huge demand for this service and not much competition.

*Bring this back to you*

*1. 1st essential  
Call them  
The same thing*



c) **A detailed system** that anyone could follow. Not only did it include a business and marketing plan, but also all the instructions I needed for doing the work, managing customers, collecting money ... you name it.

A couple days later I went deeper into debt and I bought my first franchise. I scraped up every dime I could get my hands on in order to make a down payment. Then I financed the rest. And remember, this was in the heat of summer. There wasn't even an opportunity to start to make money until the holiday season came.

The rest is history. I quickly grew my business into one of the largest holiday lighting services in the country, and started making more profit than I ever thought was possible.

Not long after that, I started to purchase other franchises. Each franchise opportunity came with simple manuals and the exact systems that needed to be followed to be successful. All I had to do was follow the directions.

So that's what I did, and it paid off BIG-TIME. In fact, I sold those businesses for a hefty 7 figure profit.

This business is NOT about landscaping, Christmas decorating, or franchising.

Yes, But there is a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the fact of using proven systems. Do exactly what someone else is doing, you will get similar results. Makes sense, right?

You see, the "system concept" is the big secret that makes franchises so powerful. Now, that's only the first piece of the puzzle because...

~~Even in a franchise there are some~~ <sup>HAVE</sup> **MAJOR drawbacks and problems!**

Here are just a few of the problems with franchising:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of dollars as an initial investment.
- **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings each and every month. Believe me, those payments add up.
- **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.
- **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!

each  
position  
if  
take  
+  
no  
experience  
you  
more  
is  
next  
page

• **Expensive inventory.** Not just the expense of holding and shipping it, but also the warehousing room... that's just more overhead.

I could go on and on...

Truth is, I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

**That's why I knew I had to come up with a better system for the average "guy". And that's exactly what I've done.**

**AND BEST OF ALL** ... this unique system you're going to hear about does not require you to create anything. Nope, not one thing.

In fact, this system is so easy, so straightforward, that you simply offer a product with huge demand, and you get paid each and every month.

And that's piece #2 of this "perfect business puzzle"...

You'll get profit every month!

We've already talked about the "must have" ingredients of the "ideal business", and the way I see it, residual income is right at the top of the list.

Think for a minute about the different businesses that you pay each month.

Most of us pay our phone bills, electric bills, insurance bills and many others on a monthly basis. The reason why is that each of these companies provide us with a product or service that we really value, and in many cases just can't do without.

Companies that are able to charge their customers over and over again have a huge business advantage! These businesses are much easier to manage, because they have a regular cash-flow stream. And on top of that, they are typically far more valuable if sold than a business that relies on a "one-time-sale". Let's face it, there's more time, money, and effort involved in finding a new client than just selling the same one again and again.

→ Transition here

Let me share with you one of the most profitable (and underused) ways to grow any business. It's simply this: **Contact your customers on a monthly basis.**

Not exactly rocket science but it's true. The simple reason this works so well is because your customers or clients have already spent money with you. And they'll spend more IF you let them and give them a reason to. You can't simply sit back and

hope that people will remember your business next time they need your product or service.

Think again about those businesses that you buy from each month. How many of them send you a newsletter each month? Probably not very many of them, if any at all.

Now we've both heard that same thing over and over again from every marketing expert...

**"There's no better way to stay connected to customers than with a monthly newsletter".**

But surprisingly enough, most business owners just can't find the time to ever get one out. No doubt about it, coming up with interesting articles and content is hard, hard work, and unless you have lots of extra time on your hands, it's easy to keep putting off publishing a newsletter until "someday".

But of course, we all know "someday" usually never comes...

It's truly amazing! Virtually all business owners would agree that a newsletter is critical to success, and yet most don't have one!

So what if you nearly eliminated the cost of developing one for them? **You would have businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me!

## How It All Works ...

See, the product I've developed is simply called the "3-Minute Newsletter". It is an over-sized postcard filled with useful information, tips, techniques, and more ... things that would be appropriate for any business to distribute as their own newsletter.

But make no mistake; this isn't just some "warm and fuzzy" newsletter that just gets their name out there. No way! It's actually a big-time profit generator because each month there's a space for any business to insert their name and special offer for that month. Really, what good is any marketing communication without an offer?

<Click here to see example of what it looks like --- [Link to Sample in Pop-UP](#)>

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays one low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low or businesses can even distribute it electronically to eliminate printing costs!

(via email)

*Screen shot of search*

**More than 50,000 searches for this online every month...And no one else competes!**

*Not just find*

**But that's just for people that are "pre-sold" on this concept – there are literally hundreds of thousands of businesses just sitting there hoping that someone would come up with a solution like this for their business.**

*Go ahead and*

**Pull out the Yellow Pages and see how many of these type businesses are in <sup>your</sup> neighborhoods:**

- |                             |                        |                          |
|-----------------------------|------------------------|--------------------------|
| • Accountants               | • Electricians         | • Services               |
| • Consultants               | • Employment Agencies  | • Liquor Stores          |
| • Appliance Dealers         | • Engineers            | • Locksmiths             |
| • Architects                | • Financial Planners   | • Massage Therapists     |
| • Art Galleries             | • Florists             | • Men's Clothing Stores  |
| • Attorneys                 | • Furniture Stores     | • Mortgage Companies     |
| • Stock Brokers             | • Gift Shops           | • Motels                 |
| • Car Dealers               | • Golf Shops           | • Movers                 |
| • Car Washes                | • Grocery Stores       | • Nail Salons            |
| • Car Repair Shops          | • Graphic Designers    | • Night Clubs            |
| • Barbers and Beauty Salons | • Handy Men            | • Nurseries              |
| • Book Keepers              | • Health Clubs         | • Nutritionists          |
| • Building Contractors      | • Home Inspectors      | • Optometrists           |
| • Carpet Cleaners           | • Hotels               | • Painters               |
| • Caterers                  | • House Cleaners       | • Party Planners         |
| • Child Care Centers        | • Hypnotists           | • Pawn Shops             |
| • Chiropractors             | • Insurance Agents     | • Pest Control Companies |
| • Churches                  | • Interior Decorators  | • Pet Grooming           |
| • Cleaners                  | • Janitorial Services  | • Pet Shops              |
| • Clinics                   | • Jewelers             | • Pharmacies             |
| • Computer Stores           | • Landscapers          | • Photographers          |
| • Computer Services         | • Landscape Architects | • Physicians             |
| • Contractors               | • Laundries            | • Picture Framing Shops  |
| • Convenience Stores        | • Lawns Mower Shops    | • Plumbers               |
| • Counselors                | • Limousine            | • Printers               |
| • Dentists                  |                        | • Real Estate Agents     |
| • Doctors                   |                        | • Restaurants            |
|                             |                        | • Roofers                |
|                             |                        | • Security Companies     |

- Service Stations
- Shoe Stores
- Sign Shops
- Tailors
- Tanning Salons
- Tax Services
- Taxi Cabs
- Travel
- Agencies
- Tree Services
- Tutors
- Veterinarians

**Pretty long list, huh?**

*You bet*  
 Damn right it is. And all of these businesses have 2 things in common...

**They all need a newsletter, and they all know it!**

But the sad fact is that 9 out of every 10 don't have one. They're either too busy, or too lazy to get one together.

Now tell me honestly ... **can you imagine a bigger market that's virtually untouched?**

Look what could happen if you could get just a few new clients each month:

<insert chart here for annual income if getting 5,10,25,50 customers per month>

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

*(get a space)*

**You don't have to worry about writing a thing – It's all done for you each and every month...**

All you have to do is find a few customers... **Don't worry, I even provide everything you need to get them too!**

It even gets better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is yours to keep ... and will keep arriving month after month in most cases because your clients will not want to stop once they see the results.**

So... similar to a franchise, I'm going to hand to you an entire SYSTEM.

And when I say "system," I mean so many tools that you are not going to believe

everything you get to help you succeed in this business.

But before we go any further let me clear-up one thing...

By now you may be thinking – “Larry, this is great! But, there’s got to be a “catch”, or you wouldn’t be telling me about this opportunity.”

Well, there’s no catch, *but I will tell you ...* ~~and because you’re wondering, I’ll go ahead and give’em to you now.~~

### The 3 True Reasons Why I’m Willing To Share This Secret, And Show You Everything You Need To Know To Be Hugely Successful In This Business...

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I’d much rather have a small piece of something, than all of nothing.
2. As one of my favorite success teachers, Zig Ziglar put it, “The best way to get what you want is to help others get what they want.” If I can help you reach your goals, then I’m reaching mine. By letting you in on this opportunity, I’m getting paid to help you ..It’s a win-win situation.
3. There’s just no good reason not to – I have no desire to create some high priced national franchise, or a huge “distributor network”, that’s way too much work. My interest lies in finding a core group of willing and able associates that I can help realize their dreams.

It is truly that plain and simple.

But before we proceed any further, I’ve gotta tell you that are four simple and basic things that you’re going to need, and I can’t provide these things for you:

1. You need **sufficient resources** to make this investment.
2. You’ll need the **ability** to take this material and put it to use.
3. You’ll need a **computer**, and internet access.
4. You’ll need the **discipline** to perform the simple tasks that your business

*cool quality we need I think to reassure them at the same time like my one example.*

*(I'm not talking tens of thousands like 2 franchise but you can't use that dollar to get started in this.*

requires on a regular basis.

If you think that any of these may present a problem, then it's probably best that you skipped this opportunity for now.

So, now I'll tell you about all of the things that make this business exactly what you need to open the door to a lifetime of easy income.

*3 Minute Newsletter is*  
**It's a Complete Package!**

### **Here's what you'll get:**

Each and every month you'll get a new pre-done, ready-to-go, camera-ready newsletter postcard to provide to your clients. They'll just plug-in their company info and distribute them to their customer list.

You'll also get a **huge business manual** packed with loads of information. Here's an overview of some of the info that it contains:

### **BUSINESS 101 -**

- Setting up your business — You'll learn every thing you need to know to get set up to do serious business as a professional.
- Business Planning — Planning is essential. You'll learn how to formulate a fool proof plan that will tailor your business to meet your specific needs and financial objectives.
- Goal Setting — You'll set your own goals. I'll show you how to reach them.

### **DAILY OPERATIONS -**

- Pricing — How to set and adjust your pricing for maximum profits in your area.
- How to set clients up in the system — this gets them going as repeat customers, meaning ongoing **residual income for you!**
- Records Management — You'll get a simple system for staying organized the simple way and with minimal paper work.

### **MARKETING -**

- **Start Today** — a 2-week, step-by-step Marketing Action Plan that will catapult you to success in the shortest time possible.

- How to get the sales you need – I'll walk you through the process of developing a long term marketing plan custom tailored to fit your business and achieve your sales goals.
- You'll get specific information on promoting your business and making sales presentation.
- Phone Marketing – I'll teach you who to call and when to call them. Better yet, when you get your prospect on the phone, you'll know exactly what to say to peak their desire to get going right away.

## **But that's just the beginning!**

I'm sure you know a business manual showing everything you need for success in this business offers as much value as most any franchise. You can imagine what it's worth.

But can you imagine adding **thousands of dollars of design work and copywriting** into the package?

## **Your Very Own Pre-done Marketing Arsenal!**

Getting new clients can be as simple as stuffing envelopes and dropping them off at local businesses, or walking to your mailbox and mailing 3 letters a day. It's all written for you, and you'll simply follow the directions. I'm going to tell you exactly what to do and when to do it. We've developed several fool-proof ways for you to develop new business with incredibly low cost.

I provide you with all of the following pre-done and proven pieces that will enable you to get all of the clients that you could possibly want, and without any "personal selling" or talking to anyone. Just fill in a couple of blanks...and boom! You're ready to go.

- **Pre-written Sales Letter.** (Value: \$599)
- **Postcards.** (Value: \$149 each)
- **Yellow Page Ads.** (Value: \$249 each)
- **Display Ads.** (Value: \$249 each)
- **Telephone Scripts.** (Value: \$199 each)
- **A Thank You Card.** (Value: \$49)
- **A Referral Card.** (Value: \$49)



- **7 “low cost” and “hassle free” marketing methods that will catapult your business into instant success.** (Value: “priceless”)

Already, the value of this program is up in the thousands of dollars. You’d think I’d stop right there, but I am here to tell you ... **the best way for me to succeed is for you to succeed.** That means I’m going all out, making sure you’ve got what it takes to make a huge income with this system.

You see, once you are working with clients, you may find that **some want to expand into custom newsletters.** In this case, you’ll have a chance to start your own outright publishing company and produce their newsletter. **You could charge \$150 or more per page every month.** That is no exaggeration. That is a very common rate!

I’m going to hand you my **“Quick-Content CD ROM”** that is filled with articles on a wide variety of subjects that you’ll be able to use on these future newsletters. Fill up just a few newsletters, and you will literally **make yourself thousands of dollars** without all the work of researching and writing! This jewel is worth an easy \$300 all by itself!

You also get our proprietary **Newsletter Business Software.** These simple programs were developed specifically to help you to succeed in this business with very little time and effort. Go hire a programmer to put these tools together and you’d be looking at minimum \$329.00. They’re all done for you, just put them to work. Look what you get:

- An advertising tracking spreadsheet
- A proposal/agreement template.
- A sales tracking and follow-up system.
- Invoicing and statement templates.

You’ll also get **a professionally designed web site.** Just provide us with your specific information, and we’ll set it for you. As you know, this is essential today. You can bring thousands of potential customers to your site and it will explain every detail about your product. And more important than that, this site is designed to sell. Success can be as simple as just convincing business owners to check out your site!

Frankly, this web presence alone is worth far more than it takes to get involved with this program. It is not uncommon to see sites like this that cost \$499.00 or more.

Look at what else the site lets you access:

- **Current Program News.** Stay up to date on any improvements to the program. You’ll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to

market. This program brings those ways to you. This is just the beginning of how it helps you to sell.

- Similar to other*
- **Marketing and Advertising Material Updated Regularly.** I go way beyond that daily tip. You'll have access to all sorts of materials to help you get more clients ... and as I discover new, successful methods, you'll be the first to know.
  - **An Associate Discussion Forum.** One of the best ways to improve on your success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis.
  - **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.
  - **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide "dealer locator." This allows prospective clients to search for the associate nearest them. Even if you never lifted a finger to do any work, this could bring you clients worth hundreds or even thousands of dollars!

I know you might be a little worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.

Forget about the tens of thousands of dollars that franchises require. You get everything for an initial investment of just \$397, along with a monthly fee of just \$29 to maintain your website, and for access to the latest addition of the 3-Minute Newsletter all written and formatted for you to just hand to your clients.

At this rate, **your very first customer makes you a profit in less than one year!**

Listen, I've paid hundreds of thousands of dollars in franchise fees and royalties. Heck, some franchises literally cost millions. Compare this to any franchise, and it's a no-brainer. For an investment like this, you cannot go wrong. In reality, if the franchises can get away with charging this kind of money to get into business...then I could get away with charging a heck of a lot more than I am.

**Just one customer. It's all you need to start making money!** *But to keep*

*you say 'yes' right away you'll also get...*

~~Huge~~ **Huge \$623.00 in Bonuses For Acting Now!**

*a huge package of bonuses*  
For acting now I'm also willing to throw in ~~bonuses of \$623~~ to help to instantly improve the model I've already provided!

## **You'll get:**

**Bonus #1:** 250 business cards. All professionals need a professionally designed card. We'll have the cards professionally designed, customized, and shipped to you right away. Getting your first client could be as easy handing out a card and having someone check out your website. **(\$50.00 value)**

**Bonus #2:** A Quick-Start audio set to help get you started quickly. You won't have to spend hours reading, studying, or training yourself to make money. You'll hit the ground running with just a few simple steps. (\$79.00 value)

**Bonus #3:** A CD-rom with all marketing materials in template form. This allows you to quickly produce and edit materials for your specific needs. You'll simply type in your personal info, click the print button and you've got piece that's customized for you and ready to go. **(\$125.00 value)**

**Bonus #4:** Another CD-rom PACKED with business forms for just about every situation you could run into. This could save hours of time that you could use building you client base. There's no need to sit in front of the computer trying to come up with and application form, or a statement form. They're all right here at your fingertips, as if you've been in business for years! **(\$69.00 value)**

**Special Bonus #5:** Two 15-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing business. Again, I am here to support you! **I anticipate removing this bonus shortly as the demand for these telephone consultations can get extremely overwhelming.** Sure, you can shoot me an email at anytime and I typically respond within the day. But should you wish to speak with me to hash-out any more detailed issues, or to strategize toward your success, we'll set up a time for a phone meeting. I don't claim to know everything, but there's a good chance that I can share some of my experiences regarding just about any issue that could arise in this business. Hurry for this one! **(\$300.00 Value)**

## **A Quick Review**

So let's go over it quickly. With this program, you get:

- **A custom web site** worth at least \$499.00 dollars, and access through the web site to many more services worth hundreds of dollars more.
- **The Quick Content CD-Rom** filled with tons of articles just waiting for you to use if you decide to expand into custom newsletters and grow your own business empire. \$300.00
- A huge business manual with everything you need to run this business. At least a \$150 in value.

- Over a thousand dollars worth of professionally written and designed marketing materials both in print and on CD.
- The proprietary **Newsletter Business Software** with spreadsheets, templates, and all of the tracking systems that you will use. Another \$329.00.
- 5 incredible bonuses valued at \$623.00 that include consultation phone calls, your own personalized business cards, a business form CD-rom, and a quick-start audio program.

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this HUNGRY MARKETPLACE where there is virtually no competition!

Add all of this up and you can find at least \$2,751.88 in total value. But you're getting everything for mere fraction of that cost.

**And...I'll take all of the risk!**

To make sure you are 100% satisfied, you get my

### **Forget-About-It Money Back Guarantee # 1!**

**You will LOVE the 3-Minute Newsletter System or you will get back every penny of your investment. Guaranteed.** You can forget about the whole thing. Just let me know, for any reason what-so-ever within 90 days and I will immediately buy your business back from you. I'll promptly refund your \$397, no questions asked, period.

The whole POINT with this guarantee is that I'm SO SURE you will succeed and will be making money every month, there is NO WAY you will want to opt out. But if you decide to for ANY reason, you will get your money back quickly and without any hassle.

### **Iron-Clad Money Back Guarantee # 2!**

**Take the system and put it to work for you for 1 year.** If at the end of the year, you decide that system does not work for you, I will fully refund your \$397. All I ask is that you prove to me that you have tried just 1, not all of the proven and guaranteed ways that I'm going to give you to bring in as many clients as you want, but just 1 of these powerful techniques and you'll have your entire \$397 investment promptly returned to you.

**But you NEED TO ACT NOW, and THIS IS SERIOUS!**

It's important that you get involved with this today, because I am totally serious about the success of my associates. For that reason, I cannot flood the market with people offering this TOTALLY UNIQUE and LOW-COST product.

I am strictly limiting the number of "3 Minute Newsletter" associates. So at any time, I may pull the plug on this deal. *and you'll miss out forever*

**That's why you have to act right now**, you'll have this same point working for you — I will NEVER flood the market with those who are offering the same product. You will NEVER have much competition. Period.

Listen, you can search and search, but I'm here to tell you right now: **you will not find a better money maker ... ANYWHERE.** I am going to help you right into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you can be proud of.

I've laid all of my cards out on the table. Everything possible has been done to give you a business that is so fool-proof that you can't possibly say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and really make a difference in your life?

Do not put this off...if you do, you could miss out on a real chance to live the dream that you've always wanted to live!

I'm ready to go to work to make certain that you reach your goals.

Here's to Our Success!

Larry Brown

**P.S.** For everyone who becomes an associate before I pull the plug, I've got **two additional bonuses** that I won't even give details about here. But they are both geared to help you reach your goals. . I am promising you can attain them:

*A little more enticing*

*if you*  
**P.S.S.** For only those who are accepted into this program by <time & date> I will have ~~their~~ <sup>your</sup> first 3-monthly access fees waived. That's another \$59.91 in value that you will receive, but only if you act right now!

*keep?*

~~scribble~~

*Time to go through + look for places to bold + yellow highlight, etc for emphasis*  
*Also I'd make the Times Roman whole this (except headline + subheads)*  
*— Very Good! Just a few rough spots need some polishing. Try to do one more ruthless edit also.*

13-03

These might even be very good as bullets start right before you the letter let's try that format

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 a Silly Mistake Lead to an Easy Way For You to Make Good Money off Almost Every Business in Your Town"

- wonder if it will be all them + has 2 do publishing fine they more @

Now you can be your own boss with <sup>An</sup> this amazing publishing business that makes INSTANT CASH, starting from your own Kitchen Table and without ever writing or creating a thing

hear it. Might run some people off automatically

Dear Friend:

It's crazy...

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 needs your solution, and you will literally undersell **all** of your competition.

It almost sounds too good to be true - but stick with me.. I know you it's not

<sup>In fact,</sup> 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:

double spaced

- It is **NOT** some MLM 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 Internet marketing knowledge 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. And, 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, 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.

Let me share a secret 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. More on that in a minute...

\* \* \*

let me introduce myself

For now, you're probably wondering who I am. 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 fish and water-ski. My wife says I'm 36, going on 15.

Sure, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. I'm an ordinary guy, just like you.

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.

We both know they're 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 just plain junk. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! My wife, Sasha thinks I'm twisted for sending away for all of this crap. For a long time, I've been looking at anything that appeared to offer the average person a simple way out.

As you read on, I'll tell you more about how I developed my business. And I promise you will be looking square into the face of a real business system that will work for ordinary folks just like you and I.

**You're in the right place at the right time.**

But before we get into that, let me share with you the key characteristics of the "ideal business". See how many of these you agree with:

"MUST-HAVE"

9 Crucial Ingredients Of The "Ideal Business"..

subhead

- **Demand.** You will see why this is a product that virtually every business needs.
- **Low Maintenance.** Who needs to spend all day on the phone servicing some product? None of that here!
- **No Inventory.** Did you really want to fill up your garage, your basement, or half your bedroom with a bunch of products that nobody really needs?
- **No Employees.** Avoid the cost, the hiring headaches, the training.. enough said.
- **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".
- **Residual Income.** Your clients will remain clients month after month. The results   
 You do the work one time and get paid over and over again.

using the techniques that the reader

they get from using your product will be so amazing, that once they start, they won't want to stop.

- **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.
- **Low-Cost.** One of the cheapest investments you'll ever make, and **your first client means profit ... month after month after month!**
- *Little or No Risk Involved*  
**Absolutely, 100% NO RISK GUARANTEED.**

**Fact #1:** The system I've developed is damn near perfect, and I'll show you why in just a minute. And frankly, I can make a lot of money on my own with this. But there is no way I can reach the entire market. By helping you make a lot of money doing exactly what I am, both of our profits go up! *And* (We won't be competing, I promise!)

**Fact #2:** This business is based on, but vastly improves another system that already helped me to build one of the largest companies of its kind. This business has made millions.

### **How I Discovered this Million-Dollar Secret!**

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.

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like **there were never enough jobs to quite pay the bills, much less make a profit.**

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

The casino job took its toll on me. I worked swing-shift, from 6pm-2am 5 nights a week. This led to the low point in my life. Every night, I'd get off work and head to the local bar. It was common among the casino workers to meet to drink and party after their shift. But I was different than most. You see, I was so unhappy with myself that I drank all night every night. Most of the others would have one drink and go home. I was miserable.

I went from a young guy with a bright future to an embarrassment to my family and disgrace to my friends. I'd drink myself to sleep, on one hand feeling like a worthless alcoholic, and on the other hand, more bound and determined to overcome my addiction and realize my dreams of entrepreneurial success.

There is a happy ending to this story. In 1994 I laid down the bottle, and moved to Atlanta, Georgia to find happiness and success.



10 years after my carpet cleaning venture and stone-cold-sober, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in landscaping. I was in debt and I still wasn't making what I needed to pay the bills ... no matter how fast I worked. I spent day after day scrambling around trying to make sure I had all of the right materials for the jobs, and enough employees to get the jobs done. **And with so much competition, there just wasn't enough profit in every job!**

And then, one hot <sup>MVSSY</sup> August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me successful over the next few years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to an industry trade show. I hoped I could find some answers there.

And I did...

You see, as I walked into that loud and busy trade show, surrounded by everything for growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet.**

Let's back up a minute. There was a time when I was getting deeper into debt and was starting to seriously doubt that owning a business was for me — a thought that would have lost me millions if I had followed it. After all, I knew I was providing an excellent service at very competitive rates. I should have been raking it in, right? The problem was, **the business I was running wasn't built on systems.**

But I was right about providing good service. My customers loved my work, to the point that one day I received a strange phone call from one of them. This customer told me her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So . here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not at all what happened. In fact, they weren't even selling lights. They were selling something completely different ... and the one thing my business needed.

Part of the Secret *Revealed*  
*or Discovered*

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. A business plan, a marketing plan, support, instructions. Everything. All I needed was a truck, a trailer, and a ladder. (I had all of those.) 😊

The whole point was, landscaping in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, but the market was absolutely huge. This business met many of the absolute essentials to success:

- 1) **The right product** — they had the best products available!
- 2) **The right market** — there was huge demand for this service and not much competition.
- 3) **A detailed system** that anyone could follow. Not only did it include a business and marketing plan, but also all the instructions I needed for doing the work, managing customers, collecting money ... you name it.

A couple days later I went deeper into debt and I bought my first franchise. I scraped up every dime I could get my hands on in order to make a down payment. Then I financed the rest. And remember, this was in the heat of summer. There wasn't even an opportunity to start to make money until the holiday season came.

The rest is history. I quickly grew my business into one of the largest holiday lighting services in the country, and started making more profit than I ever thought was possible.

Not long after that, I started to purchase other franchises. Each franchise opportunity came with simple manuals and the exact systems that needed to be followed to be successful. All I had to do was follow the directions.

So that's what I did, and it paid off. <sup>BIG TIME! In fact,</sup> I sold those businesses for a hefty 7 figure profit.

There's a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the fact of using proven systems. Do exactly what someone else is doing, you will get similar results. Makes sense, right?

*You see,* <sup>the big secret that</sup> The "system concept" is ~~what~~ what makes franchises so powerful.

**But even in a franchise there are some <sup>MAJOR</sup> major drawbacks.** + Problems (subhead)

### ~~Franchise Problems!~~

Here're just a few of the problems with franchising:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of

dollars as an initial investment.

• **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings each and every month. Believe me, those payments add up.

• **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.

• **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!

• **Expensive inventory.** Not just the expensive of holding and shipping it, but also the warehousing room.. that's just more overhead.

I could go on and on: <sup>FRANCHISE</sup> I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

**That's why I knew I had to come up with a better system. And that's exactly what I've done.**

**AND BEST OF ALL** . . . this unique system <sup>you'll find out about</sup> does not require you to create anything. Nope, not one thing.

In fact, this system is so easy, so straightforward, that you simply distribute something with huge demand, and you get the profit every month.

### Here's the Secret... ~~The System!~~

So how do you bring together the power of systems while eliminating all the problems of a franchise? How do you make sure to have a great product and a hungry market while virtually eliminating competition?

**Here's the answer...**

Let me share with you one of the most profitable (and underused) ways to grow any business. It's simply this: **Contact your customers on a monthly basis.**

Not exactly rocket science but it's true. The simple reason this works so well is because your customers or clients have already spent money with you. And they'll spend more IF you let them and give them a reason to. You can't simply sit back and hope that people will remember your business next time they need your product or service.

**And there's no better way to stay connected to customers and clients than with a monthly newsletter...**

Now we've both heard that same thing over and over again from every marketing expert. But surprisingly enough, most business owners just can't find the time to ever get one out. No doubt about it, coming up with interesting articles and content

1.25  
average job

for the average "5 way"

only  
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with  
the  
people  
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we  
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business  
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around  
the  
thought  
is  
neighborhood  
business

is hard, hard work, and unless you have lots of extra time on your hands, it's easy to keep putting off publishing a newsletter until "someday".

But of course, we all know "someday" usually never comes...

So what if you nearly eliminated the cost of developing these tools? You would have **businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me!

### How It All Works ...

See, the product I've developed is simply called the "3-Minute Newsletter". It is an over-sized postcard filled with useful information, tips, techniques, and more .. things that would be appropriate for any business to distribute as their own newsletter. *to their customers/clients/patients, etc*

*their* But make no mistake; this isn't just some "warm and fuzzy" newsletter that just gets your name out there. No way! It's actually a big-time profit generator because each month there's a space for any business to insert their name and special offer for that month. Really, what good is any marketing communication without an offer?

<Click here to see example of what it looks like --- Link to Sample in Pop-UP>

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays one low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low or businesses can even distribute it electronically to eliminate printing costs!

**More than 50,000 searches for this online every month...**

**And no one else competes!**

*concept*  
**(But that's just for people that are "pre-sold" on this - there are literally hundreds of thousands of businesses just sitting there hoping that someone would come up with a solution like this for their business.)**

Now tell me honestly . . can you imagine **a bigger market that's virtually untouched?**

It gets even better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is yours to keep ... and will keep arriving month after month in most cases because your clients will not want to stop once they see the results.**

Can you imagine getting just one new customer every 3 days? If you did this, then at the end of one month you would be making \$490 per month. At the end of one year you would be making \$4,471 every month!

*Sounds  
Tough. Maybe  
do a cheat  
for 5, 10,  
25,  
50  
customers/  
month*

<insert chart here>

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

### **You don't have to worry about writing a thing...**

AND, since the newsletter is created for you every month, you don't have to do anything but get the customers. ... **Don't worry, I even provide everything you need to get them!**

So.. similar to a franchise, I'm going to hand to you an entire SYSTEM.

And when I say "system," I mean so many tools that you are not going to believe everything you get to help you succeed in this business.

### **A Complete Package!**

#### **Here's what you'll get:**

Each and every month you'll get a new pre-done, ready-to-go, camera-ready newsletter postcard to provide to your clients. They'll just plug-in their company info and distribute them to their customer list.

You'll also get a **huge business manual** packed with loads of information on all of the following:

- Getting Started — Every thing you need to know to get set up to do serious business.
- **Start Today** — a 2-week, step-by-step Action Plan that will catapult you to success in the shortest time possible.
- Business Planning — Planning is essential. You'll learn how to formulate a fool proof plan that will tailor your business to meet your specific needs.
- Goal Setting — You'll set your own goals. I'll show you how to reach them.
- Pricing
- Marketing, Promoting, Sales Presentations

- How to set clients up in the system — this gets them going as repeat customers, meaning ongoing **residual income for you!**
- Records Management – You'll get a simple system for staying organized the simple way.

It also includes an all-important **Operations Section**, where you'll discover the exact processes to follow while operating your business.

### **But that's just the beginning!**

I'm sure you know a business manual showing everything you need for success in this business offers as much value as most any franchise. You can imagine what it's worth.

But can you imagine adding **thousands of dollars of design work and copywriting** into the package?

## **Your Very Own Pre-done Marketing Arsenal!**

Getting new clients can be as simple <sup>to your mailbox + dropping</sup> as stuffing envelopes and dropping them off at local businesses, or going ~~by the post office and mailing~~ 5 letters a day. It's all written for you, and you'll simply follow the directions. I'm going to tell you exactly what to do and when to do it. We've developed several fool-proof ways for you to develop new business with incredibly low cost.

I provide you with all of the following pre-done and proven pieces that will enable you to get all of the clients that you could possibly want, and without any "personal selling". Just fill in a couple of blanks . and boom! You're ready to go.

- **Pre-written Sales Letter.** (Value: \$599)
- **Postcards.** (Value: \$149 each)
- **Yellow Page Ads.** (Value: \$249 each)
- **Display Ads.** (Value: \$249 each)
- **Telephone Scripts.** (Value: \$199 each)
- **A Thank You Card.** (Value: \$49)
- **A Referral Card.** (Value: \$49)
- **7 "low cost" and "hassle free" marketing methods that will catapult your business into instant success.** (Value: "priceless")

Already, the value of this program is up in the thousands of dollars. You'd think I'd stop right there, but I am here to tell you . **the best way for me to succeed is for you to succeed.** That means I'm going all out, making sure you've got what it

*Did you even explain why?*

takes to make a huge income with this system.

You see, once you are working with clients, you may find that **some want to expand into custom newsletters**. In this case, you'll have a chance to start your own outright publishing company and produce their newsletter. You will be able to charge **\$150 or more per page every month**. That is no exaggeration. That is a very common rate!

I'm going to hand you a CD ROM that is filled with articles that you'll be able to use on these future newsletters. Fill up just a few newsletters, and you will literally **make yourself thousands of dollars** without all the work of researching and writing!

You also get a **Custom Business Tools CD**. This CD brings you:

- An advertising tracking spreadsheet
- A proposal/agreement template.
- A sales tracking and follow-up system.
- Invoice templates.
- And many other useful tools to enable you to run an efficient and organized business.

I know you might be a little worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.

You'll also get a **professionally designed web site**. As you know, this is essential today. You can bring thousands of potential customers to your site and explain every detail about your product.

And frankly, this web presence alone is worth far more than it takes to get involved with this program. But look at what else the site lets you access:

- **Current Program News.** Stay up to date on any improvements to the program. You'll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to market. This program brings those ways to you. This is just the beginning of how it helps you to sell.
- **Marketing and Advertising Material Updated Regularly.** I go way beyond that daily tip. You'll have access to all sorts of materials to help you get more clients .. and as I discover new, successful methods, you'll be the first to know.
- **An Associate Discussion Forum.** One of the best ways to improve on your

None  
- This  
provide  
value \$

Provide  
Learn  
more  
price \$

Value?

success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis.

- **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.

- **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide "**dealer locator.**" This allows prospective clients to search for the associate nearest them. Even if you never lifted a finger to do any work, this could bring you clients worth hundreds or even thousands of dollars!

*for a graph from last page "Now what about The Price?"*

Forget about the tens of thousands of dollars that franchises require. You get everything for an initial investment of just \$397, along with a monthly fee of just \$29 to maintain your website, and for access to the latest addition of the 3-Minute Newsletter. At this rate, **your very first customer makes you a profit in less than one year!**

*Pre-written*

Listen, I've paid hundreds of thousands of dollars in franchise fees and royalties. Heck, some franchises literally cost millions. Compare this to any franchise, and it's a no-brainer. For an investment like this, you cannot go wrong. In reality, if the franchises can get away with charging this kind of money to get into business.. then I could get away with charging a heck of a lot more than I am.

**Just one customer. It's all you need to start making money!**

*Exact amt*

**Huge \$\$\$'s in Bonuses for Acty New!**

*for acty new I'm also willy to show in of \$XXX.XX in*  
**~~Worth hundreds of dollars more, these bonuses will help to instantly improve the model I've already provided! You get:~~**

**Bonus #1:** 250 business cards. (\$50.00 value)

*my giving personal links.*

**Bonus #2:** A Quick-Start audio set to help get you started quickly. You won't have to spend hours reading, studying, or training yourself to make money. You'll hit the ground running with just a few simple steps. (\$79.00 value)

**Bonus #3:** A CD-rom with all marketing materials in template form. This allows you to quickly produce and edit materials for your specific needs. You'll simply type in your personal info, click the print button and you've got piece that's customized for you and ready to go. (\$125.00 value)

**Bonus #4:** Another CD-rom PACKED with business forms for just about every situation you could run into. This could save hours of time that you could use building you client base. There's no need to sit in front of the computer trying to come up with and application form, or a statement form. They're all right here at your fingertips, as if you've been in business for years! (\$59.88 value)

*These are as often as other CD-rom already mentioned?*



**Special Bonus #5:** Two 15-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing business. Again, I am here to support you! Sure, you can shoot me an email at anytime and I typically respond within the day. But should you wish to speak with me to hash-out any more detailed issues, or to strategize toward your success we'll set up a time for a phone meeting. I don't know everything, but there's a good chance that I can share some of my experiences regarding just about any issue that could arise in this business. (\$300.00 Value)

*Talk @ how you'd be removing this shortly if it gets overwhelming*

### **A Quick Review**

So let's go over it quickly. With this program, you get:

- A custom web site worth hundreds of dollars. *exact \$*
- Access through the web site to many more services worth hundreds of dollars more.
- A huge business manual with everything you need to run this business.
- Over a thousand dollars worth of professionally written and designed marketing materials both in print and on CD.
- The Custom Business Tools CD with spreadsheets, forms, and systems all set to use.
- 5 incredible bonuses that include consultation phone calls, your own personalized business cards, 2 jam packed CD-roms, and a quick-start audio program.

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this HUNGRY MARKETPLACE where there is virtually no competition!

Add all of this up and you can find at least \$3,552.88 in total value. But you're getting everything for mere fraction of that cost.

**And...I'll take all of the risk!**

To make sure you are 100% satisfied, you get my

### **Forget-About-It Money Back Guarantee #1!**

**You will LOVE the 3-Minute Newsletter System or you will get back every penny of your investment. Guaranteed.** You can forget about the whole thing. Just let me know, for any reason what-so-ever within 90 days and I will immediately buy your business back from you. I'll promptly refund your \$397, no questions

asked, period.

The whole POINT with this guarantee is that I'm SO SURE you will succeed and will be making money every month, there is NO WAY you will want to opt out. But if you decide to for ANY reason, you will get your money back quickly and without any hassle.

## **Iron-Clad Money Back Guarantee #2!**

**Take the system and put it to work for you for 1 year.** If at the end of the year, you decide that system does not work for you, I will fully refund your \$397. All I ask is that you prove to me that you have tried just 1, not all of the proven and guaranteed ways that I'm going to give you to bring in as many clients as you want, but just 1 of these powerful techniques and you'll have your entire \$397 investment promptly returned to you.

**But you NEED TO ACT NOW, and THIS IS SERIOUS!**

It's important that you get involved with this today, because I am totally serious about the success of my associates. For that reason, I cannot flood the market with people offering this TOTALLY UNIQUE and LOW-COST product.

I am strictly limiting the number of "3 Minute Newsletter" associates. So at any time, I may pull the plug on this deal.

**That's why you have to act right now,** you'll have this same point working for you — I will NEVER flood the market with those who are offering the same product. You will NEVER have much competition. Period.

Listen, you can search and search, but I'm here to tell you right now: **you will not find a better money maker ... ANYWHERE.** I am going to help you right into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you can be proud of.

I've laid all of my cards out on the table. Everything ~~possible~~ has been done to give you a business that is so fool-proof that you can't ~~possibly~~ say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and really make a difference in your life?

Do not put this off...if you do, you could miss out on a real chance to live the dream that you've always wanted to live!

I'm ready to go to work to make certain that you reach your goals.

Here's to Our Success!

Larry Brown

**P.S.** For everyone who becomes an associate before I pull the plug, I've got **two additional bonuses** that I won't even give details about here. But they are both geared to help you reach your goals... I am promising you can attain them.

**P.S.S.** Don't forget that only those who are accepted into this program by <time & date> will have their first 3-monthly access fees waived. That's another \$59.91 in value that you will receive, but only if you act right now!

*We do need to put this reason - why or a modified version somewhere in letter. Well done! you're getting close!*

<Below is deleted>

**The 3 True Reasons Why I'm Willing To Share This Secret...**

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I'd much rather have a small piece of something, than all of nothing.
2. As Zig Ziglar put it, "The best way to get what you want is to help others get what they want." If I can help you reach your goals, then I'm reaching mine. It's a win-win situation.
3. There's no reason not to - I have no desire to create some high priced national franchise, or a huge "distributor network". My interest lies in finding a core group of willing and able associates that I can help realize their dreams. So there's no good reason not to.

It is truly that simple. And yet, it gets even more exciting!

### **3MinuteNewsletterBiz.com**

- A. Sales Letter selling kit/opportunity
- B. Order Page
- C. Testimonials

#### **Pricing:**

Associate Kit: \$397.00  
Monthly Fee: \$19.97 – 3 free months with kit

### **3MinuteNewsletters.com**

- A. Sales Letter selling newsletters to business owners (online access)
- B. End User Log-in
  - 1. Downloadable current letter
  - 2. Monthly Marketing tips
- C. Order form
- D. Affiliate Info – Sales Letter
- E. Affiliate Log-in
  - 1. Affiliate Resources
- F. Printing Info
- G. DEALER LOCATOR HERE??????????

#### **Pricing:**

Monthly Access: \$34.95  
Affiliate Commissions: \$12.50

## ASSOCIATE PERSONAL SITES

**3MinuteNewsletter.com / any-associate (Or:  
<http://associatename.3minutenewsletter.com>)**

\* If the site 3minutenewsletter.com is hit, there will be NO access or info there, only accessible through associate's custom URL)

### A. Member Login

1. Current Program News
2. Daily marketing Tip
3. On-line Catalogue (Shirts, pens, business cards, forms, etc...)
4. Associate Discussion Forum
5. Current and archived newsletters (For download)
6. Marketing and advertising material updates.
7. Rolodex - Recommended Resources
8. Printing Info

### Pricing:

\$29.97/month (Personal site is shut down when payment lapses)

→ Custom website builder (cookie cutter)  
with their name + info + ph + fax

So let's go over it quickly. With this program, you get:

- A custom web site worth hundreds of dollars.
- Access through the web site to many more services worth hundreds of dollars more.
- A huge business manual with everything you need to run this business.
- Over a thousand dollars worth of professionally written and designed marketing materials both in print and on CD.
- The Custom Business Tools CD with spreadsheets, forms, and systems all set to use.
- 6 incredible bonuses that include consultation phone calls and the important Multi-Thousand Dollar Bonus! *1st Pro out*

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this HUNGRY MARKETPLACE where there is virtually no competition!

Add all of this up and you can find at least \$3,552.88 in total value. But you're getting everything for mere fraction of that cost. ~~I'll take all of the risk!~~

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*I'm strictly  
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not strong

This is a great first draft. Very impressive

It needs some work on details it clear what they are getting + ruthlessly editing your story a bit. Ideally we want to include some more PROOF This works once you get it.

- Yank

11-03

Are you looking for

Are you frustrated and fed up with the wild, unbelievable and totally ridiculous offers out there, ~~and would you be willing to work if provided a~~ REAL, legitimate chance to own a prestigious and professional business and make a serious income?

The other way would sound strange

Here's your chance to discover...

## "How a Silly Mistake Lead to an Easy Way For You to Make Good Money off Almost Every Business in Your Town"

centered

Now you can be your own boss with this amazing publishing business that makes INSTANT CASH, starting from your own Kitchen Table ~~and~~ without ever writing or creating a thing

Dear Friend:

Your Pic

It's crazy...

also and coming back for more each month

By this time next month you can easily have a slew of new business clients practically **begging** for your services! That's because nearly every business in the world needs your solution, and you will literally undersell **all** of your competition.

It almost sounds too good to be true – but stick with me..

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:

great

- It is **NOT** some MLM 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 Internet marketing knowledge 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. And, 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, 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.

Let me share a secret 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. *More on That in a minute...*

\* \* \*

*great intro!*  
*for*  
*big whig*  
By now, you're probably wondering who I am. 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 monkey. 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 fish and water-ski. My wife says I'm 36, going on 15. Pic

Sure, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. I'm an ordinary guy, just like you.

If you had suggested to me 5 years ago that I'd be writing a letter like this and ~~putting~~ *posting* it on the internet, I'd have called you nuts - ~~But~~ here we are.

None of that really matters much. Because this message is about you. You making more money, you having more time to do the things that you like to do, you realizing your dreams, and you living the life that you deserve.

*My...*  
*del*  
*it's...*  
We both know there's 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 junk. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! Sasha thinks I'm twisted for sending away for all of this crap. But for a long time, I've been willing to take a look at anything that appeared to offer an average person a simple way out.

In reality, what's out there cost too much, requires hard selling, or is simply useless.

As you read on, I'll tell you more about how I developed my business. And I promise you will be looking square into the face of a real business system that will work for ordinary folks just like you and I.

**You're in the right place at the right time.**

But before we get into that, let me share with you the key characteristics of the "ideal business". See how many of these you agree with:

9 Crucial Ingredients Of The "Ideal Business"...

- **Demand.** You will see why this is a product that virtually every business needs.
- **Low Maintenance.** Who needs to spend all day on the phone servicing some product? None of that here!
- **No Inventory.** Did you really want to fill up your garage, your basement, or half your bedroom with a bunch of products that nobody really needs?
- **No Employees.** Avoid the cost, the hiring headaches, the training...enough said.
- **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".
- **Residual Income.** Your clients will remain clients month after month. The results

*spaces*  
*stream*  
*millies*

they get from using your product will be so amazing, that once they start, they won't want to stop.

- **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.
- **Low-Cost.** One of the cheapest investments you'll ever make, and **your first client means profit ... month after month after month!**
- **Absolutely, 100% NO RISK GUARANTEED.**

**Fact #1:** The system I've developed is damn near perfect, and I'll show you why in just a minute. And frankly, I can make a lot of money on my own with this. But there is no way I can reach the entire market. By helping you make a lot of money doing exactly what I am, both of our profits go up! (We won't be competing, I promise!)

**Fact #2:** This business is based on, but vastly improves another system that already helped me to build one of the largest companies of its kind. This business has made millions.

## How I Discovered this Million-Dollar Secret!

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.

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like **there were never enough jobs to quite pay the bills, much less make a profit.**

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

The casino job took its toll on me. I worked swing-shift, from 6pm-2am 5 nights a week. This led to the low point in my life. Every night, I'd get off work and head to the local bar. It was common among the casino workers to meet to drink and party after their shift. But I was different than most. You see, I was so unhappy with myself that I drank all night every night. Most of the others would have one drink and go home. I was miserable.

I went from a ~~bright~~ young guy to an embarrassment to my family and disgrace to my friends. I'd drink myself to sleep, <sup>w/a bright future</sup> on one hand feeling like a worthless alcoholic, and on the other hand, more bound and determined to overcome my addiction and realize my dreams of entrepreneurial success.

There is a happy ending to this story. In 1994 I laid down the bottle, and moved to Atlanta, Georgia to find happiness and success.

10 years after my carpet cleaning venture and stone-cold-sober, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in landscaping. I was

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in debt and I still wasn't making what I needed to pay the bills ... no matter how fast I worked. **With so much competition, there just wasn't enough profit in every job!**

And then, one hot August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me millions over the next many years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to a landscape industry trade show. I thought I could find some answers there.

I did, but they had nothing to do with landscaping.

You see, as I walked into that loud and busy trade show, surrounded by everything for growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet.**

Let's back up a minute. There was a time when I was getting deeper into debt and was starting to seriously doubt that owning a business was for me — a thought that would have lost me millions if I had followed it. After all, I knew I was providing an excellent service at very competitive rates. I should have been raking it in, right? The problem was, **the business I was running wasn't built on systems.**

But I was right about providing good service. My customers loved my work, to the point that one day I received a strange phone call from one of them. This customer told me her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So ... here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not at all what happened. In fact, they weren't even selling lights. They were selling something completely different ... and the one thing my business needed.

## **Part of the Secret**

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. A business plan, a marketing plan, support, instructions. Everything. All I needed was a truck, a trailer, and a ladder. I had all of those.

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The whole point was, landscaping in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, but the market was absolutely huge. This business met many of the absolute essentials to success:

- 1) **The right product** — they had some of the best lights and decorations available!
- 2) **The right market** — there was huge demand and minimal competition. In landscaping, there was plenty of demand but low profits because of the competition.
- 3) **A detailed system** that anyone could follow. Not only did it include a business and marketing plan, but also all the instructions I needed for doing the work, managing customers, collecting money ... you name it.

A couple days later I went deeper into debt and I bought my first franchise. The rest is history. I quickly grew my business into one of the largest holiday lighting services in the country, branched into other franchises, and started making more money than I ever dreamed was possible.

There's a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the fact of using proven systems. Do exactly what someone else is doing, you will get similar results. Makes sense, right?

The "system concept" is what makes franchises so powerful.

**Even in a franchise there are some significant drawbacks — but I've solved each one in this new business system.**

- haven't introduced it yet so I think we just list the problems w/ franchise...

### Franchise Problems FIXED!

Some drawbacks to franchising include:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of dollars as an initial investment.
- **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings.
- **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.
- **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!
- **Expensive inventory.** Not just the expensive of holding and shipping it, but also the warehousing room that's just more overhead.

I could go on and on. I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

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That's why I knew I had to come up with a better system. And that's exactly what I've done.

**AND BEST OF ALL** ... this unique system does not require you to create anything. Nope, not one thing.

In fact, this system is so easy, so straightforward, that you simply distribute something with huge demand, and you get the profit every month.

## The Secret REVEALED!

So how do you bring together the power of systems while eliminating all the problems of a franchise? How do you make sure to have a great product and a hungry market while virtually eliminating competition?

**Here's the secret.**

You may know that it is essential for businesses to stay in touch with ~~past~~ customers. The reason is simple: it costs far less for a company to stay in touch and bring back customers than it does to bring in new customers.

This is why businesses send out newsletters, special invitations and letters, and all sorts of other communications to ~~past~~ <sup>existing</sup> customers. **Every business needs to do it!**

The BIG problem is that it takes time and money to develop these mailings, and that keeps a lot of businesses from using these essential tools. This is a **huge mistake** on their part, but they think they can't afford to make the investment.

So what if you nearly eliminated the cost of developing these tools? You would have **businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me!

## The 3 True Reasons Why I'm Willing To Share This Secret...

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I'd much rather have a small piece of something, than all of nothing.
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It is truly that simple. And yet, it gets even more exciting!

### How It All Works ...

See, the product I've developed is simply called the 3-Minute Newsletter. It is an over-sized postcard filled with useful information, tips, techniques, and more ... things that would be appropriate for ANY business to distribute as their own newsletter. *(Click here to see what this looks like)*

And of course there is space available for any business to brand the issues that they send out, and even to include their own monthly promotions. But .. **by making one generic newsletter for multiple businesses to distribute, the production costs for each business are just about eliminated!**

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays one low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low. Businesses can even distribute it electronically to eliminate printing costs!

**More than 50,000 searches for this online every month...**

**And no one else competes!** *(but that's just for people that are already pre-sold on this - there are hundreds of thousands of other business just sitting there hoping someone would come up with this solution.)*

Now tell me honestly .. can you imagine a bigger market that's virtually untouched?

It gets even better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is yours to keep ... and will keep arriving month after month in most cases.** *because your clients won't want to stop once they see results.*

**Can you imagine getting just one new customer every 3 days? If you did this, then at the end of one month you would be making \$490 per month. At the end of one year you would be making \$4,471 every month!**

<insert chart here>

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

*(Subhead) You Don't Have To Worry About Worry & Things..*

AND, since the newsletter is created for you every month, you don't have to do anything but get the customers. ... **Better still, I provide everything you need to get them!**

*Get + me it couldn't be easier. ~~... exactly it~~  
Just as easy as showing a sample postcard*  
*Don't worry*

~~On the one hand, it shouldn't take much for you to get customers who NEED the product and have NEVER seen something like this for so little. On the other hand, I want to ensure your success. So, just like a franchise, I'm going to hand to you an entire SYSTEM.~~

And when I say "system," I mean so many tools that you are not going to believe everything you get to help you succeed in this business.

## The Complete Package!

### Here's what you'll get:

Each and every month you'll get a new pre-done, ready-to-go, camera-ready newsletter postcard to provide to your clients. They'll just plug-in their company info and distribute them to their customer list.

You'll also get a **huge business manual** packed with loads of information on all of the following:

- Getting Started — Every thing you need to know to get set up to do serious business
- **Start Today** — a 2-week, step-by-step Action Plan that will catapult you to success in the shortest time possible.
- Business Planning — Planning is essential. You'll learn how to formulate a fool proof plan that will tailor your business to meet your specific needs.
- Goal Setting — You'll set your own goals. I'll show you how to reach them.
- Pricing
- Marketing, Promoting, Sales Presentations
- How to get clients up in the system — this gets them going as repeat customers, meaning **residual income for you!**
- Records Management — You'll get a simple system for staying organized the simple way.

It also includes an all-important **Operations Section**, where you'll discover the exact processes to follow while operating your business.

### But that's just the beginning!

I'm sure you know a business manual showing everything you need for success in this business offers as much value as most any franchise. You can imagine what it's worth.

But can you imagine adding **thousands of dollars of design work and copywriting** into the package?

## Your Very Own Pre-done Marketing Arsenal!

I provide you with all of the following ~~predone and proven pieces (and I'm including typical costs of having these done professionally if they weren't included)~~ that will enable you to get all of the clients that you could possibly want, and without any

*expand on this  
Just drop off a letter, etc. etc.*

"personal selling". Just fill in a couple of blanks. .and boom! You're ready to go."

- **Pre-written Sales Letter.** (Value: \$599)
- **Postcards.** (Value: \$149 each)
- **Yellow Page Ads.** (Value: \$249 each)
- **Display Ads.** (Value: \$249 each)
- **Telephone Scripts.** (Value: \$199 each)
- **A Thank You Card.** (Value: \$49)
- **A Referral Card.** (Value: \$49)
- **7 "low cost" and "hassle free" marketing methods that will catapult your business into instant success.** (Value: "priceless")

Already, the value of this program is up in the thousands of dollars. You'd think I'd stop right there, but I am here to tell you ... **the best way for me to succeed is for you to succeed.** That means I'm going all out, making sure you've got what it takes to make a huge income with this system.

You see, once you are working with clients, you may find that **some want to expand into custom newsletters.** In this case, you'll have a chance to start your own outright publishing company and produce their newsletter. You will be able to charge **\$150 or more per page every month.** That is no exaggeration. That is a very common rate!

I'm going to hand you a CD ROM that is filled with articles that you'll be able to use on these future newsletters. Fill up just a few newsletters, and you will literally **make yourself thousands of dollars** without all the work of researching and writing!

You also get a **Custom Business Tools CD.** This CD brings you:

- An advertising tracking spreadsheet
- A proposal/agreement template.
- A sales tracking and follow-up system.
- Invoice templates.
- And many other useful tools to enable you to run an efficient and organized business.

*you might be a little*  
I know ~~you're getting itchy now, because you're~~ worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.

You'll get a **professionally designed web site.** As you know, this is essential today. You can bring thousands of potential customers to your site and explain every detail about your product.

And frankly, this web presence alone is worth far more than it takes to get involved with this program. But look at what else the site lets you access:

- **Current Program News.** Stay up to date on any improvements to the program. You'll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to



market. This program brings those ways to you. This is just the beginning of how it helps you to sell.

• **Marketing and Advertising Material Updated Regularly.** I go way beyond that daily tip. You'll have access to all sorts of materials to help you get more clients ... and as I discover new, successful methods, you'll be the first to know.

• **An Associate Discussion Forum.** One of the best ways to improve on your success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis.

• **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.

• **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide "**dealer locator.**" This allows prospective clients to search for the associate nearest them. Even if you never lifted a finger to do any work, this could bring you clients worth hundreds or even thousands of dollars!

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Forget about the tens of thousands of dollars that franchises require. You get everything for an initial investment of just \$397, along with a monthly fee of just \$29 to maintain your website, and for access to the latest addition of the 3-Minute Newsletter. At this rate, **your very first customer makes you a profit in less than one year!**

**Just one customer. It's all you need to start making money!**

## Huge \$\$\$'s in Bonuses!

**Worth hundreds of dollars more, these bonuses will help to instantly improve the model I've already provided! You get:**

**Bonus #1:** 250 business cards. (\$50.00 value)

**Bonus #2:** A Quick-Start audio set to help get you started quickly. (\$79.00 value)

**Bonus #3:** A CD-rom with all marketing materials in template form. This allows you to quickly produce and edit materials for your specific needs. (\$125.00 value)

**Bonus #4:** Another CD-rom PACKED with business forms for just about every situation you could run into. (\$59.88 value)

**Special Bonus #5:** Two 15-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing business. Again, I am here to support your work! (\$300.00 Value)

## A Quick Review

**Apprentice  
Sales Letter Edits**

**Long Lost Marketing  
Secrets  
([LongLostMarketingSecrets.com](http://LongLostMarketingSecrets.com))**

7.27-03

I'm not  
happy  
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we need to  
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get it  
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- 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 a Silly Mistake Lead 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 and without ever writing or creating a thing

Dear Friend:

It's crazy...

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 needs your solution, and you will literally ~~undersell all of your~~ *run rings around any* competition. *and drive*

It almost sounds too good to be true - 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 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 ~~Internet marketing knowledge~~ *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. ~~And, it~~ *And, 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 carpets~~ *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 secret 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. More on that in a minute...

For now, you're probably wondering who I am. 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 fish and water-ski. My wife says I'm 36, going on 15.

*new part of the*

*Fact is*

Sure, I'm really doing well now, but it hasn't always been this way. I'm not now, and never have been anything special. Like I said, I'm an ordinary guy, just like you.

*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.

*It*

We both know they're 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. As we speak, I'm looking at an entire office filing cabinet full of this stuff; books, binders, videos, you name it. I've ordered everything imaginable. It's a joke! My wife, Sasha thinks I'm twisted for sending away for all of this crap. For a long time, I've been looking at anything that appeared to offer the average person a simple way out.

As you read on, I'll tell you more about how I developed my business. And I promise you will be looking square into the face of a real business system that will work for ordinary folks just like you and I.

**You're in the right place at the right time.**

So let me share with you the key characteristics of the "ideal business". See how many of these you agree with:

*Weird Transition Needs Work*

*Might talk @ how you never find it - but if you do you always said you'd share it with the world.*

## 9 Crucial, "must have" ingredients of the "Ideal Business"...

### Ideal Business Ingredients #1:

- **Demand.** You will see why this is a product that virtually every business needs.
- **Low Maintenance.** Who needs to spend all day on the phone servicing some product? None of that here!
- **No Inventory.** Did you really want to fill up your garage, your basement, or half your bedroom with a bunch of products that nobody really needs?
- **No Employees.** Avoid the cost, the hiring headaches, the training...enough said.
- **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".
- **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.
- **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.
- **Low-Cost.** One of the cheapest investments you'll ever make, and **your first client means profit ... month after month after month!**
- **Little or NO RISK involved.**

**Fact #1:** The system I've developed is damn near perfect, and I'll show you why in just a minute. And frankly, I can make a lot of money on my own with this. But there is no way I can reach the entire market. By helping you make a lot of money doing exactly what I am, both of our profits go up! (And we won't be competing, I promise!)

**Fact #2:** This business is based on, but vastly improves another system that already helped me to build one of the largest companies of its kind. This business has made millions.

### *stumbled into the first piece of this* **How I Discovered this Million-Dollar Secret!**

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.

You see, I've always been the entrepreneurial type. I started my first business when I was 19, cleaning carpets with a rented steam cleaner and a borrowed vacuum. Honest! And I got good at this job too. But no matter how efficient I became, it just seemed like **there were never enough jobs to quite pay the bills, much less**

**make a profit.**

So, back to the drawing board. For the next few years I tried my hand at all sorts of things: warehouse work, retail sales, and even dealing craps on a casino riverboat along the Mississippi River!

The casino job took its toll on me. I worked swing-shift, from 6pm-2am, 5 nights a week. This led to the low point in my life. Every night, I'd get off work and head to the local bar. It was common among the casino workers to meet to drink and party after their shift. But I was different than most. You see, I was so unhappy with myself that I drank all night every night. Most of the others would have one drink and go home. I was miserable.

I went from a young guy with a bright future to an embarrassment to my family and disgrace to my friends. I'd drink myself to sleep, on one hand feeling like a worthless alcoholic, and on the other hand, more bound and determined to overcome this problem and realize my dreams of entrepreneurial success.

There is a happy ending to this story. In 1994 I laid down the bottle, and moved to Atlanta, Georgia to find happiness and success.

10 years after my carpet cleaning venture and stone-cold-sober, I found myself trying my hand at owning a business again. I borrowed my way into a truck and a lawn mower and began to scramble against all the competition in landscaping. I was in debt and I still wasn't making what I needed to pay the bills .. no matter how fast I worked. I spent day after day scrambling around trying to make sure I had all of the right materials for the jobs, and enough employees to ge the jobs done. **And with so much competition, there just wasn't enough profit in every job!**

And then, one hot August day, I got lucky.

I was in the right place at the right time, and I learned the secret that would make me successful over the next few years. Maybe it was the heat, maybe it was the frustration of my business. For some reason, I decided to take the day off and head to an industry trade show. I hoped I could find some answers there.

And I did...

You see, as I walked into that loud and busy trade show, surrounded by everything for growing, mowing, and blowing, I looked it all over until I noticed one booth that entirely stood out from the others. It was the one booth that had nothing to do with landscaping.

**I had just spotted the key to my success, but I didn't know it yet.**

Let's back up a minute. There was a time when I was getting deeper into debt and was starting to seriously doubt that owning a business was for me — a thought that would have lost me millions if I had followed it. After all, I knew I was providing an excellent service at very competitive rates. I should have been raking it in, right? The problem was, **the business I was running wasn't built on systems.**

But I was right about providing good service. My customers loved my work, to the

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point that one day I received a strange phone call from one of them. This customer told me her neighborhood was planning a huge Christmas party and had a whopping \$6000 in the outdoor lighting budget. She wanted to know if I could hang the Christmas lights across the neighborhood entrance.

Now I can tell you, I had no interest in hanging Christmas lights, but that \$6000 sure looked good! I told her I would do some research and get back with her in the fall.

So ... here I am at the trade show, and there's this one booth that's different from all the others. It is covered in this dazzling display of Christmas lights, and of course it reminds me of that phone call. **I head over to the booth and my life changes in a matter of hours.**

I walked to that booth expecting to buy Christmas lights and to pry some information from these guys about how to install a huge display. I wanted that \$6000. But that's not at all what happened. In fact, they weren't even selling lights. They were selling something completely different .. and the one thing my business needed.

## Part of the Secret

**They were selling a system.** And I mean a complete system — step-by-step, just about foolproof — for starting, building, and running a successful holiday lighting business. A business plan, a marketing plan, support, instructions. Everything. All I needed was a truck, a trailer, and a ladder. (I had all of those.) ☺

The whole point was, landscaping in the winter months is slow, even in Atlanta. But in Atlanta at that time, no one offered a holiday lighting service, but the market was absolutely huge. This business met many of the absolute essentials to success:

- 1) **The right product** — they had the best products available!
- 2) **The right market** — there was huge demand for this service and not much competition.
- 3) **A detailed system** that anyone could follow. Not only did it include a business and marketing plan, but also all the instructions I needed for doing the work, managing customers, collecting money ... you name it.

A couple days later I went deeper into debt and I bought my first franchise. I scraped up every dime I could get my hands on in order to make a down payment. Then I financed the rest. And remember, this was in the heat of summer. There wasn't even an opportunity to start to make money until the holiday season came.

The rest is history. I quickly grew my business into one of the largest holiday lighting services in the country, and started making more profit than I ever thought was possible.

Not long after that, I started to purchase other franchises. Each franchise opportunity came with simple manuals and the exact systems that needed to be

followed to be successful. All I had to do was follow the directions.

So that's what I did, and it paid off BIG-TIME. In fact, I sold those businesses for a hefty 7 figure profit.

There's a reason the Small Business Administration says that franchises are ten times more likely to succeed than other businesses. It's the fact of using proven systems. Do exactly what someone else is doing, you will get similar results. Makes sense, right?

You see, the "system concept" is the big secret that makes franchises so powerful. *Now That's only the first piece to the puzzle because . . .*

## **But even in a franchise there are some MAJOR drawbacks and problems!**

Here are just a few of the problems with franchising:

- **High start-up costs.** Many of them cost thousands if not tens of thousands of dollars as an initial investment.
- **Royalty payments.** Even after you've made that first investment, you still have to pay royalties on your earnings each and every month. Believe me, those payments add up.
- **Employees.** Expensive and time consuming, they also make the structure of your business far more complex — laws to deal with, taxes, withholdings ... you get the picture.
- **High-rent offices or buildings.** Extra overhead just means that much more work before you make a profit each month!
- **Expensive inventory.** Not just the expense of holding and shipping it, but also the warehousing room... that's just more overhead.

I could go on and on...

Truth is, I can't tell you how many times I met with fellow franchise owners to talk about it all. A week hardly ever went by when I wasn't discussing how to deal with these issues.

**That's why I knew I had to come up with a better system for the average "guy". And that's exactly what I've done.**

**AND BEST OF ALL** ... this unique system you'll find out about does not require you to create anything. Nope, not one thing.

*Do we need to give them piece #2 since I've set up the letters as pieces to the \$1M puzzle?*



Price #2?  
~~Elaborate~~

In fact, this system is so easy, so straightforward, that you simply distribute something with huge demand, and you get the profit every month.

**Here's the answer...**

Price #3  
Get paid every month?  
Talk @ phone companies  
cable companies etc.

Let me share with you one of the most profitable (and underused) ways to grow any business. It's simply this: **Contact your customers on a monthly basis.**

Not exactly rocket science but it's true. The simple reason this works so well is because your customers or clients have already spent money with you. And they'll spend more IF you let them and give them a reason to. You can't simply sit back and hope that people will remember your business next time they need your product or service.

**And there's no better way to stay connected to customers and clients than with a monthly newsletter...**

Now we've both heard that same thing over and over again from every marketing expert. But surprisingly enough, most business owners just can't find the time to ever get one out. No doubt about it, coming up with interesting articles and content is hard, hard work, and unless you have lots of extra time on your hands, it's easy to keep putting off publishing a newsletter until "someday".

But of course, we all know "someday" usually never comes...

**So what if you nearly eliminated the cost of developing these tools? You will have businesses everywhere climbing all over you and your product!**

That's exactly what I've done, and now you can cash in on the big demand together with me!

**How It All Works ...**

See, the product I've developed is simply called the "3-Minute Newsletter". It is an over-sized postcard filled with useful information, tips, techniques, and more ... things that would be appropriate for any business to distribute as their own newsletter.

But make no mistake; this isn't just some "warm and fuzzy" newsletter that just gets their name out there. No way! It's actually a big-time profit generator because each month there's a space for any business to insert their name and special offer for that month. Really, what good is any marketing communication without an offer?

<Click here to see example of what it looks like --- Link to Sample in Pop-UP>

Rather than paying \$500 or more to have a monthly 4-page newsletter developed, a business just pays one low rate of \$49 (suggested) each month and receives a short, informative newsletter to distribute to their clients and customers.

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Designed as a postcard, it is a fast and easy read for those they send it to, and printing costs are kept extra low or businesses can even distribute it electronically to eliminate printing costs!

## **More than 50,000 searches for this online every month...And no one else competes!**

**(But that's just for people that are "pre-sold" on this concept – there are literally hundreds of thousands of businesses just sitting there hoping that someone would come up with a solution like this for their business.)**

**Pull out the Yellow Pages and see how many of these type businesses are in you're neighborhood:**

- Accountants
- Consultants
- Appliance Dealers
- Architects
- Art Galleries
- Attorneys
- Stock Brokers
- Car Dealers
- Car Washes
- Car Repair Shops
- Barbers and Beauty Salons
- Book Keepers
- Building Contractors
- Carpet Cleaners
- Caterers
- Child Care Centers
- Chiropractors
- Churches
- Cleaners
- Clinics
- Computer Stores
- Computer Services
- Contractors
- Convenience
- Stores
- Counselors
- Dentists
- Doctors
- Electricians
- Employment Agencies
- Engineers
- Financial Planners
- Florists
- Furniture Stores
- Gift Shops
- Golf Shops
- Grocery Stores
- Graphic Designers
- Handy Men
- Health Clubs
- Home Inspectors
- Hotels
- House Cleaners
- Hypnotists
- Insurance Agents
- Interior Decorators
- Janitorial Services
- Jewelers
- Landscapers
- Landscape Architects
- Laundries
- Lawns Mower Shops
- Limousine Services
- Liquor Stores
- Locksmiths
- Massage Therapists
- Men's Clothing Stores
- Mortgage Companies
- Motels
- Movers
- Nail Salons
- Night Clubs
- Nurseries
- Nutritionists
- Optometrists
- Painters
- Party Planners
- Pawn Shops
- Pest Control Companies
- Pet Grooming
- Pet Shops
- Pharmacies

- Photographers
- Physicians
- Picture Framing Shops
- Plumbers
- Printers
- Real Estate Agents
- Restaurants
- Roofers
- Security Companies
- Service Stations
- Shoe Stores
- Sign Shops
- Tailors
- Tanning
- Salons
- Tax Services
- Taxi Cabs
- Travel Agencies
- Tree Services
- Tutors
- Veterinarians

**Pretty long list, huh?**

Damn right it is. And all of these businesses have 2 things in common...

**They all need a newsletter, and they all know it!**

But the sad fact is that 9 out of every 10 don't have one. They're either too busy, or too lazy to get one together.

Now tell me honestly ... **can you imagine a bigger market that's virtually untouched?**

Look what could happen if you could get just a few new clients each month:

<insert chart here for annual income if getting 5,10,25,50 customers per month>

What would you do with an extra \$50,000 a year? What about after two years of work, or what about at a faster pace of collecting clients? Believe me, **it can happen!**

**You don't have to worry about writing a thing – It's all done for you each and every month...**

All you have to do is find a few customers... **Don't worry, I even provide everything you need to get them too!**

It even gets better for you. There are no royalty fees for you to pay — no matter how many customers you have, you don't pay me one dime for them. **Every sale you make is yours to keep ... and will keep arriving month after month in most cases because your clients will not want to stop once they see the results.**

So... similar to a franchise, I'm going to hand to you an entire SYSTEM.

And when I say "system," I mean so many tools that you are not going to believe everything you get to help you succeed in this business.

But before we go any further let me clear-up one thing...

By now you may be thinking – "Larry, this is great! But, there's got to be a "catch", or you wouldn't be telling me about this opportunity."

Well, there's no catch, and because you're wondering, I'll go ahead and give'em to you now...

### **The 3 True Reasons Why I'm Willing To Share This Secret, And Show You Everything You need To Know To Be Hugely Successful In This Business...**

1. This Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? Do you think I can possibly reach every one of them? No way. So to expand, I need your help. I'd much rather have a small piece of something, than all of nothing.  
*one of my favorite ~~and~~ success theories,*
2. As Zig Ziglar put it, "The best way to get what you want is to help others get what they want." If I can help you reach your goals, then I'm reaching mine. By letting you in on this opportunity, I'm getting paid to help you...It's a win-win situation.
3. There's just no good reason not to – I have no desire to create some high priced national franchise, or a huge "distributor network", that's way too much work. My interest lies in finding a core group of willing and able associates that I can help realize their dreams.

It is truly that plain and simple.

So now that we've cleared that up, let's take a minute and I'll tell you about all of the things that make this business exactly what you need to open the door to a lifetime of easy income:

# The Complete Package!

## Here's what you'll get:

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## Your Very Own Pre-done Marketing Arsenal!

Getting new clients can be as simple as stuffing envelopes and dropping them off at

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info  
How to  
interviews  
and  
writing

local businesses, or walking to your mailbox and mailing 3 letters a day. It's all written for you, and you'll simply follow the directions. I'm going to tell you exactly what to do and when to do it. We've developed several fool-proof ways for you to develop new business with incredibly low cost.

I provide you with all of the following pre-done and proven pieces that will enable you to get all of the clients that you could possibly want, and without any "personal selling". Just fill in a couple of blanks.. and boom! You're ready to go.

*a talking to anyone.*

- **Pre-written Sales Letter.** (Value: \$599)
- **Postcards.** (Value: \$149 each)
- **Yellow Page Ads.** (Value: \$249 each)
- **Display Ads.** (Value: \$249 each)
- **Telephone Scripts.** (Value: \$199 each)
- **A Thank You Card.** (Value: \$49)
- **A Referral Card.** (Value: \$49)
- **7 "low cost" and "hassle free" marketing methods that will catapult your business into instant success.** (Value: "priceless")

Already, the value of this program is up in the thousands of dollars. You'd think I'd stop right there, but I am here to tell you ... **the best way for me to succeed is for you to succeed.** That means I'm going all out, making sure you've got what it takes to make a huge income with this system.

You see, once you are working with clients, you may find that **some want to expand into custom newsletters.** In this case, you'll have a chance to start your own outright publishing company and produce their newsletter. **You could charge \$150 or more per page every month.** That is no exaggeration. That is a very common rate!

*I like hearing this but try one more*

I'm going to hand you my "**Article Empire CD ROM**" that is filled with articles on a wide variety of subjects that you'll be able to use on these future newsletters. Fill up just a few newsletters, and you will literally **make yourself thousands of dollars** without all the work of researching and writing! This jewel is worth an easy \$300 all by itself!

You also get our proprietary **Newsletter Business Software.** These simple programs were developed specifically to help you to succeed in this business with very little time and effort. Go hire a programmer to put these tools together and you'd be looking at minimum \$329.00. They're all done for you, just put them to work. Look what you get:

- An advertising tracking spreadsheet
- A proposal/agreement template.

- A sales tracking and follow-up system.
- Invoicing and statement templates.

You'll also get a **professionally designed web site**. Just provide us with your specific information, and we'll set it for you. As you know, this is essential today. You can bring thousands of potential customers to your site and it will explain every detail about your product. And more important than that, this site is designed to sell. Success can be as simple as just convincing business owners to check out your site!

Frankly, this web presence alone is worth far more than it takes to get involved with this program. It is not uncommon to see sites like this that cost \$499.00 or more.

Look at what else the site lets you access:

- **Current Program News.** Stay up to date on any improvements to the program. You'll be the first to know when I uncover new systems and profitable that make this business even more exciting and rewarding.
- **Daily Marketing Tips.** Every business has to keep looking for new ways to market. This program brings those ways to you. This is just the beginning of how it helps you to sell.
- **Marketing and Advertising Material Updated Regularly.** I go way beyond that daily tip. You'll have access to all sorts of materials to help you get more clients ... and as I discover new, successful methods, you'll be the first to know.
- **An Associate Discussion Forum.** One of the best ways to improve on your success — and to share success — is to network with others in the same line of work. You'll have a chance to share your success, discuss problems and find solutions with all of our associates world wide on an ongoing basis.
- **Current and Archived Newsletters.** You'll always have access to the newsletters we've sent out, and you'll be able to use and sell these anyway that you see fit.
- **A Rolodex of Recommended Resources.** Need something done for your business? I'll keep expanding this section to make sure you can find the best solutions available on the web.

And, to help market your website, you'll be included on our site in our nationwide "**dealer locator**." This allows prospective clients to search for the associate nearest them. Even if you never lifted a finger to do any work, this could bring you clients worth hundreds or even thousands of dollars!

I know you might be a little worried that the cost of a program like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this program and any serious entrepreneur.

Forget about the tens of thousands of dollars that franchises require. You get

everything for an initial investment of just \$397, along with a monthly fee of just \$29 to maintain your website, and for access to the latest addition of the 3-Minute Newsletter.) At this rate, **your very first customer makes you a profit in less than one year!**

*if written  
to you  
just  
and to  
your clients*

Listen, I've paid hundreds of thousands of dollars in franchise fees and royalties. Heck, some franchises literally cost millions. Compare this to any franchise, and it's a no-brainer. For an investment like this, you cannot go wrong. In reality, if the franchises can get away with charging this kind of money to get into business...then I could get away with charging a heck of a lot more than I am.

**Just one customer. It's all you need to start making money!**

## **Huge \$623.00 in Bonuses For Acting Now!**

**For acting now I'm also willing to throw in bonuses of \$623 to help to instantly improve the model I've already provided!**

### **You'll get:**

**Bonus #1:** 250 business cards. All professionals need a professionally designed card. We'll have the cards professionally designed, customized, and shipped to you right away. Getting your first client could be as easy handing out a card and having someone check out your website. **(\$50.00 value)**

**Bonus #2:** A Quick-Start audio set to help get you started quickly. You won't have to spend hours reading, studying, or training yourself to make money. You'll hit the ground running with just a few simple steps. **(\$79.00 value)**

**Bonus #3:** A CD-rom with all marketing materials in template form. This allows you to quickly produce and edit materials for your specific needs. You'll simply type in your personal info, click the print button and you've got piece that's customized for you and ready to go. **(\$125.00 value)**

**Bonus #4:** Another CD-rom PACKED with business forms for just about every situation you could run into. This could save hours of time that you could use building you client base. There's no need to sit in front of the computer trying to come up with and application form, or a statement form. They're all right here at your fingertips, as if you've been in business for years! **(\$69.00 value)**

**Special Bonus #5:** Two 15-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing business. Again, I am here to support you! **I anticipate removing this bonus shortly as the demand for these telephone consultations can get extremely overwhelming.** Sure, you can shoot me an email at anytime and I typically respond within the day. But should you wish to speak with me to hash-out any more detailed issues, or to strategize toward your success, we'll set up a time for a phone meeting. I don't claim to know



everything, but there's a good chance that I can share some of my experiences regarding just about any issue that could arise in this business. Hurry for this one! **(\$300.00 Value)**

## **A Quick Review**

So let's go over it quickly. With this program, you get:

- A **custom web site** worth at least \$499.00 dollars, and access through the web site to many more services worth hundreds of dollars more.
- **The Article Empire CD-Rom** filled with tons of articles just waiting for you to use as you grow your own business empire. \$300.00
- A huge business manual with everything you need to run this business.
- Over a thousand dollars worth of professionally written and designed marketing materials both in print and on CD.
- The proprietary **Newsletter Business Software** with spreadsheets, templates, and all of the tracking systems that you will use. Another \$329.00.
- 5 incredible bonuses valued at \$623.00 that include consultation phone calls, your own personalized business cards, a business form CD-rom, and a quick-start audio program.

**PLUS ... your product:** the 3-Minute Newsletter, written and designed FOR YOU each and every month so that all you need to do is find clients from this HUNGRY MARKETPLACE where there is virtually no competition!

Add all of this up and you can find at least \$2,751.88 in total value. But you're getting everything for mere fraction of that cost.

**And...I'll take all of the risk!**

To make sure you are 100% satisfied, you get my

## **Forget-About-It Money Back Guarantee #1!**

**You will LOVE the 3-Minute Newsletter System or you will get back every penny of your investment. Guaranteed.** You can forget about the whole thing. Just let me know, for any reason what-so-ever within 90 days and I will immediately buy your business back from you. I'll promptly refund your \$397, no questions asked, period.

The whole POINT with this guarantee is that I'm SO SURE you will succeed and will be making money every month, there is NO WAY you will want to opt out. But if you decide to for ANY reason, you will get your money back quickly and without any hassle.

## **Iron-Clad Money Back Guarantee #2!**

**Take the system and put it to work for you for 1 year.** If at the end of the year, you decide that system does not work for you, I will fully refund your \$397. All I ask is that you prove to me that you have tried just 1, not all of the proven and guaranteed ways that I'm going to give you to bring in as many clients as you want, but just 1 of these powerful techniques and you'll have your entire \$397 investment promptly returned to you.

**But you NEED TO ACT NOW, and THIS IS SERIOUS!**

It's important that you get involved with this today, because I am totally serious about the success of my associates. For that reason, I cannot flood the market with people offering this TOTALLY UNIQUE and LOW-COST product.

I am strictly limiting the number of "3 Minute Newsletter" associates. So at any time, I may pull the plug on this deal.

**That's why you have to act right now,** you'll have this same point working for you — I will NEVER flood the market with those who are offering the same product. You will NEVER have much competition. Period.

Listen, you can search and search, but I'm here to tell you right now: **you will not find a better money maker ... ANYWHERE.** I am going to help you right into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you can be proud of.

I've laid all of my cards out on the table. Everything possible has been done to give you a business that is so fool-proof that you can't possibly say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and really make a difference in your life?

Do not put this off...if you do, you could miss out on a real chance to live the dream that you've always wanted to live!

I'm ready to go to work to make certain that you reach your goals.

Here's to Our Success!

Larry Brown

**P.S.** For everyone who becomes an associate before I pull the plug, I've got **two additional bonuses** that I won't even give details about here. But they are both geared to help you reach your goals... I am promising you can attain them.

**P.S.S.** Don't forget that only those who are accepted into this program by <time & date> will have their first 3-monthly access fees waived. That's another \$59.91 in value that you will receive, but only if you act right now!

*I didnt see this in the letter*

*I think this  
quite good.*

*Couple points  
we need to  
smooth over  
but I'm very pleased*

<Below is deleted>

6-18:03

# Long Lost Marketing Secrets

No banner because we're going for a personal 'me-to-you' feel

It doesn't matter what business you're in.....

<sup>The</sup> "Here's an Amazing Story of How One Tiny Idea on Page xx of a 65 Year Old Manuscript Made Me An Extra \$16,778.39 In Just One Week, And Put Me on The Road To Building A \$1,000,000~~+~~ Business"

Discover how <sup>'00 Extra zeros</sup> Now you can get this exact same long-lost, out-of-print, and nearly impossible to find resource (plus 4 others) to outsmart, outwit and outpace any competitors.

.....and you can do this whether you trade on-line; off-line or both!

Place testimonial in here

might not be just friend is good

Dear Fellow Business Owner,

~~the story~~ ...

"I've discovered that the secret to my success today was hiding in these long lost marketing classics. Discover how you can take an unfair advantage by being one of the first to get your hands on them"

not after side Start here

move later on

It's truly amazing! <sup># new paragraph</sup> Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck, I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast.

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for my liking.

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he suggested that I got hold of a copy of Elmer Wheeler's "Tested Sentences That Sell".

the more intriguing before revealing the title perhaps

He raved about the simplicity of this book, written over 65 years ago, and how the proven words and phrases still worked in today's markets.

So, I immediately went off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years.

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere.

That's not quite true. I did find a copy at ABE Books but when the confirmation came through it was an error and it wasn't available after all. What a disappointment!

Copy of e-mail in here as proof

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail. He just laughed at me.

"Of course you won't find it anywhere, and others like it." So I said to him: "then why the heck did you recommend it to me?" He laughed again, and said: "... because I wanted to see how serious you were." I was not amused.

"So how can I get hold of a copy then?" I asked. "OK! OK! I'll lend you my copy" he replied, "if it'll get you off my back."

"Gee thanks" mumbling to myself "Why didn't he say that before."

**"See how these long forgotten secrets from the past reveal how you can have an unfair advantage in today's market. Either on-line or off-line"**

What a discovery! I read that Elmer Wheeler book in the very first evening and then another three times before I really appreciated the wisdom within its covers. The guy was a sheer marketing genius.

Corporations throughout the country commissioned Wheeler to set up his "Word Laboratories" and find out winning sentences for their hard-to-shift products.

His results were simple, but they worked. He tried and tested 105,000 sentences on over 19 million customers (such a feat would not be viable nowadays). He found what sentences worked. And those same sentences still work today. I know, 'cause I've tried them. And one in particular worked for me rather spectacularly. So much so that it turned my business round and now I'm looking at a \$1,000,000+ operation which is growing fast.

**“It’s crazy, but the secrets to your marketing success could be sitting in these long-lost manuscripts”**

If these simple sentences worked for me. They can work for you too, in your business no matter what line you’re in. This one title alone solved my problem

But my friend had got me curious. He said that I wouldn’t be able to find this book he so ardently recommended – he was right there. But he also let slip that other books similar to Wheeler’s were also hard to find.

I didn’t contact my friend again to find out what he meant but being an inquisitive type I thought I’d investigate a little deeper.

Sure enough, talking to other marketers I discovered that some classic manuscripts written over 80 years ago were equally hard to get hold of.

*top*  
*their 'secret' resources but...*

*Not just hard to find → but what are benefits of these?*

**“You won’t find any of these long lost marketing classics in any bookstore. They’re out of print and practically impossible to find – anywhere”**

So I searched and I searched, I really dug deep and I found 4 other titles that, after discussion with experts, found that these were the exact same manuscripts they had actually used to perfect their own marketing.

*Good*

“Why all the secrecy?” I asked. My friends explained that if everybody knew about the secrets contained within these classics, then they wouldn’t be secrets any more – would they?

**“Uncovered! Five long lost marketing classics that reveal the secrets to achieving your marketing and advertising success”**

Suppose that you could get your hands on these 5 long-lost classics, you would have a tremendous edge over your competitors.

Just imagine. Any one secret or idea contained within these hard-to-get classics could transform your business – just like it did for me. But there are literally scores of great ideas hidden away in them.

I know what you may be thinking: “But my business is different.” That’s how I felt too. But when I studied these manuscripts and applied the ideas, I found that the secrets within work just as well regardless of what business you’re in. And just because they were written almost a century ago and ~~had long been forgotten~~, it doesn’t mean that those same principles don’t work in today’s market – because they do.

The laws of selling <sup>+ advertising</sup> haven’t changed over the years. Even if you were to go back to the days of Caesar, these secrets would have worked. Because human nature just hasn’t changed one iota.

They would have worked then, they worked for the legendary marketing giants that wrote them, they’ve worked for me, now they can work for you.

But let me ask you:

“Do you need more customers?”

“Do you want those customers to spend more with you?”

“Do you want your customers to return over and over again?”

“Do you want them to refer their friends?”

If you answered “yes” to any of these, then you’ll find this information is exactly what you’ve been looking for.:

It doesn’t matter if you sell on-line, off-line or a bit of both – the secrets contained within these 5 classics will help you grow your business with immediate effect.

### **“Could the secret to marketing success be found in these 5 long lost classics written nearly a century ago?”**

As well as my favorite, “Tested Sentences That Sell”, you will get 4 other classic manuscripts by authors of genius.

These are: “Scientific Advertising” by Claude Hopkins; “The Psychology of Advertising” by Professor Walter Dill Scott; “72 Letters and What Made Them Pay” by A.W. Shaw and “The Use of Salesmanship in Print” by Robert Ruxton.

**“Uncover the forgotten secrets within these long lost manuscripts written almost 100 years ago and find out how you can make your fortune just like the advertising giants did that wrote them”**

Each of these classics is jam-packed with secrets. Some techniques and phrases well-known today were actually invented by these geniuses of marketing. But there are also hidden in these manuscripts many secrets that are long forgotten and not widely used today

Here’s a little look at what each book can do for you:

Rare Marketing Manuscript No 1

“Tested Sentences That Sell” by Elmer Wheeler.

Wow! No wonder I found this hard to get. I reckon marketing gurus bought a job lot and stacked them away somewhere so nobody else could get their hands on them. But you can. Right here.

Just look at what this book has to offer you:

32 Chapters of straight-to-the-point, no nonsense, ideas that will help you sell more. Such as:

- Everybody’s heard “don’t sell the steak – sell the sizzle”, right? Well it was Elmer Wheeler that originally coined the phrase. But if you really want the low-down on how to sell the sizzle, you’ll want to devour Chapter 1.
- If you want your prospects to say “I want” instead of yawning, then understand these five selling points (see page 2)
- Find out why less means more and tested research proves that you will make more sales using this technique (see page 5)
- How to make your sale stick like glue with your prospect and what tactics will never get you a sale (page 9)
- One word to use repeatedly that will guarantee you get a positive response. I promise this will shock you! (page 12)
- Play to your prospects hot emotional buttons with these three unique formulas (Find out how on page 17)
- You can get 7 out of every 10 of your prospects to buy if you implement this simple law (page 17)

Remind  
them  
@ his  
word lab  
- training  
people he  
tested  
the words  
on

You  
don't  
have to  
go in  
page  
order  
to go  
with hottest  
benefits  
first



- Sell to 80% of your audience by using these three basic human motives. Hint: none of them are Greed or Fear. To find out what they are turn to page 22
- Use persuasion to sell your products by appealing to these buying motives. Go to page xx
- Your customers don't want to be sold to but they do want to buy. Unlock your customers' buying motives and they will be begging to send money to you (see page 24)
- Just how many words should you use to grab your prospects' attention. Find out on page 33
- If you want to get more out of your customers, what should you be asking for? The answer is on page 39
- Ready for closing? Get an order every time with this simple question. You'll find what this is on page 40
- Want to get even the most skeptical prospect to order? See how on page 47
- Discover the triggers that tell you your customer is sold. Go to page 49
- Quick and easy techniques to get "yes" answers from your prospects. You'll see how on page 56
- Provide an easy cure for your customers problems by using these two words. You will not believe how simple this is but find out on page 62
- Get the right response from people every time by making this minor tweak to your presentation. What is it? Page 69 reveals all.
- ~~The good salesman's secret that makes them head and shoulders above the rest. See page 71~~
- How to use human emotion to change a negative response into a positive one and grab more sales practically overnight. This secret can be found on page 78
- One simple tactic that can improve your response up to 21 times. It's tested and proven and now you can know what it is. Turn to page 79
- 9 facts that you need to know to distinguish you from your competitors. What are they? See page 80

Some  
things  
you use  
more  
often  
than  
you  
think  
you  
do  
keep it  
constant

- Use this one word to turn a "lost" customer into your next sale. This technique can be found on page 83

The ideas in this book are so simple, so down to earth, it's amazing everybody doesn't use them. Professional sales people ~~today~~ <sup>all</sup> know these secrets, ~~amateurs don't.~~ *Even 35-year-olds, don't*

~~Which one do you want to be?~~

Rare Marketing Manuscript No 2

"Scientific Advertising" by Claude Hopkins.

You may have heard of Claude Hopkins. He's the guy that invented testing and samples and whole lot of other stuff.

Here's what David Ogilvy had to say about this book:

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life.

"Every time I see a bad advertisement, I say to myself, 'The man who wrote this copy has never read Claude Hopkins'

"If you read this book of his, you will never write another bad advertisement – and never approve one either.

"He was more than a copywriter in today's narrow sense of the word. He was a total advertising man. He invented ways to force distribution for new products. He invented test marketing. He invented sampling. He invented copy research. He invented brand images. He invented pre-empting the truth. And he wrote copy which sold merchandise."

**David Ogilvy  
Marketing Legend**

You may need to read this one seven times as well, just like David Ogilvy did. I've read it six times and pick out new bits and pieces each time.

*Here are just a few incredible gems in this book:*  
Here's what ~~this~~ <sup>you'll find</sup> this book can do for you:

- Everyone knows to test, right? On page xx you'll find out why you can't always rely on testing

*Explanation of why Ogilvy is*

- 3 simple ways to prevent your advertising campaign from being a colossal disaster
- If you can understand this, <sup>the simple secret</sup> you will go on to make a fortune. See Chapter 2
- Once you discover this, then you can direct your advertising where it counts
- How to avoid one of the biggest mistakes in advertising. Page 18 reveals what this is
- Advertising is not some hit or miss affair, you must take this out of your advertising if you are to succeed. Find out what on page 19
- If you want your prospect to reply to your advertising you simply must use this.
- Here is one word that you must understand if you are to prosper. Find out what this is in chapter 6
- Employ this strong human incentive in all your advertising. Find out what this is on page 30
- Avoid your prospects disbelieving you by using this simple technique.
- Do this after you have your prospect's attention and you will never fail. The secret's out, on page 40
- One thing you must not do in your advertising. In fact, it works tremendously well if you do the exact opposite. To discover what this is, go to page 50
- If you want to create a unique USP then you need to do this. What is it? Find out on page 53
- You believe your product or service is good. Don't you? Here's how to convince your prospect. See page 62
- A simple technique to get your prospects to take action – now. This one works every time.
- Get your prospects to tell you what they want. This technique will work well for you. To see what it is, turn to page 73
- 2 statistics that every marketer should know if he is to profit. See page 73

These bullets are too "blind" we had a good mistake do about sound the same

- It's a sad fact that most direct mail letters end up in the trash. Here's how to ensure yours get opened. Turn to page xx

Rare Marketing Manuscript No 3

"The Psychology of Advertising" by Professor Walter Dill Scott

I paid over \$100 for my copy of this 1908 classic. But you can get it here for a fraction of that.

I first heard of this book reading Max Sackheim's "My First <sup>5</sup>60 Years in Advertising". Max Sackheim is the mail-order genius famous for the classic headline: "Do You Make These Mistakes in English" that ran un-challenged for over 40 years (a record that still remains unbeaten).

Here's what he says about this work:

"The only book on advertising I read as a youth was written by Professor Walter Dill Scott of Northeastern University and was titled 'The Psychology of Advertising'. I still think it is one of the finest books ever written on the subject – and that his formula for successful advertising has never been surpassed "

**Maxwell Sackheim,**

**"My First Sixty Years in Advertising"**

*Creator of "Book-of-the-Month" Club + Mail order genius*

After learning that, I didn't need much convincing that I should read this book and find out all the secrets it told.

This book is an absolute treasure trove of psychological reasoning and insight into what makes people buy and respond to advertising

Although some of the material is dated – the concepts are just as valid today as they were nearly a century ago when Professor Scott first introduced them. In fact, I'd bet that not 1 in 100 so-called "gurus" could even tell you who Professor Scott was. But I can tell you their borrowed ideas and much of their "secret" information is probably derived from what he discovered all those years ago.

But I'll be honest with you. This is a classic manuscript, for sure, but it is fairly hard to read, the secrets are in there alright, you've just got to search a little bit harder that's all. I had to read this book about 8 times before some of the points rammed home to me.

all

But you don't have to do that. I've extracted the salient points for you so you can get straight down to the nitty-gritty:

- What kind of pictures succeed to attracting attention. See page 14
- The little-known psychological trigger to gaining a prospect's immediate attention. Find this on page 23
- How to make your product or service so well known that your competitors ads will actually work for you. Find out how on page 45.
- One glaring mistake most companies make (even today) that are costing them thousands in lost sales. Could you be making this mistake? You'll never know unless you go to page 55
- 3 ways to awaken the prospect's imagination and get them to buy even if they cannot see, touch, taste or hear your product or service (perfect for the internet). See what this is on page 68
- What "triggers" you can use to enter your prospects' mind just as they're thinking of your product or service. You'll find what they are on page 86
- The 4 immutable laws of "idea association" Find out on page 90 why you need to start using these.
- 3 key points to making "fusion" work for you – instead of against your ad. Very important for any kind of product that needs a credibility boost. See page 101
- 4 secrets to making your ad stick to a prospect's memory like Velcro. Most people forget any message within 2 seconds – don't let that happen to your ad with the information contained on page 113
- 2 ways you can use the power of suggestion to create immediate action. See page 177
- Discover the 5 steps all prospects use before they decide to buy. Understand these and you can be on your way to a fortune. What are they? Find out on page 188
- What to do so that your product or service is the only possible choice a prospect can make. Find out the two ways to make sure that this happens. See page 195
- The top 7 reasons why customers buy (hint: price is not #1). Turn to page 210

30 second!  
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you other  
bullets  
more in  
like with the

- Use the irresistible power of “direct commands” to achieve immediate action to your ads. Professor Scott found certain words that work wonders. This is on page 238
- Solve one of the biggest problems all advertisers face – getting attention! Here are 4 psychological principles that really work. You’ll find them on page 262

At xxx pages, this one advertising classic would be worth every cent of this special offer. ~~But, I want to make this deal so absolutely irresistible that I'm including it within this package~~ *Package* *But there's still more...*

#### Rare Marketing Manuscript No 4

##### “72 Letters and What Made Them Pay” by A.W Shaw

A collection of 72 master letters, chosen out of a total of 5,000+, that made results for their writers.

Just imagine the results of that incredible effort. 72 letters analyzed and dissected for you. You can copy, amend and use any of these letters, or just get the ideas to write your own and catapult your company's profits.

Here's what these letters can do for you:

- How to absolutely positively guarantee prospects will read your letters instead of trashing them
- Use these different techniques in your letters and watch your sales grow. On page 18
- Learn how to target a specific market. Your competitors won't know this one. Find out on page 20
- Avoid this one word in your letters. To find out what it is, turn to page 28
- Six prime motives that are absolutely essential if you want to appeal to your prospects buying instincts. Go to page 50 to see what these are.
- See letters written with no motives and how weak and wishy-washy they are. Turn this type of letter around by referring to page xx
- Enhance your letters and improve your response using these simple techniques. See what they are on page 66

*Need more letters to insert why this is so great*

- Get your prospects to reply to your letters. Every time. See how on page 74
- Why it pays to check out your competition
- Profit from finding big ideas for your letters. Page 80
- There is one single most important item for every situation that you simply must use. Find out what this is on page 82
- Do not include this in your writings if you want to write a successful letter. Page 94
- Gain your prospects' attention by doing this. To see what this is go to page 100
- Calculate what your response will be from this one single factor. What is it? See page 102
- Get your prospects responding immediately with this neat little trick. See how on page 107
- These two compelling ways will convince your prospects that your product or service is to their advantage. I bet none of your competitors use these See what they are on page 118
- Every business person wants customers to take action. Here's two great ways to get your prospects champing at the bit See how on page 142

Rare Marketing Manuscript No 5

"The Use of Salesmanship in Print" by Robert Ruxton

This short manuscript contains formulas that are still used today by most marketing experts. This stuff worked pre-WWI for Ruxton and it will still work today for you.

Use it, and watch your profits soar.

Here's what's contained within this short but powerful work:

- Everyone knows that you must get your prospect's attention for your advertising to succeed, but most people totally miss this one additional critical component. What is it? Find out on page xx

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- 90% of all advertising “fails”. Look at 90% of your local Yellow Pages advertising, how many appeal to you? Not many, I’m sure. So what’s the missing link? Page xx explains what.
- Your advertising, anybody’s advertising, will positively fail if they do not contain this simple ingredient. To find out what this is, turn to page xx
- Have you any idea what advertising should do? And have you any idea what most advertising doesn’t do? The answer to both these questions is given on page xx
- You may think that your advertising has got everything but if it’s lacking this, it will be doomed to failure. Find out why on page xx
- Even lazily produced advertising can pull if you follow these simple rules. Find out what these are on page xx
- Do you know the 4 components for every successful advertisement? One missing part can spell disaster for your wallet – skip this at your own peril. See page xx
- What’s the single biggest mistake nearly every advertiser makes? Give up? Turn to page xx for the answer.

**“These 5 priceless marketing classics are a must for your resource library”**

I’m sure you’ll agree that these are indeed a whopping collection of really hard-to-find classics that contain a whole wealth of information.

Information that has only been available to the privileged few. Over the last 80 years or so, the secrets contained within these manuscripts has been slowly left behind and forgotten. The few that did know of their existence clearly kept this to themselves.

Now, they’re not a secret anymore. You can get them right here.

**“So, what’s the cost of this Incredible 5 classic Collection?”**

Not as much as you may think. One of these classics cost me over \$150 and another over \$100. The Elmer Wheeler copy I actually borrowed from my friend, but it was still painstakingly hard to get hold of.

*(and certainly no where near the amount you'd pay to track them down - if you could!)*

I challenge anybody to easily find these – anywhere.

*This might be an interesting challenge like a \$100 challenge if someone can track down all 4 - you'll pay them \$100 or \$500 or \$1000? :)*



The important point is, if you study these gems of information you are bound to succeed. Just like ~~everybody else has~~. Just like I did.

*the top 10 secrets*

The cost for all 5 e-books is just \$37. No, that's not a mis-print.

But I'm not just offering these 5 classics in downloadable format. I want to make this offer absolutely irresistible to anybody who is serious about wanting to grow their business.

### **“There are 4 Free Bonuses for Acting within the next 7 days”**

I am also including 4 fantastic Free Bonus items if you act now. These alone are worth many times the \$37 asking price. Just take a look:

Bonus #1

“The Midas Method” by Stuart Goldsmith. This normally retails at \$27

blah, blah, blah

Bonus #2

“The Seven Secrets of the Millionaires” by Stuart Goldsmith. Retailers separately at \$27

more blah, blah, blah

Bonus #3

“89 Ad-writing Rules” Written way back in 1908 by Louis Rommel Jr

Bonus #4

“Acres of Diamonds” by Russel H. Conwell

### **“Your 100% Satisfaction Guarantee”**

Your success in using these powerful long-lost secrets is unconditionally guaranteed. Here's my 100% iron-clad, no quibble, no-hassle, no-probs, money-back guarantee:

*is your  
know  
need  
a little  
info  
on  
each*

I personally guarantee that if you order these 5 long-lost and hard-to-find classic manuscripts, today, and study them just like I did, you can't help but profit by them.

Very few marketers know these secrets and you are truly privileged to be getting your hands on them.

I'll give you 12 full months to try these masterpieces for yourself. But if, for any reason, you are not 100% satisfied, then let me know and I'll send you an immediate and no-hassle refund.

*How about a stronger guarantee @ results?*

And the 4 Free Bonuses will be yours to keep for at least trying these masterpieces.

*1/5 or what?*

~~Now~~, I think that's a great deal. And that's how confident I am that you **will** find dozens of nuggets of information within these ~~works of art~~ *secret long lost marketing manuscripts*

So, what have you got to lose? You can now try out these classics yourself and see if they work for you. I'm so confident that they will, that's why I'm offering such a generous guarantee.

There is no risk on your part at all. The risk is entirely mine. If these works don't produce sales and profits for you then I'm the loser, not you.

**“Absolutely incredible! Five out-of-print classics, nearly impossible to find anywhere, now available as e-books for only \$37”**

*Need better closing*

I'm sure you must be wondering how you can get these timeless classics. Well, wonder no more. **Just click here** and you can get immediate access to all 5 of these marketing classics and the Free Bonuses

~~Thank you for taking the time to read this report.~~

Yours sincerely,

Peter Woodhead

CEO Presslink Publishing

P S. These 5 long-lost, almost forgotten secrets are essential reference for anyone serious about marketing their business.

If you are even a wee bit skeptical, then you can download Chapter 1 of Elmer Wheeler's classic: "Tested Sentences That Sell". Get this Free chapter to give you a flavor of what you'd be missing if you don't buy the whole lot. [Click here](#) to download your Free chapter.

P P S Each one of these titles is highly regarded by many successful marketers. And together they form a solid foundation of advertising and marketing principles and practices. Plus, they're an incredible bargain!

I've spent hundreds of dollars and months and months of researching and locating these long forgotten manuscripts – but now they're all yours for only \$37. What a snip!

*- Also talk @ the pain of typing up  
every word so it can be available  
for others to profit from*

Actually  
+ think for  
yours it will  
do better with  
no header since  
this more editorial to start with

[ **Graphic Header** ]

**"The Amazing Story of How One Tiny Idea on  
Page xx of a 65 Year Old Manuscript Made Me An  
Extra \$16,778.39 In Just One Week... And Put Me on  
The Road To Building A \$1,000,000.00 Business"**

centered

Your Pic

Discover how <sup>first letter caps</sup> you can get this exact same long-lost, out-of-print, and nearly impossible to find resource (plus 3 others) to outsmart, outwit and outpace any competitors. <sup>no period</sup>

more up

(And <sup>if you is offline or online</sup> it doesn't matter ~~what business you're in.....and you can do this~~ whether you trade on-line, off-line or both!)

Place testimonial in here

Your Pic

f

From: Peter Woodhead

Tuesday, 24<sup>th</sup>. June 2003

Dear Friend,

It's truly amazing!

Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck; I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast.

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for my liking.

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he suggested that I got hold of a copy of a ~~top notch~~ marketing manuscript that he had used. The very book that helped him in a similar situation to mine.

little known

He raved about the simplicity of this book, written over 65 years ago, and how the proven words and phrases still worked in today's markets.

So, I immediately schlepped off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years.

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere. *I tried one more site and I found it (or so I thought) however then*  
*ABE Books*  
~~That's not quite true. I did find a copy at ABE Books but~~ When the confirmation came through it was an error and it wasn't available after all. What a disappointment! *I couldn't believe it - I even ordered a copy of that email below:*

Copy of e-mail in here as proof

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail. He just laughed at me

*I'm not an expert at dialog but I believe you use humor with the somebody speaks.*

"Of course you won't find it anywhere, and others like it." So I said to him: "then why the heck did you recommend it to me?" He laughed again, and said: " because I wanted to see how serious you were." I was not amused.

"So how can I get hold of a copy then?" I asked. "OK! OK! I'll lend you my copy" he replied, "if it'll get you off my back." *And you absolutely promise to return it "*  
"Gee thanks" mumbling to myself "Why didn't he say that before."

**"I discovered that the secret to my success today was hiding in this long lost marketing classic. ~~Discover how you can take an unfair advantage by being one of the first to get access to these secrets"~~**

*Maybe somewhere else*

What a discovery! The book was called "Tested Sentences That Sell" by Elmer Wheeler. *(Go ahead and try looking for it - it's really impossible to locate)*

I read that Elmer Wheeler book in the very first evening and then another three times before I really appreciated the wisdom within its covers. The guy was a sheer marketing genius.

*You see,*  
Corporations throughout the country commissioned Wheeler to set up his "Word Laboratories" and find out winning sentences ~~for their hard-to-shift products~~ *to sell their goods.*

~~His results were simple, but they worked.~~ He tried and tested 105,000 sentences on over 19 million customers (such a feat would not be viable nowadays). He found what sentences worked. *like music* And those same sentences still work today. I know, *cause* I've tried them. And one in particular worked *for me* rather spectacularly. So much so that it turned my business round and now I'm looking at a \$1,000,000 00 operation which is growing fast

*de* **"It's crazy, but the secrets to your marketing success could be sitting in these long-lost manuscripts"**  
*this exact same*

*Perhaps the bullets + intro of Tested Sentences could go here? Maybe not.*

If these simple sentences worked for me. They can work for you too, in your business no matter what line you're in. This one title alone solved my problem.

But my friend had got me curious. He said that I wouldn't be able to find this book he so ardently recommended – he was right there. But he also let slip that other books similar to Wheeler's were also hard to find and that they too contained gems of information that were not widely available.

I didn't pester my friend again to find out exactly what he meant but being an inquisitive type I thought I'd investigate a little deeper.

Sure enough, talking to other top marketers I discovered that some classic manuscripts written over 80 years ago were also their "secret" ~~resources~~. *But the big problem is ...*

*no photo* **"You won't find any of these long lost marketing classics in any bookstore. They're out of print and practically impossible to find – anywhere"**

So I searched and I searched, I really dug deep and I found 3 other titles that, after discussion with experts, found that these were the exact same manuscripts they had actually used to perfect their own marketing

"Why all the secrecy?" I asked. My friends explained that if everybody knew about the secrets contained within these classics, then they wouldn't be secrets any more – would they?

no quotes

## “Uncovered! Four long lost marketing classics that reveal the secrets to achieving your marketing and advertising success”

Suppose that you could get your hands on these 4 long-lost classics, you would have a tremendous edge over your competitors

Just imagine Any one secret or idea contained within these hard-to-get classics could transform your business – just like it did for me. But there’s not just one, but literally scores of great ideas hidden away in them.

I know what you may be thinking. “But my business is different.” That’s how I felt too. But when I studied these manuscripts and applied the ideas, I found that the secrets within, work just as well regardless of what business you’re in. And just because they were written almost a century ago, it doesn’t mean that those same principles don’t work in today’s market – because they do.

The laws of selling and advertising haven’t changed over the years. Even if you were to go back to the days of Caesar, these secrets would have worked. Because human nature just hasn’t changed one iota

They would have worked then, they worked for the legendary marketing giants that wrote them, they’ve worked for me, now they can work for you.

But let me ask you:

Do the 5 pieces

- o “Do you need more customers?”
- o “Do you want those customers to spend more with you?”
- o “Do you want your customers to return over and over again?”
- o “Do you want them to refer their friends?”

If you answered “yes” to any of these , then you’ll find this information is exactly what you’ve been looking for.

It doesn’t matter if you sell on-line, off-line or a bit of both – the secrets contained within these 4 classics will help you grow your business with immediate effect.

no

## “Could the secret to marketing success be found in these 4 long lost classics written nearly a century ago?”

As well as my favorite, “Tested Sentences That Sell”, you will get 3 other classic manuscripts by authors of genius.

We never gave a reason how you managed to get these files - make them available. Maybe

“Only I was able to acquire these files for entrepreneurs + bus. owners. Or anywhere. And make them available as ebooks”

These are: "Scientific Advertising" by Claude Hopkins; "The Psychology of Advertising" by Professor Walter Dill Scott, and "72 Letters and What Made Them Pay" by A W. Shaw.

*for* →  
*sales*  
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**"Uncover the forgotten secrets within these long lost manuscripts written almost 100 years ago and find out how you can make your fortune just like the advertising giants did that wrote them"**

→

Each of these classics is jam-packed with secrets. Some techniques and phrases well-known today were actually invented by these geniuses of marketing. But there are also hidden in these manuscripts many secrets that are long forgotten and not widely used today

→

Here's a little look at what each book can do for you:

Rare Marketing Manuscript No 1

"Tested Sentences That Sell" by Elmer Wheeler.

Wow! No wonder I found this hard to get. I reckon marketing gurus bought a job lot and stacked them away somewhere so nobody else could get their hands on them. But you can. Right here

In 1937, Wheeler realized that it was the sales people in the stores that weren't asking the right questions to their customers. So he set up his "Word Laboratories" and tested 105,000 words and phrases on over 19 million customers.

The words and phrases that he tested and found to work were so simple that anyone could have thought them up, but so original, that no one ever did.

Just look at what his findings have to offer you:

32 Chapters of straight-to-the-point, no nonsense ideas that will help you sell more. Such as:

- Everybody's heard "don't sell the steak – sell the sizzle", right? Well it was Elmer Wheeler that originally coined the phrase. But if you really want the low-down on how to sell the sizzle, you'll want to devour Chapter 1.
- Play to your prospects hot emotional buttons with these three unique formulas. Find out how on page 17



- How to use human emotion to change a negative response into a positive one and grab more sales practically overnight. This secret can be found on page 78
- Use persuasion to sell your products by appealing to these buying motives. Go to page xx
- Your customers don't want to be sold to but they do want to buy. Unlock your customers' buying motives and they will be begging to send money to you. See page 24.
- You can get 7 out of every 10 of your prospects to buy if you implement this simple law. See what it is on page 17
- Discover the triggers that tell you your customer is sold. Go to page 49
- One simple tactic that can improve your response up to 21 times. It's tested and proven and now you can know what it is. Turn to page 79
- Sell to 80% of your audience by using these three basic human motives. Hint. none of them are Greed or Fear. To find out what they are turn to page 22
- Provide an easy cure for your customers problems by using these two words. You will not believe how simple this is but find out on page 62
- Overcome price resistance by using this one simple rule. Find out what it is on page 122
- Find out why less means more and tested research proves that you will make more sales using this technique (see page 5)
- 9 facts that you need to know to distinguish you from your competitors. What are they? See page 80

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**And if that's not enough, look closely at these:**

- Want to get even the most skeptical prospect to order? See how on page 47
- If you want to get more out of your customers, what should you be asking for? The answer is on page 39
- How to make your sale stick like glue with your prospect and what tactics will never get you a sale (page 9)

- Use this one word to turn a "lost" customer into your next sale. This technique can be found on page 83
- It sounds crazy, but your prospect needs baiting. Use this technique to get your prospects snapping at what you have to offer. Find out what it is on page 115.
- Get the right response from people every time by making this minor tweak to your presentation. What is it? Page 69 reveals all.
- Just how many words should you use to grab your prospects' attention. Find out on page 33
- Quick and easy techniques to get "yes" answers from your prospects. You'll see how on page 56
- One word to use repeatedly that will guarantee you get a positive response. I promise this will shock you! (page 12)
- Ready for closing? Get an order every time with this simple question. You'll find what this is on page 40

The ideas in this book are so simple, so down to earth, it's amazing everybody doesn't use them. Even professional sales people don't know all these secrets.

*30-year veteran*

*Begin* Rare Marketing Manuscript No 2

"Scientific Advertising" by Claude Hopkins.

You may have heard of Claude Hopkins. He's the guy that invented testing and samples and whole lot of other stuff (VAGUE) *Ask any*

*In fact,* David Ogilvy, who Time Magazine described as "the most sought-after wizard in the advertising business," had this to say about this book:

*direct response marketing + they will all mention this incredible resource*

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life

*NO SPACE*

- **David Ogilvy**  
**Marketing Legend**

You may need to read this one seven times as well, just like David Ogilvy did. I've read it six times and pick out new bits and pieces each time.

- Gain instant credibility by using this simple technique.

Rare Marketing Manuscript No.3

"The Psychology of Advertising" by Professor Walter Dill Scott

I paid over \$100 for my copy of this 1908 classic. But you can get it here for a fraction of that.

*as part of this amazing package*

I first heard of this book reading Max Sackheim's "My First 65 Years in Advertising". Max Sackheim is the mail-order genius famous for the classic headline: "Do You Make These Mistakes in English" that ran un-challenged for over 40 years (a record that still remains unbeaten).

*Sorry I was wrong before at 15 "60"*

Here's what he says about this work:

"The only book on advertising I read as a youth was written by Professor Walter Dill Scott of Northeastern University and was titled 'The Psychology of Advertising' I still think it is one of the finest books ever written on the subject – and that his formula for successful advertising has never been surpassed."

— **Maxwell Sackheim,**  
**Creator of "Book of the Month" club**  
**and Mail Order guru**

After learning that, I didn't need much convincing that I should read this book and find out all the secrets it told.

This book is an absolute treasure trove of psychological reasoning and insight into what makes people buy and respond to advertising.

Although some of the material is dated – the concepts are just as valid today as they were nearly a century ago when Professor Scott first introduced them. In fact, I'd bet that not 1 in 100 so-called "gurus" could even tell you who Professor Scott was. But I can tell you that their borrowed ideas and much of their "secret" information is probably derived from what he discovered all those years ago.

But I'll be honest with you. This is a classic manuscript, for sure, ~~but~~ <sup>and</sup> it is fairly hard to read, the secrets are in there ~~right~~ <sup>but</sup>, you've just got to search a little bit harder that's all. I had to read this book about 8 times before some of the points rammed home to me.

Here are just a few incredible gems you'll find in this book:

- If you can understand this one simple secret, you will go on to make a fortune. See Chapter 2
- Employ this strong human incentive in all your advertising. Find out what this is on page 30
- Do this after you have your prospect's attention and you will never fail. The secret's out, on page 40
- Everyone knows to test, right? On page xx you'll find out why you can't always rely on testing
- A simple technique to get your prospects to take action – now. This one works every time.
- It's a sad fact that most direct mail letters end up in the trash. Here's how to ensure yours get opened. Turn to page xx
- If you want your prospect to reply to your advertising you simply must use this
- 3 simple ways to prevent your advertising campaign from being a colossal disaster
- One thing you must not do in your advertising. In fact, it works tremendously well if you do the exact opposite. To discover what this is, go to page 50
- 2 statistics that every marketer should know if he is to profit. See page 73
- How to avoid one of the biggest mistakes in advertising. Page 18 reveals what this is
- If you want to create a unique USP then you need to do this. What is it? Find out on page 53
- Advertising is not some hit or miss affair, you must take this out of your advertising if you are to succeed. Find out what on page 19
- Get your prospects to tell you what they want. This technique will work well for you. To see what it is, turn to page 73
- Just one word that you simply must understand if you are to prosper. Find out what this is in chapter 6

But you don't have to do that. I've extracted all the salient points for you so you can get straight down to the nitty-gritty:

*More  
simple  
writing*

- Use the irresistible power of “direct commands” to achieve immediate action to your ads. Professor Scott found certain words that work wonders. This is on page 238
- The little-known psychological trigger to gaining a prospect's immediate attention Find this on page 23
- Solve one of the biggest problems all advertisers face – getting attention! Here are 4 psychological principles that really work. You'll find them on page 262
- The 4 immutable laws of “idea association”. Find out on page 90 why you need to start using these
- 4 secrets to making your ad stick to a prospect's memory like Velcro. Most people forget any message within 2 seconds – don't let that happen to your ad with the information contained on page 113
- One glaring mistake most companies make (even today) that are costing them thousands in lost sales. Could you be making this mistake? You'll never know unless you go to page 55
- 3 ways to awaken the prospect's imagination and get them to buy even if they cannot see, touch, taste or hear your product or service (perfect for the internet). See what this is on page 68

**And this is just the tip of the iceberg – here's more:**

- What “triggers” you can use to enter your prospects' mind just as they're thinking of your product or service You'll find what they are on page 86
- 2 ways you can use the power of suggestion to create immediate action. See page 177
- How to make your product or service so well known that your competitors ads will actually work for you. Find out how on page 45.
- 3 key points to making “fusion” work for you – instead of against your ad. Very important for any kind of product that needs a credibility boost. See page 101
- Discover the 5 steps all prospects use before they decide to buy. Understand these and you can be on your way to a fortune. What are they? Find out on page 188

- What to do so that your product or service is the only possible choice a prospect can make. Find out the two ways to make sure that this happens. See page 195
- The top 7 reasons why customers buy (hint: price is not #1). Turn to page 210
- What kind of pictures succeed to attracting attention. See page 14

At xxx pages, this one advertising classic would be worth every cent of this special offer.

But there's still more ..

Rare Marketing Manuscript No 4

"72 Letters and What Made Them Pay" by A.W. Shaw

A collection of 72 master letters, chosen out of a total of 5,000+, that made <sup>16</sup> results for their writers

~~Not quite as exhaustive as Elmer Wheeler and his tested sentences, but considering that this work was done in the early 1920s it was some accomplishment. They didn't have the tools, like computers and e-mail, in those days. Just think of the investment in time that must have been made to track all these thousands of letters down. Each one, successful in its own right. Each one judged successful by the results that they got.~~

~~Then~~ imagine how each one was individually researched. The outcome was an incredible 72 letters analyzed and dissected for you. You can copy, amend and use any of these letters. Use them as templates for your own mailings or just get the ideas to write your own and catapult your company's profits

Here's what these letters can do for you:

- How to absolutely, positively guarantee prospects will read your letters instead of trashing them
- Use these different techniques in your letters and watch your sales grow. On page 18
- Learn how to target a specific market. Your competitors won't know this one. Find out on page 20
- Avoid this one <sup>frequently used</sup> word in your letters. To find out what it is, turn to page 28

- Six prime motives that are absolutely essential if you want to appeal to your prospects buying instincts. Go to page 50 to see what these are.
- See letters written with no motives and how weak and wishy-washy they are. Turn this type of letter around by referring to page xx
- Enhance your letters and improve your response using these simple techniques See what they are on page 66
- Get your prospects to reply to your letters. Every time. See how on page 74
- Why it pays to check out your competition
- Profit from finding big ideas for your letters. Page 80
- There is one single most important item for every situation that you simply must use. Find out what this is on page 82
- Do not include this in your writings if you want to write a successful letter. Page 94
- Gain your prospects' attention by doing this To see what this is go to page 100
- Calculate what your response will be from this one single factor. What is it? See page 102
- Get your prospects responding immediately with this neat little trick. See how on page 107
- These two compelling ways will convince your prospects that your product or service is to their advantage I bet none of your competitors use these See what they are on page 118
- Every business person wants customers to take action. Here's two great ways to get your prospects champing at the bit. See how on page 142

no  
quits

“These 4 priceless marketing classics are a must for your resource library”

I'm sure you'll agree that these are indeed a whopping collection of really hard-to-find classics that contain a whole wealth of information.

Information that has only been available to the privileged few. Over the last 80 years or so, the secrets contained within these manuscripts have been slowly left behind and forgotten. The few that did know of their existence clearly kept this to themselves.

Now, they're not a secret anymore. You can get them right here.

*To Gary Reese*  
**"So, what's the cost of this Incredible 4 Classic Collection?"**

Not as much as you may think. And certainly nowhere near the amount you'd pay to track them down – even if you could. One of these classics cost me over \$150 and another over \$100. The Elmer Wheeler copy I actually borrowed from my friend, but it was still painstakingly hard to get hold of.

I challenge anybody to easily find these – anywhere

*Cash*  
In fact, I'll pay anybody \$100 if they can provide me with information on where to find original copies of all 4 of these priceless manuscripts. Now that's what I call a fair challenge. Isn't it?

But the important point is, if you study these gems of information you are bound to succeed. Just like the top marketers. Just like I did.

The cost for all 4 e-books is just \$37. No, that's not a mis-print.

But I'm not just offering these 4 classics in downloadable format. I want to make this offer absolutely irresistible to anybody who is serious about wanting to grow their business.

*Don't need quotes*  
**"There are 4 Free Bonuses for Acting immediately"**

I am also including 4 fantastic Free Bonus items if you act now. These alone are worth many times the \$37 asking price. Just take a look:

Bonus #1

"The Midas Method" by Stuart Goldsmith. This normally retails at \$27

blah, blah, blah

Bonus #2

"The Seven Secrets of the Millionaires" by Stuart Goldsmith. Retails separately at \$27



more blah, blah, blah

### Bonus #3

“89 Ad-writing Rules”. Written way back in 1908 by Louis Rommel Jr

### Bonus #4

The Story of “Acres of Diamonds” by Russel H Conwell.

## **“Your 100% Satisfaction Guarantee”**

Your success in using these powerful long-lost secrets is unconditionally guaranteed. Here’s my 100% iron-clad, bullet-proof, no quibble, no-hassle, no-probs, money-back guarantee:

I personally guarantee that if you order these 4 long-lost and hard-to-find classic manuscripts, today, and study them just like I did, you can’t help but profit by them.

Very few marketers know these secrets and you are truly privileged to be getting your hands on them.

I’ll give you an open-ended period to try these masterpieces for yourself. That’s right – a lifetime guarantee!! So if you feel, for any reason, that the secrets contained within these marketing classics have not helped to increase your sales and profits. ....

then e-mail me and I’ll send you an immediate and no-hassle refund.

And the 4 Free Bonuses will be yours to keep for at least trying these masterpieces.

Now, is that a great deal, or what?. And that’s how confident I am that you **will** find dozens of nuggets of secret information within these long lost marketing manuscripts.

So, what have you got to lose? You can now try out these classics yourself and see if they work for you. I'm so confident that they will, that's why I'm offering such a generous guarantee.

There is no risk on your part at all. The risk is entirely mine. If these manuscripts don't produce sales and profits for you then I'm the loser, not you.

**"Here's a quick reminder of what you'll receive by ordering these Long Lost Marketing Secrets"**

- Elmer Wheeler's "must have" classic, "Tested Sentences That Sell". His simple, but effective, words and phrases really work. You don't need magic words – you need word magic.
- "The Psychology of Advertising," by Professor Walter Dill Scott. Stuffed from cover to cover with reasons why people buy.
- "Scientific Advertising," by Claude Hopkins. Hopkins was the pioneer of market testing and this book is crammed full of his methods and ideas.
- A.W. Shaw's well-researched "72 Letters and What Made Them Pay". The title says it for you. An outstanding collection of 72 letters that were extremely successful for their writers – and reasons why.
- Bonus #1
- Bonus #2
- Bonus #3
- Bonus #4

**"Absolutely incredible! Four out-of-print classics, nearly impossible to find anywhere, now available as e-books for only \$37"**

I'm sure you must be wondering how you can get these timeless classics. Well, wonder no more

To get instant access (24 hours a day, every day) to your copy of these 4 timeless classics and all 4 FREE bonuses - **[Just click here](#)**

Why struggle, like I did, to find the right ~~words and phrases~~<sup>way</sup> to sell your products and services? You can emulate advertising geniuses of yesteryear by getting your hands on these long lost marketing secrets, right now.

**Order now** and start to profit from these well-kept secrets.

My marketing friend got wind of what I was doing with these secrets and he thinks I'm crazy for "letting the cat out of the bag". He thinks I should be selling all these secrets for at least \$200. He may well be right.  
(if at all)

If demand is too strong, we may have to raise the price. We don't want everybody and his dog to have these secrets. Do we?

Place credit card logos in here

**Purchase Online** with Credit Card by our Secure Server

**[Click here NOW to download your copy!](#)**

To your marketing success,

Peter Woodhead

CEO Presslink Publishing

P S        These 4 long-lost, almost forgotten secrets are essential reference for anyone serious about marketing their business.

If you are even a wee bit skeptical, then you can download Chapter 1 of Elmer Wheeler's classic: "Tested Sentences That Sell". Get this Free chapter to give you a flavor of what you'd be missing if you don't buy the whole lot. **[Click here](#)** to download your Free chapter.

P.P.S Each one of these titles is highly regarded by many successful marketers. And together they form a solid foundation of advertising and marketing principles and practices. Plus, they're an incredible bargain!

I've spent hundreds of dollars and months and months of researching and locating these long forgotten manuscripts. Our typing staff have spent tens of hours re-typing, editing, re-editing and getting each manuscript into pdf format so that you can profit from them – and now they're all yours for only \$37. What a snip!

P.P.P.S [Click here only if you've decided not to order these Long Lost Marketing Secrets](#)

Very good.  
1. Think the first  
2 pages or so  
needs to be ruthlessly  
edited to make it  
smooth. well done so far  
- Yamato

7.17.03

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**Microsoft and Netscape Secure**

**This Certificate Entitles You to a 100% No Risk-free Guarantee**

check box



YES, Peter – I'd like to know the long lost secrets of the marketing giants of the past so that I can create my own dynamic marketing and advertising, and start to skyrocket my responses and profits.

needs more comp

i.e.  
Yes Peter!  
I can't believe you spent hundred of hours digging + researching to uncover the absolute best long-lost marketing manuscripts + help me skyrocket etc....

Please give me immediate online access to **Long Lost Marketing Secrets** which includes three classics:

MOVE

I understand that my investment in "Long Lost Marketing Secrets" is just \$37 plus I'll get all four bonuses and I'm protected by your 100% no-hassle; no problems **cast iron guarantee**.

Here's a reminder of everything that you'll receive with this unique and first-time offered package:

- **Long Lost Manuscript #1** – "Tested Sentences That Sell" by Elmer Wheeler. If this one book does half as much for you as it did for me, it will be the bargain of the century
  - **Long Lost Manuscript #2** – "The Psychology of Advertising" by Professor Walter Dill Scott. Mail Order guru Maxwell Sackheim described this book as "... one of the finest books ever written on the subject"
  - **Long Lost Manuscript #3** – "Scientific Advertising" by Claude Hopkins. This is the book, all the gurus rave about. There's hardly a marketer around that hasn't got something positive to say about this classic. They can't all be wrong!
  - **Long Lost Manuscript #4** – "72 Letters and What Made Them Pay". As the title suggests, this is a collection of 72 successful letters which have been analyzed and dissected so that you can see why they were all so successful.
- ↳ Plus, these 4 Bonus Writings & XX :
- **Bonus #1** – "Obvious Adams" by John Updegraff. Lovely story about an ordinary man who showed his advertising managers how to increase

sales. His managers all sat around tables discussing how to, whereas Adams just looked for the obvious. And usually found it!

- **Bonus #2** – “89 Rules of Advertising” by Louis Rommel Jr. Perhaps a tad outdated but most of these rules still apply today.
- **Bonus #3** – “Acres of Diamonds” by Russel H. Conwell. Another intriguing story about a man looking for riches. A true story and a valuable lesson to us all.
- **Bonus #4** – to be decided

Simply complete the instructions below and a Username and Password will be e-mailed to you within 15 minutes, which will give you instant access to the books. **Your order is 100% secure.**

*Guarantee Here*

**Warning – For Your Protection!**

**Due to an overwhelming amount of fraud, we do not accept online orders from e-mail services such as Hotmail, Juno, Rocketmail, USA.net, or Yahoo.**

If you want to subscribe using a free e-mail account, you must order by fax or mail. To protect you, we log the IP address and user information from every order, take fraud very seriously, and will prosecute criminal transactions

I have read and agreed to the Purchase Agreement Terms

**Click here to Order the “Long Lost Marketing Secrets” Regular Package**

**Microsoft and Netscape Secure**

© Presslink Publishing

YORK  
Etc. etc

[ graphic Header in here]

Microsoft and Netscape Secure

## Platinum Reseller License Action Form

" YES, Peter - I want to catapult my earnings to another level! Please sign me up as a Platinum reseller licensee for Long Lost Marketing Secrets. This way I get to keep 100% of the money! "

- Much better

I understand that my investment for the Platinum **Long Lost Marketing Secrets** reseller package is \$149 and that I will also get 2 exclusive reseller bonuses that will help me get started and making money straight away.

But before I outline the 2 special reseller Bonuses, here's a brief re-cap of the package that you'll be offering your clients:

- **Long Lost Manuscript #1** – "Tested Sentences That Sell" by Elmer Wheeler. If this one book does half as much for you as it did for me, it will be the bargain of the century
- **Long Lost Manuscript #2** – "The Psychology of Advertising" by Professor Walter Dill Scott. Mail Order guru Maxwell Sackheim described this book as "... one of the finest books ever written on the subject"
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- **Bonus #3** – “Acres of Diamonds” by Russel H. Conwell. Another intriguing story about a man looking for riches. A true story and a valuable lesson to us all.
- **Bonus #4** – to be decided

Your clients will love the originality of this package.

Now, here's what you get as one of our Platinum Reseller Licensees:

Re-seller Bonus #1 – The rights to use the professionally designed “Long Lost Marketing Secrets” web site template. What would it cost you to have your own web site designed? No need to go to all that bother, just use ours. The very one you were just looking at. You also get our proven sales letter. A proven sales letter can cost upwards of \$5,000 plus royalties – but it's yours FREE if you sign-up to be a re-seller!

Re-seller Bonus #2 – **Quick Start Affiliate Guide:** Along with the proven sales letter and web site – you'll also get a whole box full of promotion tools that'll drive traffic to your new site. You'll get pre-written ads for e-zines, classifieds and newsletters. You'll get sample e-mail pitches and lots of insider tips and tricks to making money right away. Plus, this manual will walk you **step-by-step through how to set up your new reseller site** and deliver the e-book to your customers...and all on autopilot.

*Make every min in the customer's voice on order forms*

#### Warning – For Your Protection

**Due to an overwhelming amount of fraud, we do not accept online orders from free email services such as Hotmail, Juno, Rocketmail, USA.net, or Yahoo.**

If you wish to subscribe using a free e-mail account, you must order by fax or mail. To protect you, we log the IP address and user information from every order, take fraud very seriously, and will prosecute criminal transactions.

*See Examples of our product*



9.30-03

dash

**"The Amazing Story of How One Tiny Idea on Page xx of a 66-Year Old Manuscript Made Me An Extra \$16,778.39 In Just One Week... And Put Me on The Road To Building A \$1,000,000.00+ Business"**

*specific number is better*

**Discover How You Can Get This Exact Same Long-lost, Out-of-print, And Nearly Impossible-To-Find Resource (plus 3 others) To Outsmart, Outwit And Outpace Any Competitors**

*needs to be broken up into 2 over how i can get this exact same lost and nearly gotten resource for yourself. PUS 3*

(And it doesn't matter if your business is off-line or on-line)

*3 items ~~are~~ put to outsmart... etc.*

Place testimonial in here



From: Peter Woodhead

Tuesday, September 2<sup>nd</sup> 2003

Dear Friend,

It's truly amazing!

Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck, I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast.

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for ~~my liking~~ *me to workout of my money troubles*

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he

*MOVE*

*weird format*

suggested that I got hold of a copy of a little known marketing manuscript that he had used. The very book that helped him in a similar situation to mine.

He raved about the simplicity of this book, written over 66 years ago, and how the proven words and phrases still worked, <sup>like magic</sup> in today's markets.

So, I immediately schlepped off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years.

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere.

Then I tried one more site, Alibris.com, and found it, (or so I thought). However, when the confirmation came through it was an error and it wasn't available after all. What a disappointment! I couldn't believe it – I even saved a copy of those e-mails, <sup>(see below)</sup> *click here to see them*

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail. He just laughed at me.

"Of course you won't find it anywhere, and others like it."

So I said to him: "then why the heck did you recommend it to me?"

He laughed again, and said: ". . . because I wanted to see how serious you were." I was not amused.

"So how can I get hold of a copy then?" I asked

"OK! OK! I'll lend you my copy" he replied, "if it'll get you off my back And you absolutely promise to return it."  
*must*

"Gee thanks" mumbling to myself "Why didn't he say that before."

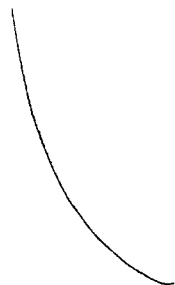
**"I ~~discovered~~ <sup>T</sup> that the secret to <sup>my</sup> success today was hiding in this long lost marketing classic."**

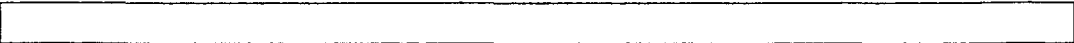
What a discovery! The book was called "Tested Sentences That Sell" by Elmer Wheeler

And here's copies of those e-mails I received when I thought I'd found this book on the internet:

Copy of e-mail in here as proof

pop-up window





Go ahead and try looking for it – it's nearly impossible to locate.

I read that Elmer Wheeler book in the very first evening and then another three times before I really appreciated the wisdom within its covers. The guy was a sheer marketing genius.

You see, in 1937 Corporations throughout the country commissioned Wheeler to set up his "Word Laboratories" and find out winning sentences to sell their goods. Wheeler realized that it was the sales people in the stores that weren't asking the right questions to their customers.

So he tried and tested 105,000 sentences on over 19 million customers (such a feat would not be viable nowadays). He found what sentences worked like magic. And those same sentences still work today. I know, because I've tried them. And one in particular, on Page xx, worked for me rather spectacularly. So much so that it turned my business round and now I'm looking at a \$1,000,000 00+ operation which is growing fast.

*gangbusters*

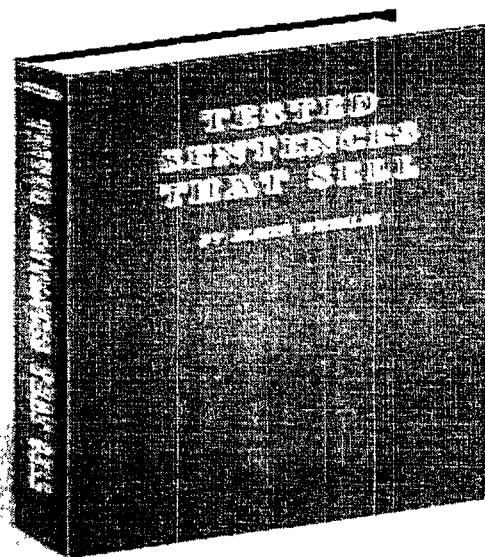
*19,000,000*

*out there*

**It's crazy, but the secrets to your marketing success could be sitting in this long-lost manuscript and others like it**

The words and phrases that Wheeler tested and found to work were so simple that anyone could have thought them up. But so original, that no one ever did.

Just look at what his findings have to offer you:



*Too big*

32 Chapters of straight-to-the-point, no nonsense ideas that will help you sell more. Such as:

- Everybody's heard "don't sell the steak – sell the sizzle", right? Well, it was Elmer Wheeler that originally coined the phrase. But if you really want the low-down on how to sell the sizzle, you'll ~~want~~ <sup>need</sup> to devour Chapter 1.
- Play to your prospects hot emotional buttons with these three unique formulas. Find out how on page 17
- Discover the triggers that tell you your customer is sold. Go to page 49
- Sell to 80% of your audience by using these three basic human motives. Hint: none of them are Greed or Fear. To find out what they are turn to page 22
- How to use human emotion to change a negative response into a positive one and grab more sales practically overnight. This secret can be found on page 78
- Your customers don't want to be sold to but they do want to buy. Unlock your customers' buying motives and they will be begging to send money to you. See page 24.
- You can get 7 out of every 10 of your prospects to buy if you implement this simple law. See what it is on page 17.
- Provide an easy cure for your customers problems by using these two words. You ~~will not~~ <sup>won't</sup> believe how simple this is but find out on page 62
- Find out why less means more and tested research proves that you will make more sales using this technique (see page 5)
- 9 facts that you need to know to distinguish you from your competitors. What are they? See page 80
- Overcome price resistance by using this one simple rule. Find out what it is on page 122.
- One simple tactic that can improve your response up to 21 times. It's tested and proven and now you can know what it is. Turn to page 79

*A good technique to make every other one bold.*

*(Yes 2100%!)*

**And if that's not enough, look closely at these:**

- It sounds crazy, but your prospect needs baiting. Use this technique to get your prospects snapping at what you have to offer. Find out what it is, on page 115.
- Get the right response from people every time by making this minor tweak to your presentation. What is it? Page 69 reveals all.
- Just how many words should you use to grab your prospects' attention. Find out on page 33
- Quick and easy techniques to get "yes" answers from your prospects. You'll see how on page 56
- One word to use repeatedly that will guarantee you get a positive response. I promise this will shock you! (page 12)
- Ready for closing? Get an order every time with this simple question. You'll find what this is on page 40

The ideas in this book are so simple, so down to earth, it's amazing everybody doesn't use them. Even 30 year veteran sales people don't know *a tiny fraction* all these secrets.

If these simple sentences worked for me. They can work for you too, in your business no matter what line you're in. This one title alone solved my *money* problem.

Place testimonial in here

But my friend had got me curious. He said that I wouldn't be able to find this book he so ardently recommended – he was right there. But he also

let slip that other books similar to Wheeler's were also hard to find and that they too contained gems of information that were not widely available.

I didn't pester my friend again to find out exactly what he meant but being an inquisitive type I thought I'd investigate a little deeper.

Sure enough, talking to other top marketers I discovered that some classic manuscripts written over 80 years ago were also their "secret" resources. But, the big problem is .....

**You won't find any of these long lost marketing classics in any bookstore. They're out of print and practically impossible to find – anywhere**

So I searched and I searched, I really dug deep. I spoke to expert after expert, scoured antique bookshops, and online bookstores I became so determined. I eventually managed to drag out of ~~top marketers~~ the titles that I should be looking for. It was like pulling teeth. This way I found 3 other titles that, after discussion with experts, I found that these were the exact same manuscripts they had actually used to perfect their own marketing

from  
~~top~~  
top  
marketers

Now I knew I was on to something.

Even searching for these long lost classics was a well-kept secret. The majority of people just didn't want to tell me where these were.

"Why all the secrecy?" I asked. My friends explained that if everybody knew about the secrets contained within these classics, then they wouldn't be secrets any more – would they?

But I found them. One of them I found fairly easily, but the other two took some time. Knowing where to look and having a lot of patience was the key. I eventually made an arrangement with a specialist book-seller. And he didn't come cheap!

**Uncovered! Four long lost marketing classics that reveal the secrets to achieving your marketing and advertising success and gain an unfair advantage**

Suppose that you could get your hands on these 4 long-lost classics, you would have a tremendous edge over your competitors

Just imagine. Any one secret or idea contained within these hard-to-get classics could transform your business – just like it did for me. But there's not just one, but literally scores of great ideas hidden away in them.

yellow  
highlighter

I know what you may be thinking "But my business is different." That's how I felt too. But when I studied these manuscripts and applied the ideas, I found that the secrets within, work just as well regardless of what

business you're in. And just because they were written almost a century ago, it doesn't mean that those same principles don't work in today's market – because they do.

The laws of selling and advertising haven't changed over the years. Even if you were to go back to the days of Caesar, these secrets would have worked. Because human nature just hasn't changed one iota.

They would have worked then, they worked for the legendary marketing giants that wrote them, they've worked for me, now they can work for you. *But here's a simple way to find out if this information will work for you.*

*But* let me ask you:

"Do you need more customers?"

"Do you want those customers to spend more with you?"

"Do you want your customers to return over and over again?"

"Do you want them to refer their friends?"

If you answered "yes" to any of these, then you'll find ~~this information~~ *these 4 manuscripts are* exactly what you've been looking for.:

It doesn't matter if you sell on-line, off-line or a bit of both – the secrets contained within these 4 classics will help you grow your business with immediate effect.

### **Could the secret to marketing success be found in these 4 long lost classics written nearly a century ago?**

As well as my favorite, "Tested Sentences That Sell", you will get ~~the~~ 3 other classic manuscripts by authors of genius

*List in bullets*

These are: "Scientific Advertising" by Claude Hopkins; "The Psychology of Advertising" by Professor Walter Dill Scott, and "72 Letters and What Made Them Pay" by A W Shaw

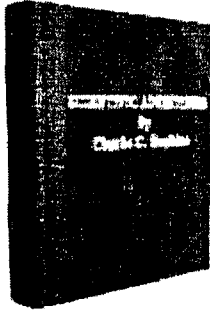
### **Uncover the forgotten secrets within these long lost manuscripts written almost 100 years ago and find out how you can make your fortune just like the advertising giants did that wrote them**

Each of these classics is jam-packed with secrets. Some techniques and phrases well-known today were actually invented by these geniuses of marketing. But there are also ~~hidden~~ *lots of hidden secrets* in these manuscripts many secrets that are long forgotten and not widely used today *"nuggets"*

Here's a little look at what each book can do for you

## Rare Marketing Manuscript No.2

"Scientific Advertising" by Claude Hopkins.



Insert  
pictures  
so they are  
not on their  
~~own~~ line  
own

You may have heard of Claude Hopkins. He's the guy that pioneered market testing, free samples; risk-free trials; coupons, money-back guarantees; Ask every direct response marketer or advertiser and they will all mention this incredible resource

David Ogilvy, who Time Magazine described as "the most sought-after wizard in the advertising business," had this to say about this book

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life.

**David Ogilvy**  
**Marketing Legend**

You may need to read this one seven times as well, just like David Ogilvy did. I've read it six times and pick out new bits and pieces each time

So far

Here are just a few incredible gems you'll find in this book.

- If you can understand this one simple secret, you will go on to make a fortune. See Chapter 2
- Employ this strong human incentive in all your advertising. Find out what this is on page 30

Work  
on  
these



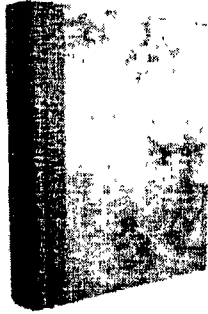
Good!

- Do this after you have your prospect's attention and you will never fail. The secret's out, on page 40
- Everyone knows to test, right? On page xx you'll find out why you can't always rely on testing
- A simple technique to get your prospects to take action – now This one works every time
- It's a sad fact that most direct mail letters end up in the trash. Here's how to ensure yours get opened Turn to page xx
- If you want your prospect to reply to your advertising you simply must use this. Find out what on Page xx
- 3 simple ways to prevent your advertising campaign from being a colossal disaster, see how on Page xx
- One thing you must not do in your advertising. In fact, it works tremendously well if you do the exact opposite To discover what this is, go to page 50  
*straight*
- 2 statistics that every marketer should know if he is to profit. This is great for the internet See page 73
- How to avoid one of the biggest mistakes in advertising Page 18 reveals what this is
- If you want to create a unique USP then you need to do this. What is it? Find out on page 53
- Advertising is not some hit or miss affair, you must take this out of your advertising if you are to succeed. Find out what on page 19
- Get your prospects to tell you what they want This technique will work well for you. To see what it is, turn to page 73
- Just one word that you simply must understand if you are to prosper Find out what this is go to Chapter 6
- Gain instant credibility by using this simple technique.

Place testimonial in here

# Rare Marketing Manuscript No.3

"The Psychology of Advertising" by Professor Walter Dill Scott



Same

Move paragraph  
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Move  
to paragraph  
@ value  
building

I paid over \$100 for my copy of this 1908 classic. But you can get it as part of this amazing package, for a fraction of that ~~price~~ <sup>price</sup> ~~to~~ <sup>to</sup> ~~the~~ <sup>the</sup> ~~special~~ <sup>special</sup> ~~deal~~ <sup>deal</sup> ~~you~~ <sup>you</sup> ~~can~~ <sup>can</sup> ~~get~~ <sup>get</sup> ~~it~~ <sup>it</sup> ~~as~~ <sup>as</sup> ~~part~~ <sup>part</sup> ~~of~~ <sup>of</sup> ~~this~~ <sup>this</sup> ~~amazing~~ <sup>amazing</sup> ~~package~~ <sup>package</sup>, for a fraction of that

Special deal you  
can get it  
for a fraction  
of that price

I first heard of this <sup>the famous</sup> book reading Max Sackheim's "My First 60 Years in Advertising". Max Sackheim is the mail-order genius famous for the classic headline "Do You Make These Mistakes in English" that ran un-challenged for over 40 years (a record that still remains unbeaten).

Here's what he says about this work:

"The only book on advertising I read as a youth was written by Professor Walter Dill Scott of Northeastern University and was titled 'The Psychology of Advertising'. I still think it is one of the finest books ever written on the subject – and that his formula for successful advertising has never been surpassed"

**Maxwell Sackheim**  
**Creator of "Book of the Month" club**  
**And Mail order guru**

After learning that, I didn't need much convincing that I should read this book and find out all the secrets it told

This book is an absolute treasure trove of psychological reasoning and insight into what makes people buy and respond to advertising

Although some of the material is dated – the concepts are just as valid today as they were nearly a century ago when Professor Scott first introduced

them. In fact, I'd bet that not 1 in 100 so-called "gurus" could even tell you who Professor Scott was. But I can tell you that their borrowed ideas and much of their "secret" information is probably derived from what he discovered all those years ago.

But I'll be honest with you. This is a classic manuscript, for sure, and it is fairly hard to read, the secrets are in there but, you've just got to search a little bit harder that's all. I had to read this book about 8 times before some of the points rammed home to me.

But you don't have to do that I've extracted all the most important points for you so you can get straight down to the nitty-gritty:

- Use the irresistible power of "direct commands" to achieve immediate action to your ads. Professor Scott found certain words that work wonders. This is on page 238
- The little-known psychological trigger to gaining a prospect's immediate attention. Find this on page 23
- Solve one of the biggest problems all advertisers face – getting attention! Here are 4 psychological principles that really work You'll find them on page 262
- The 4 immutable laws of "idea association". Find out on page 90 why you need to start using these.
- 4 secrets to making your ad stick to a prospect's memory like Velcro. Most people forget any message within 2 seconds – don't let that happen to your ad with the information contained on page 113
- One glaring mistake most companies make (even today) that are costing them thousands in lost sales. Could you be making this mistake? You'll never know unless you go to page 55
- 3 ways to awaken the prospect's imagination and get them to buy even if they cannot see, touch, taste or hear your product or service (perfect for the internet). See what this is on page 68

**And this is just the tip of the iceberg – here's more:**

- What "triggers" you can use to enter your prospects' mind just as they're thinking of your product or service You'll find what they are on page 86
- 2 ways you can use the power of suggestion to create immediate action. See page 177

Expand  
on this  
a little

How you  
took out  
some parts  
made some  
parts  
more  
specific  
ick.

same  
~~glaring~~ glaring

- How to make your product or service so well known that your competitors ads will actually work for you. Find out how on page 45
- 3 key points to making "fusion" work for you – instead of against your ad. Very important for any kind of product that needs a credibility boost. See page 101
- Discover the 5 steps all prospects use before they decide to buy. Understand these and you can be on your way to a fortune What are they? Find out on page 188
- What to do so that your product or service is the only possible choice a prospect can make. Find out the two ways to make sure that this happens. See page 195
- The top 7 reasons why customers buy (hint price is <sup>NOT</sup> #1). Turn to page 210
- What kind of pictures succeed to attracting attention. See page 14

At xxx pages, this one advertising classic would be worth every cent of this special offer.

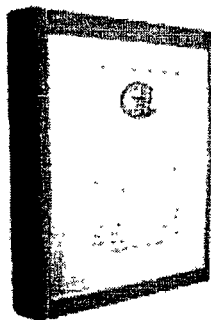
Place testimonial in here

But there's still more . . .

*more*

Rare Marketing Manuscript No.4

"72 Letters and What Made Them Pay" by A W Shaw



*Sure  
This  
for most*

A collection of 72 master letters, chosen out of a total of 5,063, that made big results for their writers.

Each one judged successful <sup>ONLY</sup> by the results achieved from ~~over 5,000~~ <sup>(The only real measure of success)</sup> direct letters.

~~Then imagine how each one was individually researched.~~ The outcome was an incredible 72 letters analyzed and dissected for you. You can copy, amend and use any of these letters. Use them as templates for your own mailings or just get the ideas to write your own and catapult your company's profits.

Here's what these letters can do for you:

- How to absolutely, positively guarantee prospects will read your letters instead of trashing them
- Use these different techniques in your letters and watch your sales grow On page 18
- Learn how to target a specific market. Your competitors won't know this one. Find out on page 20
- Avoid this frequently used word <sup>over</sup> in your letters To find out what it is, turn to page 28
- Six prime motives that are absolutely essential if you want to appeal to your prospects buying instincts Go to page 50 to see what these are.
- See letters written with no motives and how weak and wishy-washy they are Turn this type of letter around by referring to page xx
- Enhance your letters and improve your response using these simple techniques See what they are on page 66
- Get your prospects to reply to your letters. Every time. See how on page 74
- ~~Why it pays to check out your competition~~
- Profit from finding big ideas <sup>the " "</sup> for your letters. Page 80
- There is one single most important item for every situation that you simply must use. Find out what this is on page 82
- Do not include this in your writings if you want to write a successful letter. Page 94

Answer  
up

- Gain your prospects' attention by doing this To see what this is go to page 100
- Calculate what your response will be from this one single factor. What is it? See page 102
- Get your prospects responding immediately with this neat little trick. See how on page 107
- These two compelling ways will convince your prospects that your product or service is to their advantage. I bet none of your competitors use these. See what they are on page 118
- *guaranteed* Every business person wants customers to take action. Here's two ~~great~~ ways to get your prospects champing at the bit. See how on page 142

Place testimonial in here

### These 4 priceless marketing classics are a must for your resource library

I'm sure you'll agree that these are indeed a whopping collection of really hard-to-find classics that contain a whole wealth of information.

Information that has only been available to the privileged few Over the last 80 years or so, the secrets contained within these manuscripts have been slowly left behind and forgotten. The few that did know of their existence clearly kept this to themselves. *(and with good reason)*

*But* Now, they're not a secret anymore. You can get them right here.

### So, what's the cost of this Incredible 4 classic Collection?

Not as much as you may think. And certainly nowhere near the amount you'd pay to track them down – even if you could. One of these classics cost me over \$150 and another over \$100 The Elmer Wheeler copy I actually borrowed from my friend, but it was still painstakingly hard to get hold of.

*paraph  
@ Psych of Pers  
costing \$100  
notes here*

*In fact,*  
I challenge anybody to easily find these – anywhere.

Here's my <sup>bold</sup> ~~starely~~ proposition

In fact, I'll pay anybody \$100 cash if they can provide me with exact information on where to find original copies, in good condition, of all 4 of these priceless manuscripts. Now that's what I call a fair challenge. Isn't it?

~~However, instead of banging your head against a wall looking for these~~

But the important point is, if you study these gems of information you are bound to succeed. Just like the top marketers. Just like I did.

long-lost manuscripts - you can grab all 4 ~~for~~ right now for only \$37

The cost for all 4 books is just \$37. No, that's not a mis-print.

But I'm not just offering these 4 classics in downloadable format. I want to make this offer absolutely irresistible to anybody who is serious about wanting to grow their business.

→ MOVE Here *need transition to bonus here.* Like "But, **There are 4 Free Bonuses for Acting immediately**

That's still not a deal because \$37 ~~isn't~~ ~~there~~

Yes, I am also including 4 fantastic Free Bonus items if you act now. These alone are worth many times the \$37 asking price. Just take a look.

### Bonus #1

"Obvious Adams"

A great story about a young man who rose from mediocrity to become a great copywriter and then vice-president of the company. His simple, and obvious, analysis of situations defied his peers.

You can learn lots from Adams and how he applied his logic and use it to your advantage.

More intriguing

### Bonus #2

"41 Great Ads <sup>period</sup> and What Made Them Great"

Here is a unique selection of 41 of the greatest ads. ever written, together with a short analysis of why they worked for their creators.

A close study of these ads will show you how human emotions have been used to great effect in the copy. All of them have appealing headlines, which alone are worth studying.

More

You won't find this collection of ads anywhere else.

### Bonus #3

"82 Rules of Advertising". Written way back in 1908 by Louis Rommel Jr.

Although written about 100 years ago, this 'check-list' is just as valid today as it was then. It will ensure your ad has all the ingredients of success.

Pre-test your ads. with this secret check-list. Use it and your ads. will never fail to pull.

It worked 100 years ago, it can still work for you today.

*Even my well read marketer friend hadn't seen this checklist until I sent it to him. He immediately thanked me and added it to his 'top-drawer' of ~~some~~ copywriting material in his office*

Bonus #4

"Acres of Diamonds"

An incredible resource about a man who sold his farm to go in search of wealth. But he died a poor and destitute man, never, ever, realising his dream. And all along true wealth was found on the farm that he sold to pursue his fortune.

There is a very strong morale to this story, and one which you should be aware of.

Place testimonial in here

### "Your 100% Satisfaction Guarantee"

Your success in using these powerful long-lost secrets is unconditionally guaranteed. Here's my 100% iron-clad, bullet-proof, no quibble, no-hassle, no-probs, money-back guarantee.

#### My Personal 100% No-hassle Guarantee

I personally guarantee that if you order these 4 long-lost and hard-to-find classic manuscripts, today, and study them just like I did, you can't help but profit by them

Very few marketers know these secrets and you are truly privileged to be getting your hands on them

I'll give you an open-ended period to try these masterpieces for yourself. That's right – a lifetime guarantee!! So if you feel, for any reason, that the secrets contained within these marketing classics have not helped to increase your sales and profits.. ....



then e-mail me and I'll send you an immediate and no-hassle refund.

And the 4 Free Bonuses will be yours to keep for at least trying these masterpieces.

Scanned Signature here

Peter Woodhead

CEO Presslink Publishing

Now, is that a great deal, or what? <sup>period</sup> And that's how confident I am that you **will** find dozens of nuggets of secret information within these long lost marketing manuscripts.

So, what have you got to lose? You can now try out these classics yourself and see if they work for you. I'm so confident that they will, that's why I'm offering such a generous guarantee

There is no risk on your part at all. The risk is entirely mine. If these manuscripts don't produce sales and profits for you then I'm the loser, not you.

### **Here's a quick reminder of what you'll receive by ordering these Long Lost Marketing Secrets**

- Elmer Wheeler's "must have" classic, "Tested Sentences That Sell". His simple, but effective, words and phrases really work. You don't need magic words – you need word magic.
- "The Psychology of Advertising," by Professor Walter Dill Scott. Stuffed from cover to cover with reasons why people buy
- "Scientific Advertising," by Claude Hopkins. Hopkins was the pioneer of market testing and this book is crammed full of his methods and ideas, so that you too can profit from his ideas – just like the masters of today do
- A.W. Shaw's well-researched "72 Letters and What Made Them Pay". The title says it for you. An outstanding collection of 72 letters that were extremely successful for their writers – and reasons why
- Bonus #1            Obvious Adams
- Bonus #2            41 Great Ads and What Made Them Great
- Bonus #3            82 Rules of Advertising

- Bonus #4 Acres of Diamonds

To get instant access (24 hours a day, every day) to your copy of these 4 timeless classics and all 4 FREE bonuses - **Just click here**

Why struggle, like I did, to find the right way to sell your products and services? You can emulate advertising geniuses of yesteryear by getting your hands on these long lost marketing secrets, right now.

**Order now** and start to profit from these well-kept secrets.

My marketing friend got wind of what I was doing with these secrets and he thinks I'm crazy for "letting the cat out of the bag" He thinks I should be selling all these secrets for at least \$200, if at all. He may well be right.

*And most likely I will be raising the price shortly after this introduction or even taking*  
If demand is too strong, we may have to raise the price. We don't want everybody and his dog to have these secrets. Do we?

*These manuals off the market.*

Place credit card logos in here

**Purchase Online** with Credit Card by our Secure Server

**Click here NOW to download your copy!**

To your marketing success,

Scanned signature in here

Peter Woodhead

CEO Presslink Publishing

P.S. These 4 long-lost, almost forgotten secrets are essential reference for anyone serious about marketing their business.

If you are even a wee bit skeptical, then you can download Chapter 1 of Elmer Wheeler's classic: "Tested Sentences That Sell". Get this Free chapter to give you a flavor of what you'd be missing if you don't buy the whole lot. Click here to download your Free chapter *(That's how positive I am you'll love the material and be begging for more.)*

P.P.S Each one of these titles is highly regarded by many successful marketers. And together they form a solid foundation of advertising and marketing principles and practices Plus, they're an incredible bargain!

*dozens + dozens* I've spent hundreds of dollars and months and months of researching and locating these long forgotten manuscripts. Our typing staff have spent ~~tens~~ *PDF* of hours re-typing, editing, re-editing and getting each manuscript into pdf format so that you can profit from them – and now they're all yours for only \$37. What a *snip!* *not an American phrase*

P.P.P.S [Click here only if you've decided not to order these Long Lost Marketing Secrets](#)

Order Links  
Again Here

**“The Amazing Story of How One Tiny Idea on  
Page 15 of a 66-Year Old Manuscript Made Me An  
Extra \$16,778.39 In Just One Week... And Put Me on  
The Road To Building A \$1,213,578.97 Business”**

**Discover How You Can Get This Exact Same Long-lost  
(and Nearly Forgotten) Resource for Yourself - Plus 3 Others,  
to Outsmart, Outwit and Outpace Any Competitors**

**(And it doesn't matter if your business is off-line or on-line)**

Place testimonial in here

From: Peter Woodhead

mugshot

Friday: October 03 2003

Dear Friend,

It's truly amazing! ...

Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck; I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast.

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for me to get out of my money troubles.

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he suggested that I got hold of a copy of a little known marketing manuscript that he had used. The very book that helped him in a similar situation to mine.

He raved about the simplicity of this book, written over ~~66~~ <sup>a half century</sup> years ago, and how the proven words and phrases still worked like magic in today's markets.

So, I immediately schlepped off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years.

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere.

Then I tried one more site, Alibris com, and found it, (or so I thought). However, when the confirmation came through it was an error and it wasn't available after all. What a disappointment! I couldn't believe it – I even saved a copy of those e-mails, [click here to see them](#)

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail. He just laughed at me.

"Of course you won't find it anywhere, and others like it."

So I said to him: "Then why the heck did you recommend it to me?"

He laughed again, and said: "...because I wanted to see how serious you were." I was not amused.

"So how can I get hold of a copy then?" I asked

"OK! OK! I'll lend you my copy" he replied, "if it'll get you off my back. And you absolutely must promise to return it"

"Gee thanks" mumbling to myself "Why didn't he say that before"

**The Secret to My Success Today was hiding in this long lost marketing classic**

What a discovery! The book was called "Tested Sentences That Sell" by Elmer Wheeler.

Go ahead and try looking for it – it's nearly impossible to locate.

Check how  
on how  
to write  
dialogue  
not  
now if  
we look  
correct

Refer!  
Overall -  
Very Very Good!  
Just about  
ready - I'd  
like you to  
look on  
highlighting  
certain parts  
w/ yellow highlight  
& bookmark. Also  
use the Ultimate  
Sales Letter Tool!  
+ work on your  
Paragraph  
transitions  
-Yank

P.S. Recal it  
around + look  
for trouble  
spots

I read that Elmer Wheeler book in the very first evening and then another three times before I really appreciated the wisdom within its covers. The guy was a sheer marketing genius.

You see, in 1937 Corporations throughout the country commissioned Wheeler to set up his "Word Laboratories" and find out winning sentences to sell their goods. Wheeler realized that it was the sales people in the stores that weren't asking the right questions to their customers.

*highlight or bold*

So he tried and tested 105,000 sentences on over 19,000,000 customers (such a feat would not be viable nowadays). He found out exactly what sentences worked like gangbusters. And those same sentences still work today I know, because I've tried them. And one in particular, on Page 15, worked for me rather spectacularly. So much so that it turned my business round and now I'm looking at a \$1,000,000.00+ operation which is growing fast.

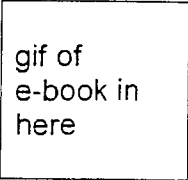
*first letter caps*

### **It's Crazy, But The Secrets to your marketing success could be sitting in this long-lost manuscript and others like it**

The words and phrases that Wheeler tested and found to work were so simple that anyone could have thought them up But so original, that no one ever did.

*where  
and here  
should  
ain ->  
+ you  
get  
rights to  
able this  
edible work.  
through special  
agement " or  
meeting to  
next effect.*

Just look at what his findings have to offer you:



32 Chapters of straight-to-the-point, no nonsense ideas that will help you sell more. Such as

- Everybody's heard "don't sell the steak – sell the sizzle", right? Well, it was Elmer Wheeler that originally coined the phrase. But if you really want the low-down on how to sell the sizzle, you'll need to devour Chapter 1.
- **Play to your prospects hot emotional buttons with these three unique formulas. Find out how on page 24**
- Discover the triggers that tell you your customer is sold Go to page 57
- **Sell to 80% of your audience by using these three basic human motives. Hint: none of them are Greed or Fear. To find out what they are turn to page 29**

- How to use human emotion to change a negative response into a positive one and grab more sales practically overnight. This secret can be found on page 85
- **Your customers don't want to be sold to but they do want to buy. Unlock your customers' buying motives and they will be begging to send money to you. See page 54**
- You can get 7 out of every 10 of your prospects to buy if you implement this simple law. See what it is on page 28
- **Provide an easy cure for your customers problems by using these two words. You won't believe how simple this is but find out on page 69**
- Find out why less means more and tested research proves that you will make more sales using this technique (see page 5)
- **9 facts that you need to know to distinguish you from your competitors. What are they? See page 87**
- Overcome price resistance by using this one simple rule. Find out what it is on page 130
- **One simple tactic that can improve your response up to 21 times (Yes, 2100%!). It's tested and proven and now you can know what it is. Turn to page 86**

**And if that's not enough, look closely at these:**

- Want to get even the most skeptical prospect to order? See how on page 55
- **If you want to get more out of your customers, what should you be asking for? The answer is on page 47**
- How to make your sale stick like glue with your prospect and what tactics will never get you a sale (page 22)
- **Use this one word to turn a "lost" customer into your next sale. This technique can be found on page 91**
- It sounds crazy, but your prospect needs baiting. Use this technique to get your prospects snapping at what you have to offer. Find out what it is on page 124

- **Get the right response from people every time by making this minor tweak to your presentation. What is it? Page 75 reveals all.**
- Just how many words should you use to grab your prospects' attention. Find out on page 39
- **Quick and easy techniques to get “yes” answers from your prospects. You'll see how on page 62**
- One word to use repeatedly that will guarantee you get a positive response. I promise this will shock you! (page 11)
- **Ready for closing? Get an order every time with this simple question. You'll find what this is on page 49**

The ideas in this book are so simple, so down to earth, it's amazing everybody doesn't use them. Even 30 year veteran sales people don't know a tiny fraction of all these secrets.

If these simple sentences worked for me. They can work for you too, in your business no matter what line you're in. This one title alone solved my money problems.

Place testimonial in here

*Markets*

But my friend had got me curious. He said that I wouldn't be able to find this book he so ardently recommended – he was right there. But he also let slip that other books similar to Wheeler's were also hard to find and that they too contained gems of information that were not widely available.

I didn't pester ~~my friend~~ <sup>him</sup> again to find out exactly what he meant but being an inquisitive type I thought I'd investigate a little deeper.

Sure enough, talking to other top marketers I discovered that some classic manuscripts written over 80 years ago were also their “secret” resources. But, the big problem is .... .

**You won't find any of these long lost marketing classics in any bookstore. They're out of print and practically impossible to find – anywhere**

So I searched and I searched, I really dug deep. I spoke to expert after expert, scoured antique bookshops, and online bookstores. I became so determined. I eventually managed to drag out the titles that I should be



looking for from top marketers. It was like pulling teeth. This way I found 3 other titles that, after discussion with experts, these were the exact same manuscripts they had actually used to perfect their own marketing.

Now I knew I was on to something.

Even searching for these long lost classics was a well-kept secret. The majority of people just didn't want to tell me where these were.

"Why all the secrecy?" I asked. My friends explained that if everybody knew about the secrets contained within these classics, then they wouldn't be secrets any more – would they?

But I found them. One of them I found fairly easily, but the other two took some time. Knowing where to look and having a lot of patience was the key. I eventually made an arrangement with a specialist book-seller. And he didn't come cheap!

### **Uncovered! Four long lost marketing classics that reveal the secrets to achieving your marketing and advertising success and gain an unfair advantage**

Suppose that you could get your hands on these 4 long-lost classics, you would have a tremendous edge over your competitors.

Just imagine. Any one secret or idea contained within these hard-to-get classics could transform your business – just like it did for me. But there's not just one, but literally scores of great ideas hidden away in them.

I know what you may be thinking: "But my business is different." That's how I felt too. But when I studied these manuscripts and applied the ideas, I found that the secrets within, work just as well regardless of what business you're in. And just because they were written almost a century ago, it doesn't mean that those same principles don't work in today's market – because they do.

The laws of selling and advertising haven't changed over the years. Even if you were to go back to the days of Caesar, these secrets would have worked. Because human nature just hasn't changed one iota.

They would have worked then, they worked for the legendary marketing giants that wrote them, they've worked for me, now they can work for you. But here's a simple way to find out if this information will work for you.

Let me ask you:

"Do you need more customers?"

"Do you want those customers to spend more with you?"

"Do you want your customers to return over and over again?"

"Do you want them to refer their friends?"

If you answered "yes" to any of these, then you'll find these four manuscripts are exactly what you've been looking for.: *TYPO*

It doesn't matter if you sell on-line, off-line or a bit of both – the secrets contained within these 4 classics will help you grow your business with immediate effect.

**Could the secret to marketing success be found in these 4 long lost classics written nearly a century ago?**

*on top of*

As well as my favorite, "Tested Sentences That Sell", you will get 3 other classic manuscripts by authors of genius *also*

These are: *The other 3 marketing gems are:*

*also*  
*in a package called "Long Lost Marketing Secrets"*

- "Scientific Advertising" by Claude Hopkins;
- "The Psychology of Advertising" by Professor Walter Dill Scott, and
- "72 Letters and What Made Them Pay" by A W Shaw.

*Some other graphic perhaps from just bullets*

**Uncover the forgotten secrets within these long lost manuscripts written almost 100 years ago and find out how you can make your fortune just like the advertising giants did that wrote them**

Each of these classics is jam-packed with secrets. Some techniques and phrases well-known today were actually invented by these geniuses of marketing. But there are also lots of hidden "nuggets" in these manuscripts. Many secrets that are long forgotten and not widely used today. *First, you'll get...*

Here's a little look at what each book can do for you:

**Rare Marketing Manuscript No.2**

"Scientific Advertising" by Claude Hopkins.

Gif of e-book in here

[ ]

You may have heard of Claude Hopkins. He's the guy that pioneered market testing; free samples; risk-free trials; coupons; "pre-emptive" strikes; and money-back guarantees. Ask every direct response marketer or advertiser and they will all mention this incredible resource.

David Ogilvy, who Time Magazine described as "the most sought-after wizard in the advertising business," had this to say about this book.

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life.

**David Ogilvy**  
**Marketing Legend**

You may need to read this one seven times as well, just like David Ogilvy did. So far, I've read it six times and pick out new bits and pieces each time.

Here are just a few incredible gems you'll find in this book:

- Not many people really know what this is. But if you can understand this one simple secret, you will go on to make your fortune. See Chapter 2
- **Understand why your customers want to buy from you and be streets ahead of your competitors. Find out what this is on page 18**
- Do this after you have your prospect's attention and you will never fail. The secret's out, on page 24
- **Everyone knows to test, right? On page xx you'll find out why you can't always rely on testing**
- A simple technique to get your prospects to take action – now. This one works every time. See how on page 13
- **It's a sad fact that most direct mail letters end up in the trash. Here's how to ensure yours get read. Turn to page 15**
- If you want your prospect to reply to your advertising you simply must use this. Find out what on Page xx

- **3 simple ways to prevent your advertising campaign from being a colossal disaster, see how on Page xx**
- One thing you must not do in your advertising. In fact, it works tremendously well if you do the exact opposite. To discover what this is, go straight to page 29
- **2 statistics that every marketer should know if he is to profit. This is great for the internet. See page 43**
- How to avoid one of the biggest mistakes in advertising. Page 17 reveals what this is
- **If you want to create a unique USP then you need to do this. What is it? Find out on page 31**
- Advertising is not some hit or miss affair, you must take this out of your advertising if you are to succeed. Find out what on page 12
- **Get your prospects to tell you what they want. This technique will work well for you. To see what it is, turn to page 43**
- Just one word that you simply must understand if you are to prosper. Find out what this is go to Chapter 6
- **Gain instant credibility by using this simple technique.**

Place testimonial in here

*Next you'll get...*

Rare Marketing Manuscript No.3

"The Psychology of Advertising" by Professor Walter Dill Scott

Gif of  
e-book in  
here

I first heard of this little-known book reading Max Sackheim's: "My First 60 Years in Advertising". Max Sackheim is the mail-order genius famous for the classic headline: "Do You Make These Mistakes in English", <sup>this ad</sup> that has unchallenged for over 40 years (a record that still remains unbeaten).

Here's what he says about this work:

"The only book on advertising I read as a youth was written by Professor Walter Dill Scott of Northeastern University and was titled 'The Psychology of Advertising'. I still think it is one of the finest books ever written on the subject – and that his formula for successful advertising has never been surpassed."

**Maxwell Sackheim**  
**Creator of "Book of the Month" club**  
**And Mail order guru**

After learning that, I didn't need much convincing that I should read this book and find out all the secrets it told.

This book is an absolute treasure trove of psychological reasoning and insight into what makes people buy and respond to advertising.

Although some of the material is dated – the concepts are just as valid today as they were nearly a century ago when Professor Scott first introduced them. In fact, I'd bet that not 1 in 100 so-called "gurus" could even tell you who Professor Scott was. But I can tell you that their borrowed ideas and much of their "secret" information is probably derived from what he discovered all those years ago

But I'll be honest with you. This is a classic manuscript, for sure, and it is fairly hard to read, the secrets are in there but, you've just got to search a little bit harder that's all. I had to read this book about 8 times before some of the points rammed home to me.

But you don't have to do that. I've edited out some of the out-dated material and the bullets points below highlight all the most important points for you, so you can get straight down to the nitty-gritty:

- Use the irresistible power of "direct commands" to achieve immediate action to your ads. Professor Scott found certain words that work wonders. This is on page 136

see  
end comments  
work on  
transitions

- **The little-known psychological trigger to gaining a prospect's immediate attention. Find this on page 18**
- Solve one of the biggest problems all advertisers face – getting attention! Here are 4 psychological principles that really work. You'll find them on page 87
- **The 5 immutable laws of "idea association". Find out on page 56 why you need to start using these.**
- 4 secrets to making your ad stick to a prospect's memory like Velcro. Most people forget any message within 2 seconds – don't let that happen to your ad with the information contained on page 9
- **One glaring mistake most companies make (even today) that are costing them thousands in lost sales. Could you be making this same glaring mistake? You'll never know unless you go to page 33**
- 9 ways to awaken the prospect's imagination and get them to buy even if they cannot see, touch, taste or hear your product or service (perfect for the internet). See what this is on page 36

And this is just the tip of the iceberg – ~~here's more:~~ *because you'll also discover:*

- What "triggers" you can use to enter your prospects' mind just as they're thinking of your product or service. You'll find what they are on page 63
- **2 ways you can use the power of suggestion to create immediate action. See page 49**
- How to make your product or service so well known that your competitors ads will actually work for you. Find out how on page 32
- **3 key points to making "fusion" work for you – instead of against your ad. Very important for any kind of product that needs a credibility boost. See page 101**
- Discover the 5 steps all prospects use before they decide to buy. Understand these and you can be on your way to a fortune. What are they? Find out on page 63
- **What to do so that your product or service is the only possible choice a prospect can make. Find out the two ways to make sure that this happens. See page 195**
- The top 7 reasons why customers buy (hint: price is NOT #1). Turn to page 71

- What kind of pictures succeed to attracting attention. See page 11

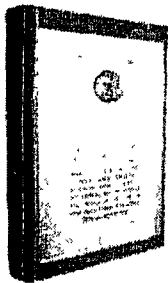
At xxx pages, this one advertising classic would be worth every cent of this special offer.

But there's still more.. .

Place testimonial in here

#### Rare Marketing Manuscript No.4

"72 Letters and What Made Them Pay" by A W. Shaw



5,063 letters were analyzed + only 72 were chosen *based only*

~~A collection of 72 master letters, chosen out of a total of 5,063, that made big results for their writers.~~

~~Each one judged successful only by the results achieved from (the only real measure of success).~~

The outcome was an incredible *collection of* 72 letters analyzed and dissected for you. You can copy, amend and use any of these letters. Use them as templates for your own mailings or just get the ideas to write your own and catapult your company's profits.

Here's what these letters can do for you:

- How to absolutely, positively guarantee prospects will read your letters instead of trashing them

- **Use these different techniques in your letters and watch your sales grow. On page 18**
- There is one single most important item for every situation that you simply must use. Find out what this is on page 82
- **Learn how to target a specific market. Your competitors won't know this one. Find out on page 20**
- Avoid this frequently over-used word in your letters. To find out what it is, turn to page 28
- **Six prime motives that are absolutely essential if you want to appeal to your prospects buying instincts. Go to page 50 to see what these are.**
- See letters written with no motives and how weak and wishy-washy they are. Turn this type of letter around by referring to page xx
- **Enhance your letters and improve your response using these simple techniques. See what they are on page 66**
- Get your prospects to reply to your letters. Every time. See how on page 74
- **Profit from finding the big "ideas" for your letters. Page 80**
- Do not include this in your writings if you want to write a successful letter. Page 94
- **Gain your prospects' attention by doing this. To see what this is go to page 100**
- Calculate what your response will be from this one single factor. What is it? See page 102
- **Get your prospects responding immediately with this neat little trick. See how on page 107**
- These two compelling ways will convince your prospects that your product or service is to their advantage. I bet none of your competitors use these See what they are on page 118
- **Every business person wants customers to take action. Here's two guaranteed ways to get your prospects champing at the bit. See how on page 142**



Place testimonial in here

### These 4 priceless marketing classics are a must for your resource library

*order link*

*"Long Lost Marketing Secrets" is*

I'm sure you'll agree that these are indeed a whopping collection of really hard-to-find classics that contain a whole wealth of information.

Information that has only been available to the privileged few. Over the last 80 years or so, the secrets contained within these manuscripts have been slowly left behind and forgotten. The few that did know of their existence clearly kept this to themselves (and with good reason).

But now, they're not a secret anymore. You can get them right here.

### So, what's the cost of this Incredible ~~4 Classic~~ Collection?

Not as much as you may think. And certainly nowhere near the amount you'd pay to track them down <sup>*yourself*</sup> (even if you could). One of these classics cost me over \$150 and another over \$100. The Elmer Wheeler copy I actually borrowed from my friend, but it was still painstakingly hard to get hold of.

*Frankly,*

*Truth is,*  
I paid over \$100 for my copy of Walter Dill Scott's 1908 classic. But you get it as part of this amazing package, for a fraction of that.

In fact, I challenge anybody to easily find these – anywhere

Here's my bold, ~~strong~~ proposition I'll pay anybody \$100 cash if they can provide me with exact information on where to find original copies, in good condition, of all 4 of these priceless manuscripts. Now that's what I call a fair challenge. Isn't it?

*Seems a little weird comma use but I don't do grammar*

However, instead of banging your head against a brick wall looking for these long-lost manuscripts – you can grab all 4 right here for only \$37.

*order link*

No, that's not a mis-print.

But I'm not just offering these 4 classics in downloadable format. I want to make this offer absolutely irresistible to anybody who is serious about wanting to grow their business.

*doesn't quite make sense - clarity*

But the important point is, if you study these gems of information you are bound to succeed. Just like the top marketers. Just like I did.

And, that's still not all, because.. .

*You Also Get*

### **There are 4 Free Bonuses for Acting immediately**

Yes, I am also including 4 <sup>exclusive</sup> fantastic Free Bonus items if you act now. These alone are worth many times the \$37 asking price. Just take a look:

#### Bonus #1

"Obvious Adams"

*Here's the story of*  
A great story about a young man who rose from mediocrity to become a successful businessman; copywriter and then vice-president of the company

This book, written over 80 years ago contains lessons that apply equally well in today's markets. Adams' "Back to Basics" commonsensical approach to problem-solving made his contemporaries whack themselves on their heads at the simplicity of it all.

Adams' method was to: get the facts; find out what people wanted, and then just give it to them. Sometimes the simplest solutions are the best. Adams thought so. It's obvious, isn't it?

David Ogilvy and Ted Nicholas <sup>each recommend</sup> have highly commended this book

You can learn lots from Adams and how he applied his logic and use it to your advantage.

#### Bonus #2

"41 Great Ads and What Made Them Great"

Here is a unique selection of 41 of the greatest ads ever written, together with a short analysis of why they worked for their creators and why you should study them

Among these you will find: Claude Hopkins' Pepsodent ads; Maxwell Sackheim's "Do You Make These Mistakes in English?" John Caples' "They Laughed at Me When I Sat Down at The Piano" and David Ogilvy's "At 60mph, The Loudest Noise From This Rolls Royce Comes From The Electric Clock." *And many other proven winners!*

A close study of these ads, and the others in this <sup>collection</sup> book, will show you how human emotions have been used to great effect. All of them have appealing headlines, which alone are worth studying.

*This collection deserves careful study. Use the "big idea" behind these money makers for your promotions*

*Give The bonus values*

You won't find this collection of ads anywhere else.

### Bonus #3

"82 Rules of Advertising". Written way back in 1908 by Louis Rommel Jr.

Although written about 100 years ago, this 'check-list' is just as valid today as it was then. It will ensure your ad has all the ingredients of success.

Pre-test your ads with this secret check-list <sup>and you will</sup> Use it and your ads will never ~~fail to pull~~ <sup>worry about your ads pulling again.</sup>

It worked 100 years ago, it can still work for you today.

Even my well-read marketing friend hadn't seen this check-list before until I sent it to him. He immediately thanked me and added it to his "top drawer" of copywriting material in his office.

### Bonus #4

"Acres of Diamonds"

This is the story of an African farmer who was told about millions being made by people discovering diamond mines. So he sold his farm and went in search of diamonds. But after searching and searching he finally ended up penniless, in poor health, disillusioned, and finally killed himself

But long before his demise, the man who bought his farm found a rock in a creek on his farm. It turned out to be the biggest diamond in the world, and many more were to be found on his farm.

The first farmer had actually owned acres of diamonds but didn't realise it, instead he set off to find his fortune elsewhere. Something better than what he already had.

There is a very strong morale to this story, and it is this: Everything is possible, and it can happen right now and right where you are!

Place testimonial in here

*m thinks  
us might dump  
since it is  
a market  
test  
boxes.*

## "Your 100% Satisfaction Guarantee"

Your success in using these powerful long-lost secrets is unconditionally guaranteed. Here's my 100% iron-clad, bullet-proof, no quibble, no-hassle, no-probs, money-back guarantee:

### My Personal 100% No-hassle Guarantee

I personally guarantee that if you order these 4 long-lost and hard-to-find classic manuscripts, today, and study them just like I did, you can't help but profit by them.

Very few marketers know these secrets and you are truly privileged to be getting your hands on them

I'll give you an open-ended period to try these masterpieces for yourself. That's right – a lifetime guarantee!! So if you feel, for any reason, that the secrets contained within these marketing classics have not helped to increase your sales and profits.....

then e-mail me and I'll send you an immediate and no-hassle refund.

And the 4 Free Bonuses will be yours to keep for at least trying these masterpieces.

*Peter Woodhead*

Peter Woodhead

CEO Presslink Publishing

Now, is that a great deal, or what? And that's how confident I am that you **will** find dozens of nuggets of secret information within these long lost marketing manuscripts.

So, what have you got to lose? You can now try out these classics yourself and see if they work for you. I'm so confident that they will, that's why I'm offering such a generous guarantee.

There is no risk on your part at all. The risk is entirely mine. If these ~~manuscripts~~ *doesn't* produce sales and profits for you then I'm the loser, not you.

*order  
link*

*↓*

*"Long Lost  
Marketing  
Secrets"*

## Here's a quick reminder of what you'll receive by ordering these Long Lost Marketing Secrets

- Elmer Wheeler's "must have" classic, "Tested Sentences That Sell" His simple, but effective, words and phrases really work. You don't need magic words – you need word magic.
- "The Psychology of Advertising," by Professor Walter Dill Scott Stuffed from cover to cover with reasons why people buy.
- "Scientific Advertising," by Claude Hopkins. Hopkins was the pioneer of market testing and this book is crammed full of his methods and ideas, so that you too can profit from his ideas – just like the masters of today do
- A.W. Shaw's well-researched "72 Letters and What Made Them Pay". The title says it for you. An outstanding collection of 72 letters that were extremely successful for their writers – and reasons why.
- Bonus #1            Obvious Adams
- Bonus #2            41 Great Ads and What Made Them Great
- Bonus #3            82 Rules of Advertising
- ~~Bonus #4            Acres of Diamonds~~

To get instant access (24 hours a day, every day) to your copy of these 4 timeless classics and all 4 FREE bonuses - **Just click here**

Why struggle, like I did, to find the right way to sell your products and services? You can <sup>get the wisdom</sup> emulate advertising geniuses of yesteryear by getting your hands on these long lost marketing secrets, right now

**Order now** and start to profit from these well-kept secrets

My marketing friend got wind of what I was doing with these secrets and he thinks I'm crazy for "letting the cat out of the bag". He <sup>gives</sup> thinks I should be selling all these secrets for at least \$200, if at all. He may well be right. And most likely I will be raising the price shortly after this introduction or even taking these manuscripts off the market.

We don't want everybody and his dog to have these secrets Do we?

Credit card logos in here

Purchase Online with Credit Card by our Secure Server

Click here NOW to download your copy!

To your marketing success,

*Peter Woodhead*

Peter Woodhead

CEO Presslink Publishing

P.S. These 4 long-lost, almost forgotten secrets are essential reference for anyone serious about marketing their business.

If you are even a wee bit skeptical, then you can download Chapter 1 of Elmer Wheeler's classic: "Tested Sentences That Sell". Get this Free chapter to give you a flavor of what you'd be missing if you don't buy the whole lot. Click here to download your Free chapter (That's how positive I am you'll love the material and be begging for more).

*get your hands on*

P.P.S Each one of these titles is highly regarded by many successful marketers. And together they form a solid foundation of advertising and marketing principles and practices. Plus, they're an incredible bargain! Heck, we are offering them at almost the same price that they were sold when written ~~almost 100 years ago.~~ *... decades ago*

I've spent hundreds of dollars and months and months of researching and locating these long forgotten manuscripts. Our typing staff have spent dozens and dozens of hours re-typing, editing, re-editing and getting each manuscript into PDF format so that you can profit from them - and now they're all yours for only \$37. ~~That must be the bargain of the decade!~~ *lifetime?*

*This really*

~~100 years~~

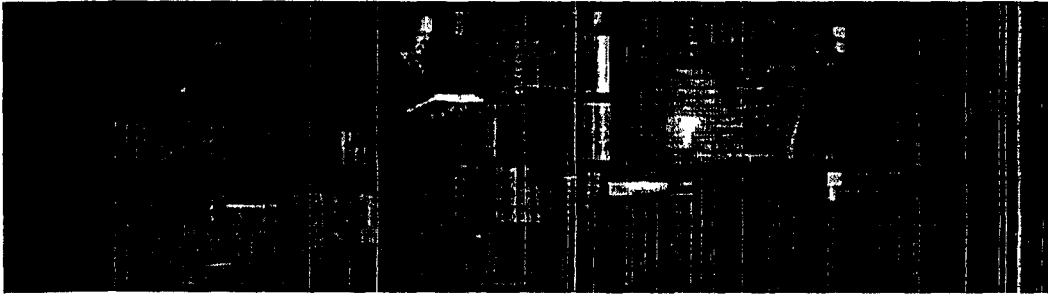
P.P.P.S Click here only if you've decided not to order these Long Lost Marketing Secrets

Click here NOW to download your copy!

*look all spots - you use "I" to change to "you" in the beginning @ your try*

*x point: don't think we need to indent every paragraph you can if you like*

10-1-03



## Get Our FREE Mini-Course

“Long Lost Marketing Secrets”

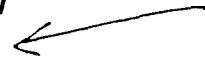
*- Beth  
T. the perhaps*

Get an insight into marketing secrets  
from the past that worked for  
their creators and how these same secrets  
can work for you – starting today!

*too  
awkward*

Get your FREE e-mail course – NOW

Name  
 Email



*Since this  
is so long  
I'd put a  
subscribe  
box up  
too  
also*

Go back in history and see how distinguished past marketing giants made their fortunes. They knew what people wanted and they knew how to sell it to them. The principles that they used then are just as valid in today's market. Learn from these past masters so you can profit too.

Today's top marketers have mugged these marketing legends of their secrets, used them and profited from them. This free e-course is jam-packed with ideas and resources that past, and present marketers use but like to keep to themselves.

This e-course is so full of rich content, you can't possibly fail to benefit from it.

*(In fact, several  
people told me  
I should be  
charging for it)*

Here's what you can look forward to getting in your e-mail box:

- All marketing greats – past and present – have one thing in common. *What's the one single secret all marketing greats (past + present) have in common?* ~~Know what~~ *Find out and you'll* *NO* *common?*

*st  
xity  
enough  
rework  
it.*

- Uncover a starting strategy
- Understand ~~one profound~~ statement made back in 1904, <sup>That</sup> and you can make yourself a fortune. (Your competitors will ~~not~~ <sup>definitely</sup> know this one.)
- Discover a 1912 copywriting technique that could double the effectiveness of your copy the very first time you use it. ~~NO~~ <sup>you don't need these semi colons. Just periods</sup>
- See how another lost document from the beginning of the last century explains just why people buy. Learn this and you will profit. <sup>not completely enough</sup>
- Do you write letters? ~~If so,~~ <sup>if</sup> find out how you can write killer sales letters for almost any situation. This will help you make more sales, <sup>too vague</sup>
- Find out what Rosser Reeves invented that will put miles between you and your competitors;
- "Do You Make These Mistakes in English?" was an ad that ran for 40 consecutive years. What single word made this ad great? ~~To find out, subscribe below.~~ <sup>But do you know I'll tell you</sup>
- Find literally dozens of resources from the old masters and profit from them;

Plus, lots more.....

This is a 15-part e-mail course sent to you every other day. It is jam-packed with information from, and about, advertising greats from the past. You'll discover many little known secrets of how these master wordsmiths made their fortunes. And how you can benefit by studying their techniques.

There's a whole slew of useful information and resources for you to investigate and profit from.

There's no obligation. It's a FREE gift for a limited time. Sign-up now for the "mini-course" on Long Lost Marketing Secrets, while it's still available.

There's a lot of information in this e-course and I'm not sure just how long this will be available as a freebie. Subscribe now

And your first Part will be delivered to your e-mail box instantly. You'll get hints, tricks, strategies, and special resources that are guaranteed to have a positive impact on your sales

Subscribe now to get your 9-part e-course. You'll be glad you did.

First Name:

Last Name:

E-mail:

all this need make.  
y consider  
dy somly  
ce (see part 6)  
(see part 8)  
etc.



You can be assured – that your e-mail address will never be rented, traded or sold. Your e-mail address is not made available to anyone – period. Your complete confidentiality is guaranteed. By subscribing, you will not receive a bunch of unwanted junk e-mail.

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etc. etc..

**“The Amazing Story of How One Tiny Idea on  
Page 15 of a 66-Year Old Manuscript Made Me An  
Extra \$16,778.39 In Just One Week... And Put Me on  
The Road To Building A \$1,213,578.97 Business”**

**Discover How You Can Get This Exact Same Long-lost  
(and Nearly Forgotten) Resource for Yourself - Plus 3 Others,  
to Outsmart, Outwit and Outpace Any Competitors**

**(And it doesn't matter if your business is off-line or on-line)**

*No  
testimonial  
here  
since it's just your story first*

Place testimonial in here

From: Peter Woodhead

mugshot

Friday October 03 2003

Dear Friend,

← It's truly amazing! ...

Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck; I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast. .

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for me to get out of my money troubles.

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he suggested that I get hold of a copy of a little known marketing manuscript that he had used. The very book that helped him in a similar situation to mine.

He raved about the simplicity of this book, written over a half-century ago, and how the proven words and phrases still worked like magic in today's markets.

So, I immediately schlepped off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years.

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere.

Then I tried one more site, Alibris.com, and found it, (or so I thought). However, when the confirmation came through it was an error and it wasn't available after all. What a disappointment! I couldn't believe it – I even saved a copy of those e-mails, [click here to see them](#)

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail.

He just laughed at me and explained that I would have difficulty finding it anywhere, and others like it.

I guess he just wanted to see how determined I was to get hold of a copy. But I was very determined. In the end I suggested that he loan me his copy on the proviso that I absolutely promise to return it.

But not only was this book hard to get hold of, I spent a considerable amount of time attaining the rights to re-publish this incredible work. I had to contact a specialist attorney, who, finally got me exclusive permission to re-publish.

## **The Secret To My Success Today Was Hiding in This Long Lost Marketing Classic**

What a discovery! The book was called "Tested Sentences That Sell" by Elmer Wheeler.

Go ahead and try looking for it – it's nearly impossible to locate.

I read that Elmer Wheeler book in the very first evening and then another three times before I really appreciated the wisdom within its covers. The guy was a sheer marketing genius.

then highlights -  
shl-gnt  
- benefits  
half-century  
is not?  
benefit

needs to be checked  
it's not  
got  
it

You see, in 1937 Corporations throughout the country commissioned Wheeler to set up his "Word Laboratories" and find out winning sentences to sell their goods. Wheeler realized that it was the sales people in the stores that weren't asking the right questions to their customers.

So he tried and tested 105,000 sentences on over 19,000,000 customers (such a feat would not be viable nowadays). He found out exactly what sentences worked like gangbusters. And those same sentences still work today. I know, because I've tried them. And one in particular, on Page 15, worked for me rather spectacularly. So much so that it turned my business round and now I'm looking at a \$1,000,000 00+ operation which is growing fast.

## It's Crazy, But The Secrets To Your Marketing Success Could Be Sitting in This Long-lost Manuscript and Others Like It

The words and phrases that Wheeler tested and found to work were so simple that anyone could have thought them up. But so original, that no one ever did.

Just look at what his findings have to offer you—

gif of  
e-book in  
here

*Inside 'Tested Sentences That Sell' you'll get*

32 Chapters of straight-to-the-point, no nonsense ideas that will help you sell more. Such as

- Everybody's heard "don't sell the steak – sell the sizzle", right? Well, it was Elmer Wheeler that originally coined the phrase. But if you really want the low-down on how to sell the sizzle, you'll need to devour Chapter 1.
- **Play to your prospects hot emotional buttons with these three unique formulas. Find out how on page 24**
- Discover the triggers that tell you your customer is sold. Go to page 57
- **Sell to 80% of your audience by using these three basic human motives. Hint: none of them are Greed or Fear. To find out what they are turn to page 29**
- How to use human emotion to change a negative response into a positive one and grab more sales practically overnight. This secret can be found on page 85

*Perhaps  
here is the  
st to add  
opy @ how  
you just  
couldn't let  
This incredible  
info stay  
lost, so you  
decided to  
make it  
available again*

- **Your customers don't want to be sold to but they do want to buy. Unlock your customers' buying motives and they will be begging to send money to you. See page 54**
- You can get 7 out of every 10 of your prospects to buy if you implement this simple law. See what it is on page 28
- **Provide an easy cure for your customers problems by using these two words. You won't believe how simple this is but find out on page 69**
- Find out why less means more and tested research proves that you will make more sales using this technique (see page 5)
- **9 facts that you need to know to distinguish you from your competitors. What are they? See page 87**
- Overcome price resistance by using this one simple rule. Find out what it is on page 130
- **One simple tactic that can improve your response up to 21 times (Yes, 2100%). It's tested and proven and now you can know what it is. Turn to page 86**

And if that's not enough, look closely at these:

- Want to get even the most skeptical prospect to order? See how on page 55
- If you want to get more out of your customers, what should you be asking for? The answer is on page 47
- How to make your sale stick like glue with your prospect and what tactics will never get you a sale (page 22)
- Use this one word to turn a "lost" customer into your next sale. This technique can be found on page 91
- It sounds crazy, but your prospect needs baiting. Use this technique to get your prospects snapping at what you have to offer. Find out what it is on page 124
- Get the right response from people every time by making this minor tweak to your presentation. What is it? Page 75 reveals all.

*highlight  
you can also  
use  
yellow highlight  
in the bullets  
- sparingly*

- Just how many words should you use to grab your prospects' attention. Find out on page 39
- **Quick and easy techniques to get “yes” answers from your prospects. You’ll see how on page 62**
- One word to use repeatedly that will guarantee you get a positive response. I promise this will shock you! (page 11)
- **Ready for closing? Get an order every time with this simple question. You’ll find what this is on page 49**

The ideas in this book are so simple, so down to earth, it’s amazing everybody doesn’t use them. Even 30 year veteran sales people don’t know a tiny fraction of all these secrets.

If these simple sentences worked for me. They can work for you too, in your business no matter what line you’re in. This one title alone solved my money problems.

Place testimonial in here

But my marketing friend had got me curious. He said that I wouldn’t be able to find this book he so ardently recommended – he was right there. But he also let slip that other books similar to Wheeler’s were also hard to find and that they too contained gems of information that were not widely available.

I didn’t pester him again to find out exactly what he meant but being an inquisitive type I thought I’d investigate a little deeper.

Sure enough, talking to other top marketers I discovered that some classic manuscripts written over 80 years ago were also their “secret” resources. But, the big problem is... ..

**You won’t find any of these long lost marketing classics  
in any bookstore. They’re out of print and practically  
impossible to find – anywhere**

So I searched and I searched, I really dug deep. I spoke to expert after expert, scoured antique bookshops, and online bookstores. I became so determined. I eventually managed to drag out the titles that I should be looking for from top marketers. It was like pulling teeth. This way I found 3 other titles that, after discussion with experts, these were the exact same manuscripts they had actually used to perfect their own marketing.

Now I knew I was on to something.

Even searching for these long lost classics was a well-kept secret. The majority of people just didn't want to tell me where these were.

"Why all the secrecy?" I asked. My friends explained that if everybody knew about the secrets contained within these classics, then they wouldn't be secrets any more – would they?

But I found them. One of them I found fairly easily, but the other two took some time. Knowing where to look and having a lot of patience was the key. I eventually made an arrangement with a specialist book-seller. And he didn't come cheap!

*Paraphrase  
@ Henry  
...  
...  
here  
perhaps*

**Uncovered! Four long lost marketing classics that reveal the secrets to achieving your marketing and advertising success and gain an unfair advantage**

Suppose that you could get your hands on these 4 long-lost classics, you would have a tremendous edge over your competitors.

*Think about it  
Just imagine*  
Just imagine. Any one secret or idea contained within these hard-to-get classics could transform your business – just like it did for me. But there's not just one, but literally scores of great ideas hidden away in them.

*Just Think of  
The*

I know what you may be thinking: "But my business is different." That's how I felt too. But when I studied these manuscripts and applied the ideas, I found that the secrets within, work just as well regardless of what business you're in. And just because they were written almost a century ago, it doesn't mean that those same principles don't work in today's market – because they do.

The laws of selling and advertising haven't changed over the years. Even if you were to go back to the days of Caesar, these secrets would have worked. Because human nature just hasn't changed one iota.

They would have worked then, they worked for the legendary marketing giants that wrote them, they've worked for me, now they can work for you. But here's a simple way to find out if this information will work for you.

Answer these questions

"Do you need more customers?"

"Do you want those customers to spend more with you?"

"Do you want your customers to return over and over again?"

"Do you want them to refer their friends?"

*Then you  
need to  
find a firm  
to "me"  
copy.*

If you answered "yes" to any of these , then you'll find these four manuscripts are exactly what you've been looking for.

It doesn't matter if you sell on-line, off-line or a bit of both – the secrets contained within these 4 classics will help you grow your business with immediate effect.

### **Could The Secret to Marketing Success Be Found in These 4 Long Lost Classics Written Nearly a Century Ago?**

On top of my favorite, "Tested Sentences That Sell", you will also get 3 other classic manuscripts in a package called: "Long Lost Marketing Secrets."

The other 3 marketing gems are

- "Scientific Advertising" by Claude Hopkins
- "The Psychology of Advertising" by Professor Walter Dill Scott and
- "72 Letters and What Made Them Pay" by A W Shaw

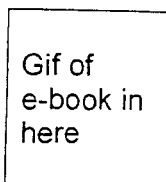
### **Uncover The Forgotten Secrets Within These Long Lost Manuscripts Written Almost 100 Years Ago and Find Out How You Can Make Your Fortune Just Like The Advertising Giants Did That Wrote Them**

Each of these classics is jam-packed with secrets. Some techniques and phrases well-known today were actually invented by these geniuses of marketing. But there are also lots of hidden "nuggets" in these manuscripts. Many secrets that are long forgotten and not widely used today.

First, you'll get:

Rare Marketing Manuscript No 2

"Scientific Advertising" by Claude Hopkins



You may have heard of Claude Hopkins. He's the guy that pioneered market testing; free samples; risk-free trials; coupons; "pre-emptive" strikes; and



money-back guarantees. Ask every direct response marketer or advertiser and they will all mention this incredible resource.

David Ogilvy, who Time Magazine described as "the most sought-after wizard in the advertising business," had this to say about this book

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life

**David Ogilvy**  
**Marketing Legend**

*in benefit*  
You may need to read this one seven times as well, just like David Ogilvy did. So far, I've read it six times and pick out new bits and pieces each time

Here are just a few incredible gems you'll find in this book:

- Not many people really know what this is. But if you can understand this one simple secret, you will go on to make your fortune. See Chapter 2
- **Understand why your customers want to buy from you and be streets ahead of your competitors. Find out what this is on page 18**
- Do this after you have your prospect's attention and you will never fail. The secret's out, on page 24
- **Everyone knows to test, right? On page xx you'll find out why you can't always rely on testing**
- A simple technique to get your prospects to take action – now. This one works every time. See how on page 13
- **It's a sad fact that most direct mail letters end up in the trash. Here's how to ensure yours get read. Turn to page 15**
- If you want your prospect to reply to your advertising you simply must use this. Find out what on Page xx
- **3 simple ways to prevent your advertising campaign from being a colossal disaster, see how on Page xx**

- One thing you must not do in your advertising. In fact, it works tremendously well if you do the exact opposite. To discover what this is, go straight to page 29
- **2 statistics that every marketer should know if he is to profit. This is great for the internet. See page 43**
- How to avoid one of the biggest mistakes in advertising. Page 17 reveals what this is
- **If you want to create a unique USP then you need to do this. What is it? Find out on page 31**
- Advertising is not some hit or miss affair, you must take this out of your advertising if you are to succeed Find out what on page 12
- **Get your prospects to tell you what they want. This technique will work well for you. To see what it is, turn to page 43**
- Just one word that you simply must understand if you are to prosper Find out what this is go to Chapter 6
- **Gain instant credibility by using this simple technique.**

Place testimonial in here

Next you'll get *40*

Rare Marketing Manuscript No. *3*

"The Psychology of Advertising" by Professor Walter Dill Scott

Gif of  
e-book in  
here

I first heard of this little-known book reading Max Sackheim's. "My First 60 Years in Advertising". Max Sackheim is the mail-order genius famous for the classic headline: "Do You Make These Mistakes in English" that ran unchallenged for over 40 years (a record that still remains unbeaten)

Here's what he says about this work:

"The only book on advertising I read as a youth was written by Professor Walter Dill Scott of Northeastern University and was titled 'The Psychology of Advertising'. I still think it is one of the finest books ever written on the subject – and that his formula for successful advertising has never been surpassed."

**Maxwell Sackheim**  
**Creator of "Book of the Month" club**  
**And Mail order guru**

After learning that, I didn't need much convincing that I should read this book and find out all the secrets it told.

This book is an absolute treasure trove of psychological reasoning and insight into what makes people buy and respond to advertising

Although some of the material is dated – the concepts are just as valid today as they were nearly a century ago when Professor Scott first introduced them. In fact, it's a fair bet that not 1 in 100 so-called "gurus" could even tell you who Professor Scott was. But their borrowed ideas and much of their "secret" information is probably derived from what he discovered all those years ago

To be honest with you This is a classic manuscript, for sure, and it is fairly hard to read, the secrets are in there but, you've just got to search a little bit harder that's all. I had to read this book about 8 times before some of the points rammed home to me

However, you don't have to do that. Some of the out-dated material has been edited out and the bullets points below highlight all the most important points for you, so you can get straight down to the nitty-gritty:

- Use the irresistible power of "direct commands" to achieve immediate action to your ads. Professor Scott found certain words that work wonders. This is on page 136
- **The little-known psychological trigger to gaining a prospect's immediate attention. Find this on page 18**
- Solve one of the biggest problems all advertisers face – getting attention! Here are 4 psychological principles that really work. You'll find them on page 87

- **The 5 immutable laws of “idea association”.** Find out on page 56 why you need to start using these.
- 4 secrets to making your ad stick to a prospect’s memory like Velcro. Most people forget any message within 2 seconds – don’t let that happen to your ad with the information contained on page 9
- **One glaring mistake most companies make (even today) that are costing them thousands in lost sales. Could you be making this same glaring mistake? You’ll never know unless you go to page 33**
- 9 ways to awaken the prospect’s imagination and get them to buy even if they cannot see, touch, taste or hear your product or service (perfect for the internet). See what this is on page 36

**And this is just the tip of the iceberg – because you’ll also discover:**

- What “triggers” you can use to enter your prospects’ mind just as they’re thinking of your product or service. You’ll find what they are on page 63
- **2 ways you can use the power of suggestion to create immediate action. See page 49**
- How to make your product or service so well known that your competitors ads will actually work for you. Find out how on page 32
- **3 key points to making “fusion” work for you – instead of against your ad. Very important for any kind of product that needs a credibility boost. See page 101**
- Discover the 5 steps all prospects use before they decide to buy. Understand these and you can be on your way to a fortune. What are they? Find out on page 63
- **What to do so that your product or service is the only possible choice a prospect can make. Find out the two ways to make sure that this happens. See page 195**
- The top 7 reasons why customers buy (hint: price is NOT #1). Turn to page 71
- **What kind of pictures succeed to attracting attention. See page 11**

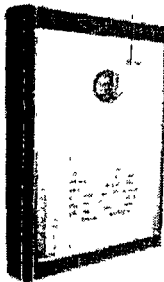
At xxx pages, this one advertising classic would be worth every cent of this special offer.

Place testimonial in here

But there's still more .....

Rare Marketing Manuscript ~~No. 4~~

"72 Letters and What Made Them Pay" by A.W. Shaw



*Don't leave white space like this. Here the copy wrap around the image*

*yellow highlight whole sentence*

5,063 letters were analyzed and only 72 were chosen based only by the results achieved (the only real measure of success)

The outcome was an incredible collection of 72 letters analyzed and dissected for you. You can copy, amend and use any of these letters. Use them as templates for your own mailings or just get the ideas to write your own and catapult your company's profits.

Here's what these letters can do for you:

- How to absolutely, positively guarantee prospects will read your letters instead of trashing them
- **Use these different techniques in your letters and watch your sales grow. On page 18**
- There is one single most important item for every situation that you simply must use. Find out what this is on page 82

- **Learn how to target a specific market. Your competitors won't know this one. Find out on page 20**
- Avoid this frequently over-used word in your letters. To find out what it is, turn to page 28
- **Six prime motives that are absolutely essential if you want to appeal to your prospects buying instincts. Go to page 50 to see what these are.**
- See letters written with no motives and how weak and wishy-washy they are. Turn this type of letter around by referring to page xx
- **Enhance your letters and improve your response using these simple techniques. See what they are on page 66**
- Get your prospects to reply to your letters Every time. See how on page 74
- **Profit from finding the big "ideas" for your letters. Page 80**
- Do not include this in your writings if you want to write a successful letter. Page 94
- **Gain your prospects' attention by doing this. To see what this is go to page 100**
- Calculate what your response will be from this one single factor What is it? See page 102
- **Get your prospects responding immediately with this neat little trick. See how on page 107**
- These two compelling ways will convince your prospects that your product or service is to their advantage I bet none of your competitors use these. See what they are on page 118
- **Every business person wants customers to take action. Here's two guaranteed ways to get your prospects champing at the bit. See how on page 142**

Place testimonial in here

## These 4 Priceless Marketing Classics Are A Must For Your Resource Library

Surely, you'll agree that "Long Lost Marketing Secrets" is indeed a whopping collection of really hard-to-find classics that contain a whole wealth of information.

Information that has only been available to the privileged few. Over the last 80 years or so, the secrets contained within these manuscripts have been slowly left behind and forgotten. The few that did know of their existence clearly kept this to themselves (and with good reason).

But now, they're not a secret anymore. You can get them right here.

### So, What's The Cost of This Incredible Collection?

Not as much as you may think. And certainly nowhere near the amount you'd pay to track them down yourselves (even if you could). Frankly, one of these classics cost over \$150 and another over \$100. The Elmer Wheeler copy was actually borrowed from a marketing friend, but it was still painstakingly hard to get hold of.

Truth is, Walter Dill Scott's 1908 classic cost over \$100. But you get it as part of this amazing package, for a fraction of that.

In fact, I challenge anybody to ~~easy~~ find these – anywhere.

Here's my bold proposition. I'll pay anybody \$100 cash if they can provide me with exact information on where to find good condition original copies of all 4 of these priceless manuscripts. Now that's what I call a fair challenge. Isn't it?

However, instead of banging your head against a brick wall looking for these long-lost manuscripts – you can grab all 4 right here for only \$37.

No, that's not a mis-print.

And, that's still not all, because.. to make this offer absolutely irresistible to anybody who is serious about wanting to grow their business.

### You Also Get 3 Free Bonuses For Acting Immediately

Yes, 3 exclusive Free Bonus items are included if you act now. These alone are worth many times the \$37 asking price. Just take a look:

Bonus #1 *Bold*

"Obvious Adams" (\$10 value)

Here's the story of a young man who rose from mediocrity to become a successful businessman; copywriter and then vice-president of the company

This book, written over 80 years ago contains lessons that apply equally well in today's markets. Adams' commonsensical approach to problem-solving made his contemporaries whack themselves on their heads at the simplicity of it all.

Adams' "Back to Basics" methods were to get the facts; find out what people wanted; and then just give it to them. Sometimes the simplest solutions are the best. Adams thought so. It's obvious, isn't it?

David Ogilvy and Ted Nicholas each recommend this book

You can learn lots from Adams and how he applied his logic and use it to your advantage.

Bonus #2 *Bold*

"41 Great Ads and What Made Them Great" (to be marketed at \$19.95)

Here is a unique selection of 41 of the greatest ads ever written, together with a short analysis of why they worked for their creators and why you should study them

Among these you will find Claude Hopkins' Pepsodent ads; Maxwell Sackheim's "Do You Make These Mistakes in English?" John Caples' "They Laughed at Me When I Sat Down at The Piano" and David Ogilvy's "At 60mph, The Loudest Noise From This Rolls Royce Comes From The Electric Clock." And many other proven winners

This collection deserves careful study. Use the "big idea" behind these money makers for your promotions.

You won't find this collection of ads anywhere else

Bonus #3 *Bold*

"82 Rules of Advertising". Written way back in 1908 by Louis Rommel Jr. (to be marketed at \$14.95)

Although written about 100 years ago, this 'check-list' is just as valid today as it was then. It will ensure your ad has all the ingredients of success.

Pre-test your ads with this secret check-list and you will never worry about your ads pulling again.

Still  
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up

*still find copywriters*

*exclusive*



It worked 100 years ago, it can still work for you today.

Even my well-read marketing friend hadn't seen this check-list before until it was sent it to him. He immediately thanked me and added it to his "top drawer" of copywriting material in his office.

Place testimonial in here

### **"Your 100% Satisfaction Guarantee"**

Your success in using these powerful long-lost secrets is unconditionally guaranteed. Here's my 100% iron-clad, bullet-proof, no quibble, no-hassle, no-probs, money-back guarantee.

#### **My Personal 100% No-hassle Guarantee**

I personally guarantee that if you order these 4 long-lost and hard-to-find classic manuscripts, today, and study them just like I did, you can't help but profit by them

Very few marketers know these secrets and you are truly privileged to be getting your hands on them

I'll give you an open-ended period to try these masterpieces for yourself. That's right – a lifetime guarantee!! So if you feel, for any reason, that the secrets contained within these marketing classics have not helped to increase your sales and profits.

then e-mail me and I'll send you an immediate and no-hassle refund.

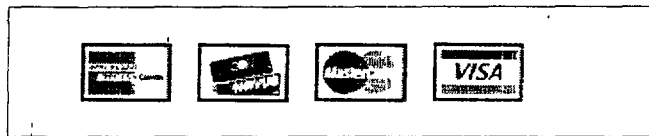
And the 3 Free Bonuses will be yours to keep for at least trying these masterpieces.

Why struggle, like I did, to find the right way to sell your products and services? You can get the wisdom from advertising geniuses of yesteryear by getting your hands on these long lost marketing secrets, right now.

**Order now** and start to profit from these well-kept secrets.

My marketing friend got wind of what I was doing with these secrets and he thinks I'm crazy for "letting the cat out of the bag". He also thinks I should be selling all these secrets for at least \$200, if at all. He may well be right. And most likely I will be raising the price shortly after this introduction or even taking these manuscripts off the market.

We don't want everybody and his dog to have these secrets. Do we?



**Purchase Online** with Credit Card by our Secure Server

**Click here NOW to download your copy!**

To your marketing success,

*Peter Woodhead*

Peter Woodhead

CEO Presslink Publishing

P.S. These 4 long-lost, almost forgotten secrets are essential reference for anyone serious about marketing their business

*Listen*  
If you are even a wee bit skeptical, then you can download Chapter 1 of Elmer Wheeler's classic: "Tested Sentences That Sell" Get this Free chapter to give you a flavor of what you'd be missing if you don't get your hands on the whole lot. **Click here** to download your Free chapter (You'll definitely love the material and be begging for more).

*mpg  
New offer  
inside  
The  
Click here  
if visit  
ending page 2*

*Peter Woodhead*

Peter Woodhead

CEO Presslink Publishing

Now, is that a great deal, or what? And that's how confident I am that you **will** find dozens of nuggets of secret information within these long lost marketing manuscripts.

So, what have you got to lose? You can now try out these classics yourself and see if they work for you. I'm so confident that they will, that's why I'm offering such a generous guarantee.

There is no risk on your part at all. The risk is entirely mine. If **"Long Lost Marketing Secrets"** doesn't produce sales and profits for you then I'm the loser, not you.

### **Here's a Quick Reminder of What You'll Receive By Ordering These Long Lost Marketing Secrets**

- Elmer Wheeler's "must have" classic, "Tested Sentences That Sell" His simple, but effective, words and phrases really work. You don't need magic words – you need word magic
- "The Psychology of Advertising," by Professor Walter Dill Scott. Stuffed from cover to cover with reasons why people buy
- "Scientific Advertising," by Claude Hopkins. Hopkins was the pioneer of market testing and this book is crammed full of his methods and ideas, so that you too can profit from his ideas – just like the masters of today do
- A.W. Shaw's well-researched "72 Letters and What Made Them Pay". The title says it for you. An outstanding collection of 72 letters that were extremely successful for their writers – and reasons why
- Bonus #1            Obvious Adams
- Bonus #2            41 Great Ads and What Made Them Great
- Bonus #3            82 Rules of Advertising

To get instant access (24 hours a day, every day) to your copy of these 4 timeless classics and all 4 FREE bonuses - **Just click here**

P P S Each one of these titles is highly regarded by many successful marketers. And together they form a solid foundation of advertising and marketing principles and practices. Plus, they're an incredible bargain! Heck, they are being offered at almost the same price that they were sold when written. decades ago.

Hundreds of dollars and months and months of researching have been spent locating these long forgotten manuscripts. Dozens and dozens of hours have been expended re-typing, editing, re-editing and getting each manuscript into PDF format so that you can profit from them – and now they're all yours for only \$37. This really must be the bargain of a lifetime!

P.P P.S **[Click here only if you've decided not to order these Long Lost Marketing Secrets](#)**

**[Click here NOW to download your copy!](#)**

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**“The Amazing Story of How One Tiny Idea on  
Page 15 of a 66-Year Old Manuscript Made Me An  
Extra \$16,778.39 In Just One Week... And Put Me on  
The Road To Building A \$1,213,578.97 Business”**

**Discover How You Can Get This Exact Same Long-lost  
(and Nearly Forgotten) Resource for Yourself - Plus 3 Others,  
to Outsmart, Outwit and Outpace Any Competitors**

**(And it doesn't matter if your business is off-line or on-line)**

Place testimonial in here

From: Peter Woodhead

mugshot

Friday, October 03 2003

Dear Friend,

It's truly amazing! ...

Not even twelve months ago I was struggling. Struggling even to make ends meet. I had a king-size mortgage round my neck; I was overdrawn at the bank, and had credit cards all maxed-out. What a mess!

Something had to change, and change fast.

I'd started a fledgling business to add to my existing business but things were going so slow. Too slow for me to get out of my money troubles.

Then a chance meeting with a marketing expert proved to be a significant turning point. I explained to him what my problems were and he suggested that I get hold of a copy of a little known marketing manuscript that he had used. The very book that helped him in a similar situation to mine.

He raved about the simplicity of this book, written over <sup>a half century</sup> 68 years ago, and how the proven words and phrases still worked like magic in today's markets.

So, I immediately schlepped off to my downtown book store to order a copy. You can imagine my shock and horror when they explained to me that this book had been out of print for over 50 years

I then tried my local library – no joy there either.

I thought I'm sure to get a copy on Amazon or some other on-line bookstore. I looked and I searched and I just couldn't find a copy – anywhere

Then I tried one more site, Alibris com, and found it, (or so I thought). However, when the confirmation came through it was an error and it wasn't available after all. What a disappointment! I couldn't believe it – I even saved a copy of those e-mails, [click here to see them](#)

Later that week I got back in touch with my marketing expert friend and explained to him that I tried and tried to find this elusive book but to no avail. He just laughed at me.

"Of course you won't find it anywhere, and others like it"

So I said to him, "Then why the heck did you recommend it to me?"

He laughed again, and said "...because I wanted to see how serious you were." I was not amused.

"So how can I get hold of a copy then?" I asked.

"OK! OK! I'll lend you my copy" he replied, "if it'll get you off my back And you absolutely must promise to return it."

"Gee thanks" mumbling to myself "Why didn't he say that before"

**The Secret to My Success Today was Hiding in this Long Lost Marketing Classic**

What a discovery! The book was called "Tested Sentences That Sell" by Elmer Wheeler.

Go ahead and try looking for it – it's nearly impossible to locate.

check on how to write dialogue with new if he looks correct

Refer!  
Overall - Very Very Good!  
Just about ready - I'd like you to work on highlights certain parts w/ yellow highlighter + bolding. Also use the Ultimate Sales Letter Tools + work on your paragraph transitions.  
-Yank

P.S. Read it aloud + look for trouble spots

---

# **Apprentice Sales Letter Edits**

**227 Unusual Business Ideas  
([227UnusualBusinessIdeas.com](http://227UnusualBusinessIdeas.com))**

4.28.03

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own ~~unusual~~ <sup>money making</sup> business idea off the ground... ~~and making you money~~

# "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

first letter caps

Find out how real people all over the world are <sup>making's</sup> transforming their "silly" ideas into magnificent moneymakers... and how yours can be next   
 You can too

In fact, we GUARANTEE we can help you start making money within 15 minutes with an unusual business idea of your very own...

Save for bodily copy

x better transition

Dear friend,  
Admit it...

How many times have you read the newspaper or seen a TV story about <sup>some</sup> an unusual business and thought to yourself: "I could do that" OR even worse... "That WAS my idea!"

Now is the exact right time to stop kicking yourself and get started instead.

If you're like us, that's happened quite a few times.   
 <now drive the pain> mention how it should be then making the most of it

It's never too late.

not added yet. action not product called

And this collection of 227 unusual business ideas is just the resource to prove that to yourself. Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

Yes, that's right, we've collected 227 unusual business ideas together in a fun and entertaining new eBook TO MAKE IT EASY FOR YOU. - doesn't need to be all CAPS

And we've figured out a real easy way you can get your own unusual business and have it making money for you within 15 minutes. (But more on that in a minute)   
 they want extra money not fun   
 Tax - then into ready more

Just One Great Idea Could Change Your Life! Here are 227 so Take Your Pick

> Bigger size

For example:

- A New Hampshire entrepreneur lit up his bank balance with his glow-in-the-dark golf ball, 'Nightlite' . . .
- A Los Angeles-based company saw sales skyrocket after launching a line of "feng shui" dog toys . . .



□ A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers . . .

Believe us when we say these stories are only the tip of the iceberg! Just take a peek at these almost unbelievable examples:

- You'll uncover the fascinating story of Rats R Us, a Californian company that breeds food for reptiles
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets
- And you'll be amazed by the East German farmer who leases hens to wealthy West Berliners

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Some of these ideas are strange...

Some are even startling. ..

And some are just surprising simple. ..

But **ALL** of these businesses are making a pile of money... and now it's your turn to profit from their experience!

## You don't have to do it all on your own!

~~Multiply your own individual brainpower by using other people's crazy, unusual, strange business ideas as a kick-start to stimulate ideas of your own!~~ You're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.

~~Even if you *already have your own* business we guarantee you'll find at least one idea you can adapt... to use in your existing business or to create a complementary revenue stream.~~

As soon as you take your first look at "227 Unusual Business Ideas" you'll realize that nothing like this has ever been offered anywhere, by anyone, before.

- Maybe, like <EXAMPLE NAME>, you're not sure how to make the break from the security of employment. (Now she's xxxxxx)
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. <EXAMPLE story about someone who had commitments too>
- Maybe you haven't got any idea what sort of business you'd like to operate. <EXAMPLE story about someone like that>

### But Do You Have A Million Dollar Idea? I bet you do!

All of these people are ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air.

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

Some of them noticed a problem and thought up a solution...

Like American Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on board, Mike resorted to using a Coke bottle bathroom to relieve himself -- which spilled when the plane hit turbulence. The experience inspired him to create the "Travel John," a portable urinal which is now selling well!

And some of them were inspired by reading books about other people's successes... books a little like "227 Unusual Business Ideas".

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all.

Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

So, what are you waiting for? It's really time to Start Thinking and Start Earning... Why not start **right now** to make money out of your own unusual business idea?

**We've Done the Homework for You! Here's 227 Unusual Business Ideas to Get you Started... and after reading this book you'll be able to:**

- Start making money right now, this hour, **today** with an unusual business we'll GIVE you
  - Compare your own idea to all these others and be inspired
  - Copy these ideas ... or better yet... improve on them!
- Become a successful business person in a unique business of your own

Even if you *already* have your own business (or idea) these ideas will inspire you further or enhance the way you look at that business – ideas from other cultures and countries will inspire you to look at things differently

**And best of all...**

- They're *true, real-life success stories* from people who have taken a chance on success and established their very own businesses! (Just like you can)

*More money*

**Click here to order the exciting new eBook  
"227 Unusual Business Ideas" via our secure server  
and get started IMMEDIATELY on your own unusual money-making business**

*You're missing a ton of stuff in here. (primary 4-8 more pages)  
The bonuses need to be in  
- the sales letter - testimonial (spits for them)  
- the swamper @ a product to sell  
- the explanation @ a product to sell  
See my 12-part copywriting formula inside  
- Follow that model.  
Instant Internet Profits*

**YES!** Please send me the exciting new eBook “227 Unusual Business Ideas”.

I want an unusual business of my own! And I want to read about other people running unusual businesses so that I’m inspired and motivated... all year round.

I understand that *not only* do I receive this new and never-before-released eBook, I’ll also have the opportunity to sign up right now for my own unusual business... one that should see me making money within 15 minutes!

## Sign up now to get started immediately with your own unusual money-making idea!

Here’s what you’ll get with “227 Unusual Business Ideas”

You’ll get our easy-to-read eBook “227 Unusual Business Ideas” – this is a book you’ll love to read and re-read. It’s crammed with Unusual, Weird and Just Plain Crazy Business Ideas... all presented in a remarkable eye catching format.

This book will inspire you, motivate you... perhaps even shock you (because some of the ideas are so simple you’ll kick yourself you haven’t got started before now!)

**And with “227 Unusual Business Ideas” you’ll also get 4 FREE BONUSES!**

### BONUS #1

**Your very own unusual business idea**

**Make money within 15 minutes!!**

Sign up for our exciting eBook “227 Unusual Business Ideas” and you’ll get a free compilation you can sell (or give away as a bonus) for yourself!

**That’s not all though...**

Every month – yes, every *single* month – we’ll email you ANOTHER terrific compilation you can add to your sales list. These sensational and valuable compilations are targeted collections of unusual business ideas – designed to appeal to those tested groups who are spending the most on information products online!

The plain and simple truth is that we’ve done the thinking for you on this one!!! All *you* have to do is sign up today and start making money with your own unusual business...

Do we need more details on how this works here???

### BONUS #2

**FREE REPORT by Jeff Paul**

**“How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear”**

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That's right! We've secured this fantastic report for you *free of charge* when you sign up for "227 Unusual Business Ideas".

This amazing – but true life – success story is a plan that *anyone* can use to transform his or her financial status.

Usually sold at \$29.95 this report is yours absolutely FREE with "227 Unusual Business Ideas".

When you read this tremendous 79 page book you'll understand EXACTLY how internet legend Jeff Paul maintains an income of \$4000 a day or more.

You'll learn about Jeff Paul's "No Sweat Way to Get Customers"...

His tips on "Why Most People Fail When they go into Business for Themselves and How to Avoid their Biggest Mistakes"...

And you'll learn about "What to Do if You Don't Have a Product Yet".

In short, this book is a fascinating accompaniment to "227 Unusual Business Ideas". And it will help you make a pile of money with your own unusual business idea.

It's an absolute goldmine of a book, crammed with breakthrough advice and ideas... why is we've gone to so much trouble to secure it at *absolutely no cost* for everyone who buys "227 Unusual Business Ideas".

copy  
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on the order form

### BONUS #3 Free newsletter

Sign up today and you'll receive your first month of our "Monthly UBIs" ezine at no cost whatsoever.

We *guarantee* this monthly newsletter will keep you motivated, inspired and on-track with your own unusual business idea.

Each month you'll receive a report from us ... it will include **100% totally new unusual business ideas** from around the globe!

Ross and I still need to brainstorm the exact form of the newsletter so I'll flesh this out when we've done that ☺

### BONUS #4 "Best Free Marketing Resources Online" ROSS STILL RESEARCHING

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### ORDER FORM

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- YES PLEASE!!** Send me "227 Unusual Business Ideas" TODAY for the unbelievable low, low price of \$47. I understand this price is an *opening offer only* and that the book is *really* worth \$97.

I just can't wait read about Unusual, Weird and Just Plain Crazy Business Ideas... from all over the planet. I can't wait to get my hands on "227 Unusual Business Ideas" and get started on the path to richness and success.

**PLEASE SEND ME MY eBook AND FREE BONUSES IMMEDIATELY!**

**In addition to "227 Unusual Business Ideas" I'll get:**

- BONUS #1 MY VERY OWN UNUSUAL BUSINESS IDEA:** A monthly compilation eBook of "27 Unusual Business Ideas" that I can sell or giveaway however I like.
- BONUS #2 A SPECIAL FREE REPORT:** A *free* copy of Jeff Paul's outstanding eBook worth \$29.95 "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear"
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- BONUS # 4 A FREE RESOURCE CENTRE:** A special report on the "Best Free Marketing Resources Online"

ORDER FROM DETAILS FOR PAYMENT OF \$47 + monthly charge of \$13.70 after first 30 days.

- YES PLEASE!!** Send me "227 Unusual Business Ideas" TODAY. I want to pay for the newsletter in one lump sum amount so I can take advantage of your special super-duper opening price of \$164.40.

I understand that with this payment I pay just \$13.70 for the monthly ezine and I'll receive "227 Unusual Business Ideas" FREE.

**PLEASE SEND ME MY eBook AND FREE BONUSES IMMEDIATELY!**

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- BONUS # 4 A FREE RESOURCE CENTRE:** A special report on the "Best Free Marketing Resources Online"

ORDER FROM DETAILS FOR PAYMENT OF \$164.40 – no monthly charge for 12 months

**GUARANTEE**

Yanik, shall we offer a straight money-back guarantee. If you don't like the book/ezine let us know and we'll refund?

**TIME LIMITED**

Yanik, how would you recommend we structure this?  
Opening offer only – next three days? Or something different...

11-03

Ross + Kathy

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

## "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

Find Out How Real People All Over the World are Turning "Silly" Ideas into Magnificent Moneymakers... and How You Can Too!

Erin  
up  
on 3 lks

Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "I could do that" OR even worse... "That WAS my idea!" (Ugh)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Only for some reason or another you hadn't quite got started...

<sup>May</sup> You've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Well, now is the exact right time to stop kicking yourself and get started instead.

<sup>Now</sup> You know, it's never too late. Whether you're 16 or 60, there's no point regretting missed opportunities or what-might-have-beens. <sup>because you can get your hands on...</sup>

<sup>A New</sup> We've pulled together a fantastic resource <sup>Bursting with</sup> that will get you looking to your future success! <sup>Business Ideas</sup> we're calling it "227 Unusual Biz Ideas" but you'll call it your... Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

<sup>U</sup> 227 Unusual Business Ideas <sup>is a</sup> ~~is a book that~~ <sup>take</sup> will help to turn you from a "would-be entrepreneur" into a successful business person! It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs.

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

### Testimonial

Yes, that's right, we've collected 227 unusual business ideas together in an innovative and influential new eBook to make it easy for you!

resource

new word

ebook doesn't have as much value as or else

And we've figured out a real easy way you can get your own unusual business and ~~have it~~ making money for you within 15 minutes. But more about that soon... *which could be you*

## Just One Great Idea Could Change Your Life! Here are 227 So Take Your Pick

~~For example:~~

- A New Hampshire entrepreneur lit up his bank balance with his glow-in-the-dark golf ball, 'Nightlite' .
- A Los Angeles-based company saw sales skyrocket after launching a line of "feng shui" dog toys .
- A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers .

*Do you have sales or profit \$*

These are the sort of stories that "227 Unusual Business Ideas" is full of. And believe us when we say these stories are only the tip of the iceberg!

Some of these ideas are strange...

Some are even startling. ..

Some are just surprisingly simple...

Why don't you take a peek at these almost unbelievable examples?

- You'll uncover the fascinating story of Rats R Us, a Californian company that breeds food for reptiles
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets
- And you'll be amazed by the East German farmer who leases hens to wealthy West Berliners .

*same*

**The thing these businesses have in common is that they are ALL making a pile of money... and now it's your turn to profit!!**

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Why do you think we've gone to the trouble of gathering all these business ideas together in a book?

Well. Quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

We're just a couple of ordinary people who want an extraordinary life. We want to do something interesting and make money doing it! *We're Kathy + Ross*

Like you, we've had a few good ideas ourselves... and we've been disappointed when we've spotted strangers making money out of them just months after our brainwaves hit.

We live in Gisborne, New Zealand... Gisborne is the closest city in the world to the international dateline, so we get to see the sun rise first every day!

We're both energetic, entrepreneurial people – in fact, we'd both been involved in unusual businesses **before** we came up with the idea to publish a book of unusual business ideas!

*Good place to link to your bios*



Our aim with this eBook is to help business people all over the world benefit from the experience and actions of successful entrepreneurs... by researching and sharing their stories.

But guess what?

We believe there are too many ordinary, boring businesses out there already.

**We're attracted to the odd...  
the interesting...  
and the unusual...  
because they're the ideas that have a better chance of success!**

With *any* unusual money-maker you're going to get more publicity and more customer interest just because you're offering something that's a little bit different!

Believe us. We know...

We've both had weird and wacky jobs (that paid a lot higher, and were a heap more fun, than office work) and we've both been involved in businesses that people told us would never work (they did though... and we're here to share the details with you!)

[Click here to find out more about Ross Stokes and Kathy Crockett.](#) - *Make up*

*More next page* **What do other people say about "227 Unusual Business Ideas"?**

Testimonials

## You don't have to do it all on your own!

As soon as you take your first look at "227 Unusual Business Ideas" you'll realize that nothing like this has ever been offered anywhere, by anyone, before.

You're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas. ~~See if any of these situations sound like you:~~

- Maybe you're not sure how to make the break from the security of employment. Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you'll figure out how to take the big step towards self-employment.
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. Could you set up a part-time business that will allow you to stay with the secure option, until it's really thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won't lose face by sparse attendance.
- Maybe you haven't got any idea what sort of business you'd like to operate. Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners' sister-in-law lost her beloved dog. The pair are now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

**Do You Have A Million Dollar Idea? I bet you do!**

*← I like this subhead - maybe more closer to beginning*

All of these people are just ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air.

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

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And some of them were inspired by reading books about other people's successes... books a little like "227 Unusual Business Ideas".

*More testimonial subhead here*

Testimonials

### So what are you waiting for?

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all.

*Or maybe you need a creative "kick-in-the-butt" to*  
Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

So, think about it. What are you waiting for? It's really time to Start Thinking and Start Earning... Why not start **right now** to make money out of your own unusual business idea? *Slide here to order now*

*Better  
Subhead  
all @ USIM  
This  
is a  
money maker*

### ~~We've Done the Homework for You!~~ Here's 227 Unusual Business Ideas to Get you Started... and after reading this book you'll be able to:

- Start making money right now, this hour, **today** with an unusual business we're going to GIVE you
  - ~~Compare your own idea to all these others and be inspired~~
  - ~~Copy these ideas ... or better yet... improve on them!~~
  - ~~Become a successful business person in a unique business of your own~~

See, this is where we've had a brainwave of our own!

When you buy our great new eBook "227 Unusual Business Ideas" we'll GIVE you a business! We'll send you a product you can sell right away, from home, with no additional outlay... and very little effort.

Every second month we'll email you a special compilation eBook that you can sell (or give away) online!

- The compilations are targeted to particular interest groups

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- So we **know** there's a ready market for the material
- The first mini eBook is "27 Unusual Business Ideas for Work-At-Home Moms"

So now do you know the easiest, surest way to get started on your own unusual money-maker? That's right. You sign up for "227 Unusual Business Ideas" today.

If you're interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you've ever read.

If you're concerned about your future, then this opportunity is especially for you. Here it is again:

Every second month we'll not only email you a new mini eBook to sell online... we'll also send you the link for your very own "ready-to-go" mini website.

*Promote 'it*

**All you have to do is set your price, ~~send out your sales letters~~ and wait for the money to roll in.**

Can you believe we're even doing this? Why would we be giving away our eBooks like this?

Well, it's simple to understand...

Because like so many good ideas...

The reason is surprisingly simple!

We're giving away the mini eBooks.... because it's unusual! But we're not doing it just for fun – we're doing it for publicity and money.

We're gifting you this money-making business, because **the more people that buy your mini eBooks, the more people will get to hear about "227 Unusual Business ideas"**.

For you and for us, and for the people who buy our products, this is a win-win-win situation!

Even if you *already have* your own business (or idea) these ideas will inspire you further or enhance the way you look at that business – ideas from other cultures and countries will inspire you to look at things differently.

**And best of all...**

- They're *true, real-life success stories* from people who have taken a chance on success and established their very own businesses... Just Like You Can!

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant eBook, you're getting a money-making opportunity handed to you every second month!

It's absolutely true! You'll get a sensational eBook crammed with money-making ideas. *But that's not all because* ~~AND~~ *also* you'll receive ~~four~~ *4* sensational bonuses as well!

**BONUS #1 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:** A bi-monthly compilation eBook of "27 Unusual Business Ideas" to sell or giveaway however you like.

*Expand*

**BONUS #2 - SPECIAL FREE REPORT:** A *free* copy of Jeff Paul's outstanding eBook worth \$29.95 "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear". That's right! We've secured this fantastic report for you *free of charge* when you sign up for "227 Unusual Business Ideas".

*Expand (see ad)*

When you read this tremendous 79 page book you'll understand EXACTLY how *internet* legend Jeff Paul maintains an income of \$4000 a day or more. *Marketing*



That's right – you risk nothing. You have the right to a prompt and full refund at any time – even after you've read "227 Unusual Business Ideas" and received three free ~~"gifted to you on a platter"~~ moneymaking businesses. *handed to you on a silver platter*

If you stick with us for longer than six months, we'll still refund your monthly eZine payments if you decide – for whatever crazy reason – that the information's no longer useful to you.

### You really cannot afford to wait a single second longer.

The whole time you're sitting there "thinking" about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? The sooner you get started on your own unusual business, the sooner you'll be laughing right along with them!

**Our ONE-MONTH ONLY special price lets you sign up for a year... and get the eBook Free.**

We can only make this offer for a short time... and only because "227 Unusual Business Ideas" is hot off the press.

If you sign up before <DATE> you'll receive the "227 Unusual Business Ideas" package (the eBook, 12 newsletters and 6 bi-monthly mini eBooks to sell as you wish) for the one-time only price of \$164.40.

Right now is the time to Start Thinking and Start Earning...

**Click here to order the exciting new eBook  
"227 Unusual Business Ideas" via our secure server  
and get started IMMEDIATELY on your own unusual money-making business**

P.S: Click here if you've decided NOT to order this magnificent eBook and your own money-making business idea. (Link goes to more testimonials)

P.P.S: Don't waste time, if you hurry to sign up before <DATE> you can still take advantage of our opening, one-monthly only special price ~~\$164.40~~ for the complete "227 Unusual Business Ideas" package

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the order  
form*

Good job!  
- turn for all into "you"  
It gets a little confusing at points @ the \$47 ebook or \$164 version or monthly payments  
keep it simple  
The "we's" + "our" sentences

*Instead Talk @ limited amount of resale licenses to the mini ebooks. strictly limited - don't know how long you'd be offering it*

More excitement  
see other forms  
order forms  
for ideas

Sounds like it is  
being mailed

YES! Please send me the exciting new eBook "227 Unusual Business Ideas" and let me get started immediately with my very own unusual money-making idea!

I want to take advantage of your special super-duper opening price of \$164.40.

Send me the "227 Unusual Business Ideas" eBook as soon as possible and don't forget to include my sensational ~~four~~ bonuses:

#### BONUS #1

My very own unusual business idea – bi-monthly compilation mini eBook targeted to the most lucrative and "~~sure to buy~~" <sup>rabid</sup> groups on the internet. I understand my first mini eBook will be "27 Unusual Business Ideas for Work-At-Home Moms" and you'll send me a website I can personalise as a sales site! + <sup>can</sup> keep all the money. (Expand a little more on benefits)

#### BONUS #2

FREE REPORT by Jeff Paul. "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear"

This amazing – but true life – success story is a plan that *anyone* can use to transform his or her financial status.

needs work

#### BONUS #3

Free eZine – *what's the title?*

I'll receive my first month of the ezine at no cost whatsoever... that means I get 13 issues for the price of 12!  
*what's the benefit*

#### BONUS #4

"Best Free Marketing Resources Online"

ROSS STILL RESEARCHING

I'm risking nothing... There's no way I can lose...

Because of your Money Back Guarantee

*Expand on this & explain it.*

# Who is This Ross Stokes Guy Anyway?

Being raised on a farm gave me independence and the opportunity to have a go at doing stuff that makes money from an early age. Whether it was driving tractors, contract milking, picking up hay, catching and selling eels, babysitting, grubbing thistles, fencing, if there was an opportunity to make a buck, I would have a go. I made enough to buy myself a car when I left high school and then put myself through teachers college. ← *remade @ how you always loved unusual ideas or had so many or something*

It was strange that I left school and became a teacher... I don't think my father could quite work it out, he had always thought I would be an accountant with my love of numbers and making a dollar or two. I didn't last long, one and half years to be exact before I resigned and started my first unusual business.. possum hunting. Together with a friend of mine we started a possum (non native animal who is a national pest whose population are destroying our forests ) fur business After lots of fun and hard work I decided spending most of my time in the bush wasn't for me and I begun a Chimney Sweeping business, where I learnt my first marketing lesson . having a good brand leads to lots of free advertising My wonderful mother-in-law gave me a top hat and I called myself the Top Hat chimney sweep. I wore the hat on the job and people loved to talk about this guy in a top hat who swept their chimney.

*shorter description*

I spent five years travelling the world and worked at a number of jobs. In London I learnt how to program spreadsheets (this was in Lotus 123 days before Excel started) for financial analysis work and then contracted myself out to companies like Avis-RentaCar, Gillette, and London Underground who paid well for niche skills like that.



Together with my wife we outfitted a 4WD Truck and travelled Africa for 2 years. Starting from London we Safaried all the way to Cape Town in South Africa Along the way we made money by taking people on Safari, trading goods, ~~the time we bought steak in Zimbabwe~~ and then travelled to Mozambique, selling it the seaside restaurants, and then buying the biggest juicest King Prawns I have ever seen, and taking them back to sell to the landlocked Zimbabwe restaurants. It was a risky little business, getting across borders and dealing in war torn Mozambique But it was loads of fun and making money while having a hell of an adventure )

I have settled down a little since those adventurous days. I started a cable TV company in my home town, SurfCity-Gisborne, in New Zealand Most people thought I was nuts as there was only 1 other pay TV operation in the whole country and that was losing money big time. But together with my partners we created a unique system of microwave and cable and it is has been successfull operating since 1995 Also in that time I have been involved in setting up Satellite communications networks in the Australasia

My focus now is on developing successful internet based businesses. Finding unusual, wacky, strange business ideas and seeing if there is a market that can be reached via the internet, if so, set up a business and trade.

Its lots of fun researching and finding ideas, together with Kathy we have thousands of actual ideas and thousands more potential ideas that could be branstormed from the ones we have. We have picked the best of them and want to share them with you We can't use them all I get a huge buzz out of working with friends and family on developing business ideas and seeing them take an idea and expand it into a business.

*add some needs a caption better layout*

*Goal slice of your life story. Use the buy me a pint or glass of wine and I'll tell you about the time...*

*(If we ever meet be sure to ask me @ the time ... (etc!) buy me a pint that*

5.18.03

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Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "**I could do that**" OR even worse... "**That WAS my idea!**" (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Only for some reason or another you hadn't quite got started...

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

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↙ a fantastic new resource that will get you bursting with sensational business ideas.

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Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

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Testimonial

when you  
order I  
chose the  
a link  
to the  
order form

11/11/03

Brainstorming?  
Perhaps?



Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!

*In fact,*  
And we've figured out a real easy way you can get your own unusual business! It could be making you money within 15 minutes!! But more about that ~~soon...~~ *even in just a minute.*

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**The thing these businesses have in common is that they are ALL making a pile of money...  
and now it's your turn to profit!!**

Why do you think we've gone to the trouble of gathering all these different business ideas together in a book?

Well quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

Our names are Ross Stokes and Kathy Crockett... *link to Bio pop-up* and we're just a couple of ordinary people who ~~want an extraordinary life~~

And you know what? We're getting there... with this "227 Unusual Business Ideas" project we're doing something interesting and making some serious money doing it!!

But just like you, we'd had a few other good ideas... and yep, we'd also been disappointed when we spotted strangers making money out of them just months after our brainwaves hit.

We live in Gisborne, New Zealand.. (Gisborne is the closest city in the world to the international dateline, so we get to see the sun rise first every day! )

We're both energetic, entrepreneurial people – in fact, we'd both been involved in unusual businesses before we came up with the idea to publish a resource packed full of unusual business ideas!

We've both had weird and wacky jobs (that paid a lot higher, and were a heap more fun, than office work) and we've both been involved in businesses that people told us would never work (they did though... and we're here to share the details with you!)

needs to edit here

[Click here to find out more about Ross Stokes and Kathy Crockett](#)

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But guess what?

“ho-hum”

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Some of them literally dreamed up their ideas out of thin air...

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

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Like air-traveler Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on board, Mike resorted to using a Coke bottle bathroom to relieve himself – which spilled when the plane hit turbulence. The experience inspired him to create the “Travel John,” a portable urinal which is now selling well!

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**You're sure to be interested in what other people think about “227 Unusual Business Ideas”...**

Better transition maybe

“Everywhere - people are raving about 227 UBI”

Testimonials

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### So what are you waiting for?

See if any of these situations sound like you:

- Maybe you're not sure how to make the break from the security of employment. <sup>Simple.</sup> Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you'll figure out how to take the big step towards self-employment.
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. <sup>Easy.</sup> Could you set up a part-time business that will allow you to stay with the secure option, until it's really thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won't lose face by sparse attendance.
- Maybe you haven't got any idea what sort of business you'd like to operate. <sup>No problem.</sup> Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners' sister-in-law lost her beloved dog. The pair is now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

So, think about it. What are you waiting for? It's really time to Start Earning... Why not start **right now** to make money out of your own unusual business idea? [Click here to order now.](#)

## Before Anything Else, We Want to Start By Giving You Something That'll Make You Money Tomorrow

Can you believe it? You Can Get Started Today on Your Very Own Unusual Business!

**That means you start making money right now, this hour, today with an unusual business we're going to GIVE you!**

See, this is where we've had a brainwave of our own...

When you buy our ~~great new eBook~~ "227 Unusual Business Ideas" we'll GIVE you a business! We'll send you <sup>you're key</sup> a product you can sell right away, from home, with no additional outlay... and very little effort. <sup>in a box</sup> <sup>Yes, that's right</sup> <sup>set a</sup>

- Your new business is unusual AND absolutely brilliant!
  - You don't have to handle or ship anything
  - You don't have to worry about inventory
  - You don't have to manage any employees
- Best of all, your money goes direct to your bank account
- In fact, this business is so easy you'll be amazed no-one's made you an offer like this before!

## So How Does It Work? What's Your Very Own Business All About?

Once you sign up for "227 Unusual Business Ideas" we'll email you a special compilation eBook – a new one every second month! – that you can sell (or give away) online!

- The compilations are targeted to particular interest groups
- We'll send you your own "ready-to-go" website so you can get selling right away
- So we **know** there's a ready market for the material
- The first mini eBook is "27 Unusual Business Ideas for Work-At-Home Moms"

*benefits/ value of this? EXPAND*

*Talk @ how they will get the 1st one right away and then I want to decide to continue every other month they'll get another one*

~~So now do you know the easiest, surest way to get started on your own unusual money-maker?~~ That's right! You sign up for "227 Unusual Business Ideas" today. [Click here to order.](#)

*There's no easier surest*

If you're interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you've ever read.

If you're concerned about your future, then this opportunity is especially for you. Here it is again:

Every second month we'll not only email you a new mini eBook to sell online... we'll also send you the link for your very own "ready-to-go" mini website.

**All you have to do is set your price, promote it and wait for the money to roll in.**

Can you believe we're even doing this? Why would we be giving away these unique eBooks like this?

Well, it's simple to understand...

*Easy*

Because like so many good ideas... *one sentence.*

The reason is surprisingly simple! ..

We're giving away the mini eBooks.... because it's unusual! But we're not doing it just for fun – we're doing it for publicity and money.

We're gifting you this money-making business, because **the more people that buy your mini eBooks, the more people will get to hear about "227 Unusual Business ideas"** (and the more people hear about us, the better!)

For you and for us, and for the people who buy our products, this is a win-win-win situation!

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant eBook, you're getting a money-making opportunity handed to you every second month!

It's absolutely true! You'll get a sensational eBook crammed with money-making ideas.

**But That's Not All...**

*My them customize re charges with them links? Mention that if so.*

## You'll also receive 4 Sensational Bonuses as well!

**BONUS #1 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:** A bi-monthly compilation eBook of "27 Unusual Business Ideas" to sell or giveaway however you like.

It's hard to believe, but we guarantee to send you – absolutely free of charge – a special "27 Unusual Business Ideas" mini-eBook **every second month**. This book is yours to sell or giveaway in any way you wish. The books are targeted to the ~~busiest~~ <sup>select groups</sup> people on the internet, those with money to spend on products exactly like this one.

**This special bonus is your very own unusual business idea – get started today and start earning right away!**

**BONUS #2 - SPECIAL FREE REPORT:** A free copy of Jeff Paul's outstanding eBook "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear". That's right! We've secured this fantastic report for you free of charge when you sign up for "227 Unusual Business Ideas".

When you read this tremendous 79 page book you'll understand EXACTLY how marketing legend Jeff Paul maintains an income of \$4000 a day or more.

Jeff reveals "The Proven Business Model Of An Information Marketing And Mail Order Multi-Millionaire".

90,000 people have already paid \$29.95 for this exceptional resource, but through "227 Unusual Business Ideas" you can receive it totally and utterly free... for a short time only.

Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that.

**BONUS #3 - FREE NEWSLETTER – TITLE STILL TBC:** Your first "Monthly Unusual Business Ideas" eZine absolutely free! Crammed with up-to-the-minute, unusual, weird and wacky business ideas from all over the globe and delivered directly to your email InBox every single month.

(After the first month, you'll pay just \$13.70 if you choose to continue... and of course, you can cancel at any time you like.)

**BONUS #4 – THE WEALTH REPORT: TBC**

## We know you're probably thinking: "Okay, what's the cost for this incredible resource?"

Make no mistake.

Our "227 Unusual Business Ideas" eBook is sensational!

And there's no doubt we've spent hours researching and writing this eBook to make sure it's the inspirational firecracker it's turned out to be.

We've scoured the globe for the most unusual money-makers we could find.

We've also put in extra hours researching the best, most lucrative online groups to target with our bi-monthly mini eBooks (the very ones you're going to be selling on the internet as soon as you sign up!).

don't use too much italics because it is tough to read

resource or service ebooks don't carry that much value

countries

*be about if they would hire a paid researcher it cost \$95/hour. At least 100 hours of research went into this - so that's \$2,500.00 ~~plus~~ But we aren't going to charge you even a fraction of that*

Yes a great deal of effort went into behind-the-scenes research AND we've invested a bucketload of time and plenty of cash as well...

**But we're still able to sell "227 Unusual Business Ideas" to you** – with your own bi-monthly money-spinner, a monthly eZine – TITLE STILL TBC and three of the greatest bonuses on the web – **at an exceptionally reasonable price.**

**Amazingly, if you sign up today you can buy the "227 Unusual Business Ideas" eBook for just \$47.**

How can we do this??

Well, for a start, we've already done the hard work... and we really don't have too many costs from here.

We're delivering the eBook and the newsletter over the internet so we don't have any inventory and we've got no fulfillment costs.

We don't have to pay anyone to take orders over the phone – although please feel free to call us on XXX-XXX-XXXX to reassure yourself we're real people in a real office!!

We can pass those cost savings directly onto you... so you can get started more quickly in an unusual money-making business of your own.

The bonus for us, is that the sooner you get started selling your mini eBooks... the sooner more and more people find out about us and "227 Unusual Business Ideas". It's that win-win-win situation again!  
*In fact, you can't use with our... 100% Unusual Money Back Guarantee*

**~~We Guarantee You'll Love "227 Unusual Business Ideas" or We'll Give Your Money Back... Immediately~~**

*confusing*

**Here's the deal:** Our 6 month guarantee is totally unconditional. No questions asked and no note from your mother required. And our guarantee's got a special little twist. Once you set up your website to sell your bi-monthly "27 Unusual Business Ideas" mini e-Books, we'll pay your web hosting fees for the first six months.

That's how sure we are that the unusual business we're giving you is a definite winner! If you're not absolutely thrilled after receiving your eBook "227 Unusual Business Ideas" along with your monthly eZine – TITLE STILL TBC ... AND your first three mini eBooks (the ones you can sell online right away!!), then we promise to cheerfully refund your money.

That's right – you risk nothing. You have the right to a prompt and full refund at any time – even after you've read "227 Unusual Business Ideas" and received three free "handed to you on a silver platter" money-making businesses.

**You really cannot afford to wait a single second longer!**

The whole time you're sitting there "thinking" about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? ~~The sooner you get started on your own unusual business, the sooner you'll be laughing right along with them!~~

We can only make this offer for a short time... and only because "227 Unusual Business Ideas" is hot off the press.

Unfortunately we have to limit the number of people who get to sell the mini eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker.

**So Right Now Really is the Right Time to Get Started, and Start Earning...**

Sincerely

Kathy Crockett & Ross Stokes

**Click here to order the exciting new eBook  
"227 Unusual Business Ideas" via our secure server  
and get started IMMEDIATELY on your own unusual money-making business**

P.S: Click here if you've decided NOT to order this magnificent eBook and your own money-making business  
(Link goes to a comment from Yanik)

P.P.S: Don't waste time. If you want to get in on this limited opportunity - you need to act now!

~~More compelling P.S. here~~ More compelling P.S. See Ultimate Sales Letter Pro/Kit for help

Take another pass at the letter looking out all the "he's" + "you" + change into "you" sentences as many as you can anyway!

Great!

## Who Is This Ross Stokes Guy Anyway?

Being raised on a farm gave me independence and the opportunity to have a go at doing stuff that **makes money from an early age**. Whether it was driving tractors, contract milking, picking up hay, catching and selling eels, babysitting, grubbing thistles, fencing, if there was an opportunity to make a buck, I would have a go. I loved to come up with unusual ideas to make money. At the time I didn't think of them as unusual just good ways to put money in my pocket but other people I am sure wondered what is this kid up to next. I **made enough to buy myself a car** when I left high school and then put myself through teachers college.



← I love this photo!

It was strange that I left school and became a teacher. I don't think my father could quite work it out, he had always thought I would be an accountant with my love of numbers and making a dollar or two. I didn't last long, one and half years to be exact before I resigned and started my first unusual business.. opossum hunting. Together with a friend of mine we started an opossum (a pest who destroys our forests) fur business.



After lots of fun and hard work I decided spending most of my time in the bush wasn't for me and I begun a **Chimney Sweeping business**, where I learnt my first marketing lesson . having a good brand leads to lots of free advertising

My wonderful mother-in-law gave me a top hat and I called myself the **Top Hat chimney sweep**. I wore the hat on the job and people loved to talk about this guy in a top hat who swept their chimney.

I then spent five years traveling the world. In London, with no experience, I started a company that did financial analysis programming I got the idea from a mate of mine, taught myself the basics, and then contracted myself out to companies like Avis Rent-a-Car, Gillette, and London Underground who all paid well for niche skills like that. The lesson I got from was that with persistence and a desire to learn, it is possible to be successful at something I have no previous experience in

Then it was time for a real adventure and a test of my **money making skills**.. Together with my wife we outfitted a 4WD Truck and traveled Africa for 2 years. Starting from London we began a **Safari that took us all the way to Cape Town in South Africa and back up to Kenya**.

Along the way we made money by taking people on Safari and trading goods, and if we ever meet **be sure to ask about me the time we bought steak in Zimbabwe** and then traveled to

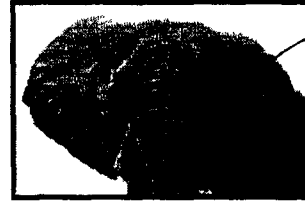


Need captions for the photos



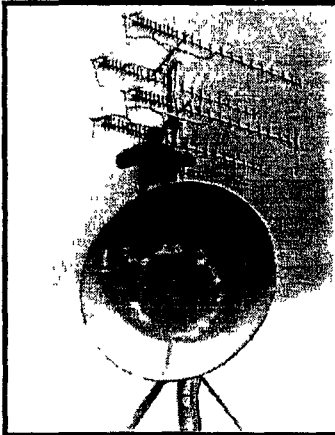
Mozambique, selling it the seaside restaurants, and then buying the biggest juiciest King Prawns I have ever seen. Then back across the border to sell to the landlocked Zimbabwe restaurants. It was a risky little business, getting across borders and dealing in war torn Mozambique.

And if you have a bit more time I'll throw in the stories of when I was **chased by an elephant** and the time where a **croc** nearly cut my trip short. My wife Carol, still shakes her head and rolls her eyes in disbelief that I made it out of Africa alive. It was loads of fun making money while having a hell of an adventure.



*Don't need this one*

I have settled down a little since those adventurous days. (my wife may disagree). I started a cable TV company in my home town, SurfCity-Gisborne, located at The World's Edge, New Zealand. Most people thought I was nuts as there was only 1 other pay TV operation in the whole country and that was losing money big time. But together with my partners we created a unique system of microwave and cable and it is has been successfully operating since 1995. Also in that time I was involved in setting up satellite communications networks in the Australasia based out of Hong Kong and Taiwan.



My focus now is on developing successful Internet based businesses. Finding unusual, wacky, strange business ideas and seeing if there is a market that can be reached via the internet, if so, set up a business and trade

Its lots of fun researching and finding ideas, together with Kathy we have thousands of actual ideas and thousands more potential ideas that can be brainstormed from the ones we have. We have **picked the best of them** and want to share them with you. When you buy **227 Unusual Business Ideas** you will see why we can't use them all, there just isn't enough time even if we worked 24 hours a day but there will be an idea in there just right for you. I get a huge buzz out of working with friends and family on developing business ideas and seeing them take an idea and expand it into a successful money making business.



Life's journey can find you on some hard roads otherwise you would have no stories worth telling!

**YES! Please send me the exciting new eBook “227 Unusual Business Ideas” and let me get started immediately with my very own unusual money-making idea!**

**I want to take advantage of your special super-duper opening price of \$164.40.**

**Send me the “227 Unusual Business Ideas” eBook as soon as possible and don’t forget to include my sensational four bonuses:**

**BONUS #1**

**My very own unusual business idea – bi-monthly compilation mini eBook targeted to the most lucrative and “sure-to-buy” groups on the internet.** I understand my first mini eBook will be “27 Unusual Business Ideas for Work-At-Home Moms” and you’ll send me a website I can personalize as a sales site!

**BONUS #2**

**FREE REPORT by Jeff Paul. “How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear”**

This amazing – but true life – success story is a plan that *anyone* can use to transform his or her financial status.

**BONUS #3**

**Free eZine – TITLE STILL TBC**

I’ll receive my first month of the eZine at no cost whatsoever.. that means I get 13 issues for the price of 12!

**BONUS #4**

**“Best Free Marketing Resources Online”**

ROSS STILL RESEARCHING

**I’m risking nothing... There’s no way I can lose...  
Because of your Money Back Guarantee**

*You don't need since you have the check box on the main order form Or is there some other direct way of getting here?*

## Who is Kathy Crockett anyway?

I'm 36 years old, married and just about to have my first child...

I'm the oldest of six children and enjoyed a happy childhood in New Zealand – my memories are of beach visits, river swims and picnics.

My Dad was a doctor so he “ran his own business” and was keen to teach us disciplined money habits. Our pocket money wasn't doled out – it was recorded in a notebook... we could ask permission to “withdraw” amounts for approved special purposes. Hmm. I quickly decided the best way to get money was to earn it for myself. And from an early age, I was attracted to unusual jobs and business ideas.

So at age 14, when my friends were working in friendly corner stores, I said yes to a job in a cold and busy vegetable outlet. The people were nice but the work was dirty. I stuck it out during holidays and weekends until I was 16, but bagging carrots and stacking onions was not really for me.

My first holiday job during university saw me working as a dental assistant for a friend of my Dad's. The oddness of looking at strangers' teeth appealed to me, as did the clean and (mainly) peaceful work environment. I did plenty of waitressing during my university days too, and the best jobs were always the ones where there was something unusual about the place, or the menu or the people. For a time I worked at a big restaurant that was originally the City Council Chambers. Diners could book private rooms where the mayor and councillors had once made important city decisions.

Anyway, after a couple of years at university half-heartedly studying literature, I trained as a journalist at Christchurch Polytechnic in 1987 and I've since worked at a variety of newspapers and magazines.

In 1991 I packed up and headed to Europe, spending six months in South East Asia – Malaysia, Thailand and Indonesia – on the way. Here I saw businessmen eking out a living carving balsa wood ear-rings, selling petrol in wine bottles and serving delicious cafeteria meals on banana leaves

My Scottish heritage means I'm lucky enough to hold a British passport – I could work throughout Europe when I arrived there.

At first I worked at a haunted pub in London and our resident ghost attracted high-spending tourists, ensuring the bar staff got a far better rate of pay! In Torremolinos, I worked as a dancer in a Spanish nightclub. I sold paintings door to door to the East End of London and pulled pints as a barmaid at the Intrepid Fox, one of the few remaining punk pubs in London's Soho. The barmen alongside me wore more makeup than I did, and goats' skulls were the favourite fashion accessory of customers at that time!

My unusual employment funded further travels around Western and Eastern Europe. With a sister and a friend I drove a Combi from London to Turkey and back again... and every single day was an adventure! If we ever get to meet I'll tell you all about the time our van's accelerator cable snapped in central Turkey and repairs were carried out by a roadside “mechanic” who insisted we drink delicious apple tea with his family while he worked on our vehicle.

When I headed home to New Zealand, I was employed as a senior writer on New Zealand's advertising industry magazine, AdMedia. The same publisher produced the country's Marketing Magazine, so I wrote for that as well, editing the Direct Marketing section.

With the daily interviews I did, and the whirlwind of industry dinners and awards events, I met all sorts of interesting business people... and I learnt from every single one of them.

Eventually one of the people I met offered me a job as director of client service at Bates New Zealand's interactive arm, One to One. This was very early days for the web in NZ... in 1995 we helped PlayStation launch the country's first advertising campaign which used just a URL as the response device. All of a sudden the concept of the "mass market of one" was a reality for me – the internet was a marketing tool made in heaven!

By then I knew the internet was the way forward for my entrepreneurial dreams. But in 1998 I married, and my husband Brett and I set off to London again, where I worked for a retail advertising agency.

We were not to stay long as I was headhunted after just 6 months, returning home in 1999 to establish New Zealand's first ever 'brand-response' agency Trigger Australasia. While I was General Manager at Trigger the agency grew from zero billings to more than \$5 million.

These days, I'm on track to achieving my dreams of financial independence... since late 2001, I've been working for myself as a publicist, writer, marketer and general business consultant.

With Ross, I have this year launched "227 Unusual Business Ideas" – a collection of unusual, weird and just plain crazy business ideas. This exciting project is the culmination of all my weird and wonderful jobs... and my philosophy that a business with a twist will attract more publicity – and therefore more paying customers – than any old run-of-the-mill business.

Kathy,  
It's quite good - it just needs  
to be a bit more succinct.

**YES!** I simply can't wait! *to discover all the weird, wacky, +*

Please email me **"227 Unusual Business Ideas"** and let me get started immediately with my very own unusual money-making idea...

*plan crazy money making ideas inside*

*WWE*

- Bill me \$47 today and email this magnificent business resource right away
  - I want to take advantage of your special super-duper opening price of \$164.40
- The special opening price includes "227 Unusual Business Ideas" AND 12 issues of the monthly eZine - TITLE STILL TBC. WOW!!! This deal means I get the eBook FREE!

Send me ~~"227 Unusual Business Ideas"~~ right ~~NOW~~ *Plus* and don't forget to include my sensational 4 bonuses:

**BONUS #1**

**My Very Own Unusual Business** - bi-monthly compilation mini eBook targeted to the most lucrative and rabid spending groups on the internet.

- The first mini eBook will be "27 Unusual Business Ideas for Work-At-Home Moms"
- You get a website to personalize as a sales site
- AND you get to keep ALL the money!

**BONUS #2**

**FREE REPORT by Jeff Paul.** "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear".

This amazing - but true life - success story shows you how to make more money in one DAY than most people sweat for each month! Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that. →

This could be the information that frees you from money worries and day-to-day drudgery forever.

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Free eZine - TITLE STILL TBC

You receive my first month of the eZine at no cost whatsoever... that means you get 13 issues for the price of 12! BENEFITS TBC as well...

**BONUS #4**

**The Wealth Report** - ROSS STILL RESEARCHING

I'm risking nothing... There's no way I can lose...

Because of "227 Unusual Business Ideas"

**Unique Money Back Guarantee**

"227 Unusual Business Ideas" comes with a unique 6 month guarantee that is *totally unconditional*. No questions asked and no note from your mother required.

*Handwritten scribbles*

And just because we like unusual twists, our guarantee has a special little reward. Once you set up your website to sell your bi-monthly "27 Unusual Business Ideas" mini eBooks, we'll pay your web hosting fees for the first six months. That's how sure we are that the unusual business we're giving you is a definite winner!

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That's right - you risk nothing. You have the right to a prompt and full refund at any time - even after you've read "27 Unusual Business Ideas" and received three FREE money-making businesses handed to you on a silver platter!

So on that risk-free basis I prefer 1

option 1

option 2 (BEST DEAL)

Order form  
still needs  
some work to  
make it smooth

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5.29.03

**☐ YES! I simply can't wait to discover all the weird, wacky and just plain crazy money-making ideas inside!**

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- I want to take advantage of your special ~~super-duper~~ <sup>Int. voluntary</sup> opening price of \$164.40 <sup>only</sup> ~~Full~~  
The special opening price includes "227 Unusual Business Ideas" AND 12 issues of the monthly eZine "The Unusual Business Review". WOW! This deal means I get the eBook FREE! <sup>(You save \$ XX)</sup>
- Bill me \$47 today and send this magnificent business resource right away. <sup>pen only</sup> I'll pay \$13.70 a month for the newsletter if I want to continue after my first month FREE

X  
LOVE

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Free eZine - "The Unusual Business Review"

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**BONUS #4**

**Immediate Money Immediately** - ROSS STILL RESEARCHING

I'm risking nothing... There's no way I can lose...

Because of "227 Unusual Business Ideas"

**100% Unusual Money-Back Guarantee**

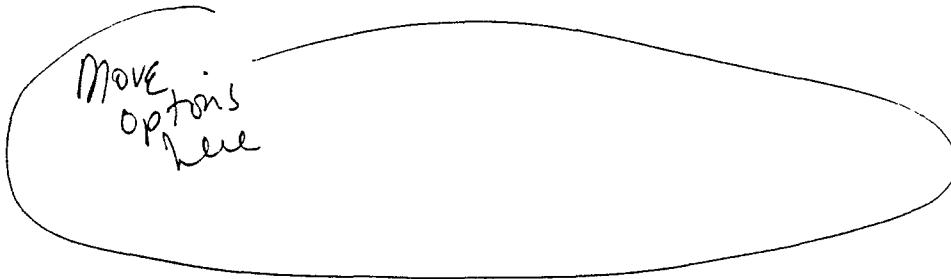
**Here's the deal:** Our 6 month guarantee is totally unconditional. No questions asked and no note from your mother required. And our guarantee's got a special little twist. We'll not only give your money back – we'll give you an "unusual additional cashback" of \$22.70 extra as well!

Have you ever heard of such a great guarantee? Yes it's unusual – because we want you to remember it. We're sure you won't be asking us for your money back OR the \$22.70 unusual additional cashback.

Because you're sure to think that the unusual business we're giving you is a definite winner! If you're not absolutely thrilled after receiving your eBook "227 Unusual Business Ideas" along with your monthly eZine "The Unusual Business Review", AND your first three mini eBooks (the ones you can sell online right away!!), then we promise to cheerfully refund your money... with that crazy little additional cashback.

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*Now with that here's the option I prefer...*





Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

## "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

Find Out How Real People All Over the World are Turning "Silly" Ideas into Magnificent Money-makers...  
...and How You Can Too!

Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "I could do that" or even worse... "That WAS my idea!" (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Only for some reason or another you hadn't quite got started...

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Now there's no point regretting missed opportunities or "what-might-have-beens" any longer, because you can <sup>today</sup> ~~now~~ get your hands on ~~X~~ a fantastic new resource ~~that will get you~~ bursting with sensational business ideas. <sup>We're calling</sup> ~~it...~~

~~We're calling it~~ **"227 Unusual Business Ideas" ...**  
**but you'll call it your Business Brainstorming Bible.**

Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

"227 Unusual Business Ideas" is ~~the~~ <sup>the</sup> resource that will take you from "would-be entrepreneur" to successful business person! It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs.

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

Testimonial

Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!

(In fact, we've figured out a real easy way you can get your own unusual business! <sup>that</sup> it could even be making you money ~~within~~ <sup>in as little as</sup> 15 minutes!! But more about that in just a minute...)

## Just One Great Idea Could Change Your Life! Here are 227 So Take Your Pick

- A New Hampshire entrepreneur lit up his bank balance with his glow-in-the-dark golf ball, 'Nightlite'.
- A Los Angeles-based company saw sales skyrocket after launching a line of "feng shui" dog toys.
- A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers.

These are the sort of stories that "227 Unusual Business Ideas" is full of. And believe us when we say these stories are only the tip of the iceberg!

Some of these ideas are strange...

Some are even startling. ..

Some are just surprisingly simple...

Why don't you take a peek at these almost unbelievable examples?

- You'll uncover the fascinating story of Rats R Us, a Californian company that breeds food for reptiles.
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets.
- And you'll be amazed by the East German farmer who leases hens to wealthy West Berliners.

**The thing these businesses have in common is that they are ALL making a pile of money...  
and now it's your turn to profit!!**

Why do you think we've gone to the trouble of gathering all these different business ideas together in a book?

Well quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

Our names are Ross Stokes and Kathy Crockett <sup>(click here to find out more about us)</sup> (BIO POP-UP) and we're just a couple of ordinary people who had a few other good ideas... and yep, we'd also been disappointed when we spotted strangers making money out of them just months after our brainwaves hit.

We live in Gisborne, New Zealand... (Gisborne is the closest city in the world to the international dateline, so we get to see the sun rise first every day!)

Both of us are energetic, entrepreneurial people – in fact, we'd both been involved in unusual businesses before we came up with the idea to publish a resource packed full of unusual business ideas!

Both of us have had weird and wacky jobs and been involved in businesses that people told us would never work (they did though... and now you'll get to benefit from that experience!)

[Click here to find out more about Ross Stokes and Kathy Crockett](#)

Careful about too much "we" in these paragraphs + still focus on reader

old few more here

Our aim with "227 Unusual Business Ideas" is to help business people all over the world benefit from the experience and actions of successful entrepreneurs... by researching and sharing their stories.

But guess what?

We believe there are too many ordinary, boring "ho-hum" businesses out there already.

**We're attracted to the odd...  
the interesting...  
and the unusual...**

**because they're the ideas that have a better chance of success!**

With *any* unusual money-maker you're going to get more publicity and more customer interest (and let's face it, that means more money) just because you're offering something that's a little bit different!

### **So Do You Have A Million Dollar Idea? We bet you do!**

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all.

Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

All of the people in "227 Unusual Business Ideas" are just ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air...

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

Some of them noticed a problem and thought up a solution...

Like air-traveler Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on board, Mike resorted to using a Coke bottle bathroom to relieve himself - which spilled when the plane hit turbulence. The experience inspired him to create the "Travel John," a portable urinal which is now selling well!

And some of them were inspired by reading books about other people's successes... books a little like "227 Unusual Business Ideas".

Everywhere, people are raving about "227 Unusual Business Ideas"...

*link to order*

*Keep subheads size uniform*

Testimonials

### **You don't have to do it all on your own!**

As soon as you take your first look at "227 Unusual Business Ideas" you'll realize that nothing like this has ever been offered anywhere, by anyone, before.

*Everywhere you mention book make it a link to order*

**And best of all...**

All the stories in "227 Unusual Business Ideas" are *true, real-life success stories* from people who have taken a chance on success and established their very own businesses... Just Like You Can!

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You're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.

Even if you *already have* your own business (or idea) these ideas will inspire you further or enhance the way you look at that business – ideas from other cultures and countries will inspire you to look at things differently.

**So what are you waiting for?**

> Different Subhead

See if any of these situations sound like you:

- Maybe you're not sure how to make the break from the security of employment. Simple. Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you'll figure out how to take the big step towards self-employment.
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. Easy. Could you set up a part-time business that will allow you to stay with the secure option, until it's really thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won't lose face by sparse attendance.
- Maybe you haven't got any idea what sort of business you'd like to operate. No problem. Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners' sister-in-law lost her beloved dog. The pair is now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

~~So, think about it.~~ What are you waiting for? It's really time to Start Earning... Why not start **right now** to make money out of your own unusual business idea? [Click here to order now.](#)

→ Transition sentence here

**Before Anything Else, We Want to Start By Giving You Something That'll Make You Money Tomorrow**

~~Can you believe it? You Can Get Started Today on Your Very Own Unusual Business!~~

<sup>can</sup>  
**That means you start making money right now, this hour, today with an unusual business we're going to GIVE you!**

See, this is where we've had a brainwave of our own...

When you buy our great new eBook "227 Unusual Business Ideas" you'll get a "business in a box"! Yes, that's right, you'll get a product you can sell right away, from home, with no additional outlay... and very little effort.

- Your new business is unusual AND absolutely brilliant!
  - You don't have to handle or ship anything
  - You don't have to worry about inventory
  - You don't have to manage any employees
- Best of all, your money goes direct to your bank account
- In fact, this business is so easy you'll be amazed no-one's made you an offer like this before!

## So How Does It Work? What's Your Very Own Business All About?

Once you sign up for "227 Unusual Business Ideas" we'll email you a special compilation eBook – a new one every second month! – that you can sell (or give away) online!

- The mini eBooks are totally customisable PDFs – you can change them to suit yourself
- The compilations are targeted to particular interest groups
- So we **know** there's a ready market for the material
- You get the first one right away – it's called "27 Unusual Business Ideas for Work-At-Home Moms"
- And then, if you want to continue, you'll receive another mini-eBook every second month!

**There's no easier, surefire way to get started on your own unusual money-maker – Just sign up for "227 Unusual Business Ideas" today. [Click here to order.](#)**

If you're interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you've ever read.

If you're concerned about your future, then this opportunity is especially for you. Here it is again:

Every second month we'll not only email you a new mini eBook to sell online... we'll also send you the link for your very own "ready-to-go" mini website.

**All you have to do is set your price, promote it and wait for the money to roll in.**

Can you believe we're even doing this? Why would we be giving away these unique eBooks like this?

Well, like so many good ideas, the reason is surprisingly simple...

We're giving away the mini eBooks.... because it's unusual! But we're not doing it just for fun – we're doing it for publicity and money.

We're gifting you this money-making business, because **the more people that buy your mini eBooks, the more people will get to hear about "227 Unusual Business Ideas"** (and the more people hear about us, the better!)

You get paid every time anyone reading your customisable eBook clicks through to buy "227 Unusual Business Ideas" or our monthly newsletter!

**For you and for us, and for the people who buy our products, this is a win-win-win situation!**

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant eBook, you're getting a money-making opportunity handed to you every second month! You can even customise the book for yourself, adding in your own links to direct buyers where you want them to go. AND you get paid when one of your customers buys our brainstorming bible, "227 Unusual Business Ideas".

**It's absolutely true! You'll get a sensational eBook crammed with money-making ideas. But That's Not All...**

**You'll also receive 4 Sensational Bonuses as well!**

**BONUS #1 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:** A bi-monthly compilation eBook of "27 Unusual Business Ideas" to sell or giveaway however you like.

Don't like it? 175 eBooks

Use funny

Seems the same as before

It's hard to believe, but we guarantee to send you – absolutely free of charge – a special “27 Unusual Business Ideas” mini-eBook **every second month**. This book is yours to sell or giveaway in any way you wish, and you make dollars every time someone clicks from your compilation to buy “227 Unusual Business Ideas”. These unique mini-eBooks are targeted to select groups of people on the internet, those with money to spend on products exactly like this one.

**This special bonus is your very own “unusual business in a box” – get started now and start earning right away!**

**BONUS #2 - SPECIAL FREE REPORT:** A free copy of “How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear”. That's right! We've secured this fantastic book for you free of charge when you sign up for “227 Unusual Business Ideas”.

When you read this tremendous 79 page book you'll understand EXACTLY how marketing legend Jeff Paul maintains an income of \$4000 a day or more.

Jeff reveals “The Proven Business Model Of An Information Marketing And Mail Order Multi-Millionaire”.

90,000 people have already paid \$29.95 for this exceptional resource, but through “227 Unusual Business Ideas” you can receive it totally and utterly free... for a short time only.

Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that.

**BONUS # 3 - FREE NEWSLETTER - “The Unusual Business Review”:** Your first “Monthly Unusual Business Ideas” eZine absolutely free! Crammed with up-to-the-minute, unusual, weird and wacky business ideas from all over the globe and delivered directly to your email InBox every single month.

(After the first month, you'll pay just \$13.70 if you choose to continue... and of course, you can cancel at any time you like.)

**BONUS # 4 – IMMEDIATE MONEY IMMEDIATELY: TBC**

**We know you're probably thinking:  
“Okay, what's the cost for this incredible resource?”**

Make no mistake.

Our “227 Unusual Business Ideas” eBook is sensational!

And there's no doubt we've spent countless hours researching and writing this resource to make sure it's the inspirational firecracker it's turned out to be.

We've scoured the globe for the most unusual money-makers we could find.

We've also put in extra hours researching the best, most lucrative online groups to target with our bi-monthly mini eBooks (the very ones you're going to be selling on the internet as soon as you sign up!).

Yes a great deal of effort went into behind-the-scenes research AND we've invested a bucketload of time and plenty of cash as well... you know if we'd paid for a researcher it would have cost at least \$25 an hour. More

than 100 hours of research went into this so that's a total of \$2,500!! ~~Of course~~, you'll only pay a fraction of that!

Even at 1/2 of that or 1/4 of that rate this would be a tremendous bargain for the right person

**But we're still able to sell "227 Unusual Business Ideas" to you** – with your own bi-monthly money-spinner, a monthly eZine "The Unusual Business Review", and three of the greatest bonuses on the web – **at an exceptionally reasonable price.**

However, we've decided we want to get this reasonable value into as many people's hands as possible. That's why.

Amazingly, if you sign up today you can buy the "227 Unusual Business Ideas" eBook for just \$47.

How can we do this??

Well, for a start, we've already done the hard work... and we really don't have too many costs from here.

We're delivering the eBook and the newsletter over the internet so we don't have any inventory and we've got no fulfillment costs.

to make a business as soon as possible

We don't have to pay anyone to take orders over the phone – although please feel free to call us on XXX-XXX-XXXX to reassure yourself we're real people in a real office!!

We can pass those cost savings directly onto you... so you can get started more quickly in an unusual money-making business of your own.

The bonus for us, is that the sooner you get started selling your mini eBooks... the sooner more and more people find out about us ~~and~~ "227 Unusual Business Ideas". It's that win-win-win situation again!

(and you'll get paid)

### 100% Unusual Money-Back Guarantee

**Here's the deal:** Our 6 month guarantee is totally unconditional. No questions asked and no note from your mother required. And our guarantee's got a special little twist. We'll not only give your money back – we'll give you an "unusual additional cashback" of \$22.70 extra as well!

Apply this or give it

Have you ever heard of such a great guarantee? Yes it's unusual – because we want you to remember it. We're sure you won't be asking us for your money back OR the \$22.70 unusual additional cashback.

Because you're sure to think that the unusual business we're giving you is a definite winner! If you're not absolutely thrilled after receiving your eBook "227 Unusual Business Ideas" along with your monthly eZine "The Unusual Business Review", AND your first three mini eBooks (the ones you can sell online right away!!), then we promise to cheerfully refund your money... with that crazy little additional cashback.

charity

That's right – you risk nothing. You have the right to a prompt and full refund at any time – even after you've read "227 Unusual Business Ideas" and received three ~~free~~ "handed to you on a silver platter" money-making businesses.

### You really cannot afford to wait a single second longer!

The whole time you're sitting there "thinking" about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? The sooner you get started on your own unusual business, the sooner you'll be laughing right along with them!

We can only make this offer for a short time... and only because "227 Unusual Business Ideas" is hot off the press.

Unfortunately we have to limit the number of people who get to sell the mini eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker.

**So Right Now Really is the Right Time to Get Started, and Start Earning...**

Sincerely

Kathy Crockett & Ross Stokes

**Click here to order the exciting new eBook**  
**“227 Unusual Business Ideas” via our secure server**  
**and get started IMMEDIATELY on your own unusual money-making business**

**P.S: Click here if you've decided NOT to order this magnificent eBook and your own money-making business**  
(Link goes to a comment from Yanik)

**P.P.S:** Remember, you don't want to waste time. Participation in the “227 Unusual Business Ideas” mini eBook ‘business-in-a-box’ will have to be limited – so everyone has the best opportunity to make loads of cash. **If you want to get in on this limited opportunity – you need to act now!**

*Good.  
Needs a  
little more  
work on it.*



6-16-03

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

## "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

Find Out How Real People All Over the World are Turning "Silly" Ideas into Magnificent Moneymakers...  
...and How You Can Too!

Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "I could do that" or even worse... "That WAS my idea!" (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

~~Only for some reason or another you hadn't quite got started...~~

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Now there's no point regretting missed opportunities or "what-might-have-beens" any longer, because today you can get your hands on a fantastic new resource bursting with sensational business ideas. We're calling it:

**"227 Unusual Business Ideas" ...  
but you'll call it your Business Brainstorming Bible!!**

Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

**"227 Unusual Business Ideas" is the resource that will take you from "would-be entrepreneur" to successful business person!** It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs.

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

Testimonial

Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!



*even*  
In fact, we've figured out a real easy way you can get your own unusual business that could even be making you money in as little as 15 minutes!! But more about that in just a minute ~~of~~. *For now consider this:*

## Just One Great Idea Could Change Your Life!

*Here's a sneak peak ...*  
~~Here are 227~~ So Take Your Pick *From 227*

- A New Hampshire entrepreneur lit up his bank balance with his glow-in-the-dark golf ball, 'Nightlite'
- A Los Angeles-based company saw sales skyrocket after launching a line of "feng shui" dog toys
- A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers
- A Dutch designer turned coffin-buying into a seriously practical exercise with a range of bookcases that convert into burial boxes after the owner's death
- A car wash manufacturer started Britain's first horse wash. Cornish company with the "equi-wash" – a gadget similar to the car wash sprays found on gas-station forecourts
- A German entrepreneur carved out a new business selling engraved toothpicks as souvenirs for decoration or advertising.

*note*  
*at* *inside*  
These are the sort of stories that "227 Unusual Business Ideas" is full of. And believe us when we say these stories are only the tip of the iceberg!

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Most likely, you’ll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

(Even if you don’t currently have a brainwave of your very own, you’re sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.)

All the stories in “227 Unusual Business Ideas” are **true, real-life success stories** from people who have taken a chance on success and established their very own businesses... Just Like You Can!

And

Just like you, all of the people in “227 Unusual Business Ideas” are just ordinary people who had a good idea and turned it into a business with a difference.

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*That could*

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That means you can start making money right now, this hour, today with an unusual business we're going to GIVE you!

See, this is where we've had a brainwave of our own...

*little better position we've since watching cars*

When you buy the great new business resource "227 Unusual Business Ideas" you'll also get an instant "business in a box"! Yes, that's right, you'll get a product you can sell right away, ~~from home, with no additional outlay...~~ and very little effort.

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You get paid every time anyone reading about your mini-eBook clicks through to buy "227 Unusual Business Ideas".

If you're saying to yourself: "Why are these guys giving away their mini-eBooks?" – the answer is simple.

We're doing it partly because it's unusual! But you can be sure we're not doing it just for fun – we're doing it for publicity and money.

In a nutshell, the reason we're gifting you this instant unusual money-making business, is so that **more people hear about "227 Unusual Business ideas"** (and the more people hear about us, the better!)

For you and for us, and for the people who buy our products, this is a win-win-win situation!

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One more time – just so you can be sure you’ve understood this exceptional offer correctly...

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*Strange character format*

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This special bonus is your very own “unusual business in a box” – get started now and start earning right away!

**BONUS #2 - SPECIAL FREE REPORT:** A free copy of “How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear”. That’s right! We’ve secured this fantastic book for you free of charge when you sign up for “227 Unusual Business Ideas”.

When you read this tremendous 79 page book you’ll understand EXACTLY how marketing legend Jeff Paul maintains an income of \$4000 a day or more.

Jeff reveals “The Proven Business Model Of An Information Marketing And Mail Order Multi-Millionaire”

90,000 people have already paid \$29.95 for this exceptional resource, but through “227 Unusual Business Ideas” you can receive it totally and utterly free... for a short time only.

Jeff’s completely different approach to information marketing and “mail order” took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He’s convinced anybody can copy what he’s doing, and this book explains how to do just that.

**BONUS # 3 - FREE NEWSLETTER - “The Unusual Business Review”:** Your first “Monthly Unusual Business Ideas” eZine absolutely free! Crammed with up-to-the-minute, unusual, weird and wacky business ideas from all over the globe and delivered directly to your email InBox every single month.

(After the first month, you’ll pay just \$13.70 if you choose to continue... and of course, you can cancel at any time you like.)

*This is where you can start explaining the business in a box*

*more*

*mail order millionaire, by Jeff Paul*

*Thousands of copies have been sold at 11.95 / \$29.95 but it yours absolutely free*

*more details @ This*

BONUS # 4 – IMMEDIATE MONEY IMMEDIATELY: TBC

← We know you're probably thinking: → *regular size copy*  
"Okay, what's the cost for this incredible resource?"

Make no mistake.

*Re*  
Our "227 Unusual Business Ideas" eBook is sensational!

And there's no doubt *we've* spent countless hours researching and writing this resource to make sure it really is an inspirational firecracker.

*ok w my 15c in case into per 11 instances if possible*  
*we've* scoured the globe for the most unusual money-makers we could find.

And *we've* also put in extra hours researching the best, most lucrative online groups to target with our bi-monthly mini-eBooks (the very ones you're going to be selling on the internet as soon as you sign up!).

Yes, a great deal of effort went into behind-the-scenes research AND *we've* invested a bucketload of time and plenty of cash as well... you know if *we'd* paid for a researcher it would have cost at least \$25 an hour. More than 100 hours of research went into this so that's a total of \$2,500!!

Even at half or a quarter of that rate this would be a tremendous bargain for the right person... However, we decided we want to get this remarkable resource into as many people's hands as possible.

So that's why you'll only pay a fraction of that!

Amazingly, if you sign up today you can buy "227 Unusual Business Ideas" for just \$47.

How can *we* do this??

Well, for a start, *we've* already done the hard work... and *we* really don't have too many costs from here.

By delivering this brilliant Business Brainstorming Bible, the mini-eBooks and the newsletter over the internet we don't have any inventory to worry about and we've got no postage or fulfillment costs.

As *we* researched "227 Unusual Business Ideas" *we* developed great contacts so adding to our library of unusual business ideas from now on is going to be easier than it was at the start.

And *we* don't have to pay anyone to take orders over the phone – although please feel free to call us on +64 6 XXX-XXXX to reassure yourself we're real people in a real office!! *(See what Instant Autoresponders.Com did at this point*

We can pass all these cost savings directly onto you... so you can get started more quickly in an unusual money-making business of your own.

The bonus for us, is that the sooner you get started selling your mini-eBooks... the sooner more and more people find out about us and "227 Unusual Business Ideas" – and the sooner you'll get paid. It's that win-win-win situation again!

*I think it'll be good for you*

### 100% Unusual Money-Back Guarantee

When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK.

Hmm...  
6 months since we're making them pay additional  
for the mini ebooks + newsletters This is a little deceiving  
How about a double guarantee - see [swedfiemarketing.com/magnet](http://swedfiemarketing.com/magnet)

**Here's the deal:** Our 6 month guarantee is totally unconditional. No questions asked and no note from your mother required. And this Zero-Risk guarantee has even got a special unusual little twist.

If you're not totally, unconditionally, 100% happy with "227 Unusual Business Ideas" we'll not only give every single cent of your money back - we'll give you our "unusual penalty payment" of \$22.70 extra as well!

Have you ever heard of such a great guarantee? **Yes it's unusual - because we want you to remember it.** We're also pretty certain you won't be asking us for either your money back OR our \$22.70 unusual penalty payment.

Because you're sure to think that the unusual business we're giving you is a definite winner!

If you're not absolutely thrilled after receiving.

- your eBook "227 Unusual Business Ideas"
- along with your monthly eZine "The Unusual Business Review"
- AND your first three mini eBooks (the ones you can sell online right away!!)

...then we promise to cheerfully refund your money... with that crazy little additional cashback.

**That's right - you risk nothing.** You have the right to a prompt and full refund at any time - even after you've read "227 Unusual Business Ideas" and received three "handed to you on a silver platter" money-making businesses.

### You simply cannot afford to wait a single second longer!

Do you realise that the whole time you're sitting there \*thinking\* about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? The sooner you get started on your own unusual business, the sooner you'll be laughing (and banking cash) right along with them!

We can only make this offer for a short time... and only because "227 Unusual Business Ideas" is hot off the press.

Unfortunately we have to limit the number of people who get to sell the mini-eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker.

**So Right Now Really is the Right Time to Get Started, and Start Earning...** sign up for "227 Unusual Business Ideas" today.

Sincerely

Kathy Crockett & Ross Stokes

**[Click here to order the exciting new eBook](#)**  
**["227 Unusual Business Ideas" via our secure server](#)**  
**and get started IMMEDIATELY on your own unusual money-making business**

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**P.S:** Click here if you've decided NOT to order this magnificent business resource and you don't want your own money-making business Link goes to this message from Yanik:

### **What does Yanik Silver say about "227 Unusual Business Ideas"?**

You know, sometimes I can hardly believe it myself, but I'm a successful entrepreneur who only works when I want to. I had a good idea, I got started – and today I'm doing very nicely, thank you.

If – like me – you've always wanted to be master of your own destiny, with piles of cash in the bank and a business of your own that's just a little bit unique, then I recommend you get started by buying "227 Unusual Business Ideas".

Today I have ~~five~~<sup>7</sup> profitable sites up and running, including my flagship site www.InstantSalesLetters.com. In the ~~14~~<sup>36</sup> months since the site debuted, I've turned a \$3,000 investment into a business which now grosses more than \$200,000/year and nets over \$100,000 – all while taking less than an hour or two a day to maintain!

Everyone with a good ideas starts somewhere... so why would you NOT sign up for "227 Unusual Business Ideas" today? This is truly the Business Brainstorming Bible you've been dreaming of, a remarkable resource that's literally bursting with sensational business ideas to guide and inspire you.

Quite aside from all the great ideas jammed into "227 Unusual Business Ideas", you also get an instant "business-in-a-box" with Ross and Kathy's remarkable bi-monthly mini-eBooks to sell as you like.

That's an instant unusual business of your very own, today!

Above and beyond all that, "227 Unusual Business Ideas" comes to you with ZERO risk... so what are you waiting for?

Right Now Really is the Right Time to Get Started, and Start Earning...

Yanik Silver  
Surefire Marketing

**P.P.S:** Remember, you don't want to waste time. Participation in the "227 Unusual Business Ideas" mini-eBook "business-in-a-box" has to be limited – so everyone has the best opportunity to make loads of cash. **If you want to get in on this limited opportunity – you need to act now!**

Now, with that... here's the options laid out for you:

*Bonus Savings Offer.*

**Yes! I'll take advantage of the special introductory opening price of only \$164.40**  
The special opening price includes "227 Unusual Business Ideas" AND 12 full issues of the monthly eZine "The Unusual Business Review". WOW!!! This deal means a super-saving of \$47 - I get the eBook FREE!

**Bill me \$47 today and send this magnificent business resource right away. Then I'll only pay \$13.70 a month for my monthly newsletter "The Unusual Business Review" if I want to continue after my first month FREE.**

*Work on this wording*

*Since you were confused about this. One way to handle it is to have an intermediary page before the order form. Or this way is fine also.*

□ **YES! I simply can't wait to discover all the weird, wacky and just plain crazy money-making ideas inside!**

**Please send me "227 Unusual Business Ideas" and let me get started immediately with my very own unusual money-making idea...**

Plus, don't forget to include my sensational 4 bonuses:

**BONUS #1**

**My Very Own Unusual Business** – This is a unique bi-monthly mini-eBook targeted to the most lucrative and rabid spending groups on the internet.

- The first mini-eBook will be "27 Unusual Business Ideas for Work-At-Home Moms"
- You can customise the mini-eBook PDF however you like
- AND you get to keep ALL the money!

**BONUS #2**

**FREE REPORT by Jeff Paul.** "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear".

This amazing – but true life – success story shows you how to make more money in one DAY than most people sweat for each month! Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that. This could be the information that frees you from money worries and day-to-day drudgery forever.

**BONUS #3**

Free eZine - "The Unusual Business Review".

You receive the first month of the eZine at no cost whatsoever... that means you get 13 issues for the price of 12!

- More unusual, weird and wacky business ideas from all over the globe ever month
- Delivered directly to your email InBox every single month
- And featuring hints and tips on how to make your own instant "unusual business in a box" work even harder to generate piles of cash

**BONUS #4**

**Immediate Money Immediately - ROSS STILL RESEARCHING**

I'm risking nothing... There's no way I can lose...  
Because of "227 Unusual Business Ideas"  
**100% Unusual Money-Back Guarantee**

**Here's the deal:** Our 6 month guarantee is totally unconditional. No questions asked and no note from your mother required. And our guarantee's got a special little unusual twist. If you're not totally satisfied you get your money back – and you get our "unusual penalty payment" of \$22.70 extra as well!

That's right – you risk absolutely nothing. You have the right to a prompt and full refund at any time – even after you've read "227 Unusual Business Ideas" and received three "handed to you on a silver platter" money-making businesses.

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

## **"DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"**

**Find Out How Real People All Over the World  
are Turning "Silly" Ideas into Magnificent Moneymakers...  
...and How You Can Too!**

Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: **"I could do that"** or even worse... **"That WAS my idea!"** (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Now there's no point regretting missed opportunities or "what-might-have-beens" any longer, because today you can get your hands on a fantastic new resource bursting with sensational business ideas. We're calling it:

**"227 Unusual Business Ideas" ...  
but you'll call it your **"Business Brainstorming Bible."****

Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

**"227 Unusual Business Ideas"** is **the** resource that will take you from "would-be entrepreneur" to successful business person! It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs.

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

Testimonials

Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!

(In fact, we've even figured out a real easy way you can get your own unusual business that could even be making you money in as little as 15 minutes!! But more about that in just a minute... For now, consider this:

## Just One Great Idea Could Change Your Life! So Take Your Pick From 227

Here's a sneak peek at the sort of stories inside "227 Unusual Business Ideas". And believe us when we say these stories are only the tip of the iceberg!

- [ ] A New Hampshire entrepreneur lit up his bank balance with a glow-in-the-dark golf ball
- [ ] A Los Angeles-based company saw sales skyrocket after launching a line of feng shui dog toys
- [ ] A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers
- [ ] A Dutch designer turned coffin-buying into a seriously practical exercise with a range of bookcases that convert into burial boxes after the owner's death
- [ ] A car wash manufacturer started Britain's first horse wash <sup>extra space</sup> Cornish company with the "equi-wash" – a gadget similar to the car wash sprays found on gas-station forecourts
- [ ] A German entrepreneur carved out a new business selling engraved toothpicks as souvenirs for decoration or advertising.

Some of these ideas are strange...

Some are even startling... *1 → Incident*

Some are just surprisingly simple... *→ Incident*

Why don't you take a look at <sup>see more of</sup> these almost unbelievable examples?

- You'll uncover the fascinating story of Rats R Us, a Californian company that breeds food for reptiles...
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets...
- And you'll be amazed by the East German farmer who leases hens to wealthy West Berliners...

*o 1 or 2 more here*

**The thing these businesses have in common is that they are ALL making a pile of money... and now it's your turn to profit!!**

Why do you think we've gone to the trouble of gathering all these different business ideas together in a book?

Well quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

Our names are Ross Stokes and Kathy Crockett ( [Click here to find out more about us](#) ) and we're just a couple of ordinary people who had a few good ideas... and yep, have also been disappointed when we spotted strangers making money out of them just months after our brainwaves hit.

Our hometown is Gisborne, New Zealand on the 'World's Edge'... (Gisborne is the closest city in the world to the international dateline, so the people who live here get to see the sun rise first every day!)

We're energetic, entrepreneurial people – in fact, both of us have been involved in unusual businesses **before** we came up with the idea to publish a resource packed full of unusual business ideas. The pair of us have both done some weird and wacky jobs and been involved in businesses that people told us would never work (they did though... and now you'll get to benefit from that experience!)

At the start our inspiration was <sup>a</sup>George Hayling's classic book from 1946 "Discovered! 505 Odd Enterprizes" (Link to "Buy Now and get this book as a free bonus"). *(long out of print)*

*by  
George  
Hayling*

And our aim with "227 Unusual Business Ideas" is to help business people all over the world benefit from the experience and actions of successful entrepreneurs... by researching and sharing their stories.

But guess what?

Don't you think there are too many ordinary, boring "ho-hum" businesses out there already?

**Are you attracted to the odd...  
the interesting...  
and the unusual...???**

**You should be – because they're the ideas that have a better chance of success!**

And they're the ideas featured in "227 Unusual Business Ideas".

With *any* unusual money-maker you're going to get more publicity and more customer interest (and let's face it, that means more money) just because you're offering something that's a little bit different!

**~~So~~ Do You Have A Million Dollar Idea? We bet you do!**

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all. Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

(Even if you don't currently have a brainwave of your very own, you're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.)

All the stories in "227 Unusual Business Ideas" are **true, real-life success stories** from people who have taken a chance on success and established their very own businesses... Just Like You Can!

And just like you, all of the people in "227 Unusual Business Ideas" are just ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air...

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

Some of them noticed a problem and thought up a solution. .

Like air-traveler Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on

board, Mike resorted to using a Coke bottle bathroom to relieve himself – which spilled when the plane hit turbulence. The experience inspired him to create the “Travel John,” a portable urinal which is now selling well!

And some of them were inspired by reading books about other people’s successes... books a little like “227 Unusual Business Ideas”.

**Everywhere, people are raving about “227 Unusual Business Ideas”...**

Testimonials

## **You don’t have to do it all on your own!**

As soon as you take your first look at “227 Unusual Business Ideas” you’ll realize that nothing like this has ever been offered anywhere, by anyone, before.

See if any of these situations sound like you:

- Maybe you’re not sure how to make the break from the security of employment. Simple. Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you’ll figure out how to take the big step towards self-employment.
- Maybe you’ve got commitments each week that don’t let you walk away from that 9-5 job. Easy. Could you set up a part-time business that will allow you to stay with the secure option, until it’s really thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won’t lose face by sparse attendance.
- Maybe you haven’t got any idea what sort of business you’d like to operate. No problem. Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners’ sister-in-law lost her beloved dog. The pair is now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

So, what are you waiting for? It’s really time to start making it happen... Why not start **right now** to make money out of your own unusual business idea? [Click here to order now.](#)

If you’re interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you’ve ever read.

more than you  
talk @ it  
below in  
the business  
Somehow we  
need to  
fix this  
to  
flow  
better

## Have you ever wondered how ordinary people get started in their own unusual businesses?

Well, mostly they come up with a great idea and then they work really long and really hard to make that idea happen. But sometimes – and only sometimes - they just get lucky. Today is YOUR lucky day. Because before anything else we want to give you something that could be making you money by tomorrow!

Can you believe it? You Can Get Started Today on Your Very Own Unusual Business!

That means you can start making money right now, ~~this hour, today~~ with an unusual business we're going to **GIVE** you!

*Practically hand to you on a silver platter*

See, this is where we've had a brainwave of our own ..

When you buy the great new business resource "227 Unusual Business Ideas" you'll also get an instant "business in a box"! Yes, that's right, you'll get a product you can sell right away, from your home...

- Your new business is unusual AND absolutely brilliant!
  - You don't have to handle or ship anything
  - You don't have to worry about inventory
  - You don't have to manage any employees
- Best of all, your money goes direct to your bank account
- In fact, this business is so easy you'll be amazed no-one's made you an offer like this before!

It's absolutely true! With "227 Unusual Business Ideas" you get a powerful business resource crammed with 227 money-making ideas. ~~Once you sign up for "227 Unusual Business Ideas" we'll email you this fabulous collection of 227 of unusual, weird and just plain crazy business ideas...~~

*Plus when you* ~~But That's Not All..~~  
**Order by Midnight, Day, Date and  
You'll receive 4 Sensational Bonuses!**

**BONUS #1 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:** A bi-monthly mini-eBook of "27 Unusual Business Ideas" to sell or giveaway however you like.

**This strictly limited special bonus is your very own "unusual business in a box" – get started now and start earning right away!**

It's hard to believe, but we guarantee to send you – absolutely free of charge – a special "27 Unusual Business Ideas" mini-eBook **every second month**. This book is yours to sell or giveaway ~~in any way you wish~~ <sup>to sell</sup> and you make dollars every time someone clicks from your mini-eBook to buy "227 Unusual Business Ideas". These unique mini-eBooks are targeted to select groups of people on the internet, those with money to spend on products exactly like this one. *full*

### So How Does It Work? What's Your Very Own Business All About?

You get a special mini-eBook every second month. You get the first one right away – it's called "27 Unusual Business Ideas for Work-At-Home Moms". And then, if you want to continue, you'll receive another mini-eBook every second month!



The mini-eBooks are totally customisable PDFs so you can change them to suit yourself. And the mini-eBook's are targeted to particular interest groups. So you **know** there's a ready market for the material.

You can sell them or give them away however you like.

**There's no easier, smarter, surefire way to get started on your own unusual money-maker – Just sign up for "227 Unusual Business Ideas" today. [Click here to order.](#)**

If you're concerned about your future, then this opportunity is especially for you. Here it is again:

Once you sign up for "227 Unusual Business Ideas" we'll email you a special mini-eBook – a new one every second month! – to sell (or give away) online! All you have to do is set your price, promote it and wait for the money to roll in!

*Not only do you get paid when someone buys your mini ebook but you'll also*  
*get paid every time anyone reading about your mini-eBook clicks through*  
*to buy "227 Unusual Business Ideas".*

If you're saying to yourself: "Why are these guys giving away their mini-eBooks?" – the answer is simple. We're doing it partly because it's unusual! But you can be sure we're not doing it just for fun – we're doing it for publicity and money.

In a nutshell, the reason we're gifting you this instant unusual money-making business, is so that **more people hear about "227 Unusual Business Ideas"** (and the more people hear about us, the better!)

For you and for us, and for the people who buy our products, this is a win-win-win situation!

One more time – just so you can be sure you've understood this exceptional offer correctly...

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant business resource, you're getting a money-making opportunity handed to you on a silver platter every second month!

You can customise your bi-monthly mini-eBook's for yourself, adding in your own links to direct buyers where you want them to go.

AND you also get paid every time one of your customers buys our brainstorming bible, "227 Unusual Business Ideas".

**Be quick though - this breath-taking bonus can ONLY be offered to people who order by Midnight, Day, Date... to ensure that everyone who signs up gets a chance to make a pile of money as quickly as possible.**

**BONUS #2 - SPECIAL FREE REPORT:** A free copy of **"How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear"** by mail-order millionaire Jeff Paul.

90,000 people have already paid \$29.95 for this exceptional resource, but with "227 Unusual Business Ideas" you receive it absolutely, totally and utterly free... for a limited time only.

Jeff's perfected a very unusual mail-order money-making system – the ideal home business – that earns him \$4000 every single day. And this outstanding 79 page book explains in simple, easy-to-understand language exactly how you can learn and use his system yourself!

Jeff's completely different approach to information marketing and "mail-order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few short months. He's convinced anybody can copy what he's doing, and this book explains how to do just that.

Double  
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away

**BONUS # 3 – FREE BOOK – “Immediate Money Immediately”:** It sounds unbelievable but it’s really true – you get a free copy of this terrific book written by two of the Internet’s top marketers, Jim Edwards and David Garfinkel. “Immediate Money Immediately” shows you how to cash in by teaching you 11 techniques that will earn you money on the Internet... literally overnight! [Click here to learn more about “Immediate Money Immediately”](#) (Link – Ross?)

**BONUS #4 – FREE BOOK – “Discovered – 505 Odd Enterprizes”:** DETAILS to come when I get the book back off Ross!

**We know you’re probably thinking: “Okay, what’s the cost for this incredible resource?”**

Make no mistake.

The “[227 Unusual Business Ideas](#)” business brainstorming bible is sensational!

And there’s no doubt countless hours have been spent researching and writing this resource to make sure it really is an inspirational firecracker. In fact, the entire globe has been scoured for the most unusual money-makers on this earth...

And we’ve also put in extra hours researching the best, most lucrative online groups to target with the bi-monthly mini-eBooks (the very ones ~~you’re going to be~~ *you could be* selling on the internet as soon as you sign up!).

Yes, a great deal of effort went into behind-the-scenes research PLUS a bucketload of time and plenty of cash as well... you know, we checked around some writers and researchers and if we’d paid for a researcher it would have cost at least \$25 an hour. More than 100 hours of research went into this so that’s a total of \$2,500!!

So realize that this collection of unusual business ideas could easily sell for hundreds of dollars. But we want to get this remarkable resource into as many people’s hands as possible.

And that’s why you’ll only pay a fraction of that!

**Amazingly, if you sign up today you can buy “[227 Unusual Business Ideas](#)” for just \$47.**

So what's the catch ? How can we do this??

Frankly, the reason we can afford to offer people “[227 Unusual Business Ideas](#)” at such a low price is because everything is instantly downloadable and we don't have to ship anything from New Zealand. If we were to send out these templates from New Zealand in the post, our post office costs would go through the roof!!

So by delivering this brilliant Business Brainstorming Bible, (not to mention the mini-eBooks and your other great bonuses) over the internet there’s no inventory to worry about and no postage or fulfillment costs.

You can access “[227 Unusual Business Ideas](#)” as a PDF directly from our web site anytime day or night. All you have to do is download the file.

Also, we don't need to pay anyone to take the orders over the phone (though, you are welcome to call us at anytime on +64 6 868-7786 to rest assured that we’re real people!!). Although you might just call while Ross is playing a game of squash and Kathy’s having a walk along the beach... leave us a message though and we’ll call you ~~right~~ back.

The bottom line is that every single one of these cost savings get passed directly onto you.. so you can get started more quickly in an unusual money-making business of your own.

The bonus for you is you get your books and bonuses real quick. And the sooner you get started selling your mini-eBooks... the sooner more and more people find out about us and "227 Unusual Business Ideas" – and the sooner you'll get paid. It's that win-win-win situation again!

But there's <sup>one more thing...</sup> ~~more. A lot more.~~

When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK.

## 100% Unusual Double Guarantee

**Your FIRST Guarantee:** You have **TWO full months** to examine everything, use what you wish, and if for any reason (or even no reason at all) you want a full refund, then just return everything and you'll get your money back immediately. NO questions asked. You do not need a note from your mother. You do not need a 'my dog ate my homework story'. No one will ask you any questions at all. No hassle. No 'fine print'. **Simple and straightforward; either you're thrilled with "227 Unusual Business Ideas" or you get a full refund.** And, incidentally, we're devoted to the goal of only having satisfied customers. So, if you're not going to profit from having this outstanding resource, we really would prefer to buy it back.

**Your SECOND Guarantee:** If you keep "227 Unusual Business Ideas" after the first two months, we'll hang in there with you for another TEN months and if – even after a full year from your purchase date – you show proof that you used at least one idea from "227 Unusual Business Ideas" and you will look us in the eye on paper and tell us you did not **put at least \$5,000 in your bank account** that you would not have otherwise - send a note describing your use and failure - we will STILL refund every penny you've paid. Even after one full year! **We want you to put thousands of dollars of income in your bank account** that you know would never have gotten there without this great resource or else we want to buy it back

*What's the deal, it's more unusual?*

We're serious. When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK

## You simply cannot afford to wait a single second longer!

Do you realise that the whole time you're sitting there \*thinking\* about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? The sooner you get started on your own unusual business, the sooner you'll be laughing (and banking cash) right along with them!

**Take Quick Action TODAY.** We can only make this offer for a short time... and only because "227 Unusual Business Ideas" is hot off the press.

Unfortunately we have to limit the number of people who get to sell the mini-eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker. Bonus #1 – your very own unusual business-in-a-box – has to remain a quick action bonus only available to the very first people who sign up.

**So Right Now Really is the Right Time to Get Started, and Start Earning...** sign up for "227 Unusual Business Ideas" today.

Sincerely

*It's hard to present the 'FAST ACTION BONUS' as bonus #1. It would make sense to make it the last one presented #8.*

Kathy Crockett & Ross Stokes

**[Click here to order the exciting new eBook](#)  
**[“227 Unusual Business Ideas” via our secure server](#)  
and get started IMMEDIATELY on your own unusual money-making business****

**P.S: Click here if you've decided NOT to order this magnificent business resource and you don't want your own money-making business** Link goes to this message from Yanik:

**What does Yanik Silver say about “227 Unusual Business Ideas”?**

You know, sometimes I can hardly believe it myself, but I'm a successful entrepreneur who only works when I want to. I had a good idea, I got started – and today I'm doing very nicely, thank you.

If – like me – you've always wanted to be master of your own destiny, with piles of cash in the bank and a business of your own that's just a little bit unique, then I recommend you get started by buying “227 Unusual Business Ideas”.

Today I have profitable sites up and running, including my flagship site www.InstantSalesLetters.com. In the ~~30 months~~ <sup>just a couple years</sup> since the site debuted, I've turned a \$3,000 investment into a business which now grosses more than \$200,000/year and nets over \$100,000 – all while taking less than an hour or two a day to maintain!

Everyone with a good ideas starts somewhere. so why would you NOT sign up for “227 Unusual Business Ideas” today? This is truly the Business Brainstorming Bible you've been dreaming of, a remarkable resource that's literally bursting with sensational business ideas to guide and inspire you.

Quite aside from all the great ideas jammed into “227 Unusual Business Ideas”, you also get an instant “business-in-a-box” with Ross and Kathy's remarkable bi-monthly mini-eBooks to sell as you like.

That's an instant unusual business of your very own, today!

Above and beyond all that, “227 Unusual Business Ideas” comes to you with ZERO risk... so what are you waiting for?

Right Now Really is the Right Time to Get Started, and Start Earning...

Yanik Silver  
Surefire Marketing

**P.P.S:** Remember, you don't want to waste time. Participation in the “227 Unusual Business Ideas” mini-eBook “business-in-a-box” has to be limited – so everyone has the best opportunity to make loads of cash. **If you want to get in on this limited opportunity – you need to act now!**

**YES! I simply can't wait to discover all the weird, wacky and just plain crazy money-making ideas inside!**

Please <sup>hand</sup> bill me \$47 today, send me "227 Unusual Business Ideas" and let me get started immediately with my very own unusual money-making idea...

Plus, don't forget to include my sensational 4 bonuses:

**BONUS #1**

**YOUR VERY OWN UNUSUAL BUSINESS** – A unique bi-monthly mini-eBook targeted to the most lucrative and rabid spending groups on the internet.

- Every second month, you get a new eBook you can sell or giveaway however you like
- The first mini-eBook will be "27 Unusual Business Ideas for Work-At-Home Moms"
- You can customise the mini-eBook PDF however you like
- AND you get to keep ALL the money!

**BONUS #2**

**FREE REPORT by Jeff Paul** – "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear". This amazing – but true life – success story shows you how to make more money in one DAY than most people sweat for each month! Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that. This could be the information that frees you from money worries and day-to-day drudgery forever.

**BONUS #3**

**IMMEDIATE MONEY IMMEDIATELY** – A free copy of this terrific book written by two of the Internet's top marketers, Jim Edwards and David Garfinkel. "Immediate Money Immediately" shows you how to cash in by teaching you 11 techniques that will earn you money on the Internet... literally overnight!

**BONUS #4**

**DISCOVERED – 505 ODD ENTERPRISES** – A free copy of this excellent resource written in 1946. DETAILS TO COME

You're risking nothing... There's no way you can lose...

**Because of "227 Unusual Business Ideas"  
100% Unusual Double Guarantee**

**Your FIRST Guarantee:** You have **TWO full months** to examine everything, use what you wish, and, if for any reason or even no reason, you want a full refund, just return everything and you'll get your money back immediately. NO questions asked.

**Your SECOND Guarantee:** If you keep "227 Unusual Business Ideas" after the first two months, we'll ride along with you for another **TEN months** and if, after a full year from your purchase date, you show proof that you used at least one idea from "227 Unusual Business Ideas" – we will **STILL** refund every penny you've paid.

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## Who is this Kathy Crockett anyway?

I'm 36 years old, married and just about to have my first child.

As the oldest of six children I enjoyed a happy childhood in New Zealand – my memories are of beach visits, river swims and picnics.

My Dad was a doctor so he “ran his own business” and was keen to teach us disciplined money habits. Our pocket money wasn't doled out – it was recorded in a notebook . but we could ask permission to “withdraw” amounts for approved special purposes Hmmm

I quickly decided the best way to get money was to earn it for myself! And right from the start, I was attracted to unusual jobs and business ideas.

So at age 14, when my friends were working in friendly corner stores, I said yes to a job in a cold and busy vegetable outlet. I stuck it out during holidays and weekends until I was 16, but bagging carrots and stacking onions was not really for me.

Anyway, after a couple of years at university, I trained as a journalist at Christchurch Polytechnic and I've since written for a variety of newspapers and magazines.

In 1991, I headed to Europe for my two year OE (Overseas Experience) – a very popular thing for young New Zealanders to do



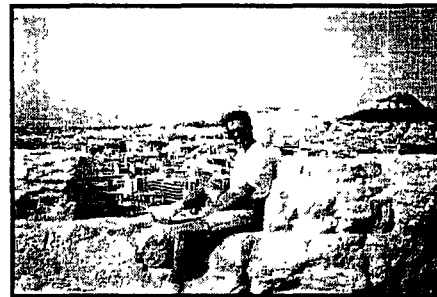
On the way, I spent six months in South East Asia – Malaysia, Thailand and Indonesia. I saw businessmen eking out a living carving balsa wood ear-rings, selling petrol in wine bottles and serving delicious cafeteria meals on banana leaves.

When I first got to Britain, I worked at a haunted pub in London (The Grenadier) where our resident ghost attracted high-spending tourists, ensuring the bar staff got a great rate of pay!

In Torremolinos on the Costa del Sol, I worked as a dancer in a Spanish nightclub.

I also sold paintings door to door to the East End of London and pulled pints as a barmaid at the Intrepid Fox, one of the few remaining punk pubs in London's Soho. The barmen alongside me wore more makeup than I did, and goats' skulls were the favourite fashion accessory of customers at that time!

My unusual employment funded further travels around Western and Eastern Europe. With a sister and a friend I drove a Combi from London to Turkey and back again. . and every single day was an adventure!



If we ever get to meet I'll tell you all about the time our van's accelerator cable snapped in central Turkey and repairs were carried out by a roadside “mechanic” (an entertaining guy who insisted we drink apple tea with his family while he worked on our vehicle).

Back home in New Zealand, I found work as a senior writer on New Zealand's advertising industry magazine, AdMedia. The same publisher produced the country's Marketing Magazine, so I wrote for that as well, editing the Direct Marketing section.

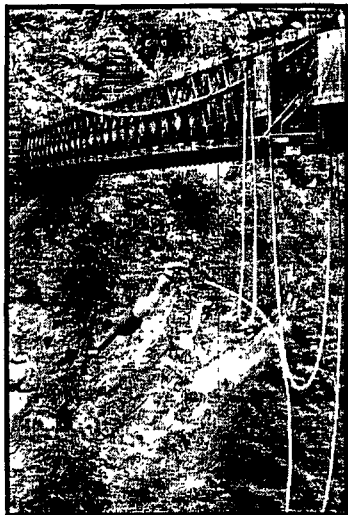
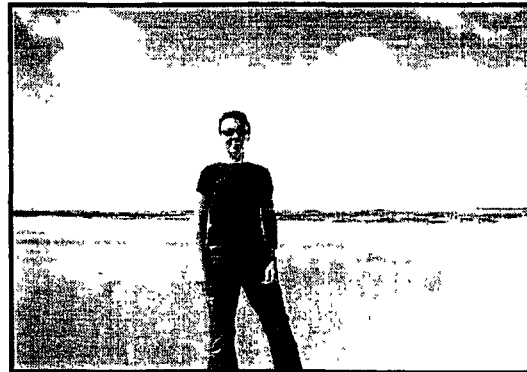
*Journal*  
*17/10/91*

What with the daily interviews I did with marketing and business people, and the whirlwind of industry dinners and awards events, I met all sorts of interesting business types. . and I learnt from every single one of them.

Eventually I was offered a job as Director of Client Service at Bates New Zealand's interactive arm, One to One. This was the early days of the internet in NZ... but in 1995 the agency helped PlayStation launch the country's first advertising campaign which used just a URL as the response device. All of a sudden the concept of the "mass market of one" was a reality for me – the internet was a marketing tool made in heaven!

By then I knew the web was the way forward for my entrepreneurial dreams. But in 1998 I married, and my husband Brett and I set off for London again, where I worked for a retail advertising agency.

We were not to stay long as I was headhunted after just 6 months, returning home in 1999 to establish New Zealand's first ever 'brand-response' agency Trigger Australasia. While I was General Manager at Trigger the agency grew from zero billings to more than \$5 million.



These days, I'm on track to achieving my dreams of financial independence... since late 2001, I've been working for myself as a publicist, writer, marketer and general business consultant.

Ross and I have just this year launched "227 Unusual Business Ideas" – a collection of unusual, weird and just plain crazy business ideas.

This exciting project means I get to research weird and wonderful jobs! And my research has confirmed my belief that a business with a twist will attract more publicity – and therefore more paying customers – than any old run-of-the-mill business.

7-9-03

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

# "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

## Find Out How Real People All Over the World are Turning "Silly" Ideas into Magnificent Money-makers... ...and How You Can Too!

Dear friend,

Admit it...

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "I could do that" or even worse... "That WAS my idea!" (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Now there's no point regretting missed opportunities or "what-might-have-beens" any longer, because today you can get your hands on a fantastic new resource bursting with sensational business ideas. We're calling it:

*It's called...*

*Graphic of book here* →



**"227 Unusual Business Ideas" ...**  
**but you'll call it your "Business Brainstorming Bible."**

Whether you want to make a few extra bucks a week or a few thousand... or whether you want to make hundreds of thousands and retire to the South Pacific...

"227 Unusual Business Ideas" is **the** resource that will take you from "would-be entrepreneur" to successful business person! It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs.

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing).

Testimonials

Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!



(In fact, we've even figured out a real easy way you can get your own unusual business that could even be making you money in as little as ~~15 minutes!!~~ <sup>24 hrs.</sup> But more about that in just a minute... For now, consider this:

## Just One Great Idea Could Change Your Life! So Take Your Pick From 227

*But* Here's a sneak peek at the sort of stories inside "227 Unusual Business Ideas." ~~And believe us when we say~~ these stories are only the tip of the iceberg!

- || A New Hampshire entrepreneur lit up his bank balance with a glow-in-the-dark golf ball
- || A Los Angeles-based company saw sales skyrocket after launching a line of feng shui dog toys
- || A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers
- || A Dutch designer turned coffin-buying into a seriously practical exercise with a range of bookcases that convert into burial boxes after the owner's death
- || A car wash manufacturer started Britain's first horse wash with the "equi-wash" – a gadget similar to the car wash sprays found on gas-station forecourts
- || A German entrepreneur carved out a new business selling engraved toothpicks as souvenirs for decoration or advertising.

Some of these ideas are strange...

Some are even startling. ..

Some are just surprisingly simple. . . *or Red more*

Why don't you take a look at ~~these~~ almost unbelievable examples?

- You'll uncover the fascinating story of Rats R Us, a Californian company that breeds food for reptiles..
- And learn about the businessman who has a successful business selling wadded up paper as "origami boulders"
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets...
- And by a man in Missouri who actually auctioned the back of his head as advertising space...
- And you'll be amazed by the East German farmer who leases hens to wealthy West Berliners...

**The thing these businesses have in common is that they are ALL making a pile of money... and now it's your turn to profit!!**

Why do you think we've gone to the trouble of gathering all these different business ideas together in a book?

Well quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

Our names are Ross Stokes and Kathy Crockett ( [Click here to find out more about us](#) ) and we're just a couple of ordinary people who had a few good ideas... and yep, have also been disappointed when we spotted strangers making money out of them just months after our brainwaves hit.

Our hometown is Gisborne, New Zealand on the 'World's Edge'... (Gisborne is the closest city in the world to the international dateline, so the people who live here get to see the sun rise first every day!)

We're energetic, entrepreneurial people – in fact, both of us have been involved in unusual businesses **before** we came up with the idea to publish a resource packed full of unusual business ideas. The pair of us have both done some weird and wacky jobs and been involved in businesses that people told us would never work (they did though... and now you'll get to benefit from that experience!)

At the start our inspiration was the classic book <sup>in fact from 1946</sup> (long out of print) <sup>called</sup> ~~from 1946~~ .. "Discovered! 505 Odd Enterprizes" by George Haylings (When you buy "227 Unusual Business Ideas" you'll get a free copy of the original book that actually helped spark some of the ideas in this manual.) This inspirational collection actually contains 713 unusual but practical suggestions and plans for building a spare or fulltime business! Of course, some of the material is a little dated but you'll still get tons of great ideas. Just like these:

Box to set this off

- #31 Fish Scale Jewelry – A New Orleans man who sold jewelry made from the scales of giant gar fish found in Louisiana's bayous
- #114 Breakfast in Bed – Four young college girls sold breakfast in bed to any girl students who desired it
- #429 Flowers Growing from Hen's Backs – An old man in Connecticut worked at a chicken coop turing out beautiful roses, tulips, carnations and lillies... all made from chicken feathers
- #227 Wishbones for Sale – This unique venture was run by a New Yorker who sold wishbones from chickens, turkeys and other poultry. After being chemically treated, the wishbones were incribed with special greetings or deressed with ribbons to be sold as good-luck novelties
- #216 "Dressing Gown" Barber Shop – <sup>typo</sup> A Canadian barber shop did a landslide business when it joined forces with a neighbouring tailor. Men had their suits pressed while having their haircut in dressing gowns provided by the barber.

Talk a bit @ the part of find this book

Our aim with "227 Unusual Business Ideas" is to help business people all over the world benefit from the experience and actions of successful entrepreneurs... by researching and sharing their stories.

seems a bit boring - who cares what your aim is.

But guess what?

Don't you think there are too many ordinary, boring "ho-hum" businesses out there already?

**Are you attracted to the odd...  
the interesting...  
and the unusual...???**

**You should be – because they're the ideas that have a better chance of success!**

And they're the ideas feaured in "227 Unusual Business Ideas".

With *any* unusual money-maker you're going to get more publicity and more customer interest (and let's face it, that means more money) just because you're offering something that's a little bit different!

## **Do You Have A Million Dollar Idea? We bet you do!**

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all. Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

(Even if you don't currently have a brainwave of your very own, you're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.)

All the stories in "227 Unusual Business Ideas" are **true, real-life success stories** from people who have taken a chance on success and established their very own businesses... Just Like You Can!

And just like you, all of the people in "227 Unusual Business Ideas" are just ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air...

Like ex-lawyer Barry Levenson... He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

Some of them noticed a problem and thought up a solution...

Like air-traveler Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on board, Mike resorted to using a Coke bottle bathroom to relieve himself – which spilled when the plane hit turbulence. The experience inspired him to create the "Travel John," a portable urinal which is now selling well!

And some of them were inspired by reading books about other people's successes... books a little like "227 Unusual Business Ideas".

**Everywhere, people are raving about "227 Unusual Business Ideas"...**

Testimonials

## **You don't have to do it all on your own!**

As soon as you take your first look at "227 Unusual Business Ideas" you'll realize that nothing like this has ever been offered anywhere, by anyone, before.

See if any of these situations sound like you:

- Maybe you're not sure how to make the break from the security of employment. Simple. Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you'll figure out how to take the big step towards self-employment.
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. Easy. Could you set up a part-time business that will allow you to stay with the secure option, until it's really

thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won't lose face by sparse attendance.

- Maybe you haven't got any idea what sort of business you'd like to operate. No problem. Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners' sister-in-law lost her beloved dog. The pair is now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

So, what are you waiting for? It's really time to start making it happen... Why not start **right now** to make money out of your own unusual business idea? [Click here to order now.](#)

**If you're interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you've ever read.**

It's absolutely true! With "[227 Unusual Business Ideas](#)" you get a powerful business resource crammed with 227 money-making ideas.

*Right Away*  
**PLUS if you Order by ~~Midnight, Day, Date~~**  
**You'll receive 4 Sensational Bonuses!**

**BONUS # 1 - SPECIAL FREE REPORT:** A free copy of "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear" by mail-order millionaire Jeff Paul.

90,000 people have already paid \$29.95 for this exceptional resource, but with "[227 Unusual Business Ideas](#)" you receive it absolutely, totally and utterly free... for a limited time only.

Jeff's perfected a very unusual mail-order money-making system – the ideal home business – that earns him \$4000 every single day. And this outstanding 79 page book explains in simple, easy-to-understand language exactly how you can learn and use his system yourself!

Jeff's completely different approach to information marketing and "mail-order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few short months. He's convinced anybody can copy what he's doing, and this book explains how to do just that

**BONUS # 2 – FREE BOOK – "Immediate Money Immediately":** It sounds unbelievable but it's really true – you get a free copy of this terrific book written by two of the Internet's top marketers, Jim Edwards and David Garfinkel. "Immediate Money Immediately" shows you how to cash in by teaching you 11 techniques that will earn you money on the Internet... literally overnight! [Click here to learn more about "Immediate Money Immediately"](#) (Link – Ross?)

**BONUS # 3 – FREE BOOK – "Discovered – 505 Odd Enterprizes":** Available here for the first time in many, many years, this outstanding book was written by well-known entrepreneur, George Haylings, who published a business ideas newsletter in the 1950s and 1960s. Long out-of-print, this remarkable book is actually crammed with 717 unusual business ideas! They'll inspire and excite you as you think about your own business endeavours. *→ This might confuse people*

**Bonus # 4 is a strictly limited special "Quick Action" bonus.** *for orders by*  
**This is your very own "unusual business in a box" – get started now and start earning right away!** *DATE*

**BONUS #4 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:**

*→ This bonus can be the one with the print*

*- wouldn't have a link at I could "sell" just a little more. Needs more copy*

When you buy the great new business resource "227 Unusual Business Ideas" you'll also get an instant "business in a box"! Yes, that's right, you'll get a product you can sell right away, from your home...

- Your new business is unusual AND absolutely brilliant!
  - You don't have to handle or ship anything
  - You don't have to worry about inventory
  - You don't have to manage any employees
- Best of all, your money goes direct to your bank account
- In fact, this business is so easy you'll be amazed no-one's made you an offer like this before!

## So How Does It Work? What's Your Very Own Business All About?

You get a special mini-eBook every second month. You get the first one right away – it's called "27 Unusual Business Ideas for Work-At-Home Moms". And then, if you want to continue, you'll receive another mini-eBook every second month! *for another profitable niche. Cancel Anytime.*

*You'll be charged \$13.20/mo and*

The mini-eBooks are totally customisable PDFs so you can change them to suit yourself. And the mini-eBook's are targeted to particular interest groups. So you **know** there's a hungry market for the material.

You can sell them or give them away however you like.

**There's no easier, smarter, surefire way to get started on your own unusual money-maker – Just sign up for "227 Unusual Business Ideas" today. Click here to order.**

~~If you're concerned about your future, then this opportunity is especially for you. Here it is again:—~~

*In other words, →*

Once you sign up for "227 Unusual Business Ideas" we'll email you a special mini-eBook – a new one every second month! – to sell (or give away) online! All you have to do is set your price, promote it and wait for the money to roll in!

Not only do you get paid when someone buys your mini eBook but you also get paid every time anyone reading about your mini-eBook clicks through to buy "227 Unusual Business Ideas".

If you're saying to yourself: "Why are these guys doing this with their mini-eBooks?" – the answer is simple. We're doing it partly because it's unusual! But you can be sure we're not doing it just for fun – we're doing it for publicity and money.

In a nutshell, the reason we're gifting you this instant unusual money-making business (at a stunningly low cost), is so that **more people hear about "227 Unusual Business ideas"** (and the more people hear about us, the better!)

For you and for us, and for the people who buy our products, this is a win-win-win situation!

One more time – just so you can be sure you've understood this exceptional offer correctly...

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant business resource, you're getting a money-making opportunity handed to you on a silver platter every second month!

You can customise your bi-monthly mini-eBook's for yourself, adding in your own links to direct buyers where you want them to go.

AND you also get paid every time one of your customers buys our brainstorming bible, "227 Unusual Business Ideas".

**Be quick though - this breath-taking bonus can ONLY be offered to people who order by Midnight, Day, Date... to ensure that everyone who signs up gets a chance to make a pile of money as quickly as possible.**

**We know you're probably thinking: "Okay, so what's the cost for this incredible resource?"**

Make no mistake.

The "227 Unusual Business Ideas" ~~business-brainstorming bible~~ is sensational!

And there's no doubt countless hours have been spent researching and writing this resource to make sure it really is an inspirational firecracker. In fact, the entire globe has been scoured for the most unusual money-makers on this earth...

And we've also put in extra hours researching the best, most lucrative online groups to target with the bi-monthly mini-eBooks (the very ones you could be selling on the Internet as soon as you sign up!).

Yes, a great deal of effort went into behind-the-scenes research PLUS a bucketload of time and plenty of cash as well... you know, we checked around some writers and researchers and if we'd paid for a researcher it would have cost at least \$25 an hour. More than 100 hours of research went into this so that's a total of \$2,500!!

So realize that this collection of unusual business ideas could easily sell for hundreds of dollars. But we want to get this remarkable resource into as many people's hands as possible.

And that's why you'll only pay a fraction of that!

**Amazingly, if you sign up today you can buy "227 Unusual Business Ideas" for just \$47.**

So what's the catch? How can we do this??

Frankly, the reason we can afford to offer people "227 Unusual Business Ideas" at such a low price is because everything is instantly downloadable and we don't have to ship anything from New Zealand. If we were to send out these templates from New Zealand in the post, our post office costs would go through the roof!!

So by delivering this brilliant Business Brainstorming Bible, (not to mention the mini-eBooks and your other great bonuses) over the internet there's no inventory to worry about and no postage or fulfillment costs.

You can access "227 Unusual Business Ideas" as a PDF directly from our web site anytime day or night. All you have to do is download the file.

Also, we don't need to pay anyone to take the orders over the phone (though, you are welcome to call us at anytime on +64 6 868-7786 to rest assured that we're real people!!). Although you might just call while Ross is playing a game of squash and Kathy's having a walk along the beach... leave us a message though and we'll call you ~~right~~ back.

The bottom line is that every single one of these cost savings get passed directly onto you... so you can get started more quickly in an unusual money-making business <sup>of your own</sup>.

**Be quick though. You need to order TODAY to receive Bonus # 4 – your very own "Business in a Box" – ~~for the never-to-be-repeated price of just \$13.70 a month.~~**

*all the bonuses included*

Sign up right now and you'll get your books and bonuses <sup>instantly</sup> real quick. And the sooner you get started selling your <sup>own</sup> mini-eBooks... ~~the sooner more and more people find out about us and "227 Unusual Business Ideas" and the sooner you'll get paid.~~ It's that win-win-win situation again!

But there's ~~more. A lot more.~~ <sup>still one more thing...</sup>

When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK.

## 100% Unusual Double Guarantee

### Your FIRST Guarantee: YOUR MONEY-BACK - NO QUESTIONS ASKED

You have **TWO full months** to examine everything, use what you wish, and if for any reason (or even no reason at all) you want a full refund, then just return everything and you'll get your money back immediately. NO questions asked. You do not need a note from your mother. You do not need a 'my dog ate my homework story'. No one will ask you any questions at all. No hassle. No 'fine print'.

**Simple and straightforward; either you're thrilled with "227 Unusual Business Ideas" or you get a full refund.** And, incidentally, we're devoted to the goal of only having satisfied customers. So, if you're not going to profit from having this outstanding resource, we really would prefer to buy it back.

### Your SECOND Guarantee: IF YOU THINK WE STINK - YOU CAN SHOW US HOW MUCH

This is the (really low-down and dirty) bottom line. If, after two months, you just don't think "227 Unusual Business Ideas" is all we say it is, you'll get a chance to show us how much you think it stinks. Believe it or not we guarantee to pay for you to send us a pile of poop, courtesy of one of the unusual businesses featured in "227 Unusual Business Ideas". [www.dogdoo.com](http://www.dogdoo.com)

Insert graphic of steamy dogdoo

We're serious. When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK.

## You simply cannot afford to wait a single second longer!

Do you realise that the whole time you're sitting there \*thinking\* about whether to get started on your own unusual money-maker, people all over the world are launching weird, wacky, and just plain crazy businesses... and then they're laughing all the way to the bank!

Why not join them? The sooner you get started on your own unusual business, the sooner you'll be laughing (and banking cash) right along with them!

**Take Quick Action TODAY.** We can only make this offer for a short time .. and only because "227 Unusual Business Ideas" is hot off the press.

Unfortunately we have to limit the number of people who get to sell the mini-eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker. Bonus #4 - your very own unusual business-in-a-box - has to remain a quick action bonus only available to the very first people who sign up.

**So Right Now Really is the Right Time to Get Started, and Start Earning...** <sup>grab your copy of</sup> sign up for "227 Unusual Business Ideas" today.

Sincerely

Not bad :)  
i.p.s. <sup>embone</sup> make firm here

Kathy Crockett & Ross Stokes

**[Click here to order the exciting new eBook](#)  
[“227 Unusual Business Ideas” via our secure server](#)  
and get started IMMEDIATELY on your own unusual money-making business**

**P.S:** [Click here if you've decided NOT to order this magnificent business resource and you don't want your own money-making business](#) Link goes to this message from Yanik:

**What does Yanik Silver say about [“227 Unusual Business Ideas”](#)?**

You know, sometimes I can hardly believe it myself, but I'm a successful entrepreneur who only works when I want to. I had a good idea, I got started – and today I'm doing very nicely, thank you.

If – like me – you've always wanted to be master of your own destiny, with piles of cash in the bank and a business of your own that's just a little bit unique, then I recommend you get started by buying “227 Unusual Business Ideas”.

Today I have profitable sites up and running, including my flagship site [www.InstantSalesLetters.com](http://www.InstantSalesLetters.com). In the last couple years, I've turned a \$3,000 investment into a business which now grosses more than \$200,000/year and nets over \$100,000 – all while taking less than an hour or two a day to maintain!

Everyone with a good ideas starts somewhere.. so why would you NOT sign up for “227 Unusual Business Ideas” today? This is truly the Business Brainstorming Bible you've been dreaming of, a remarkable resource that's literally bursting with sensational business ideas to guide and inspire you.

Quite aside from all the great ideas jammed into [“227 Unusual Business Ideas”](#), you also get an instant “business-in-a-box” with Ross and Kathy's remarkable bi-monthly mini-eBooks to sell as you like.

That's an instant unusual business of your very own, today!

[Above and beyond all that, “227 Unusual Business Ideas”](#) comes to you with ZERO risk... so what are you waiting for?

Right Now Really is the Right Time to Get Started, and Start Earning...

Yanik Silver  
Surefire Marketing

**P.P.S:** Remember, you don't want to waste time. Participation in the [“227 Unusual Business Ideas”](#) mini-eBook “business-in-a-box” has to be limited – so everyone has the best opportunity to make loads of cash. **If you want to get in on this limited opportunity – you need to act now!**



**YES! I simply can't wait to discover all the weird, wacky and just plain crazy money-making ideas inside!**

**Please charge me \$47 today, send me "227 Unusual Business Ideas" and let me get started immediately with my very own unusual money-making idea...**

Plus, don't forget to include my sensational 4 bonuses:

**BONUS # 1**

**FREE REPORT by Jeff Paul** – "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear". This amazing – but true life – success story will show me how to make more money in one DAY than most people sweat for each month! Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that. This could be the information that frees me from money worries and day-to-day drudgery forever.

**BONUS # 2**

**IMMEDIATE MONEY IMMEDIATELY** – A free copy of this terrific book written by two of the Internet's top marketers, Jim Edwards and David Garfinkel. "Immediate Money Immediately" will show me how to cash in by teaching me 11 techniques that will earn me money on the Internet... literally overnight!

**BONUS # 3**

**DISCOVERED – 505 ODD ENTERPRISES** – I get a free copy of this remarkable out-of-print resource written by George Haylings in 1946. This inspirational collection of 713 unusual but practical ideas, suggestions and plans is compiled from the experiences of many "little fellows".

**BONUS # 4**

**YES! I WANT MY VERY OWN UNUSUAL BUSINESS** – A unique bi-monthly mini-eBook targeted to the most lucrative and rabid spending groups on the Internet.

- For an additional \$13.70 each month, I'll get a monthly newsletter "The Unusual Business Review" AND I'll receive a new eBook to sell or giveaway however I like **every second month**
- The first mini-eBook will be "27 Unusual Business Ideas for Work-At-Home Moms"
- I can customise the mini-eBook PDF however I like
- AND I get to keep ALL the money! *I can cancel this at anytime but the first ebook is free no matter what*

I'm risking nothing... There's no way that I can lose...

**Because of "227 Unusual Business Ideas"  
100% Unusual Double Guarantee**

**My FIRST Guarantee: My MONEY-BACK - NO QUESTIONS ASKED**

I have **TWO full months** to examine everything, use what you wish, and if for any reason (or even no reason at all) I want a full refund, then I can just return everything and I'll get my money back immediately. NO questions asked. I don't need a note from your mother, or a 'my dog ate my homework story'. No one will ask you me questions at all. There's no hassle and no 'fine print'. **Simple and straightforward; either I'm thrilled with "227 Unusual Business Ideas" or I get a full refund.**

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Looks  
Very good -  
I think we're  
pretty close.  
- Yanki

8-29-03

Here's a chance for you to uncover the most unusual business ideas GUARANTEED to motivate you and inspire you to get your own money-making business idea off the ground...

## "DISCOVERED! 227 Unusual, Weird and Just Plain Crazy Business Ideas... That Could Make You Rich This Year Starting From Zero!"

Find Out How Real People All Over the World  
are Turning "Silly" Ideas into Magnificent Money-makers...  
...and How You Can Too!

Dear friend,

Admit it..

How many times have you read the newspaper or seen a TV story about some unusual business and thought to yourself: "I could do that" or even worse. "That WAS my idea!" (Ugh!)

If you're like us, that's happened quite a few times. You've seen or heard about someone doing exactly what you'd intended to do...

Maybe you've been kicking yourself that it should have been you – not them – raking in loads of cash and getting famous.

Now there's no point regretting missed opportunities or "what-might-have-beens" any longer, because today you can get your hands on a fantastic new resource bursting with sensational business ideas It's called

Deleted: We're calling it

**"227 Unusual Business Ideas" ...**  
**but you'll call it your "Business Brainstorming Bible."**

Whether you want to make a few extra bucks a week or a few thousand or whether you want to make hundreds of thousands and retire to the South Pacific. .

**"227 Unusual Business Ideas"** is **the** resource that will take you from "would-be entrepreneur" to successful business person! It's the book to inspire you to get cracking on your own unusual money-making business, and a resource to help you learn from other entrepreneurs

This just-released collection is overflowing with stories of real people all over the planet developing daring, innovative and unique business ideas (and you can do the exact same thing)

Testimonials

Yes, that's right, we've collected 227 unusual business ideas together in an innovative, informative and exciting new resource to make it easy for you!

(In fact, we've even figured out a real easy way you can get your own unusual business that could even be making you money in as little as 24 hours!! But more about that in just a minute... For now, consider this:

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## Just One Great Idea Could Change Your Life! So Take Your Pick From 227

Here's a sneak peek at the sort of stories inside "227 Unusual Business Ideas,

- ☐ A New Hampshire entrepreneur lit up his bank balance with a glow-in-the-dark golf ball
- ☐ A Los Angeles-based company saw sales skyrocket after launching a line of feng shui dog toys
- ☐ A Seattle artist hit the headlines – and the bigtime – after he started turning women into lamps, desks and even chandeliers
- ☐ A Dutch designer turned coffin-buying into a seriously practical exercise with a range of bookcases that convert into burial boxes after the owner's death
- ☐ A car wash manufacturer started Britain's first horse wash with the "equi-wash" – a gadget similar to the car wash sprays found on gas-station forecourts
- ☐ A German entrepreneur carved out a new business selling engraved toothpicks as souvenirs for decoration or advertising

Deleted: And believe us when we say these stories are only the tip of the iceberg! ¶

Make every other bullet bold

Some of these ideas are strange. .

Some are even startling. .

Some are just surprisingly simple. .

Why don't you take a look at a few more almost unbelievable examples? And believe us when we say these stories are only the tip of the iceberg!

Deleted: these

You'll uncover the fascinating story of the teenage sisters who started a nail varnish business that has polished off their competition.

Deleted: Rats R Us, a Californian company that breeds food for reptiles ¶

- And learn about the businessman who has a successful business selling wadded up paper as "origami boulders"\_\_
- You'll be astonished by the Salt Lake City business turning a profit by mummifying dead pets
- And by a man in Missouri who actually auctioned the back of his head as advertising space ..
- And you'll be amazed by www.growafrog.com - an online business that has been selling pet tadpoles for more than 20 years .

Deleted: the East German farmer who leases hens to wealthy West Berliners

**The thing these businesses have in common is that they are ALL making a pile of money... and now it's your turn to profit!!**

Why do you think we've gone to the trouble of gathering all these different business ideas together in a book?

Well quite honestly, these weird and unusual stories grabbed our attention because we're just like you.

Our names are Ross Stokes and Kathy Crockett ( [Click here to find out more about us](#) ) and we're just a couple of ordinary people who had a few good ideas. and yep, have also been disappointed when we spotted strangers making money out of them just months after our brainwaves hit

Our hometown is Gisborne, New Zealand on the 'World's Edge'.. (Gisborne is the closest city in the world to the international dateline, so the people who live here get to see the sun rise first every day!)

We're energetic, entrepreneurial people – in fact, both of us have been involved in unusual businesses **before** we came up with the idea to publish a resource packed full of unusual business ideas. The pair of us have both done some weird and wacky jobs and been involved in businesses that people told us would never work (they did though.. and now you'll get to benefit from that experience!)

At the start our inspiration was the classic book from 1946 (long out of print) called "Discovered! 505 Odd Enterprises" by George Haylings (In fact, when you buy "227 Unusual Business Ideas" you'll get a free copy of the original book that actually helped spark some of the ideas in this manual ) This inspirational collection actually contains 713 unusual but practical suggestions and plans for building a spare or fulltime business! Of course, some of the material is a little dated but you'll still get tons of great ideas. Just like these

- #31 Fish Scale Jewelry – A New Orleans man who sold jewelery made from the scales of giant gar fish found in Louisiana's bayous
- #114 Breakfast in Bed – Four young college girls sold breakfast in bed to any girl students who desired it
- #429 Flowers Growing from Hen's Backs – An old man in Connecticut worked at a chicken coop turning out beautiful roses, tulips, carnations and lillies.. all made from chicken feathers
- #227 Wishbones for Sale – This unique venture was run by a New Yorker who sold wishbones from chickens, turkeys and other poultry. After being chemically treated, the wishbones were inscribed with special greetings or dressed with ribbons to be sold as good-luck novelties
- #216 "Dressing Gown" Barber Shop – A Canadian barber shop did a landslide business when it joined forces with a neighbouring tailor. Men had their suits pressed while having their haircut in dressing gowns provided by the barber.

**MOVE THIS TO THE BONUS SECTION**

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The title of  
the idea

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„227 Unusual Business Ideas” will help business people all over the world benefit from the experience and actions of successful entrepreneurs

But guess what?

Don't you think there are too many ordinary, boring "ho-hum" businesses out there already?

**Are you attracted to the odd...  
the interesting...  
and the unusual...???**

**You should be – because they're the ideas that have a better chance of success!**

And they're the ideas featured in "227 Unusual Business Ideas"

With *any* unusual money-maker you're going to get more publicity and more customer interest (and let's face it, that means more money) just because you're offering something that's a little bit different!

Deleted: Our aim with

Deleted: is to

Deleted: by researching and sharing their stories

## Do You Have A Million Dollar Idea? We bet you do!

Maybe you're already sitting on a great idea, only you're not 110% sure it's a guaranteed winner. Compare it to the ideas in this book and you'll find out, once and for all. Most likely, you'll actually be inspired to take your idea just that little bit further... really push out the boat and turn it into a surefire winner!

(Even if you don't currently have a brainwave of your very own, you're sure to get an explosion of ideas from these crazy, unusual, strange, unique business ideas.)

All the stories in "227 Unusual Business Ideas" are **true, real-life success stories** from people who have taken a chance on success and established their very own businesses... Just Like You Can!

And just like you, all of the people in "227 Unusual Business Ideas" are just ordinary people who had a good idea and turned it into a business with a difference.

Some of them literally dreamed up their ideas out of thin air.

Like ex-lawyer Barry Levenson. He loves mustard so much that he's opened a museum in honor of the zesty condiment. The museum features 3,400 different kinds of mustard and a collection of mustard-related art, bottles and other paraphernalia.

Some of them noticed a problem and thought up a solution.

Like air-traveler Mike Lin, who says he was inspired to create a leakproof portable urinal when he was on a small plane and needed to answer nature's call. In the absence of a bathroom on board, Mike resorted to using a Coke bottle bathroom to relieve himself - which spilled when the plane hit turbulence. The experience inspired him to create the "Travel John," a portable urinal which is now selling well!

And some of them were inspired by reading books about other people's successes. <sup>Just</sup> books a little like "227 Unusual Business Ideas" *we've just relaxed the resource and already we're getting raving reviews:*

Everywhere, people are raving about "227 Unusual Business Ideas"...

Testimonials

**You don't have to do it all on your own!**

*> keep the subhead sizes consistent*

As soon as you take your first look at "227 Unusual Business Ideas" you'll realize that nothing like this has ever been offered anywhere, by anyone, before.

See if any of these situations sound like you.

- Maybe you're not sure how to make the break from the security of employment. Simple. Perhaps when you read about the Ohio State aeronautical engineer who traded his six-year career for one selling Christmas trees, you'll figure out how to take the big step towards self-employment.
- Maybe you've got commitments each week that don't let you walk away from that 9-5 job. Easy. Could you set up a part-time business that will allow you to stay with the secure option, until it's really

thriving? Among the thriving businesses in Tokyo is a "convenience agency" that, among other things, supplies weekend guests at funerals and weddings so families won't lose face by sparse attendance

- Maybe you haven't got any idea what sort of business you'd like to operate. No problem Well, would you believe that sometimes even a sad and traumatic event can lead to a bright idea? Angel Sleeping Pet Caskets was started by a special couple who started making pet caskets after the owners' sister-in-law lost her beloved dog. The pair is now dedicated to helping those who have lost a loving companion, offering quality pet caskets and cremation urns.

So, what are you waiting for? It's really time to start making it happen Why not start **right now** to make money out of your own unusual business idea? [Click here to order now.](#)

**It's absolutely true! With "227 Unusual Business Ideas" you get a powerful business resource crammed with 227 money-making ideas.**

Deleted: If you're interested in creating a huge (and immediate) cash flow for yourself and your business, this has got to be the most exciting message you've ever read.!

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### PLUS if you Order by Midnight, Day, Date You'll receive 4 Sensational Bonuses!

**BONUS # 1 - SPECIAL FREE REPORT:** A free copy of "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear" by mail-order millionaire Jeff Paul

90,000 people have already paid \$29.95 for this exceptional resource, but with "227 Unusual Business Ideas" you receive it absolutely, totally and utterly free for a limited time only (if you get in by the deadline)

Jeff's perfected a very unusual mail-order money-making system – the ideal home business – that earns him \$4000 every single day. And this outstanding 79 page book explains in simple, easy-to-understand language exactly how you can learn and use his system yourself!

Jeff's completely different approach to information marketing and "mail-order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few short months He's convinced anybody can copy what he's doing, and this book explains how to do just that.

**BONUS # 2 – FREE BOOK – "Immediate Money Immediately":** It sounds unbelievable but it's really true – you get a free copy of this terrific book written by two of the Internet's top marketers, Jim Edwards and David Garfinkel "Immediate Money Immediately" shows you how to cash in by teaching you 11 techniques that will earn you money on the Internet literally overnight! [Click here to learn more about "Immediate Money Immediately"](#) (Link – Ross?)

*If I wouldn't have a link anywhere else, just distill down the copy from this letter into a copy paragraph*

*lined ok to understand is your separate*

**BONUS # 3 – FREE BOOK – "Discovered – 505 Odd Enterprizes":** Available here for the first time in many, many years, this outstanding book was written by well-known entrepreneur, George Haylings, who published a business ideas newsletter in the 1950s and 1960s Long out-of-print, this remarkable book is literally crammed with dozens and dozens of weird and wonderful business ideas! They'll inspire and excite you as you think about your own business endeavours.

*MOVE HAYLINGS Books here*

**Bonus # 4 is a strictly limited special "Quick Action" bonus for orders received by <DATE>**

This is your very own "unusual business in a box" – get started now and start earning right away!

**BONUS #4 - YOUR VERY OWN UNUSUAL BUSINESS IDEA:**

When you buy the great new business resource "227 Unusual Business Ideas" you'll also get an instant "business in a box"! Yes, that's right, you'll get a product you can sell right away, from your home

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*Okay, how's that for a great deal? But hold on because we have one more amazing bonus...*

- Your new business is unusual AND absolutely brilliant!
  - You don't have to handle or ship anything
  - You don't have to worry about inventory
  - You don't have to manage any employees
- Best of all, your money goes direct to your bank account
- In fact, this business is so easy you'll be amazed no-one's made you an offer like this before!

### So How Does It Work? What's Your Very Own Business All About?

You get a special mini-eBook every second month. You get the first one right away – it's called "27 Unusual Business Ideas for Work-At-Home Moms". And then, if you want to continue, you'll be charged only \$13.70 per month and you'll receive another mini-eBook every second month, one that's tightly targeted to another profitable niche market. Of course, you can cancel at any time you like.

*That's right every other month you'll get another tightly targeted niche ebook to sell + keep 100% of the profits.*

The mini-eBooks are totally customisable PDFs so you can change them to suit yourself. And the mini-eBook's are targeted to particular interest groups. *Each of them appeal to hungry markets we've already researched for you.* So you know there's a hungry market for the material. You can sell them or give them away however you like.

**There's no easier, smarter, surefire way to get started on your own unusual money-maker! Just sign up for "227 Unusual Business Ideas" today. Click here to order.**

*old* In other words, once you sign up for "227 Unusual Business Ideas" we'll email you a special mini-eBook – a new one every second month! – to sell (or give away) online! All you have to do is set your price, promote it and wait for the money to roll in!

**Deleted:** If you're concerned about your future, then this opportunity is especially for you. Here it is again!  
↓  
Once

Not only do you get paid when someone buys your mini eBook but you also get paid every time anyone reading about your mini-eBook clicks through to buy "227 Unusual Business Ideas".

If you're saying to yourself, "Why are these guys doing this with their mini-eBooks?" – the answer is simple. We're doing it partly because it's unusual! But you can be sure we're not doing it just for fun – we're doing it for publicity and money.

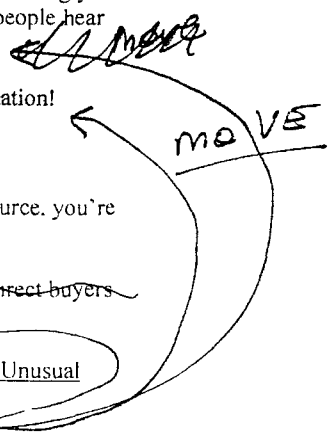
In a nutshell, the reason we're gifting you this instant unusual money-making business (at a stunningly low cost), is so that **more people hear about "227 Unusual Business Ideas"** (and the more people hear about us, the better!).

For you and for us, and for the people who buy our products, this is a win-win-win situation!

One more time – just so you can be sure you've understood this exceptional offer correctly

When you buy "227 Unusual Business Ideas" you're not only getting a brilliant business resource, you're getting a money-making opportunity handed to you on a silver platter every second month!

*Plus, even* You can customise your bi-monthly mini-eBook's for yourself, adding in your own links to direct buyers where you want them to go. **Remember since** AND you also get paid every time one of your customers buys our brainstorming bible, "227 Unusual Business Ideas".





Be quick though - this breath-taking bonus can ONLY be offered to people who order by Midnight, Day, Date... to ensure that everyone who signs up gets a chance to make a pile of money as quickly as possible.

We know you're probably thinking: "Okay, so what's the cost for this incredible resource?"

Make no mistake

"227 Unusual Business Ideas" is sensational!

And there's no doubt countless hours have been spent researching and writing this resource to make sure it really is an inspirational firecracker. In fact, the entire globe has been scoured for the most unusual money-makers on this earth.

And we've also put in extra hours researching the best, most lucrative online ~~groups~~ <sup>niche markets</sup> to target with the bi-monthly mini-eBooks (the very ones you could be selling on the Internet as soon as you sign up!)

Yes, a great deal of effort went into behind-the-scenes research PLUS a bucketload of time and plenty of cash as well. ~~and if you were to~~ you know, we checked around some writers and researchers and if we'd paid for a researcher it would have cost at least \$25 an hour. More than 100 hours of research went into this so that's a total of \$2,500!!

and if you were to hire a researcher it would cost at least \$25/hour.

So realize that this collection of unusual business ideas could easily sell for hundreds of dollars. But we want to get this remarkable resource into as many people's hands as possible.

And that's why you'll only pay a fraction of that!

Amazingly, if you sign up today you can buy "227 Unusual Business Ideas" for just \$47.

So what's the catch? How can we do this??

Frankly, the reason we can afford to offer people "227 Unusual Business Ideas" at such a low price is because everything is instantly downloadable and we don't have to ship anything from New Zealand. If we were to send out these templates from New Zealand in the post, our post office costs would go through the roof!

his natural

So by delivering this brilliant Business Brainstorming Bible, (not to mention the mini-eBooks and your other great bonuses) over the internet there's no inventory to worry about and no postage or fulfillment costs.

You can access "227 Unusual Business Ideas" as a PDF directly from our web site anytime day or night. All you have to do is download the file.

Also, we don't need to pay anyone to take the orders over the phone (though, you are welcome to call us at anytime on +64 6 868-7786 to rest assured that we're real people!!) Although you might just call while Ross is playing a game of squash and Kathy's having a walk along the beach. Leave us a message though and we'll call you back.

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The bottom line is that every single one of these cost savings get passed directly onto you so you can get started more quickly in an unusual money-making business of your own.

Be quick though. You need to order TODAY to receive all the bonuses including Bonus # 4 - your very own "Business in a Box".

Deleted: - for the never-to-be-repeated price of just \$13.70 a month.

Deleted: real quick

Sign up right now and you'll get your books and bonuses instantly. And the sooner you get started selling your own mini-eBooks... It's that win-win-win situation again!

Deleted: the sooner more and more people find out about us and "227 Unusual Business Ideas" - and the sooner you'll get paid.

But there's still one more thing *you can be assured of...*

Deleted: more A lot more

When you buy "227 Unusual Business Ideas" you're buying with ABSOLUTELY ZERO RISK

### 100% Unusual Double Guarantee

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You have **TWO full months** to examine everything, use what you wish, and if for any reason (or even no reason at all) you want a full refund, then just return everything and you'll get your money back immediately. NO questions asked. You do not need a note from your mother. You do not need a 'my dog ate my homework story' No one will ask you any questions at all No hassle No 'fine print' **Simple and straightforward; either you're thrilled with "227 Unusual Business Ideas" or you get a full refund.** And, incidentally, we're devoted to the goal of only having satisfied customers So, if you're not going to profit from having this outstanding resource, we really would prefer to buy it back.

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Insert graphic of steamy dogdoo

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Sincerely

Kathy Crockett & Ross Stokes

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**"227 Unusual Business Ideas" via our secure server**  
**and get started IMMEDIATELY on your own unusual money-making business**

Deleted: Unfortunately we have to limit the number of people who get to sell the mini-eBook bi-monthly resource We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker Bonus #1 - your very own unusual business-in-a-box - has to remain a quick action bonus only available to the very first people who sign up!

Deleted: sign up

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*I would put this back in there somewhere*  
*Never mind I see it on the p. 5*  
*maybe move it where you talk about bonus*

P.S: Click here if you've decided NOT to order this magnificent business resource and you don't want your own money-making business Link goes to this message from Yanik.

From The desk of YANIK SILVER

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Pic

What does Yanik Silver say about "227 Unusual Business Ideas"?

You know, sometimes I can hardly believe it myself, but I'm a successful entrepreneur who only works when I want to. I had a good idea, I got started - and today I'm doing very nicely, thank you.

See how Cindy + Jeff did it webadmagic.com

If - like me - you've always wanted to be master of your own destiny, with piles of cash in the bank and a business of your own that's just a little bit unique, then I recommend you get started by buying "227 Unusual Business Ideas"

ok I

Today I have profitable sites up and running, including my flagship site www.InstantSalesLetters.com. In the last couple years, I've turned a \$3,000 investment into a business which now grosses more than \$200,000/year and nets over \$100,000 while taking less than an hour or two a day to maintain!

9 different

Everyone with a good ideas starts somewhere . so why would you NOT sign up for "227 Unusual Business Ideas" today? This is truly the Business Brainstorming Bible you've been dreaming of, a remarkable resource that's literally bursting with sensational business ideas to guide and inspire you

Quite aside from all the great ideas jammed into "227 Unusual Business Ideas", you also get an instant "business-in-a-box" with Ross and Kathy's remarkable bi-monthly mini-eBooks to sell as you like

That's an instant unusual business of your very own, today!

Above and beyond all that, "227 Unusual Business Ideas" comes to you with ZERO risk so what are you waiting for?

Right Now Really is the Right Time to Get Started, and Start Earning..

Yanik Silver  
Surefire Marketing

P.P.S. Unfortunately, we have to limit the number of people who get to sell the mini-eBook bi-monthly resource. We have to make sure everyone who signs up gets a really great chance to make some serious money out of their own unusual money-maker. Bonus #4 - your very own unusual business-in-a-box - has to remain a quick action bonus only available to the very first people who sign up. You need to sign up right away to avoid disappointment!

Formatted

Why is this whole thing a link?

P.P.P.S: Remember, you don't want to waste time. Participation in the "227 Unusual Business Ideas" mini-eBook "business-in-a-box" has to be limited - so everyone has the best opportunity to make loads of cash. If you want to get in on this limited opportunity - you need to act now!

Very good!

The last you to edit I want more on formatting more bolding in statistics spots, yellow highlighter etc. Read one last time ahead + you're ready to go after testimonials come in.

Call this something  
"No-Risk Action Form"

|| YES! I simply can't wait to discover all the weird, wacky and just plain crazy money-making ideas inside **227 UBI**"

Please charge me \$47 today, send me ~~"227 Unusual Business Ideas"~~ and let me get started immediately with my very own unusual money-making idea...

Plus, don't forget to include my sensational 4 bonuses:

**BONUS # 1**

**FREE REPORT by Jeff Paul** – "How to Make \$4000 a Day, Sitting at Your Kitchen Table, in Your Underwear" This amazing – but true life – success story will show me how to make more money in one DAY than most people sweat for each month! Jeff's completely different approach to information marketing and "mail order" took him from broke to **\$4,000.00 A DAY**, working from home, in only a few months. He's convinced anybody can copy what he's doing, and this book explains how to do that. This could be the information that frees me from money worries and day-to-day drudgery forever.

**BONUS # 2**

**IMMEDIATE MONEY IMMEDIATELY** – A free copy of this terrific book written by two of the Internet's top marketers, Jim Edwards and David Garfinkel. "Immediate Money Immediately" will show me how to cash in by teaching me 11 techniques that will earn me money on the Internet. Literally overnight!

**BONUS # 3**

**DISCOVERED – 505 ODD ENTERPRISES** – I get a free copy of this remarkable out-of-print resource written by George Haylings in 1946. This inspirational collection of 713 unusual but practical ideas, suggestions and plans is compiled from the experiences of many "little fellows"

**BONUS # 4**

|| YES! I WANT MY VERY OWN UNUSUAL BUSINESS – A unique bi-monthly mini-eBook targeted to the most lucrative and rabid spending groups on the internet

- For an additional \$13.70 each month, I'll get a monthly newsletter "The Unusual Business Review" AND I'll receive a new eBook to sell or giveaway however I like **every second month**
- The first mini-eBook will be "27 Unusual Business Ideas for Work-At-Home Moms"
- I can customise the mini-eBook PDF however I like
- AND I get to keep ALL the money!

I'm risking nothing... There's no way that I can lose...

Because of "227 Unusual Business Ideas"  
**100% Unusual Double Guarantee**

**My FIRST Guarantee: My MONEY-BACK - NO QUESTIONS ASKED**

I have **TWO full months** to examine everything, use what you wish, and if for any reason (or even no reason at all) I want a full refund, then I can just return everything and I'll get my money back immediately. NO questions asked. I don't need a note from your mother, or a 'my dog ate my homework story'. No one will ask you me questions at all. There's no hassle and no 'fine print'. **Simple and straightforward; either I'm thrilled with "227 Unusual Business Ideas" or I get a full refund.**

**My SECOND Guarantee: IF I THINK YOU STINK – I GET TO SHOW YOU HOW MUCH**

Little more up here  
Make me want it if I just simply clicked on the order link.

If, after two months, I just don't think "[227 Unusual Business Ideas](#)" is all you say it is, I get a chance to show you how much it stinks. At your cost I'll send you a pile of poop, courtesy of one of the unusual businesses featured in "[227 Unusual Business Ideas](#)" [www.dogdoo.com](http://www.dogdoo.com)

# **Apprentice Sales Letter Edits**

**Instant MLM Sales Letters  
([InstantMLMSalesLetters.com](http://InstantMLMSalesLetters.com))**

51203

Are You Embarrassed By Your Tiny MLM Team?...  
Are You Sick and Tired of No Check or Tiny Ones?...

*Shave I don't like my wife*

*Hly-Bity!*

# "The Lazy MLMer's 'Dirty' Little Secret to Shattering Sales Records, Recruiting Like Crazy, and Having More Fun in Network Marketing...100% Guaranteed!"

(And No, It Has <sup>Absolutely</sup> Nothing to Do With the Latest Over-Promising, Under-Delivering Downline Building Clubs, Internet Prospecting Systems or Lead Generation Companies)

Thursday, 1:07am

Dear Fellow Networker,

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. So this was almost too easy.

But 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 know, I signed up online and was a certified MLMer.

Of course I didn't know the first thing about recruiting or prospecting - so I was lost. Thousands of dollars later and hundreds of hours later, I was frustrated.

(Have you been there before?)

*Sound familiar?*

I knew I had to try something different.



*0.1  
0.5  
1  
2.5*

Lucky for me, one of my upline executives sent me a simple one page letter. He told me that if I took the letter and sent it with a tape to my friends, I would sign people up for the business.

I didn't believe him.

It really did seem too easy.

But who was I to argue? He's earning well into the six figures – and me? I was lucky to have \$20 in my pocket. So with nothing to lose...I rewrote the letter, packed up some tapes and dropped everything in the mail.

That's when the magic happened...

Within a week, the buzz began and the prospects were getting back to **me** (for a change).

And one of them – Brian - was practically banging down my door.

### **That's when I learned the Lazy MLM's "dirty" little secret...**

~~Using a sales letter.~~

Suppose you could sit down, write a simple letter to your prospects, mail it and then have your phone start ringing off the hook.

*or email it*

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying products over and over again, and even provide you with a constant stream of referrals. So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg. Except you're hatching tons of hot, qualified prospects – raising their hands to join your business.

Sound too good to be true?

Well, it isn't if you have the right tools. You see, dollar-for-dollar, nothing provides a better return on investment than direct mail and it doesn't matter what product or service you sell.

Think about it. A sales letter is the most powerful "master prospector" you could ever hire. For about the price of a cup of coffee - it will relentlessly go out and deliver your message perfectly, every time. It will never call in sick. It will never complain.



And it will never quit on you. Simply put, a powerful sales letter is like having a little automatic, money-making downline robot working for you, tirelessly...day and night.

## **But Creating That Winning Sales Letter Is The Hard Part...**

It could take you years and can cost you a small fortune to figure out just the right combinations that make some sales letters work - while others fall flat on their face.

But instead of knocking yourself out trying to come up with just the right sales letter, you can now have an entire collection of hard-hitting, profit-generating sales letters for your network marketing business, ready at your beck and call.-- announcing:

### ***"Instant MLM Sales Letter Templates"***

In just 3 1/2 minutes you can fill-in-the-blanks of these simple (yet extremely powerful) sales letter templates instead of staring at a blank piece of paper, <sup>or computer screen</sup> trying to figure out what to say to your new prospect or newest distributor.

### **At Last! Every Sales Letter You Need <sup>For your MLM business</sup> Is Already Written For You...**

<sup>and</sup> ~~WARM MARKET:~~ Maybe you're a new associate looking for a way <sup>(easy)</sup> to approach your friends and family...no problem! Just click on the "Warm Market" section and you'll instantly have access to a powerful letter that pulls in qualified prospects like bees to honey. Never ~~could call again~~ your family and friends again!

<sup>etc.</sup> ~~Product Sales:~~ <sup>face rejection form</sup> Perhaps you focus on retailing and want a quick way to increase your business? - Easy! Click open the "Product Sales" <sup>folder</sup> and you'll find a letter guaranteed to produce an immediate "cash surge" whenever you want. You'll find letters guaranteed to sell more of your service, spur referrals and even gather powerful testimonials.

<sup>Cold Market</sup> Want to go into a <sup>Cold</sup> cold market? Well, you'll get an entire folder, filled with letters to generate more qualified prospects (without picking up the phone), introduce new services and lots more. Any distributor - no matter what they market - can use these letter templates to quickly and easily grow their MLM business.

<sup>Downline Training</sup> Or do you want letters to help train your <sup>and</sup> downline? Then you've got it made. Inside your "Fast Start Downline Training" folder, you'll find letters that gets your new team members committed to their business, developing a strong reason for

being in MLM and cranking out a huge list of contacts – while you spend time more time recruiting your next teammate!

There is even a brand new section just added that's devoted to "Email Campaigns" and a killer autoresponder sequence. I can promise you these definitely are not the same stale letters you see flying around all over the Internet. You won't find them anywhere else. *link to all*  
*except, in case "Instant MLM Sales Letters"*

Ready to get started? [Click Here](#)

## **Now, No Matter What Product or Service You Have To Sell - You'll Find A Sales Letter That's Already Written For You...**

But get ready for a shock. These sales letters are unlike anything you've ever seen before. If you're expecting some boring collection of business letters, like those available at any bookstore or on a CD-Rom, you've got another thing coming.

You won't produce sales using those outdated, boring letters -- with their stodgy writing: "In reply to your request dated... and pursuant to... and wherein... blah...blah...blah"

*not necessary  
but you may  
want to add the  
gist of this to here*

Zzzzzzzzzzz...

Can you say B-O-R-I-N-G?

Those letters may get you an 'A' in English class - but I can guarantee you they'll never sell any of your products or services, and they sure as heck won't light a fire under your distributors!

So unless you're looking to help subsidize the post office - you need to use sales letters that sell.

### **Okay, Now I Hear You Grumbling: "But I Can't Write" or "I'm Not Creative"**

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body -- you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.

It really couldn't be any easier unless I put the stamp on and addressed the envelope for you. *or just the envelope* That means, in about 3 painless minutes, you'll have a sales letter ready to go to your prospects...without writing!

*checked  
the  
had a  
action*

*(~~use~~ check off all the sales letters you could use right away)*

## Which Of These Fill-In-The-Blank, Sales Letter Templates Could You Use To Grow Your Network Marketing Business?

### WARM MARKET

- Get in under the radar of your skeptical relatives and friends
- Convert those family and friend "no's" into burning "yes's"
- Make people jealous (and wanting to join) with a very special postcard

### COLD MARKET

- Turn 'cold' prospects active, paying customers or distributors.
- Introduce new products or services and sell them right away.
- Use your most satisfied teammates to entice your cold prospects.
- Paint the picture of the perfect work-from-home-online lifestyle.
- Command immediate attention to your CD, Video or Website.
- Create a surge of hot, qualified leads, sales appointments and new customers.
- A "sneaky" way to drip on your undecided prospects until they can't help but join.

### PRODUCT AND SERVICE SALES

- Compel current customers or subscribers to immediately send referrals to you.
- Attract new members to your long distance service or legal plan.
- Practically 'force' new customers to buy from your online mall over and over again.

### DOWNLINE TRAINING

- Backend your downline into your favorite lead program – while helping them grow your businesses!
- Show your team exactly how to create their list of friends and family...immediately.
- Train your new downline members to treat this like a business from day one.
- Effortlessly lock your new team members into a one year commitment.

### EMAILS (Just Added!)

- Use autoresponders to move your prospects from ice cold to burning hot – on autopilot.
- Suck your prospects to your website with just a few sentences.
- Practically "force" your prospects to review what you're offering them.

With Instant Sales Letters, you'll get all of these, plus more, for a total of 31 hard-hitting, profit-generating MLM sales letter templates guaranteed to produce

MLM

*Can they check off?*

results for you, every time you send them out. And it doesn't matter if you sell legal plans, online malls, lotions, potions, soap or hope - these letters will help grow your business right away.

*too cutsey  
get rid of it -> chance to  
sounding they'll get*

### Okay, So What's The Cost For This Incredible Resource?

Well, how much is one good distributor worth to your business? \$10,000 a year? \$20,000 a year? You need to ask yourself that question. What if you got one new distributor with these letters...and that person went on to recruit 20 people. ~~Would it be worth it?~~ *How much would that be worth to you?*

Also, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter to produce 31 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

*Talk @ calls  
up + getting quotes  
from copywriters  
and what they  
charged  
\$250 -  
\$5000/  
letter*

(One of my friends and mentors, Yanik Silver, currently charges 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 31 money-making, fill-in-the-blank sales letter templates is just \$49.97.** 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 - especially if you're a committed network marketer.

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 ~~888-~~ 224-4469 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.

*se  
regular  
-  
also  
some  
out  
+  
off  
o you  
int. to  
return  
to  
you  
th  
in  
a last  
opportunity.*

Plus, as one of mentors, Zig Ziglar, is often quoted as saying: "If you help enough people get what they want in life, then you can have everything you want in life." *And I frankly believe that... but even as great as deal as I want to help you even more by giving you...*

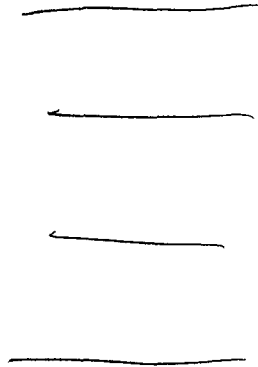
### 5 Free Bonuses for Acting Within the Next 72 Hours

**Bonus #1:** As a special free bonus for acting immediately I'll give you a copy of my secret e-book, **"The Heavy Hitter Secret Swipe File"**. Why create mediocrity when you can model genius? This is a no-holds-barred collection of

real working sales letter samples from some of the biggest MLM names online and offline...

- Tom "Big Al" Schreider
- Dale Calvert
- Jerry Clark
- Robert Blackman
- Brian Garvin
- Joe Schroeder
- Jack Zufelt
- Frank Garon
- Mike Lemire
- Brian McMullen
- Ty Hoffer
- Brett Rademacher

*2 column  
maybe even  
headshots*



Whether you've heard of these people or not, they are secretly sucking in a pretty penny with their magical letters. This would be worth \$49.95 if I wanted to sell it separately (and one of these days, I just might). I had to twist some arms to get you this information! *← give me some examples of ~~the~~ results produced by these secret letters*

**Bonus #2:** This is my favorite bonus – a real gem. Recently, I interviewed a few of my personal mentors – people making so much money in MLM that it would make you sick. Cars. Houses. The lifestyle we all want. Here's the problem though: these gurus charge upwards of \$200 an hour! And I've got three full hour-long interviews ~~to do!~~

I knew I couldn't get keep this information to myself – what would it do? So I paid a professional to transcribe each one so I could release them to the public. But I decided it would take too long to make up an extra site, write up a sales letter and try to market it. So my laziness is your reward. At \$200/hour, you tell me how much secrets from these men would be worth to you...

- **Robert Blackman** – "The master of systems." Robert has found a way to grow million dollar downlines, leveraging the Internet and email. If you want a step-by-step system to take someone from a suspect to a prospect to a rabid business builder...Robert will arm you with the knowledge. Robert's knowledge and experience will blow you away – he's been

through hell and back. If you don't have a system that's giving you the million dollar downline, then you need this interview.

- **Jerry Clark** – “Mr. Success Triangle” himself! I first met Jerry at a seminar in Washington, D.C. sponsored by Big AI. At the end of 4 hours, I purchased every single one of his tapesets and became an instant fan. Jerry Clark will show you the importance of the success triangle (and if you don't know what it is – you DEFINITELY need to see this!) and how to use “the colors” to bring literally anyone – no matter what their personality – into your business! Jerry is one of the most dynamic MLM gurus I've ever met and you're going to love this all-secrets-revealed interview.
- **Mr. X**. Have you ever wondered why others in your company experience wild success while you just sit there spinning your wheels? Well be prepared to learn the reason why. This man's story will truly touch you, inspire you – and arm you with the weapons of success you need in your business.

The “secrets” this guru revealed to me will shock you. I promise they aren't about goal setting, affirmations or any of the other rehashed techniques you see everywhere. “Mr. X” is so high profile – I'm only allowed to reveal his name to our members...people who are serious about their MLM success.

So you don't get overwhelmed, these interviews are delivered 30, 60 and 90 days apart. It'll take you that long to digest the genius! *insights!*

**Bonus #3:** I'll also give you a copy of a special e-book “How To Never Cold Prospect Again”. This is a \$39.95 value and will show you:

- Step-by-step methods for using your new templates
- How to locate killer lists that will pump profits into your wallet
- The best way to...
- How to...
- And much more!

**Bonus #4:** My <sup>Confidential</sup> special “How to Target Your Niche” report. As someone trained in theater, I know the great power that exists when you build your business in your career field. But do you know exactly how to tweak your story to target people just like you?

*The easiest way to immediately turbo charge your MLM business is ~~not~~ working w/ people in your own niche. Personally, I'm a \_\_\_\_\_ + I'll show you how to \_\_\_\_\_*

*needs work*

off into new window

In this \$19.95 report, I'll give you real examples of how I've recruited musicians, actors, singers and more – just by using the right stories.

**Bonus #5: FREE Leads!** Yep, you heard me correctly. I've worked a deal with one of the powerhouse lead sources online: ProfitLeads.com. As soon as you're a member of Instant MLM Sales Letters, you'll get directions to redeem your special code with ProfitLeads.

go ahead + check their website and you'll see

This is a very, very real value of \$59.95. In fact, go to the site and try to buy 50 leads without being a member here. You'll actually save money by becoming a member here and getting the free leads. But we'll also show you exactly how to work with them! ProfitLeads.com will give you two books teaching you exactly how to work with your leads, step-by-step. It doesn't get much better than that, does it?

Together these five free bonuses are worth way more than ten times your investment in the **Instant MLM Sales Letter Templates** -- but they're all yours absolutely 100% free when you order by midnight Monday, April 21

maybe  
this  
#6  
the  
bullet  
program

### 110% Risk-Free Guarantee:

Your success in using these powerful, pre-done sales letter templates is completely guaranteed. In fact, here's my famous 110%, 365-day, Ironclad, Take-It-To-The-Bank, Money-Back Guarantee:

50%

**I personally guarantee that if you make an honest effort to try just a few of these proven sales letters in your MLM business, you'll produce at least 10 times your investment in results within the next 365 days. That's right, 10 times extra profits you wouldn't have made if you didn't send out these sales letters. You've got 12 full months to prove to yourself these templates really do work. But if you aren't 100% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot. Plus, the free bonus gifts are yours to keep regardless, just for your trouble.**

Is that fair or what?

That means you can try out all the sales letters at my risk, while you see if they work for you or not. And if they don't produce sales and new distributors that you otherwise wouldn't have found, then I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving the sales letters a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce immediate results using these instant MLM sales letters then I'm the loser, not you.

Believe it or not, I even have a testimonial from someone who asked for a refund (to prove that I will honor the guarantee):

"**Thanks for being so nice about returning my money**, I guess I was a bit gruff with that first email. I have been burned on internet stuff before. Goes to prove that you shouldn't assume, huh! :) Some people are nice! :)

**Thanks again for the refund, very professional**.....I will keep you in mind if ever in the future I need such material, or if I hear of any friends who need it. You are bookmarked on my computer now.

Thank you so much Chris, I really do appreciate it."

Annette Novak  
Kansas City, Missouri

Look at it this way -- \$39.97 is really a painless drop in the bucket compared to the money you're going to waste on ineffective mailers and marketing this year. That's why...

### **You Really Can't Afford Not To Invest In These Instant Sales Letter Templates!**

It's easy to get started right away. Just click here and you can have immediate (and unlimited) access to all of the **Instant MLM Sales Letter Templates** right on the spot. You just fill-in-the-blanks, right on your own computer. No retyping and no recopying. It couldn't be easier or faster.

Get ready to create a flood of new customers, get them to buy over and over and refer others - just by using these powerful sales letters. Why not take **3 1/2** minutes now to create a powerful sales letter for your business? Order Now!

Sincerely,



Chris Zavadowski

**P.S.** – Just think! You'll never again suffer through the pain and hassle of trying to cold prospect yourself. Or pay big bucks hiring a top copywriter to write



letters. 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 3 1/2 minutes -- flat!

**(Order now through our Secure Server, and get instant access!)  
Click Here Now**

**For Information about the InstantMLMSalesLetter.com's affiliate program, Click Here.**

← Maybe  
this is  
bonus #6  
so people can  
only recall it once  
they buy - that might  
be a good idea

This is an Excellent rough draft.

Couple things we might add:

1. bullets of which type of products / services  
These are good for. keep it generic
2. Emphasis recruiting + actual product sales more  
in the copy - probably goes along with #1 above.
3. Emphasis email -> benefits of it. No cost, etc.



[Home](#) | [Member Login](#) | [Get Instant Access!](#)

## \*\* SPECIAL OFFER \*\*

Because you are ordering today, Wednesday, May 21, 2003, you have the opportunity to upgrade to the **Instant MLM Sales Letters Platinum Membership**. It includes everything already mentioned, plus these extras for the serious network marketer:

**Platinum Bonus #1: A 6 tape all-in-one training system** by Terry Dean and Frank Garon called "Network Marketing In The Internet Age" **shipped directly to your door.**

In this eye-opening training, you'll learn...

- How to generate **thousands of free leads every month**, have them begging to join your opportunity, and transform them into **unstoppable** downline building clones...**in 90 days or less.**
- How to sell without becoming a salesperson...and the foolproof **NO Rejection Recruiting System** for any opportunity
- The revelation of how understanding the "Blues Singer" principle of network marketing will **save you years of wasted time and frustration**
- How to **get all your Internet tools for free**...including web sites, autoresponders, opt-in email leads, and more
- How to get **personal one-on-one coaching** with top marketing experts to guarantee you follow in their footsteps...and it's 100% free
- And 33 other **never-before-revealed secrets** to help you launch ridiculously successful network marketing campaigns!

"This is phenomenal! This is the 'Holy Grail' I've been looking for. Now I know how to operate my Network Marketing business using the Internet properly. I've been looking for this system for a long time!

Charles Burleigh, Stayhomedads.com

This tapeset is currently selling for \$97 at  
<http://www.NetworkMarketingInTheInternetAge.com>.

*Don't know @ sends mem to another site.*

**Platinum Bonus #2: Complete word-for-word transcript of the entire 6 tape set.**

As a special bonus, every single word of the tapes was transcribed and published into a complete 116 page e-manual you'll have in your hands in the next 5 minutes. It has been published into Free Adobe Acrobat version so it works on both IBM's and Macintosh computers. If you have a computer it will work for you (it does not work on WebTV). So you can read the entire course while waiting for the tapes. **(\$47 Value)**

**Platinum Bonus #3: A 30 minute phone consultation with Frank Garon.**

You're not going to be left high and dry with any questions you may have. You get a 30 minute consultation with Frank Garon about any subject relating to Internet marketing or network marketing. Curious about a particular strategy or need some help with your offer, then give him a call. He currently charges \$200 an hour for consultations, so this is worth more than the entire price of the package by itself. **(\$100 Value)**

"I am amazed at what is on this. It is by far the best network marketing course I have ever purchased. You really have a great system and most importantly... it is totally DUPLICATABLE! You could have easily charged double the amount for this information and it would still be worth every single penny!"

Al Martinovic, Ineedsmokes.com

**Platinum Bonus #4: An additional 10 part email follow-up series.**

Don't like to write, but you need to follow-up...that's OK. This 10 step email follow-up system was written by a professional copywriter as a "generic" promotional series for any network marketing opportunity. Make a few simple changes to it, upload it to the Internet, and you'll have your own super-effective automatic closing machine working for you...absolutely no writing required. **(\$197 Value)**

**Platinum Bonus #5: Web Site Templates.**

Designing and writing the text for a web site is the hardest part of marketing online for many people. It often takes 2 weeks or more just to do it. So, we've designed 3 special web site templates with full text and ad copy already installed. The wording is generic so it promotes any network marketing opportunity and can be used by you with very little editing required. **(\$97 Value)**

**Platinum Bonus #6: Additional "fast start" emails for downline members.**

Use these emails to get all of your new distributors to a fast start in your network marketing business. It details the exact steps you need to know to earn maximum money in minimum time. Plus, I'm giving you full permission to use this email series to also train your downline. Forget trying to train them yourself. Just email them these messages along with the others you'll be getting. **(\$47 Value)**

**Platinum Bonus #7: Telephone Script.**

Network marketing is a relationship business which requires you to get on the phone with your hot prospects and distributors. Don't fall for the trap of being a

LONG for  
an update  
shorten it.  
WAY TO  
...  
...

salesperson. Use this script as an example of how to turn the process around and become an interviewer deciding if they are right for your company. It's simple, easy to follow, and incredibly effective. (**\$47 Value**)

"I immediately implemented two of your suggestions in my program and got immediate results. In fact, one suggestion improved my telephone results by 75% the first day! That is unheard of, I just had to let you know ! You are a great coach and now I can tell you that this program is easily worth 5 to 10 times what you charged me!"

Mike Bowman, Bowman.Freelife.com

You'll get the complete 6 tape set delivered by Priority mail...plus get all the additional digital bonuses delivered immediately online for only \$79 more (plus shipping). And of course, you're covered by my famous 110% Satisfaction Guarantee!



-- OR --



© Lifetime Marketing Success, Inc  
 13849 Braddock Springs Road, #C  
 Centreville, VA 20121  
 Phone: 888-224-4469, Fax: 703-266-0925  
 Email: support@longlostmonologues.com

*Do we want that?*

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*Chris,  
 Work on highlight + bolding. Double-underline path on the subheads.  
 Really looking good!*



[Home](#) | [Member Login](#) | [Get Instant Access!](#)

Are You Embarrassed By Your Tiny MLM Team?...  
Are You Sick and Tired of No Check or Small Ones?...

*Discover*

*"itty-bitty"*



**"The Lazy MLMer's 'Dirty' Little Secret  
to Shattering Sales Records,  
Recruiting Like Crazy,  
and Having More Fun in Network  
Marketing...100% Guaranteed!"**

(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)

**Print this page**

*- bigger  
more here*

Testimonial

Thursday, 1:07am

Dear Fellow Networker,

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. So this was almost too easy.

But 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 know, I signed up online and was a certified MLMer.

Of course I didn't know the first thing about recruiting or prospecting - so I was lost. Thousands of dollars later and hundreds of hours later, **I was frustrated**. (Sound familiar?)

I knew I had to try something different.

Lucky for me, one of my upline executives sent me a simple one page letter. He told me that if I took the letter and sent it with a tape to my friends, I would sign people up for the business.

I didn't believe him.

It really did seem **too easy**.

But who was I to argue? He's earning well into the six figures - and me? I was lucky to have \$20 in my pocket. So with nothing to lose...I rewrote the letter, packed up some tapes and dropped everything in the mail.

**That's when the magic happened...**

Within a week, the buzz began and the prospects were getting back to me (for a change).

And one of them - Brian, - was practically banging down my door.

**That's When I learned the Lazy MLMer's "dirty" little secret...**

Suppose you could sit down, write a simple letter to your prospects, mail it or email it and then **your phone starts ringing off the hook**.

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying products over and over again, and even provide you with a **constant** stream of referrals. So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg. Except you're hatching tons of hot, qualified prospects - raising their hands to join your business.

Sound too good to be true?

Think about it. A sales letter is the most powerful "master prospector" you could ever hire. For about the price of a cup of coffee (or the cost of electricity if you're using email) - it will relentlessly go out and deliver your message perfectly, every time. It will never call in sick. It will never complain.

And it will never quit on you. Simply put, a powerful sales letter is like having a little automatic, money-making downline robot working for you, tirelessly...day and night.

*actually*

*person I told you about,*

*- first when caps*

*parenthesis*

*in this case*

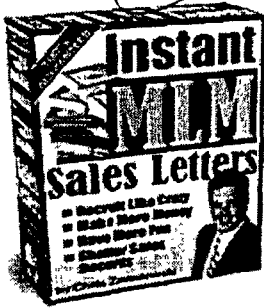
*don't like the sound of that*

## But Creating That Winning Sales Letter Is The Hard Part...

It could take you years and can cost you a small fortune to figure out just the right combinations that make some sales letters work - while others fall flat on their face.

But instead of knocking yourself out trying to come up with just the right sales letter, **you can now have an entire collection of hard-hitting, profit-generating sales letters for your network marketing business**, ready at your beck and call.

Announcing:



### "Instant MLM Sales Letter Templates"

In just 3 1/2 minutes you can fill-in-the-blanks of these simple (yet extremely powerful) sales letter templates instead of staring at a blank piece of paper or computer screen, trying to figure out what to say to your new prospect or newest distributor.

Testimonial

## At Last! Every Sales Letter You Need For Your MLM Business Is Already Written For You...

### Warm Market

Maybe you're a new associate looking for a way to approach your friends and family...no problem! Just click on the "**Warm Market**" section and you'll instantly have access to a powerful letter that pulls in qualified prospects like bees to honey.

**You'll never have to face rejection from your family and friends again!**

### Product and Service Sales

Perhaps you focus on retailing and want a quick way to increase your business? Easy! Click open the "**Product Sales**" folder and you'll find a letter guaranteed to produce an immediate "cash surge" whenever you want. You'll find letters **guaranteed** to sell more of your service, spur referrals and even gather powerful testimonials.

### Cold Market

Want to go into a <sup>brand new</sup> cold market? Well, you'll get an entire folder, filled with letters to generate more qualified prospects (without picking up the phone), introduce new services and lots more. Any distributor - no matter what they market - can use these letter templates to quickly and easily grow their MLM business.

*Want annoying them*

*+ motivate*  
*to produce?*

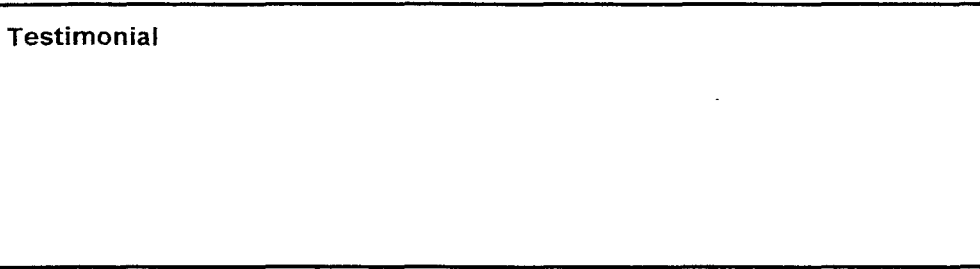
**Downline Training**

Or do you want letters to help **train your downline?** Then you've got it made. Inside your "Fast Start Downline Training" folder, you'll find letters that gets your new team members committed to their business, developing a strong reason for being in MLM and cranking out a huge list of contacts - while **you spend time more time recruiting your next teammate!**

If you're expecting some boring collection of business letters, like those available at any bookstore or on a CD-Rom, you've got another thing coming.

There is even a brand new section just added that's devoted to "Email Campaigns" and a killer autoresponder sequence. Email is an extremely powerful marketing method - especially since there is no real cost involved, and you can test your campaigns very quickly.

I can promise you these definitely are not the same stale recruiting letters you see flying around all over the Internet. You won't find them anywhere else except inside "Instant MLM Sales Letters".



**Okay, Now I Hear You Grumbling:  
"But I Can't Write" or "I'm Not Creative"**

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body -- **you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.**

It really couldn't be any easier unless I put the stamp on and addressed the envelope for you or I clicked the "send" button. That means, in about 3 painless minutes, you'll have a sales letter ready to go ~~to your prospects...~~ without writing!

*for your MLM business*

**Which Of These Fill-In-The-Blank,  
Sales Letter Templates Could You Use To Grow  
Your Network Marketing Business?**

(Check off each one you'll use right away!)

**WARM MARKET**

- Get in **under the radar** of your skeptical relatives and friends
- Convert those family and friend "no's" into **burning "yes's"**

*there*  
*they*  
*had encounters*  
*se? How*  
*at being*  
*using manuals*  
*in the*  
*company?*  
  
*relative*  
*should*  
*over the*  
*section*  
*if their*  
*companies*  
*allow*  
*is...or*  
*nothing*  
*like that*  
*at how*  
*ing one*  
*eric, etc*

*totally* *BOLD*

*"spammy" sounding*



*- work on this bullet*

- Make people jealous (and **wanting to join**) with a very special postcard

**COLD MARKET**

- Turn "cold" prospects into active, paying customers or distributors.
- Introduce new products or services and **sell them right away**.
- Use your most satisfied teammates to **entice** your cold prospects.
- Paint the picture of the perfect work-from-home-online lifestyle.
- Command immediate attention** to your CD, Video or Website. *promotion tool*
- Create **a surge of hot, qualified leads, sales appointments and new customers.**
- A "sneaky" way to drip on your undecided prospects until **they can't help but join.** *And still more...*

*Bullets need a little more work to entice of the best*

*get something like is to each return*

**PRODUCT AND SERVICE SALES**

- Compel current customers or subscribers to **immediately send referrals to you.**
- Attract **new members** to your long distance service. *(works for any phone plan)*
- Practically "force" new customers to buy from your **online mall** over and over again.
- Demand your prospects check out your **legal services plan.** *(totally genius)*
- Educate your prospects on the value of wholesale **online purchasing.**
- Reveal to your customers the money saved with your **long distance plan.**
- Help your prospects add years to their life with your **health products.** *And more...*

**DOWNLINE TRAINING**

- Backend **your downline into your favorite lead program** - while helping them grow your businesses!
- Show your team **exactly how to create their list** of friends and family... immediately!
- Train your new downline members to **treat this like a business from day one.**

Effortlessly **lock your new team members into a one year commitment.**

**EMAILS (Just Added!)**

Use autoresponders to move your prospects from ice cold to burning hot - **on autopilot.**

Almost "force" your prospects to review what you're offering.

Suck your prospects to your website with **just a few sentences.**

With Instant MLM Sales Letters, you'll get all of these, plus more, for a total of 31 hard-hitting, profit-generating MLM sales letter templates guaranteed to produce results for you, every time you send them out.

**And it doesn't matter if you sell legal plans, online malls, lotions, vitamins, long distance or anything in between - these letters will help grow your business right away.** *(but don't worry - these letters are still generic blah, blah, ...)*

**But What If You're Already Out There Prospecting?**

Well, how many people can you talk to in a day?

One? Two? Three?

(And if you're shy - who will you talk with then?)

But with "Instant MLM Sales Letters", you don't ever have to feel silly or dumb because these sales letters will go out, recruit and sell for you 24 hours a day, 7 days a week. And they are specifically designed for people who are interested in what you're talking about. **You'll never have to talk to anyone who's not interested again** (unless you enjoy that sort of thing). *but wouldn't rather talk to hot, interested prospects - who all called you?*

**Okay, So What's The Cost For This Incredible MLM Resource?**

**Well, how much is one good distributor worth to your business?** \$10,000 a year? \$20,000 a year? You need to ask yourself that question. What if you got one new distributor with these letters...and **that person went on to recruit 20 people.** **How much would that be worth to you?** *Of course, what if I'm only*

Realize this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter to produce 31 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

Doubt it? Try calling up any copywriter. You'll find they'll charge you anywhere from \$250 to a whopping \$5,000 per letter! So at a bare bones minimum you're getting **thousands and thousands of dollars** worth of powerful sales letters at your disposal.

*settle ahead*

*- awkward*

*and do the "talking" for you*

*'k about if only action of i happened would still worth a all for sure*

a "journey man" copy writer

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 31 money-making, fill-in-the-blank sales letter templates is just \$49.97.** 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 - especially if you're a **committed** network marketer.

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 917-312-7077 to rest assured that I am a real person - but please don't pitch me on your latest opportunity). This way I can pass along my cost savings to you. So you win and I win. *I get that enough already :)*

Plus, as one of mentors, Zig Ziglar, is often quoted as saying: "If you help enough people get what they want in life, then you can have everything you want in life." And I firmly believe that. But even as great as this deal is, **I want to help you even more by giving you...**

### 5 Free Bonuses For Acting Within the Next 72 Hours

**Bonus #1:** As a special free bonus for acting immediately I'll give you a copy of my secret resource, "**The Heavy Hitter Secret Swipe File**". Why create mediocrity when you can model genius? This is a no-holds-barred collection of real working sales letter samples from some of the biggest MLM names online and offline...

*and most successful*

- Tom "Big Al" Schreider
- Dale Calvert
- Jerry Clark
- Brian Garvin
- Joe Schroeder
- Jack Zufelt
- Frank Garon
- Mike Lemire
- Brian McMullen
- Ty Hoffer
- Brett Rademacher

Whether you've heard of these people or not, they are secretly sucking in a pretty penny with their magical letters. This would be worth \$99.95 if I wanted to sell it separately (and one of these days, I just might). I had to twist some arms to get you this information!

*giving*  
*I don't like this that much*  
*at least*

Here are just a few samples of the success these letters have created:

- dsf
- sadf
- asdf
- asf

**Bonus #2:** This is my favorite bonus - a real gem. Recently, I interviewed a few of my personal mentors - people making so much money in MLM that it would make you sick. Cars. Houses. The lifestyle we all want. Here's the problem though: these gurus charge upwards of \$200 an hour! And I've got four full hour-long interviews!

I knew I couldn't get keep this information to myself - what good would it do? So I paid a professional to transcribe each one so I could release them to the public. Then I decided it would take too long to make up an extra site, write up a sales letter and try to market it. So **my laziness is your reward**. At \$200/hour, you tell me how much secrets from these men would be worth to you...

- **Tom "Big Al" Schreider** - A 31-year network marketing veteran, Big Al is widely acknowledged as one of **the best trainers in the entire MLM industry**, the world over! An author of six books, four tapesets, publisher of *Fortune Now*, keynote speaker and workshop presenter, Big Al revealed his secrets to creating prospects on demand - instantly! Want to know how to prospect everyone you meet? Then you won't want to miss this revealing interview. Find out why disagreement will lead to your ultimate success. Big Al truly "tells all" in this eye-opener.
- **Robert Blackman** - "A master of systems." Robert has found a way to grow million dollar downlines, leveraging the Internet and email. If you want a step-by-step system to take someone from a suspect to a prospect to a rabid business builder...Robert will **arm you with the knowledge**. Robert's knowledge and experience will blow you away - he's been through hell and back. If you don't have a system that's giving you the million dollar downline, then you need this interview.
- **Jerry Clark** - "Mr. Success Triangle" himself! I first met Jerry at a seminar in Washington, D.C. At the end of 4 hours, I purchased every single one of his tapesets and became an instant fan. Jerry Clark will show you the importance of the success triangle (and if you don't know what it is - you DEFINITELY need to see this!) and how to use "the colors" to **bring literally anyone - no matter what their personality - into your business!** Jerry is one of the most dynamic MLM gurus I've ever met and you're going to love this all-secrets-revealed interview.
- **"Mr. X."** - Have you ever wondered why others in your company experience wild success while you just sit there spinning your wheels? Well be prepared to learn the reason why. This man's story will truly touch you, inspire you - and arm you with the weapons of success you need in your business.

The "secrets" this guru revealed to me will shock you. I promise they aren't about goal setting, affirmations or any of the other rehashed techniques you see everywhere. Mr. X is so high profile - I'm only allowed to reveal his name to our members...people who are serious about their MLM success.

So you don't get overwhelmed, these interviews are delivered 30, 60, 90 and 120 days apart. Trust me - It'll take you that long to digest the genius! Focus on a new concept each month and watch your business explode!

**Bonus #3:** My confidential "How to Target Your Niche" report. This is training that - until now - I only kept in my own organization. I found that many people get

needs  
Sentence  
instructin  
every  
lee:  
much  
& you  
to  
back then  
brains

all this juicy information word-for-word

MLM Masters

to devour

of ISLMLM.

They

insights on each one.

to help  
can make  
the most  
of these  
confidential  
conversations

into network marketing to leave their current career, but in doing so, they're leaving a goldmine behind.

The easiest way to immediately turbo-charge your MLM business is working with people in your own niche. Personally, I'm an actor and director by trade - and I've discovered firsthand the awesome power that exists if you start recruiting to your niche. *people who have the same affinites you do.*

The trouble is: do you know exactly how to tweak your story so you're targeting those just like you?

In this \$19.95 report, I'll show you real examples of how I've recruited musicians, actors, singers and more.

**Bonus #4: FREE Leads!** Yep, you heard me correctly. I've worked a deal with one of the powerhouse lead sources online: ProfitLeads.com (Affiliate Link here). As soon as you're a member of Instant MLM Sales Letters, you'll get directions to redeem your special code with ProfitLeads. *for your free XX (number) of leads.*

**This is a very, very real value of \$59.95** (Don't believe me? Check their website and you'll see for yourself). In fact, with this one bonus, you're basically getting your entire "Instant MLM Sales Letters" membership for FREE. You'd eventually spend that \$59.95 to purchase the leads yourself anyway.

But not only are you getting the leads, you're also getting our letters and other bonuses to help explode your business. We'll even show you exactly how to work with your new leads! ProfitLeads.com will give you two books explaining exactly how to work with your leads, step-by-step. **It doesn't get much better than that, does it?**

**Bonus #5: A Chance to Earn EXTRA Money With These Letters!** (Don't worry - this isn't a pitch for any new MLM.). Let's face it. Once you become a member and start using these letters, you'll fall in love and start telling others on your team. So why not earn a check every time you send a friend to this site?

*Sounds good, right?*

As a member, you'll get the opportunity to join the "Instant MLM Sales Letters Reseller Program" and get the chance to **earn anywhere between \$22.50 and \$45.14 for every visitor** you send over! *(and those commissions can really add up in a hurry.)*

Testimonial

Together these five free bonuses are **worth way more than ten times your investment** in the Instant MLM Sales Letter Templates -- but they're all yours **absolutely 100% free** when you order within the next 72 hours.

*ok @ see am not's f 'falling' people at us my state whaty*

*Confidant reports or resources don't like calls it a book*

## 110% One Year Satisfaction Guarantee

Your success in using these powerful, pre-done sales letter templates is completely guaranteed. In fact, here's **my famous 110%, 365-day, Ironclad, Take-It-To-The-Bank, Money-Back Guarantee:**

**I personally guarantee** that if you make an honest effort to try just a few of these proven sales letters in your MLM business, **you'll produce at least 10 times your investment in results within the next 365 days.**

That's right, 10 times extra profits you wouldn't have made if you didn't send out these sales letters.

You've got 12 full months to prove to yourself these templates really do work. But if you aren't 100% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot.

**Plus, the free bonus gifts are yours to keep regardless, just for your trouble.**

Is that fair or what?

That means you can try out all the sales letters **at my risk**, while you see if they work for you or not. And if they don't produce sales and new distributors that you otherwise wouldn't have found, then I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving the sales letters a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce immediate results using these instant MLM sales letters then I'm the loser, not you.

Believe it or not, I even have a testimonial from someone who asked for a refund (to prove that I will honor the guarantee):



**"Thanks for being so nice about returning my money,** I guess I was a bit gruff with that first email. I have been burned on internet stuff before. Goes to prove that you shouldnt assume, huh! :) Some people are nice! :)

**Thanks again for the refund, very professional.....**I will keep you in mind if ever in the future I need such material, or if I hear of any friends who need it. You are bookmarked on my computer now.

Thank you so much Chris, I really do appreciate it."

Annette Novak  
Kansas City, Missouri

Now I'm not promising you your phone will ring off the hook like some other over-promising, under-delivering people will claim. But I am telling you, it's a very real possibility that you may have two, three, four people calling you each week - raising their hands wanting what you've got.

And from personal experience, that makes a whole heck of a difference.

Look at it this way -- \$49.97 is really a painless drop in the bucket compared to the money you're going to waste on ineffective marketing this year. That's why...

### **You Really Can't Afford to Not Invest In These Sales Letter Templates**

It's easy to get started right away. **Just click here** and you can have immediate (and unlimited) access to all of the Instant MLM Sales Letter Templates right on the spot. You just fill-in-the-blanks, right on your own computer. No retyping and no recopying. **It couldn't be easier or faster.**

Get ready to create a flood of new customers, get them to buy over and over, and refer others - just by using these powerful sales letters. Why not take 3 ½ minutes now to create a powerful sales letter for your business? **Click Below to Order Now!**



Sincerely,

Chris Zavadowski

P.S. - Just think! **You'll never again have to suffer through the pain and hassle of trying to cold prospect yourself.** Or pay big bucks hiring a top copywriter to write letters. 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 3 ½ minutes -- flat!

**Order now through our Secure Server, and get instant access! Click Here Now.**

Testimonial

© Lifetime Marketing Success, Inc  
13849 Braddock Springs Road, #C  
Centreville, VA 20121  
Phone: 888-224-4469, Fax: 703-266-0925  
Email: [support@longlostmonologues.com](mailto:support@longlostmonologues.com)

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*Do we want this?*



**Instant MLM Sales Letters**

- Recruit Like Crazy
- Make More Money
- Have More Fun
- Shatter Sales Records

**100% GUARANTEED**

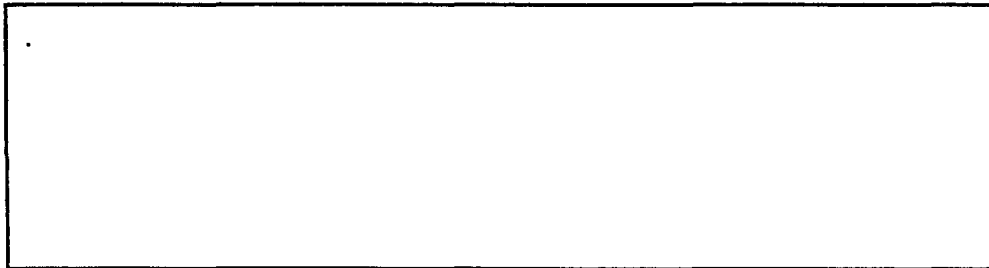
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Are You Embarrassed By Your Tiny MLM Team?... [Print this page](#)  
Are You Sick and Tired of No Check or "Itty Bitty" Ones?...

→ move here

**"Discover the Lazy MLMer's 'Dirty' Little Secret to Shattering Sales Records, Recruiting Like Crazy, and Having More Fun in Network Marketing...100% Guaranteed!"**

(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)



Thursday, 1:07am

Dear Fellow Networker,

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. So this was almost too easy.

*But now*

~~But~~ I'm getting ahead of myself! Let me back up a second...  
*However*

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 know, I signed up online and was a certified MLMer.

Of course I didn't know the first thing about recruiting or prospecting - so I was lost. Thousands of dollars later and hundreds of hours later, **I was frustrated.** (Sound familiar?)

I knew I had to try something different. *(And fast.)*

Lucky for me, one of my upline executives sent me a simple one page letter. He told me that if I took the letter and sent it with a tape to my friends, I would sign people up for the business.

I didn't believe him.

It really did seem **too easy.**

But who was I to argue? He's earning well into the six figures - and me? I was lucky to have \$20<sup>bucks</sup> in my pocket. So with nothing to lose...I rewrote the letter, packed up some tapes and dropped everything in the mail.

**That's when the magic happened...**

Within a week, the buzz began and ~~the~~ prospects were actually getting back to me (for a change).

*And* One of them - Brian, the guy I told you about - was practically banging down my door.

### **That's When I Learned The Lazy MLMer's "Dirty" Little Secret...**

Suppose you could sit down, write a simple letter to your prospects, mail it or email it and then **your phone starts ringing off the hook.**

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying products over and over again, and even provide you with a **constant** stream of referrals.

So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg. (Except, in this case, you're hatching tons of hot, qualified prospects - raising their hands to join your business.) *R sounds too cutsey*

Sound too good to be true?

Think about it. **A sales letter is the most powerful "master prospector" you could ever hire.** For about the price of a cup of coffee (or just the cost of turning on your computer if you're using email) - it will relentlessly go out and deliver your message perfectly, every time. It will never call in sick. It will never complain. *Should be own it*

And it will never quit on you. Simply put, a powerful sales letter is like having a little automatic, money-making downline robot working for you, tirelessly...day and night.

### **But Creating That Winning Sales Letter**

### Is The Hard Part...

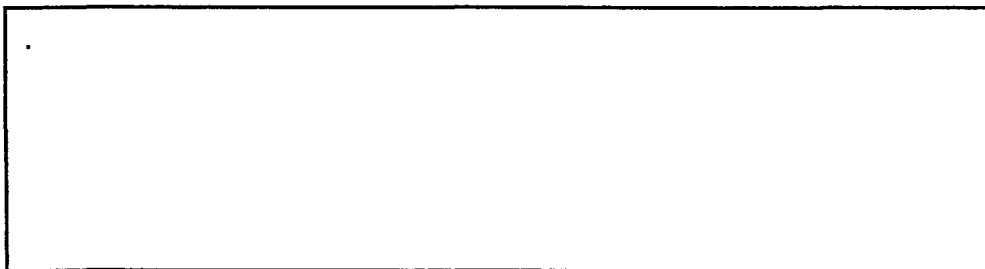
It could take you years and can cost you a small fortune to figure out just the right combinations that make some sales letters work - while others fall flat on their face.

But instead of knocking yourself out trying to come up with just the right sales letter, **you can now have an entire collection of hard-hitting, profit-generating sales letters for your network marketing business**, ready at your beck and call. Announcing...



### "Instant MLM Sales Letter Templates"

**In just 3 1/2 minutes** you can fill-in-the-blanks of these simple (yet extremely powerful) sales letter templates instead of staring at a blank piece of paper or computer screen, trying to figure out what to say to your new prospect or newest distributor.



### At Last! Every Sales Letter You Need For Your MLM Business Is Already Written For You...

#### Warm Market

Maybe you're a new associate looking for a way to approach your friends and family without annoying them...no problem! Just click on the **"Warm Market"** section and you'll instantly have access to a powerful letter that pulls in qualified prospects like bees to honey. **You'll never have to face rejection from your family and friends again!**

#### Product and Service Sales

Perhaps you focus on retailing and want a quick way to increase your business? Easy! Click open the **"Product Sales"** folder and you'll find a letter guaranteed to produce an immediate "cash surge" whenever you want. You'll find letters **guaranteed** to sell more of your service, spur referrals and **even gather powerful testimonials.**

#### Cold Market

Want to go into a brand new **cold market**? Well, you'll get an entire folder, filled with letters to generate more qualified prospects (without picking up the phone), introduce new services and lots more. Any distributor - no matter what they market - can use these letter templates to quickly and easily grow their MLM business.

*or talking to anyone*

**Downline Training**

Or do you want letters to help **motivate and train your downline to produce?** Then you've got it made. Inside your "Fast Start Downline Training" folder, you'll find letters that gets your new team members committed to their business, developing a strong reason for being in MLM and cranking out a huge list of contacts - while **you spend time more time recruiting your next teammate!**

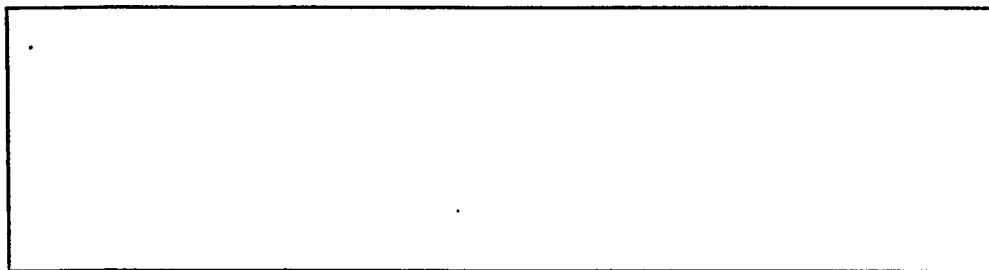
If you're expecting some boring collection of business letters, like those available at any bookstore or in some boring company training manual, you've got another thing coming. *These are totally different and guaranteed to work!*

*What's more,*

There is even a brand new section just added totally devoted to "**Email Campaigns**" and a killer autoresponder sequence. Email is an extremely powerful marketing method - especially since there is no real cost involved, and you can test your campaigns very quickly.

I can promise you these definitely are not the same stale "SPAMmy" - sounding recruiting letters you see flying around all over the Internet. **You won't find them anywhere else** except inside "Instant MLM Sales Letters".

*looks strange*



**Okay, Now I Hear You Grumbling:  
"But I Can't Write" or "I'm Not Creative"**

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body -- **you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.**

**It really couldn't be any easier** unless I put the stamp on and addressed the envelope for you or I clicked the "send" button. That means, in about 3 painless minutes, you'll have a sales letter ready to go for your MLM business...without writing!

**Which Of These Fill-In-The-Blank,  
Sales Letter Templates Could You Use To Grow  
Your Network Marketing Business?**

(Check off each one *you could* if use right away!)

**WARM MARKET**

- A simple way to get in **under the radar** of your skeptical relatives and friends.

My magic letter to convert those family and friend "no's" into **burning "yes's"**.

With a simple postcard, make people jealous and <sup>like</sup> <sup>practically beg</sup> **wanting to join** your team. ~~And...~~

**COLD MARKET**

How to turn "cold" prospects into **active, paying customers** or distributors.

A quick and easy way to introduce new products or services and **sell them right away**.

A slick testimonial letter to use your most satisfied teammates to **entice** your cold prospects.

A template to **paint the picture** of the perfect work-from-home-online lifestyle.

**Command immediate attention** to your CD, Video or Website, with a one-of-a-kind letter template.

Create **a surge of hot, qualified leads, sales appointments and new customers** - almost effortlessly.

A "sneaky" way to drip on your undecided prospects until **they can't help but join**. Plus...

**PRODUCT AND SERVICE SALES**

Using just a few powerful sentences, compel current customers or subscribers to **immediately send referrals to you**.

Attract **new members** to your long distance service (works for any phone plan, too!) and show them how much money they'll keep in their pockets.

Practically "force" new customers to buy from your **online mall** over and over again - without feeling like a salesman.

Demand your prospects check out your **legal services plan** (this letter is totally generic, too.)

Help your prospects add years to their life with your **health products - get them hooked for life**. And still more...

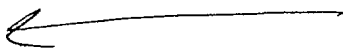
**DOWNLINE TRAINING**

Backend **your downline into your favorite lead program** - while helping them grow your businesses!

*benefit:*

*left substituted*

- Show your team **exactly** how to create their list of friends and family... immediately!
- Train your new downline members to **treat this like a business from day one.**
- Effortlessly **lock your new team members into a one year commitment.** And more...



**EMAILS (Just Added!)**

Use autoresponders to move your prospects from ice cold to burning hot - **on autopilot.**

Almost "force" your prospects to review what you're offering. *with this simple email.*

Suck your prospects to your website with **just a few sentences.**

*After  
re  
can pub*

With Instant MLM Sales Letters, you'll get all of these, plus <sup>X</sup> more, for a total of 31 hard-hitting, profit-generating MLM sales letter templates guaranteed to produce results for you, every time you send them out.

**And it doesn't matter if you sell legal plans, online malls, lotions, vitamins, long distance or anything in between - these letters will help grow your business right away. (But don't worry - these letters are still 100% generic. So you shouldn't have to be concerned about violating any company policies.)**

**SECRET**

*Now you might be thinking...*

**"But, Chris, I'm Already Out There Prospecting. Why The Heck Would I Want These Letters?"**

Well, **how many people can you talk to in a day?**

One? Two? Three?

(And if you're shy - you might be lucky to talk with one person a week!)

But with "Instant MLM Sales Letters", **you don't ever have to feel silly or dumb** because these sales letters will go out, recruit and sell and do the "talking" for you 24 hours a day, 7 days a week. And they are specifically designed ~~for~~ <sup>to</sup> **uncover the ever people** who are interested in what you're talking about. **You'll never have to talk to anyone who's not interested again** (unless you enjoy that sort of thing - but **wouldn't you rather talk to hot, interested prospects who all called you?**)

*to  
uncover  
the ever  
people*

**Okay, So What's The Cost For This Incredible MLM Resource?**

**Well, how much is one good distributor worth to your business? \$10,000 a year? \$20,000 a year? You need to ask yourself that question. What if you got one new distributor with these letters...and that person went on to recruit 20 people.**

**How much would that be worth to you?**

*it might not work out like that*  
Of course, I know we're living in the real world and those "perfect" numbers never happen.

*I was half right? Or even 1/3, right? The amount*  
**But what if only half of that happened?** Or a third? Don't you agree out of maybe 5 new team members you'd find at least one hot business builder that would take your business and run with it (while filling up your pockets at the same time)?

*is still pretty staggering*

Realize this collection of sales letter templates **could easily sell for thousands of dollars.** In fact if you asked a top copywriter to produce 31 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

*add zeros*  
Doubt it? Try calling up any copywriter. You'll find they'll charge you anywhere from \$250 to a whopping \$5,000+ per letter! 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 a "journey man" copywriter's minimum project price. **In fact, your total investment for all 31 money-making, fill-in-the-blank sales letter templates is just \$49.97.** 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 - especially if you're a **committed** network marketer.

*Commit  
know if  
I like  
this. It  
was  
topped  
the show  
of made  
2 rank  
D. was  
committed*

**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 917-312-7077 to rest assured that I am a real person - but **please don't pitch me** on your latest opportunity. I get that enough already) :). This way I can pass along my cost savings to you. So you win and I win.

Plus, as one of mentors, Zig Ziglar, is often quoted as saying: "If you help enough people get what they want in life, then you can have everything you want in life." And I firmly believe that.

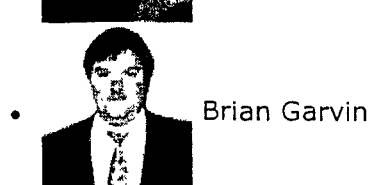
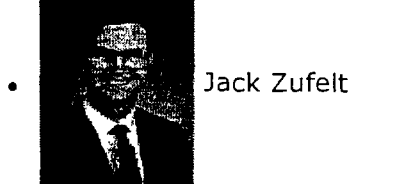
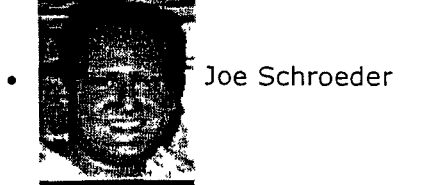
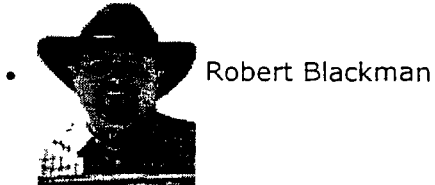
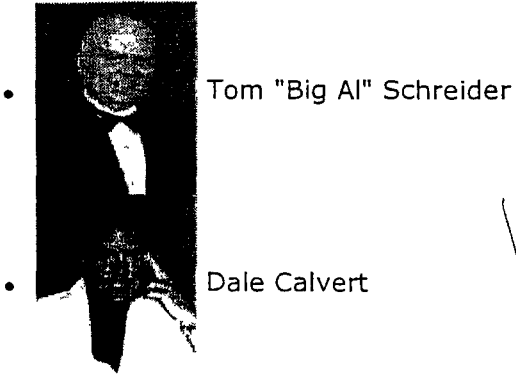
But even as great as this deal is, **I want to help you even more by giving you...**

**5 Free Bonuses For Acting Within the Next 72 Hours**

**Bonus #1:** As a special free bonus for acting immediately I'll give you a copy of my secret resource, "**The Heavy Hitter Secret Swipe File**". Why create mediocrity when you can model genius? This is a **no-holds-barred** collection of real working sales letter samples from some of the biggest and most successful MLM names online and offline ..

*Order  
link*

*careful  
w/ online. It  
looks like  
links. Get rid  
of most of them*



*I don't  
think you  
need all  
their pictures  
Just list them  
in a 2 column  
layout.*





Brett Rademacher

Whether you've heard of these people or not, they are quietly filling their bank accounts because of these magical letters. This would be worth at least \$99.95 if I wanted to sell it separately (and one of these days, I just might). **I really had to twist some arms to get you this information!**

Here are just a few samples of the success these letters have created:

- **An extra \$5,000** up front (not counting residuals) from clicking the "SEND" button!
- Three full-pages ads that created a **\$300,000/month income** in **only 28 months!**
- A clever "trick" that created **2,000 new subscribers in just two weeks!**
- Letters responsible for 260 sign-ups and **\$1.4 million dollars** in sales!

*And trust me, that's just the tip of the iceberg*  
~~If that's only a few examples - imagine the other secrets revealed in this swipe file.~~

**Bonus #2:** This is my favorite bonus - **a real gem**. Recently, I interviewed a few of my personal mentors - people making so much money in MLM that it would make you sick. Cars. Houses. Time with their family and friends. Time to volunteer. Extra money to give to the charities they care about. The lifestyle we all want.

Knowing they are so successful, how much would you give to pick their brains? Here's the problem though: **these gurus charge upwards of \$200 an hour!** But with persistence and determination, I managed to get four full hour-long interviews!

I knew I couldn't get keep this information to myself - what good would it do? So I paid a professional to transcribe all this **juicy information** word-for-word. Then I decided it would take too long to make up an extra site, write up a sales letter and try to market it. So **my laziness is your reward**. At \$200/hour, you tell me how much secrets from these MLM masters would be worth to you...

- **Tom "Big Al" Schreider** - A 31-year network marketing veteran, Big Al is widely acknowledged as one of **the best trainers in the entire MLM industry**, the world over! An author of six books, four tapesets, publisher of *Fortune Now*, keynote speaker and workshop presenter, Big Al revealed his **secrets to creating prospects on demand** - instantly! Want to know how to prospect everyone you meet? Then you won't want to miss this revealing interview. Find out why disagreement will lead to your ultimate success. Big Al truly "tells all" in this eye-opener.
- **Robert Blackman** - "A master of systems." Robert has found a way to grow million dollar downlines, leveraging the Internet and email. If you want a step-by-step system to take someone from a suspect to a prospect to a rabid business builder...Robert will **arm you with the knowledge**. Robert's knowledge and experience will blow you away - he's been through hell and back. If you don't have a system that's giving you the million dollar downline,

*Have you  
 ever  
 seen  
 the  
 pics  
 of you  
 like*

then **you need to devour this interview.**

- **Jerry Clark** - "Mr. Success Triangle" himself! I first met Jerry at a seminar in Washington, D.C. At the end of 4 hours, I purchased every single one of his tapesets and became an instant fan. Jerry Clark will show you the importance of the success triangle (and if you don't know what it is - you DEFINITELY need to see this!) and how to use "the colors" to **bring literally anyone - no matter what their personality - into your business!** Jerry is one of the most dynamic MLM gurus I've ever met and you're going to love this all-secrets-revealed interview.
- **"Mr. X."** - Have you ever wondered why others in your company experience wild success while you just sit there spinning your wheels? Well be prepared to learn the reason why. This man's story will truly touch you, inspire you - and **arm you with the weapons of success you need in your business.**

The "secrets" this guru revealed to me will shock you. I promise they aren't about goal setting, affirmations or any of the other rehashed techniques you see everywhere. Mr. X is so **high profile** - I'm only allowed to reveal his name to members of [InstantMLMSalesLetters.com](http://InstantMLMSalesLetters.com).

To help you make the most of these confidential conversations, they are delivered 30, 60, 90 and 120 days apart. Trust me - it'll take you that long to digest the genius and insights in each one! Focus on a new concept each month and **watch your business explode!**

**Bonus #3:** My confidential "**How to Target Your Niche**" report. This is training that - until now - I only kept in my own organization. I found that many people get into network marketing to leave their current career, but in doing so, they're leaving a goldmine behind.

*Veritable*

**The easiest way to immediately turbo-charge your MLM business** is working with people in your own niche. Personally, I'm an actor and director by trade - and I've discovered firsthand the awesome power that exists if you start recruiting to people who have the same affinity you do.

The trouble is: do you know exactly how to tweak your story so you're targeting those just like you?

*Confidential (a \$39.95 value)*

In this \$19.95 report, I'll show you real examples of how I've recruited musicians, actors, singers and more. Once again, it's not "talking" to people but using magnetic marketing. *To get them to come to you.*

**Bonus #4: FREE Leads!** Yep, you heard me correctly. I've worked a deal with one of the powerhouse lead sources online: [ProfitLeads.com](http://ProfitLeads.com). As soon as you're a member of Instant MLM Sales Letters, you'll get directions to redeem your special code with ProfitLeads for your **50 free leads.**

**This is a very, very real value of \$59.95** (Don't believe me? [Check their website](http://Check their website) and you'll see for yourself). In fact, with this one bonus, you're basically getting your **entire "Instant MLM Sales Letters" membership for FREE.** You'd eventually spend that \$59.95 to purchase the leads yourself anyway.

But not only are you getting the leads, you're also getting our letters and other bonuses to help explode your business. We'll even show you exactly how to work with your new leads! ProfitLeads.com will give you **two confidential reports** explaining exactly how to work with your leads, step-by-step. **It doesn't get much better than that, does it?**

→  
reorder  
rush  
perfect  
buy  
copy  
ends

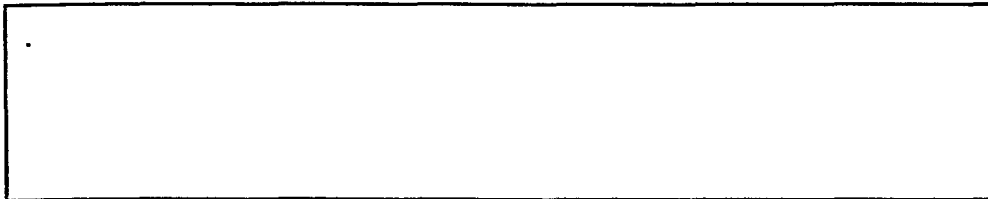
*These hot are available*

(Please Note: Because a limited number of leads exist, we can only guarantee them to **the next 100 people** who invest in InstantMLMSalesLetters.com)

**Bonus #5: A Chance to Earn EXTRA Money With These Letters!** (Don't worry - this isn't a pitch for any new MLM.). Let's face it. Once you become a member and start using these letters, **you'll fall in love and start telling others on your team.** So why not earn a check every time you send a friend to this site?

Sounds good, right?

As a member, you'll get the opportunity to join the "Instant MLM Sales Letters Reseller Program" and get the chance to **earn anywhere between \$22.50 and \$45.14 for every visitor** you send over. (And these commissions can really add up in a hurry!)



*N (m)*

Together these five free bonuses are **worth way more than ten times your investment** in the Instant MLM Sales Letter Templates -- but they're all yours **absolutely 100% free** when you order within the next 72 hours.

### 110% One Year Satisfaction Guarantee

Your success in using these powerful, pre-done sales letter templates is completely guaranteed. In fact, here's **my famous 110%, 365-day, Ironclad, Take-It-To-The-Bank, Money-Back Guarantee:**

**I personally guarantee** that if you make an honest effort to try just a few of these proven sales letters in your MLM business, **you'll produce at least 10 times your investment in results within the next 365 days.**

That's right, 10 times extra profits you wouldn't have made if you didn't send out these sales letters.

You've got **12 full months** to prove to yourself these templates really do work. But if you aren't 100% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot.

**Plus, the free bonus gifts are yours to keep regardless, just for your trouble.**

Is that fair or what?

That means you can try out all the sales letters **at my risk**, while you see if they work for you or not. And if they don't produce sales and new distributors that you otherwise wouldn't have found, then I honestly want you to ask for your money back. And I'll let you **keep the free bonus gifts** as my way of thanking you for giving the sales letters a try.

**There is absolutely no risk, whatsoever on your part.** The burden to deliver is entirely on me. If you don't produce immediate results using these instant MLM sales letters then I'm the loser, not you.

Believe it or not, I even have a testimonial from someone who asked for a refund (to prove that I will honor the guarantee):



**"Thanks for being so nice about returning my money,** I guess I was a bit gruff with that first email. I have been burned on internet stuff before. Goes to prove that you shouldnt assume, huh! :) Some people are nice! :)

**Thanks again for the refund, very professional.....**I will keep you in mind if ever in the future I need such material, or if I hear of any friends who need it. You are bookmarked on my computer now.

Thank you so much Chris, I really do appreciate it."

Annette Novak  
Kansas City, Missouri

Now I'm not promising you your phone will ring off the hook like some other over-promising, under-delivering people will claim.

But I am telling you, it's **a very real possibility** that you may have two, three, four people calling you each week - raising their hands wanting what you've got.

And from personal experience, that makes **a whole heck of a difference.**

Look at it this way -- \$49.97 is really **a painless drop in the bucket** compared to the money you're going to waste on ineffective marketing this year. That's why...

### **You Really Can't Afford to Not Invest In These Sales Letter Templates**

It's easy to get started right away. **Just click here** and you can have **immediate**

**(and unlimited) access** to all of the Instant MLM Sales Letter Templates right on the spot. You just fill-in-the-blanks, right on your own computer. No retyping and no recopying. **It couldn't be easier or faster.**

Get ready to create a flood of new customers, get them to buy over and over, and refer others - just by using these powerful sales letters. Why not take 3 ½ minutes now to create a powerful sales letter for your business? **Click Below to Order Now!**



Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Zavadowski'.

Chris Zavadowski

P.S. - Just think! **You'll never again have to suffer through the pain and hassle of trying to cold prospect yourself.** Or pay big bucks hiring a top copywriter to write letters. 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 3 ½ minutes -- flat!

**Order now through our Secure Server, and get instant access! [Click Here Now.](#)**

*I've heard that people like to be able to read signatures not know if that's true.*

A rectangular box containing the handwritten text 'Awesome Job!' in a cursive style, with a large checkmark drawn over it.

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 Email [support@longlostmonologues.com](mailto:support@longlostmonologues.com)