

# **Ultimate Sales Letter Tool Box:**

*All The Openings, Bullets, Selling  
Words, Phrases, Copy-Connectors,  
Guarantees, Closes, and P.S.s You'll  
Ever Need To Create Killer Sales Letters*

**By Yanik Silver**

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## ***INTRODUCTION***

Silver Spring, MD

Wednesday, 3:56 p.m.

Dear Reader,

Creating sales letter will be one of the most rewarding, and at the same time, one of the most frustrating tasks you can ever take on. There's nothing better than sending someone a letter and then having them call you for an appointment...or better yet...send you money! All because of the words you've written on paper.

This manual actually started out just as a personal resource to use whenever I sat down to write copy for a client or my own company. In fact, I wasn't planning on making this available until a fellow marketer pleaded, "I've gotta have a copy!"

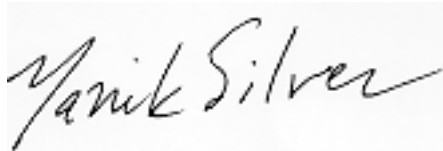
And it's true. This is the kind of resource I would have killed for when I was starting out. But I pass it along as my gift to you.

You could say I am literally "giving away the store" here.

Some of the examples taken in these pages are from letters I've personally written and others are from my overflowing "idea file" of direct mail accumulating in my office.

By carefully studying these examples, you are literally gaining a million dollar education into the process of writing winning sales letters.

I wish you the best of luck.

A handwritten signature in black ink that reads "Yanik Silver". The signature is written in a cursive, flowing style.

P.S. One more thing. There's nothing that brings me more happiness or satisfaction than hearing from customers who have used this information to create their own "ultimate sales letter". Please let me know how you fare.

## ***Salutations And Letter Closings***

It may seem like a minor detail, but your decision for the salutation and closing can increase results.

As a general rule, the more personalized you can make a letter the better. However, if you can't afford to spend the additional money for personalization you should try to make your letter appear personal. Remember, a letter is personal correspondence between you, the writer, and me, the recipient.

Instead of settling on "Dear Friend" if you can use "Dear Fellow Coach," or one of the other salutations you can immediately gain rapport with the reader.

### **20 Salutations That Work:**

- 1. Dear Friend,**
- 2. Dear Neighbor,**
- 3. Dear Fellow \_\_\_\_\_er <i.e. Angler>**
- 4. Dear Colleague,**
- 5. Dear Reader,**
- 6. Dear Investor,**
- 7. Dear Frustrated Tax Payer,**
- 8. Dear Customer,**
- 9. Dear Valued Customer,**
- 10. Dear Concerned Citizen,**
- 11. Good morning,**
- 12. Greetings,**
- 13. Hello**
- 14. Dear Doctor <profession>:**
- 15. Dear Computer User,**
- 16. Dear Pennsylvania Gardener,**
- 17. Dear Member,**

**18. Dear Subscriber and Friend,**

**19. Dear Decision Maker,**

**20. Dear Wine Lover,**

## **Letter Close**

Of course, you can't really go wrong with "Sincerely". However, if you're looking for a little more zip or if it fits your style, try a few of these:

### **13 Profitable Ways to Close Your Letter:**

- 1. Sincerely,**
- 2. Warmly,**
- 3. Cordially,**
- 4. Best wishes,**
- 5. Best regards,**
- 6. Yours for greater business success,**
- 7. For <company name>,**
- 8. Yours truly,**
- 9. Thanks,**
- 10. Peace,**
- 11. Respectfully yours,**
- 12. Waiting for your answer,**
- 13. Cordially yours,**

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## Letter Openings

One of the most important parts of your sales letter is your opening. Those first few lines make people either read on...or simply toss your letter in the trash. You've got to make anyone reading your opening feel absolutely compelled to keep going.

And this is really the toughest task of any letter. That's why a lot of good copywriters simply cross out their first paragraph or two and start from there. It's because when most people write it takes a little while to get warmed up.

Some tried and proven ways to get response are:

You can start off by asking a question that really hits home.

Or try using a story.

Or you can hint as to the benefits prospects will get from reading the letter. And lots more. Remember, you've only got seconds to grab a prospect's attention — so study this collection of proven letter openings and use it as your resource.

### ***133 Magical Openings That Make Readers Beg For More...***

1. Welcome.
2. Here's your chance to...
3. In looking over our records I noticed that you...
4. Will do me a favor?
5. Will you try this experiment?
6. Here's an amazing opportunity!
7. I'm writing to..
8. Congratulations!
9. Could you use an extra \$500 a week?
10. How would you like to earn \$1,000 a day – every day?
11. Frankly, I'm puzzled...
12. I couldn't wait to write to you...

13. Please take a minute from your busy schedule and read this letter...I promise you will not regret it.
14. I'm writing you this note for a personal reason. I've rarely written notes like this in the past, but I feel that it is essential to bring this to your attention.
15. Good news!
16. Imagine, for a moment, that it's 6 months from today...
17. I'd like to tell you about...
18. Would you do us a favor? You have been specially selected to participate in an important survey.
19. Are you insane?
20. Are you paying too much for <Service or product>?
21. Let's face it,...
22. Yes, its' true...
23. I'm really steamed up! And I'm not going to take it anymore!
24. This is a letter that is not like any you have ever received or I have ever written.
25. Please excuse my audacity, but I'm willing to bet \$xxxx your business can be a lot more profitable than it is now.
26. You may have noticed that this <product type> invitation looks different from most of the others you find in your mailbox. There's no hype, no come-on, no bells and whistles. It's our way of drawing attention to what's really important. A simply unbeatable offer: (BMG Music Service)
27. Can you be ethically "bribed" to become a member of my \_\_\_\_\_?
28. Why did you request this information be sent to you? ...Or did a friend request this information be sent to you? This is the second and final time we can contact you. Following this mailing, your name will be removed from our mailing list. (Neo-Tech Publishing)
29. Have you ever wondered why some people seem to have a "knack" for handling money?
30. It will mean a lot to me if you close your office door to avoid interruptions for the next 10 minutes or so, to give me the opportunity to transfer my simple, proven, workable ideas that will directly translate into money, success, power, distinct business advantages and happiness with relative ease. And very little (if any) risk.
31. This may be the luckiest day of your life! You are one of only a few selected people to receive this

personal memo.

32. About four weeks ago you contacted us about incorporating. We sent you our free brochure, but we've yet to hear back from you.
33. If you've ever thought about writing your own book or newsletter, or wondered what it would be like to run your own publishing company, you'll be interested in this letter.
34. If you're interested in creating a huge (and immediate) cash flow for yourself or your business, this is going to be the most exciting message you will ever read.
35. Never before has the attainment of smooth, clear, beautiful complexion been as simple, as inexpensive as now.
36. People of culture can be recognized at once.
37. The fact is that no matter who you are, whether you are young or old, weak or strong, rich or poor, I can prove to you readily by demonstration that you are leading an inferior life, and I want the opportunity to show you the way in which you may completely and easily, without inconvenience or loss of time, come in possession of new life, vigor, energy, development and a higher realization of life and success.
38. When a man steps from a \$200 a month job as a farmhand to a position that pays him \$4,000 the very first month – is it luck?
39. Hats off to <Co. Name>.
40. It was a mistake. Somebody goofed and put the wrong tweeter in 3500 of <manufacturer name>'s best 15" 3-way speaker systems.
41. <Co. Name> was in trouble. Our <product> were selling like crazy. Orders were coming from everywhere. We were able to get 24,000 players, but it wasn't enough. We stopped advertising but the orders still kept coming.
42. Stick it to us. Rip us off. Here's the promotion that's been vetoed by our vice president, our accountant and my wife. It's a promotion that's such a good deal for you, (it really is) that it's virtually guaranteed to lose us money. (DAK)
43. If you are worried about the future...about increasing inflation...and the factors that make for such a nervous economy, I have some ideas you should seriously consider.
44. Men who know it all need go no further into this letter than this paragraph, because it is not for them. Neither is it for those who are satisfied with their present positions, and the progress they have made in life.
45. If you work for yourself, and are working harder than you wish...this new breakthrough will interest you.

46. I'm excited about something very important, and I wanted to share it with you immediately. So, I sat down and wrote this long, but time-critical, letter. Please take a few minutes and read it now.
47. After nearly 12 months of long hours, late nights and weekends at the office, my editors and I have collected over <#> of our biggest and best money secrets for <year> — and bound them into one huge volume. (Bottom Line)
48. If you have \_\_\_\_\_, this could be the most eye-opening letter you will ever read.
49. Allow me to introduce myself. My name is <your name>. Chances are you haven't heard of me before. But when you finish reading this, you'll be glad you finally did.
50. I know you're busy. I know you have too much to read. Yet, that's exactly why I want to...
51. My name is Denis Waitley <your name> and I beg you, don't wait another minute for success in your career (or in your life for that matter!). (Denis Waitley Lead & Succeed)
52. I recently made a whopping <\$\$\$\$\$> by following some simple, yet powerful, concepts I'm about to share with you. (Nightingale Conant)
53. I am writing to urge you to take immediate and profitable advantage of the most unusual (and fleeting) money-making business opportunity I've ever extended. The opportunity just became available and already – it's nearly 30% sold out! (Nightingale Conant)
54. As I promised. I am giving you a dollar (\$1.00)...and with your permission, I'll also send you the FREE GIFT I promised. (More about that later.) For now, all I ask is that you read this letter. (Bottom Line)
55. If I could give you a more effective marketing strategy that would “outperform” the selling approach you are currently using, would you be interested?
56. Women who “know it all” are not invited to read this page, for it holds nothing of interest to the wise young women who is perfectly satisfied with her complexion and her beauty aids, and who feels like the man that resigned from the Patent Office back in 1886 “because everything had been discovered that was ever going to be discovered.” (Robert Collier)
57. Will you accept a <name of free gift> – in return for a little favor I want you to do?
58. I'm writing to you because I've heard rumblings about your company.
59. Before anything else, I want to start by giving you something that'll make you money tomorrow!
60. The enclosed certificate is worth real money, so we have limited it to your own personal use. It is not transferable and it is good for only ten days after you receive this letter. If you can't use it, we should appreciate your kindness in destroying it. For it gives to a selected list of people the opportunity to get the most talked about, the most successful and the greatest book of this generation at a

reduction of 66% from the original price! (Robert Collier)

61. With your permission (and with strict precautions for privacy), I am going to send you one of the most important and exciting books ever released by an American publisher. (Men's Health)
62. Will you examine <Name of Product> – If we send you a set at our own expense for a week's examination?
63. Who would ever dream that exquisite <Product Name Perfume> - perfume so lovely that its heady fragrance will amaze you, yet so marvelously delicate and all-pervasive that it seems like a breath from the flower gardens of sunny France – who would ever believe that such a perfume could be had for a <low price> or less an ounce! (Robert Collier)
64. If you are thinking of buying a \_\_\_\_\_ – Don't!
65. Here is one of those “specials” that we let our customers and friends in on every once in a while.
66. Only once in 50 years come an improvement like this:
67. In every man's wardrobe is some particular article – a tie, a shirt, or a suit – that he likes best to wear, because he looks his best and feels his best in it. That's the way you'll feel about these <Product Name> - once you've worn one of them. (Robert Collier)
68. I am going to send you, in the next few days, <product> that are DIFFERENT, for your most particular customers.
69. With your permission, I am going to send you FREE a New, <Product>, with your name stamped upon it in 24-carat solid gold leaf.
70. That new fur coat you have longed for, but economically decided not to buy – That fur neckpiece that you resisted, because to get it then would have seemed extravagant – Is now, you will be happy to learn, turned into a matter of plain commonsense economy... (Robert Collier)
71. Here is a wonderful new way to bring the <benefit of product> right into your own home.
72. Within the next few days, I want to send you, with my compliments, a \_\_\_\_\_.
73. If the enclosed <Dollar Bill> pays for one minute of your time, consider yourself engaged.
74. Would you be good enough to do me a favor? I promise not to ask too much.
75. I need your help.
76. Here's a dollar: — Yes, it's a real dollar – nice and clean and new. Keep if you want to, after you've read this letter, but I don't believe you will, then. Here's what it's all about: (Robert Collier)
77. At your request, I shall be glad to send you one of the most talked-of little books ever written. It

will cost you exactly 20 cents – the price of the stamp that will bring the enclosed card back to me.

78. Would you like to see \$1.00 grow to \$60.00 — \$8.00 grow to \$500.00 – by next March? Let me tell you how:
79. Will you give me a little information about yourself – just your height and weight?
80. Let me make a prediction...
81. I've got to get this off my chest before I explode!
82. As you can see, I have attached a <penny, dollar> to the top of this letter for two reasons: I have something very important to tell you and I needed some way to catch your attention. Since what I am writing about concerns money, I thought a little “financial eye catcher” was especially appropriate.
83. I have a tax problem and I want you to be the beneficiary instead of the IRS...
84. I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less – a lot less. (Joe Karbo)
85. My name is <your name>. I'm a <profession>. I'm not a professional ad writer. But what I have to share with you is so extraordinary and so powerful, I decided to write you myself. So bear with me a little.
86. Frankly, membership in The <Society Name> is not for everyone.
87. This private invitation is going out to just a handful of people, yourself included. I hope you'll accept my invitation. But even if you decide not to, I want to send you a gift... Absolutely Free. (Omaha Steaks)
88. Would you be pleased if you made 50% on your portfolio every 12 months?
89. The publisher of <Magazine> asked me to make a very special subscription offer to a small, select group of advertising and marketing professionals. Your name was submitted as one who qualifies. (Ad Age)
90. You'll get the greatest bargain you'll ever find anywhere – for yourself and your dog – by mailing the enclosed card within 10 days. (Dog Fancy)
91. You are among a very small group of <group name> invited to use the Gift Certificate we've enclosed.
92. The enclosed Gift Certificate – and this special offer – is being mailed to a very select group of people. And it may be withdrawn at any time. So do take advantage – and use it now.
93. Every Monday morning, a rather unusual publication arrives at the desks of a select circle of indi-

viduals in positions of power and influence.

94. This letter is going to be short and to the point. We don't want to make big thing of it. Not yet anyway.
95. You've got enough people trying to waste your time with things you don't really want or need. I'm not one of those people.
96. This may be the most startling \_\_\_\_\_ news you have ever read.
97. I looked at her like she was crazy.
98. If money was no object, would you own <Your Product Name>?
99. Finding time to meet new, interesting single people and develop special relationships gets more difficult every year.
100. If you want to write and get published, I can't think of a better way to do it than writing books and stories for children and teenagers. (Institute of Children's Literature)
101. With the amount of professional reading you've got to do, it probably seems impossible to keep up with today's business books. (Executive Book Summaries)
102. Can one-third of all \_\_\_\_\_ in America be wrong?
103. There are only two basic requirements for every self-made millionaire. I believe you may already have one of them. (Hume & Associates)
104. I have a picture of you in my mind's eye.
105. It's easy to become a good \_\_\_\_\_. Surprisingly easy.
106. You don't have to be a sitting duck for \_\_\_\_\_, Jim<Prospect's Name>.
107. First, three brief questions, if we may:
108. It's hard to find high quality, timely <product/service> that are in your budget.
109. How much is one more sale worth to you? (Selling Power)
110. If you're talking desire and commitment, we're talking big money and big success. (Nightingale Conant)
111. The American Heritage Dictionary defines a "guerilla" as an operative who works "usually in small, independent groups capable of great speed and mobility." Sounds like the definition of a salesperson to me. (Nightingale Conant)

112. Please accept this check and get three months of unlimited <service> — a <\$\$\$> gift to you!  
(AOL)
113. I have \$xxxxx.xx in free bonuses reserved in your name. To discover how easy it is to get all of them for FREE, read the rest of this letter. Please do it now because this is a limited time offer, so you must act quickly to take advantage of this rare value and opportunity. (Carl Galletti)
114. I am writing to inform you about a . . .
115. I thought I would have heard back from you by now.
116. There are several million home-office entrepreneurs in this country. 400,000 of them share one key secret to success. When you finish reading this letter, I think you'll want to become 400,001!  
(Home Office Computing)
117. <Person's name> has accurately predicted – and avoided – every bear market crash of the last 20 years, with zero false alarms. And now her system is flashing an urgent new, all-out SELL signal. Of course, when <person> talks, Wall Street listens, so you may have already heard about her stunning new SELL signal in the general media. But in this letter, I'd like to alert you to what the news media is not reporting. . . (Phillips Publishing)
118. Ssshhh. . . These, Dear Friend, are the secrets to having it all! (FC&A)
119. Our records show that you're one of our best customers, and that's why I'm writing. Frankly, I need your help. (Bottom Line)
120. The world has changed. And it's going to change even more. But most poor saps don't see it coming. . . (TAIPAN)
121. No doubt about it: When you chose to buy a \_\_\_\_\_ you made a smart decision.
122. My name is <name>, and in all my # years of studying the investment markets, I've never known a time so full of opportunity. . . yet so fraught with danger.
123. If you own a single Dow stock, even just one big-name mutual fund or any investment tied to the "market index," I have an important – even urgent – message for you today.
124. If you are concerned about \_\_\_\_\_, this letter is for you.

### **STORIES:**

125. On an autumn day, not too long ago, sociologist Robert Harner visited the Great Serpent Mound of Ohio. (Time Life Books)
126. Five years ago, on a brilliantly sunny day in October, I left Los Angeles and a 28-year marriage to the television producer, Norman Lear. (LEAR'S magazine)

127. Just a few weeks ago I returned from speaking at a one-of-a-kind information marketing conference in Las Vegas. Maybe you heard about this “Super Conference” and just decided not to go...or maybe you were there and perhaps I was lucky enough to meet you! Anyway, if you didn’t get to attend, let me tell you...(Ted Nicholas)
128. On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future. (Wall Street Journal)
129. I’d like to share with you a Holiday gift idea which has long been a tradition here in Holland. (Breck’s)
130. When a terrorist bomb exploded not long ago in front of the U.S. embassy in Nairobi, Kenya, Israel’s humanitarian service organization – the Magen David Adom – volunteered immediately to help. (The American Jewish Committee)
131. I got the message around 7 pm, and I got going at once! I knew I had to drive all night in an ancient Jeep through a steaming jungle that would scare a tenderfoot like me out of three years’ growth, even in the daytime. I also knew that if I could get to where I was going in time it was worth a few prickles up and down my spine during the tight spots. (Thompson Cigars)
132. Just two days ago, I was chatting with a friend on St. James Street about investments, and he astonished me by saying: “Do you know, Brian, I have a couple of thousand dollars spare cash myself at the moment, and even with all I know about the market – I’m not really sure where to put it!” (Financial Times of Canada)
133. I want to tell you about my friend, Clara, who suffered for years with many health problems. (FC&A Publishing)

## 333 Greatest Selling Words and Phrases

1. 100% money-back guarantee
2. A honey of a deal
3. Absolutely
4. Amazing
5. Approved
6. Attractive
7. All-in-one
8. And that's the plain and simple truth.
9. Announcing
10. Are you \_\_\_\_\_?
11. Are you ready to...
12. Assured
13. Astonishing
14. At Last
15. Authentic
16. Bargain
17. Beautiful
18. Better
19. Colossal
20. Complete
21. Confidential
22. Crammed
23. Discount
24. Enormous
25. Excellent
26. Exciting
27. Exclusive
28. Expert
29. Famous
30. Fascinating
31. Fortune
32. Attention
33. Audition
34. Avoid disappointment.
35. Award winning
36. Banish
37. Bank on it
38. Bargain
39. Barnburner
40. Beats the pants off
41. Benefits
42. Big money
43. Bold
44. Bonanza
45. Bonus
46. Boost
47. Breakthrough
48. But with my special gift to you, you won't pay  
that!
49. Call now
50. Call today
51. Call toll free

52. Cancel at any time
53. Caution
54. Challenge
55. Charter
56. Choose
57. Compare
58. Confidential
59. Conquer
60. Crazy
61. Daring
62. Dazzling
63. Deluxe
64. Deluxe
65. Disappear
66. Discount
67. Discount
68. Discover
69. Do you \_\_\_\_\_?
70. Dollar for dollar
71. Don't be left behind.
72. Don't delay
73. Dynamic
74. Earth shattering
75. Ease of use
76. Easy-as-ABC
77. Enhance
78. Enormous
79. Examine
80. Exceed
81. Exceptional
82. Exclusive
83. Exclusively yours
84. Extra
85. Eye-catching
86. Facts about
87. Fantastic
88. Fast track
89. Favor
90. Fill in the gaps
91. Finally
92. First Class
93. First time ever
94. First-come, first-served.
95. First-rate
96. Five-Star
97. For the first time ever...
98. Free
99. Freedom
100. Fully loaded
101. Genuine
102. Gift
103. Good As Gold
104. Great News!
105. Greatest
106. Greatest gold mine of...
107. Guaranteed

- |   |   |
|---|---|
| 108. Handy  | that simple.                                  |
| 109. Hang on to your hat  | 134. It was no fluke.                         |
| 110. Health   | 135. It's the ____ everybody's talking about! |
| 111. How  | 136. Jam-packed                               |
| 112. How To   | 137. Jump on the bandwagon                    |
| 113. However, if cash is a problem, I have two<br>extra incentives: | 138. Jump-start                               |
| 114. Huge   | 139. Just arrived                             |
| 115. Hurry!   | 140. Just in                                  |
| 116. I can't be any fairer than that.                               | 141. Key features                             |
| 117. I knew as sure as the earth is round that...                   | 142. King of the hill                         |
| 118. I won't even cash your check for 30 days!                      | 143. Last chance                              |
| 119. I'm not telling you this to brag or pat myself<br>on the back. | 144. Lead or follow                           |
| 120. I'm repeating this offer to you one last time                  | 145. Leading                                  |
| 121. Imagine  | 146. Let us give to you straight...           |
| 122. Important  | 147. Let's get down to brass tacks.           |
| 123. In a nutshell.   | 148. Lifesaver                                |
| 124. Income   | 149. Limited time offer                       |
| 125. Inflation fighter  | 150. Lock in                                  |
| 126. Informative  | 151. Lose your shirt.                         |
| 127. Innovative   | 152. Love                                     |
| 128. Instant approval   | 153. Magic                                    |
| 129. Introducing  | 154. Make the move                            |
| 130. Invitation   | 155. Millionaire                              |
| 131. Ironclad   | 156. Miracle                                  |
| 132. Isn't it time you.....?  | 157. Mistake                                  |
| 133. It either works for you, or it doesn't. It's                   | 158. Money                                    |
|   | 159. Money-making                             |
|   | 160. Money-saving                             |

161. Myth
162. New
163. New and improved
164. No fine print
165. No obligation
166. Full
167. Genuine
168. Gift
169. Gigantic
170. Greatest
171. Guaranteed
172. Helpful
173. Highest
174. Huge
175. Immediately
176. Improved
177. Informative
178. Largest
179. Latest
180. Lifetime
181. Limited time offer
182. Lowest
183. Miracle
184. Unsurpassed
185. Unusual
186. Useful
187. Valuable
188. Wealth
189. Wonderful.
190. No problem!
191. No strings attached
192. No-fuss
193. No-questions asked
194. No-risk
195. Noted
196. Odd
197. Popular
198. Practical
199. Profitable
200. Proven
201. Rare
202. Reduced
203. Remarkable
204. Reliable
205. Revealing
206. Revolutionary
207. Scarce
208. Selected
209. Sensational
210. Simple
211. Special
212. Startling
213. Strange
214. Strong
215. Superior
216. Surprise

217. Terrific
218. Tested
219. Tremendous
220. Unconditional
221. Unique
222. Nothing like it has ever been offered –  
anywhere, by anyone – including me!
223. Now it's your turn to profit.
224. Offer
225. On sale
226. Pay dirt
227. Perfect
228. Pile of money
229. Popular
230. Power
231. Powerful
232. Practical
233. Preview
234. Price-buster
235. Profit
236. Profit potential
237. Profitable
238. Proven
239. Quick and easy
240. Quick relief
241. Rare
242. Remarkable
243. Repeat winner
244. Reserved
245. Respond now
246. Results
247. Results
248. Reveal
249. Revolutionary
250. Reward yourself
251. Right off the bat,...
252. Road to riches
253. Rock bottom
254. Rush
255. Safe
256. Save your life
257. Second to none
258. Secret
259. See for yourself
260. Send no money!
261. Sensational
262. Sex
263. Sizzling
264. Skyrocket
265. Smart
266. So let's get to the 'nitty gritty'
267. So what are you waiting for?
268. Solution
269. Sound too good to be true?
270. Special offer
271. Startling

- |   |  |
|---|--|
| 272. State-of-the-art                                 | 298. Top secret                            |
| 273. Step-by-step                                     | 299. Trick                                 |
| 274. Stop   | 300. True                                  |
| 275. Straight talk about...                           | 301. Try                                   |
| 276. Stress-buster                                    | 302. Try <Product/Service> risk free.      |
| 277. Success  | 303. Try it at our risk!                   |
| 278. Suddenly   | 304. Ultimate                              |
| 279. Surefire   | 305. Unbeatable                            |
| 280. Surprisingly simple                              | 306. Uncommon                              |
| 281. System   | 307. Unconditional                         |
| 282. Take control                                     | 308. Unlimited                             |
| 283. Take it to the bank                              | 309. Unparalleled                          |
| 284. Take me up on my bet...                          | 310. Unlock                                |
| 285. Test   | 311. Unlock closed doors                   |
| 286. Tested   | 312. Unmatched                             |
| 287. The time is now                                  | 313. Up and coming                         |
| 288. The truth about                                  | 314. Urgent                                |
| 289. The whole shebang                                | 315. Valuable                              |
| 290. The world will be your oyster.                   | 316. Wanted                                |
| 291. There is no trick or catch to my offer.          | 317. Warning                               |
| 292. These are not theories                           | 318. Who Else                              |
| 293. This week only                                   | 319. Whole kit and caboodle                |
| 294. Time sensitive                                   | 320. Win                                   |
| 295. Tireless   | 321. Works like a charm.                   |
| 296. To "sweeten the pot" I'm going to throw<br>in... | 322. Yes                                   |
| 297. To the point                                     | 323. You                                   |
|   | 324. You be the sole judge of its success. |

- 325. You bet!
- 326. You get...
- 327. You keep...
- 328. You pay nothing until...
- 329. You risk nothing
- 330. You'll discover...
- 331. You'll find out...
- 332. You'll profit from...
- 333. Your

## ***Copy Transitions and Connectors***

Your copy transitions are what move readers along in your letter. These are critical. Using compelling transitions and connectors make readers want to keep reading. Use these phrases when you end a paragraph or begin a new one.

Many copywriters refer to these phrases as “bucket brigade” copy because they ‘join’ together paragraphs.

Here’s the list.

Enjoy!

### ***226 “Bucket Brigade” Copy Transitions And Connectors***

1. A few examples of what you’ll discover...
2. Add this to...
3. After all...
4. Also,...
5. Although,...
6. Am I right about you so far?
7. And guess what?
8. And like I said:
9. And look at this:
10. And now you can...
11. And now,...
12. And that’s just a small ‘taste’ of what’s in store for you.
13. And that’s just the beginning...
14. And that’s just the start!
15. And that’s not all...
16. And the result?
17. And this is just the tip of the iceberg.
18. And what if I could take...
19. And while we’re at it,...
20. And yet,...
21. And, oh yes, let’s not forget...
22. And,....
23. Anyhow,...
24. Anyway,...
25. Are we crazy?
26. As a result,...
27. As I said,....
28. As I say,...
29. As well as...
30. As you probably remember,...

31. As you read on, I'll tell you more about how...
32. At that moment,....
33. Back to the purpose of this letter.
34. Believe me,...
35. Best of all,....
36. Better yet.
37. But before we go into that,...
38. But better still...
39. But better yet...
40. But don't get me wrong...
41. But don't take my word for it...
42. But even if you were to...
43. But first a warning:
44. But first a word of introduction...
45. But first, let me give you...
46. But here's the most important part!
47. But I have an even better idea.
48. But I'm getting way ahead of myself.
49. But I'm jumping ahead. Let me tell you how this all came about:
50. But just keep reading.
51. But let me go back to the beginning to continue the story...
52. But let's suppose...
53. But there is an irony in all of this.
54. But there's a rub – and it's really ironic.
55. But, here's a problem...
56. But, that's only half the story...
57. But, there's one more thing:
58. But,...
59. By now, you probably have some unanswered questions...
60. By now, you're probably wondering...
61. By the way,...
62. Consider this fact:
63. Could that be true?
64. Despite what you may have heard...
65. Do you qualify?
66. Don't worry...
67. Fact is,...
68. Finally,....
69. First off,...
70. First,....
71. For all these reasons,...
72. For example:
73. For instance:
74. For starters,...
75. Frankly,...

76. Has this ever happened to you?
77. Heck,...
78. Here are the answers:
79. Here are the details.
80. Here is just a sample of...
81. Here's a clue:
82. Here's how easy it is...
83. Here's more...
84. Here's proof:
85. Here's the deal:
86. Here's the scary part:
87. Here's the secret...
88. Here's what else...
89. Here's what this is all about:
90. Here's your chance to...
91. How did I do it?
92. How long does it take to \_\_\_\_\_?
93. How?
94. However,....
95. I could go on and on...
96. I suppose you could...
97. I'd like to tell you more about...
98. I'll bet you can guess what happened next.
99. I'll tell you how.
100. I'm sorry, but...
101. I'm telling you,...
102. Impossible?
103. In a minute, I'll tell you how you can...
104. In a nutshell...
105. In addition to that,....
106. In addition,...
107. In any case,...
108. In any event,...
109. In essence,...
110. In fact,...
111. In short,...
112. In sum,...
113. In the pages that follow, I'll show you...
114. Indeed,...
115. Is this <product/service> really worth <\$xxxx>? Judge for yourself:
116. It's simple:
117. Just think about it:
118. Keep reading for the answer.
119. Let me explain what I mean.
120. Let me explain.
121. Let me prove to you – risk free!

122. Let me repeat,...
123. Let me share a secret with you.
124. Let's assume, you...
125. Let's face it,...
126. Let's take a closer look:
127. Let's take a look:
128. Likewise,...
129. Listen, there's more. Lots more.
130. Listen,...
131. Look at my next tip.
132. Look no further.
133. Look,...
134. Make no mistake:
135. More about that later. For now,...
136. More details in a moment. But first...
137. More important than that...
138. More on that in a moment – but first, let me show you...
139. Moreover,...
140. Most important of all,...
141. My point is:
142. My problem is your opportunity.
143. My strong hunch is...
144. Needless to say,...
145. Now consider what happens....
146. Now get this:
147. Now wait.
148. Now, listen to this very carefully:
149. Now, before I go on,...
150. Now, here's the next step:
151. Of course,...
152. Okay,...
153. On the other hand,...
154. One important caveat:
155. One more important point:
156. Or, if you prefer...
157. Please understand,...
158. Plus,...
159. Read on to discover the answer.
160. Remember,...
161. Second,...
162. See for yourself...
163. So it adds up to this:
164. So let me ask you...
165. So let me summarize and review...
166. So let's begin.
167. So that's why...

168. So what do you think?
169. So what does all this mean?
170. So why am I writing to you?
171. Some specifics:
172. Sound at all familiar? Take a look...
173. Stated a little differently – ...
174. Still another benefit:
175. Suppose...
176. Surprisingly enough,...
177. Take a look:
178. That means...
179. That's right,...
180. That's why...
181. The bottom line is...
182. The final facts:
183. The key to...
184. The only real question to ask yourself is this.
185. The secret to...
186. The solution...
187. The trick is...
188. The truth is,...
189. Then he dropped the bombshell.
190. Then it hit me...
191. There's just one more thing.
192. Think about this:
193. This example is going to surprise you.
194. This is not just my opinion.
195. Thus...
196. To cut short my long story,...
197. To make matters worse,...
198. Trouble is,...
199. Truthfully,...
200. Up until now,...
201. Vitaly important last and final point:
202. Wait, there's more...
203. Want Proof?
204. What about you?
205. What I'm talking about is...
206. What it means is this:
207. What this all boils down to is..
208. What this means is...
209. What's all this worth to you?
210. What's more,...
211. What's the catch?
212. Which is why I'm writing to you...
213. Who wouldn't jump at this?
214. Why am I doing this?

215. Why do I say this?
216. Why I am writing to you.
217. Will it work for you? Maybe, and maybe not.
218. With that in mind, here's...
219. With that said,...
220. Worst of all...
221. Yes, it's true!
222. Yes,...
223. You know,...
224. You see,...
225. You start by...
226. You'll be glad to know that

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## Bullets

Bullets are one of the most powerful persuaders in a sales letter. You'll see companies like Bottom Line or FC&A use bullets for nearly their entire sales letter. And that's because bullets work!

Bullets are almost like "mini-headlines". So the same rules apply. I've given you 55 templates you can use for your own product or service. If I've underlined a word or phrase that means you can just substitute that with what makes sense for your offer.

Bullets arouse curiosity. I just love the way bullets compel people to find out more...

And they really drive people's desire sky high for your product or service. One bullet that somebody desperately wants to find out is often responsible for them buying a product or service.

Pay attention to these bullet templates and use them in your next sales letter, press release, packaging, etc. Also, one of my favorite uses of bullets is to describe a free report. Remember, you can easily produce a quick free report to give away as a lead generator or as a free bonus with the purchase of your existing product or service.

Okay, now here are the bullet templates:

### *55 Powerful Bullets That Work!*

- **6 of the top selling products on the \_\_\_ and why.**
- **How to turn \$xxx into \$xxxx in less than 14 days with \_\_\_\_\_.**
- **How a \_\_\_\_\_ got # new customers in 9 days.**
- **The amazing secret of getting new customers for your business.**
- **A simple method that brought in an extra \$xxxxx a week!**
- **8 easy steps that will get you positive media publicity.**
- **How to revive a dead car battery without jumper cables.**
- **Stop \_\_\_\_\_ without expensive \_\_\_\_\_.**
- **Quick and easy \_\_\_\_\_.**
- **Five simple ways to \_\_\_\_\_.**
- **3 critical questions you must have answered.**
- **How to stop \_\_\_\_\_.**
- **The absolute best time to \_\_\_\_\_.**
- **End your \_\_\_\_\_.**
- **How to avoid the 12 biggest advertising mistakes.**
- **How to become a \_\_\_\_\_ even if you can't \_\_\_\_\_.**
- **No more \_\_\_\_\_.**
- **How to compel people to purchase twice as much as they had planned from you.**
- **How to discover \_\_\_\_\_.**

- How to develop successful \_\_\_\_\_ at low cost, no matter what business you are now in.
- What the first job of your \_\_\_\_\_ is.
- The #1 secret of the Hollywood stars to looking young and feeling great.
- Why you're sitting on a gold mine and how to start profitably mining your customer files today.
- The little-known secret to using \_\_\_\_\_ to get dozens and dozens of hot prospective \_\_\_\_\_ to CALL YOU!
- The A-B-C formula for feeling peppy.
- The secret of \_\_\_\_\_.
- The little-known secret of \_\_\_\_\_.
- The jealously-guarded secret of \_\_\_\_\_.
- The no-lose way to \_\_\_\_\_.
- The truth about weight loss.
- 6 facts you must know about \_\_\_\_\_.
- How to get many more referrals without resorting to nagging or trickery.
- An easy way to use patient newsletters that really drives patients into your office like crazy.
- A simple technique for \_\_\_\_\_.
- What every professional must know.
- How to avoid the 12 worst advertising mistakes most surgeons make.
- What <name> can teach you about \_\_\_\_\_.
- Why almost everyone is wrong about the stock market.
- 7 low cost/no cost ways to skyrocket your business.
- Virtually unknown way to get free advertising in any media you want; newspapers, magazines, TV, or radio.
- The correct way to use \_\_\_\_\_.
- What photographs in brochures are really for.
- An easy 3-step system for \_\_\_\_\_.
- How to quickly and easily create \_\_\_\_\_, using \_\_\_\_\_.
- 4 elements that must be included in every ad or letter for maximum response.
- The 3 magic words to say that brings you an automatic discount of 15%-20% from any supplier.
- What you can learn from \_\_\_\_\_.
- The five business don'ts.
- 18 new ways to get \_\_\_\_\_.
- How supermodels keep their looks.
- New ways to get more out of \_\_\_\_\_.
- What never to believe in any \_\_\_\_\_.
- How to make sure you're not overpaying for \_\_\_\_\_.
- 9 ways to slash your \_\_\_\_\_ costs.
- Easy cure for \_\_\_\_\_.

## **Guarantees**

Your guarantee proves to a prospect that there is nothing to lose. The more risk-free you make a proposition the greater your response. In fact, it's also true that the longer you make your guarantee the less refunds you'll get.

This is especially true if you're trying to sell directly from your sales letter.

Make your guarantee as strong as you can possibly live up to. And really highlight the fact, that you have a guarantee. Most businesses do have some kind of guarantee – but they never tell their customers or prospects about it. What a waste.

One step above a regular guarantee is using a “better-than-risk-free” guarantee. The way this works is that you let the customer keep the bonus items or some service even if they decide they want their money back for the main product or service.

This works like crazy!

Study the way these guarantees are stated and apply them to your next sales letter:

### **22 Powerful Ways To State Your Guarantee**

1. SEND NO MONEY. If at the end of 14 days, you decide not to keep the book, simply return it without obligation.
2. A shamelessly irresistible, doubly better than risk-free proposition: If you decide to cancel your attendance anytime up to 2:00 pm on Day 2 of the live event (which, quite frankly, is highly unlikely), I want you to keep the <\$\$\$\$ value – product name> as my gift for signing up in the first place. (*Abraham publishing*)
3. If you decide to subscribe – and I bet you will, once you see how genuinely informative, useful and valuable <Publication name> proves to be – you'll get a full year for only <\$> (a <\$> discount off the regular price for home delivery). But if not, just return our bill marked “cancel” and pay nothing. You can't lose. Any risk is mine. This is a win-win situation for you.
4. And, as is the policy of all the products we sell in our company, my book and software carry an unconditional, money-back guarantee. If my book and software package are not everything that I have said they are and you are not in fact overly satisfied, you will receive every cent of your money back, no questions asked. Since we have been in business 25 years and we are one of the largest companies in the nation, you can on that guarantee. (*Suarez Corporation Industries*)
5. There is absolutely no way that you can lose – except by not taking me up on a free 30-day examination of <product name>. I personally guarantee that you've never heard anything like it. If you aren't richer, happier and feel more in control within 30 days after receiving the program, simply return it and owe nothing. (*Nightingale Conant*)

6. Subscribe today. If you think your first issue – or any issue ever – doesn't deliver at least \$xxx worth of ideas and information, you can tell us to take a hike. We will cancel your subscription and send you a prompt refund for all unmailed issues, no questions asked. We won't be happy to know we failed your value-test, but that will be our problem, not yours. (*Selling Power*)
7. If you decide to keep it, we'll bill you in four easy installments of just <\$\$> each. That's a total of only <\$\$\$> - not even a drop in the bucket considering that the money secret on page # alone will save you thousands of dollars a year immediately. (*Bottom Line*)
8. You risk nothing. You have the right to a prompt and full refund at any time – even after you've read the guide and the handbook or received all the issues of your subscription. Fair enough?
9. My course comes with a no-questions, no-quibbles, One-Year money back guarantee. If for any reason, you find that my course isn't perfect for you, just send it back any time within ONE FULL YEAR, and I'll buy it back from you at the full purchase price. You have up to a full year to use and profit from my Course without any obligation to keep it – to make sure that it is everything I say and more. (*Ted Warren Corp*)
10. If you're not completely convinced that <publication> can help you foresee the changes that will affect your life and money in the years ahead... or if you decide <publication> can't help you earn more investment profits in the months to come... just let us know after reading the first issue and the bonus reports. We'll refund every penny you've paid. And the reports are yours to keep and profit from.
11. Try <program name> at my expense for 30 days. You pay nothing until you've tried and applied the specific, immediately useable profit-growing tactics that <name> teaches. If the program hasn't paid for itself many times over by the time the 30 days are up, pay nothing and return it. Only if the program makes a significant contribution to your bottom line after 30 days we will bill you only \$xxx (regularly \$xxxx), plus shipping, handling and applicable sales tax.
12. My 100% money-back guarantee is yours for the term you select. So take the bigger savings and the extra FREE bonuses you get with two-years of my service. Because I'll return your money – and you get to keep everything I send you – even if you wait until the next-to-the last month of membership to tell me, “Sorry <name>, I'm not happy with your service.” (*Philips Publishing*)
13. You're fully protected by our iron-clad money-back guarantee: If you decide that your <name> membership and <publication> aren't for you, just let us know at any time during your membership period. We'll send you a prompt 100% refund – every penny you paid. That's a full refund, not partial or pro-rated. All the issues and the bonuses are yours to keep – even if you cancel. Could any offer be fairer than that?
14. If you're not absolutely thrilled with your order from <company name> — for any reason at all – we'll cheerfully replace your order or refund your money, whichever you prefer.
15. I absolutely guarantee if you stick with me the full 12 months and take action on <service> you'll make at least 10 times your investment. If you don't, you'll get every red cent you paid me refunded

to you, no questions asked. All I ask is you prove to me you made a 'good faith' effort to take action on my advice.

16. If you don't agree that this is the most impactful, eye-opening, and profitable seminar you have ever attended, simply tell me and I'll issue you a 100% refund on the spot plus I'll give you an extra \$100 for your trouble.
17. If you decide to keep the <product>, you can pay for it in a few easy installments. If not, send it back (at our expense), and you'll owe nothing. Either way, I'd like to send you a free gift just for giving it a try.
18. If, after reading your three free issues, your verdict is "no thanks," that's okay, too. It really is. Just write "cancel" on our invoice and pay nothing, owe nothing.
19. Here's the best guarantee you've ever seen! Ask for a refund at any time and a check is on its way to you – for the full amount – even if you cancel on the very last day of your subscription. Keep everything I send you. Every issue. Every bonus report. Every book. Every audio cassette tape. It's all yours FREE forever! I can't be any fairer than that. Re-read the above paragraph for loopholes if you like. You won't find any. My money-back guarantee is absolute. That's how sure I am you'll profit like crazy from <publication>. See if I'm right. (*Abraham publishing*)
20. Once you receive your free issue, the next move is up to you. You can continue with <publication> at the special low rate of \$xxx for one full year (11 more issues). Or simply write "Cancel" across your bill, send it back and owe nothing. The free issue is yours to keep with my thanks for giving <publication> a try! (*Home Office Computing*)
21. As you know, I will never consider your purchase binding until you've had time to preview all of this material and put it into action. So, use what you learn for 90 days. Then, if it doesn't have a significant tangible impact on your advertising results, just return it for a full refund, no questions asked! Frankly, there's really no reason not to order your <product> today. Just call xxx-xxx-xxxx. (*Abraham publishing*)
22. All risk is lifted from your shoulders and placed squarely on mine. Join today.

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## **The Close**

This is do or die! Your letter close is almost your last shot at persuading your prospect to take action. Your sales letter is an action device so you've got to make as simple and risk-free for people to take the next step.

DON'T WIMP OUT HERE!

A lot of letters I see simply give their phone number. And they feel like if people are interested they'll call. WRONG! You've got to lead people by the hand and tell them to pick-up the phone and call now...fill out the order form now...whatever it is you want.

Finish off strong like these examples:

### **31 Closings That Make Prospects Whip Out Their Wallets**

1. Send for a copy right now and judge for yourself how much <title of book> is worth to you compared with the few tax deductible dollars it costs.
2. SEND NO MONEY
3. Is it a deal? Then please mail your discount certificate today. And many thanks.
4. And your investment could pay off, like it has for others. The profits you make from using these techniques could add up to thousands, tens of thousands or even hundreds of thousands of dollars or more. It's up to you. Get your copy today.
5. It should be obvious I am mercilessly attempting to induce you to attend this program at my company's risk. It's not to separate you from <\$\$\$\$>. Quite the contrary. I know many of you will never (left to yourselves) fully utilize the highest and best profit and growth potential your business or practice has to offer you without the help of these powerful ideas, methods, and principles.  
(Abraham Publishing)
6. Check it out. Let me send you a get-acquainted trial issue as a FREE GIFT – no strings attached. I practically guarantee you'll be more than pleased. If I'm right, you can subscribe later, but you don't have to. In any event, don't decide now. Wait until you see your free issue. *(Bottom Line)*
7. I urge you to take action today. Turn to the inside back cover, complete the form, and return it in the postage-paid envelope. And welcome to <name of membership>.
8. Do you agree you should sample <product>, especially since you can have them at more than 40% off the usual price? Do you agree you should give me this opportunity to prove my point – that you deserve the best, and this is it? Do you agree you can't lose, since I'm taking all the risk as proof that we do want you in the select group we regard as "family" – those who have tasted the royalty of fine <product type>? *(Omaha Steaks)*

9. So, look all you want for a catch – you won't find one. But what you will find is an incredible selection of <product>, continuous savings and the most satisfying <membership> you've ever had. (*BMG Music Services*)
10. The next move is up to you. I've shown you that the <product name> is as risk-free as an offer can come. You and I both know that if you've read this far in the letter, you're seriously interested in improving your business and personal income. All that's left to do now is take action. (*Brain Keith Voiles*)
11. For your own good, before I hit my irrevocable sales limit, get this! It will change your business life forever. So pick up the phone right now and call xxx-xxx-xxxx ext xxx or fax the enclosed order form to xxx-xxx-xxxxx. (*Abraham Publishing*)
12. You really can't afford not to invest in this course! Don't you think you owe it to yourself to move on this incredible opportunity?
13. So what are you waiting for? Drop the enclosed card in the mail today.
14. I urge you to take this golden opportunity to try them all for 21 days, free...and see for yourself the dramatic increases in size and strength the <product> can bring you. Just return the free-preview certificate. (*Men's Health*)
15. But don't take my word for it. See for yourself. Please send for my next issue at no risk. I'm seriously looking forward to working with you.
16. Remember, sending back the risk-free trial certificate doesn't commit you to continuing the lessons. You're just "taking a look" to see if the <program> is right for you. You can delay any decision until after you've examined the first two lessons. Then you can decide whether to go on or not. It's entirely up to you. (*Nightingale Conant*)
17. Give me the word...let's get started.
18. I could go on and on with stories like these, but here's the point: You need to prove to yourself that you can experience your own personal miracle.
19. You owe it to yourself to try this method and feel the wonderful results it can bring. And now you can absolutely free.
20. Go ahead...return your invitation today. You've got nothing to lose...and so much to gain. That's a personal promise you can take to the bank.
21. If this is the kind of information you'd like to get your hands on...now you can.
22. Won't you join me? When you do, I'll extend to you a very generous guarantee. Try my <service> for a full six months to judge how well it works for you.
23. But please, mail your "Advance Renewal \$30.00 Savings Certificate" now. Because this special

advance renewal offer will not be repeated. (After all, “advance” means just that – advance.) (*Ric Edelman*)

24. If you’ll do me a favor of returning the attached card, I’ll extend that preview time by another 15 days. That means you can keep <title> for a full 30 days before you decide whether you’d like to keep it.
25. Join today! <name>’s remarkable comeback is producing profits you haven’t seen in quite a while. And I don’t want you to miss out.
26. You’ll never read a more interesting or exciting financial publication. Let me hear from you soon. You won’t regret it. (*TAIPAN*)
27. If you’re ready to turn your life around...to stop wasting your time and start making a lot of money...to start living among the ranks of the rich...call xxx-xxx-xxxx to enroll now. Or complete the enclosed enrollment form and mail it – or fax it to xxx-xxx-xxxxx. (*Hume & Associates*)
28. Can we count on you? I hope so. And I hope, too, that when you write your membership contribution check, you will be as generous as you can. But whether your gift is <\$\$> or <\$\$\$>, please act now. At the <name of organization>, we urgently need your support and commitment. (*The American Jewish Committee*)
29. It’s simple to get your book sent FREE: Just check the YES! box on the enclosed “Free Look” Reply Coupon...put it in the postage-paid envelope..and mail it. That’s it – I will personally make sure your copy (which we’ve already set aside) is shipped out to you as soon as humanely possible. (*Men’s Health*)
30. Here’s how to take advantage of this no-risk FREE offer:
  1. Peel off the 10 Free Issues label from page one.
  2. Place the 10 Free Issues label on the enclosed Free Two Week Subscription Reply Card and complete it.
  3. Send No Money. Just detach the reply card and mail it in the accompanying postage paid envelope. For immediate service, call 1-xxx-xxx-xxxx. It’s that easy.Do it today. Later, if you decide you don’t want it, do nothing. You won’t be obligated in any way. (*Investor’s Business Daily*)
31. In order to make saying “yes” even easier here’s one more advantage I think you will find irresistible.

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## **The P.S.**

Believe it or not, your P.S. is usually the second most read part of your letter after the headline or opening. In fact, Ted Nicholas, along with other direct marketers, have proven that a powerful P.S. can double or triple your response.

So don't let the P.S. just be an after thought in your sales letter.

Use your P.S. to highlight a benefit from your sales letter, remind prospects about their purchase being tax deductible, reinforce your guarantee, introduce a special surprise bonus, or motivate the prospect to take action by mentioning a date, limited time offer, etc.

Not only are P.S.s well read, but P.P.S.'s and P.P.P.S.s are also very well read.

So be sure to use at least one P.S. and see your results soar!

### **32 Compelling P.S.s That Make Prospects Buy**

1. **P.S.** Please reply promptly, because your first free issue is almost ready for mailing, and we do need your OK to send it to you. (*Bottom Line*)
2. **P.S.** You'll be amazed at how simple and easy it is to apply all of these techniques. Your FREE bonus, <bonus name> will allow you to begin immediately – even before you listen to the program! (*Nightingale Conant*)
3. **P.S.** If you would like the names of a few individuals that are using \_\_\_\_\_ — we'd be glad to give them to you when you call, so you can talk to them in person.
4. **P.S.** Altogether there are more than <#> ways you can inexpensively add to your bottom line in this new program. Don't you owe it to your business to make sure that you're aware of them all? Discover and examine all of these profit-building tactics free for 30 days. (*Nightingale Conant*)
5. **P.S.** EXTRA FREE BONUS BOOK! Just for trying <publication>, you'll also receive <bonus title>. It's the book everybody's talking about! And it's our FREE gift to you!
6. **P.S.** As our "thank you" for giving <publication> a 30-day free trial, we'll also send you two valuable gifts you can keep no matter what you decide. The first is \_\_\_\_\_. And your second free gift is \_\_\_\_\_. (*Prevention*)
7. **P.S.** This is the one and only time you can qualify to attend this program at this price with such affordable payment terms – for just <\$\$\$> down you can review all of my pre-attendance materials and make the committed decision to attend. The choice is yours – so don't delay, your registration must be accepted by <date> to be eligible for this special offer! (Abraham Publishing)
8. **P.S.** Quick-response bonus! Reply within 10 days and you'll also receive <title of bonus>. If you liked the opportunities I outlined in the letter, you'll love this exclusive special report.

9. **P.S.** One more thing I almost forgot to mention – this Course includes the best, most unique learning tool there is – A REAL PERSON. You get your own professional Course Counselor to call with any questions you may have. As often as you need. Any time. Eight hours a day. Five days a week. (*Ted Warren Corp*)
10. **P.S.** Supplies of the <publication> are limited and usually sell out quickly. Orders will be filled on a first-come, first-served basis. Avoid disappointment, order your copy today. (*Mutual Fund Investors Association*)
11. **P.S.** If you are not totally convinced this offer is for you, please read the enclosed comments from subscribers to <publication>.
12. **P.S.** If you accept my invitation immediately, I'll rush you one additional special report. It's called <title>.
13. **P.S.** If you continue to work out the same way, you're going to get the same results. What I'm offering you is the easiest, most risk-free way to try the <product> so you can see for yourself how our scientifically developed exercises and conditioning routines can help you increase your strength, improve your stamina, and help you achieve the more muscled look you have always wanted. (*Men's Health*)
14. **P.S.** Act today and you'll get the exclusive <company name> no-time limit guarantee. I insist that every customer be a satisfied customer, so I'll thank you to return the book for a full refund should you ever become dissatisfied. This is the way I've done business for over # years, so you can be assured that I'll stand behind this guarantee. (*FC&A*)
15. **P.S.** All the free bonuses, including the tow big books, are yours to keep even if you take advantage of our no-risk 100% money-back guarantee.
16. **P.S.** Remember, only # companies will be accepted to participate in this <program>. Since this is the only program I have planned for <year>, this may be your only chance to take advantage of this fantastic opportunity. Don't delay – call xxx-xxx-xxxx ext x, and speak to <name> today! (*Abraham Publishing*)
17. **P.S.** Call us on our toll-free line, you'll be able to use our 24-hour hotline immediately! We'll give you your private access code right over the phone. (*Philips Publishing*)
18. **P.S.** If you'd like an even better deal – and another free report – sign on for two years of <publication>. You'll save 46%...I'll send you a FREE copy of <report title> plus a FREE copy of <another title> and you'll get 24 months of what's been called the most exciting investment publication available today.
19. **P.S.** Don't forget...this is a tax deductible business expense. If you register early at <\$\$\$\$>, your real cost after your tax credit is approximately <\$\$\$\$>.

20. **P.S.** If you act now, we'll also send you 60 colorful, motivating Reward stickers – FREE!
21. **P.S.** If purchased separately, <name>'s <title> costs \$25 the <another title> \$45, and an annual subscription to <newsletter title> \$135. That's a total of \$205. Our current subscribers can all three for \$165, a savings of \$40. But I'm offering you an even better deal: As a new subscriber, take 12 monthly issues of the newsletter and the <title> and the <another title> for just \$129. You save \$76! (The No-Load Fund Investor)
22. **P.S.** I can't tell you how much your participation in this marketing trial means to me, so I sure hope you'll take part. Just return the gift certificate, and I'll see to it that you receive your free book and three free issues. And thanks again! (Bottom Line)
23. **P.S.** I mentioned the report, <title>, was a "bonus for promptness." Please respond to this offer within 10 days to be sure of getting your FREE copy.
24. **P.S.** You can lose a lot of money with the wrong newsletter. But you can't lose when you accept this no-risk offer. If you're disappointed with your first issue of <publication> for any reason, just let us know and we'll refund your subscription payment in FULL.
25. **P.S.** Our unique new guarantee reflects our confidence in <publication>'s ability to work for you. If you don't save at least 100 times your subscription cost, you get all your money back. At any time during your subscription – right up to the very last day.
26. **P.S.** This will be the only notification you receive and we will not be expanding enrollment beyond the level I've set in this letter. If you wait, you'll lose this opportunity. Don't let that happen to you. Please call xxx-xxx-xxxx and register now while this is fresh in your mind. Call me now – before someone grabs your slot. (Ben Cummings)
27. **P.S.** It's important to note that the <publication>'s subscription price may be tax deductible. Ask your tax advisor.
28. **P.S.** Please remember, your free no-risk trial is exactly that – totally free to you and without any risk whatever. 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 advantage that you might ever have the opportunity to discover.
29. **P.S.** There's just one thing. This offer is good for a limited time only, and expires with the date on the check – so please don't delay. Deposit the check now, while it's still valid. (Bottom Line)
30. **P.S.** Hear real people talk about making real money: "Eavesdrop" on conversations with my students by calling xxx-xxx-xxxx (24 hours). (Ted Warren Corp)
31. **P.S.** Remember, we ship all orders within 24 hours, too!
32. **P.S.** Thanks so much for reading my letter, and, please, I need your answer within 10 days.

**Special Bonus**

**Gary Halbert's Famous  
"Coat of Arms"  
sales letter that generated over  
\$7.3 million cash orders!**

Dear Mr. MacDonald,

Did you know that your family name was recorded with a coat-of-arms in ancient heraldic archives more than seven centuries ago?

My husband and I discovered this while doing some research for some friends of our who have the same last name as you do. We've had an artist recreate the coat-of-arms exactly as described in the ancient records. This drawing, along with other information about the name, has been printed up into an attractive one-page report.

The bottom half of the report tells the story of the very old and distinguished family name of MacDonald. It tells what the name means, its origin, the original family motto, its place in history and about famous people who share it. The top half has a large, beautiful reproduction of an artist's drawing of the earliest known coat-of-arms for the name of MacDonald. This entire report is documented authentically and printed on parchment-like paper suitable for framing.

The report so delighted our friends that we have had a few extra copies made in order to share this information with other people of the same name.

Framed, these reports make distinctive wall decorations and they are great gifts for relatives. It should be remembered that we have not traced anyone's individual family tree but have researched back through several centuries to find out about the earliest people named MacDonald.

All we are asking for them is enough to cover the added expense of having the extra copies printed and mailed. (See below.) If you are interested, please let us know right away as our supply is pretty slim. Just verify that we have your correct name and address and send the correct amount in cash or check for the number of reports you want. We'll send them promptly by return mail.

Sincerely,

Nancy L. Halbert

P.S. If you are ordering only one report, send two dollars (\$2.00). Additional reports ordered at the same time and sent to the same address are one dollar each. Please make checks payable to me, Nancy L. Halbert.

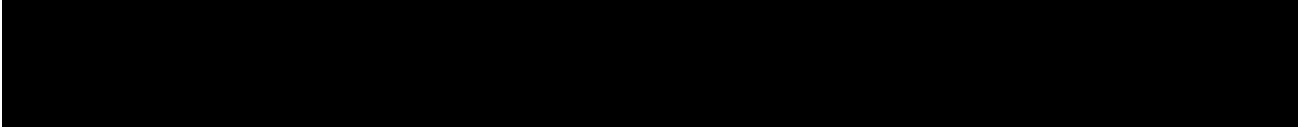
## **Extra Bonus**

### **SECTION:**

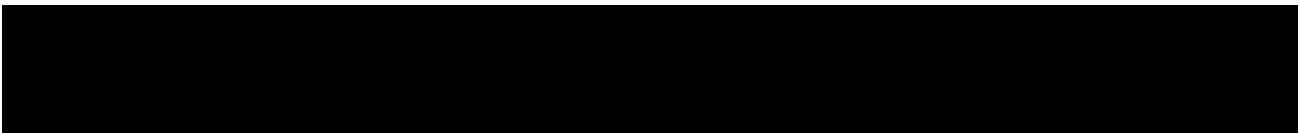
**Inside this free bonus section are two actual sales letters that are currently pulling like crazy.**

**You should study these sales letters and see how each of the elements in this manual have been brought together.**

**Special Note: If you decide to get any of these offers in the sales letter examples you can take a full credit for the cost of the Sales Letter Templates you just purchased, deduct \$29.95 from the price.**



**Sales Letter Example 1:**  
**“How To Write Million  
Dollar Ads, Sales Letters &  
Web Marketing Pieces”**



**Don't risk another dime on ineffective marketing.  
Creating powerful marketing pieces is simple when  
you team up with 23 of the most sought-after copywriters  
and marketing experts in the world and discover...**

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

Dear Friend,

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

Even if your ads and sales letters are doing alright... even if you're squeezing out a few sales on the Internet... wouldn't you like to increase your results by as much as 9 times?

As spectacular as this might sound, one of my clients did just that. Using what I'm about to show you, he increased his profits by 917% (it's all documented later in this letter). And many more of my clients increased their profits by 300% or more.

How did they achieve such stellar results? Actually, the answer is quite simple. If you want to improve your sales and profits exponentially, the secret to doing it is:

### **More powerful concepts and copy**

It's just that simple. Look, I don't care how great your product is, how attractive your art work may be, what list you're using, how inexpensively you can reach thousands of prospects on the web, or how unique any other component of your advertising might be.

The bottom line is this: if you don't do an exceptional job of motivating your prospects to take immediate action... if you bore them for one second... if you confuse them... or don't do the strongest job possible of closing them once you have their attention...

### **You're cheating yourself out of all the profits you could potentially be earning!**

I'm sure you know from experience that this is absolutely true. Haven't you run an ad or mailed a sales letter you were sure would sell like crazy - only to have it fail dismally?

I know this painful outcome is all too familiar. Because a full 90% of my clients tell me they've been through this.

Hold on. Maybe you're thinking, "So what. This doesn't really apply to me. I do most of my marketing on the Internet. And since it doesn't cost me anything to advertise, everything I make is pure profit".

Unfortunately, that kind of mushy thinking is killing your sales. While it's true that it doesn't cost much to market on the Internet, the real problem is the competition for customers is staggering.

Right now, there are over 320 million web sites on the Internet! Which means you're in an all out war for

“share of mind”. Just getting people to discover your web site, much less pay any real attention to it, is an enormous challenge.

Bottom line, ask yourself this question: “If Internet marketing costs so little, how come I’m not making more money with my web marketing?” Because I know from what my clients tell me that the vast majority of people marketing on the Internet are getting lukewarm results at best.

In addition to reporting poor response and results with their online and offline marketing, my clients also tell me they wish they were much better copywriters. Or they knew more about how to effectively judge and improve the copy they get from their copywriters.

### **Here’s How To Put An End To Poor Results And Start Increasing Your Sales And Profits Right Away**

If you’d like to put an end to the dismal results you’ve been getting... if you’d like to be able to write the kind of copy that makes products disappear off the shelves and sells services like crazy... if you’d like to super-charge the performance of every ad, sales letter, or web marketing piece you create, I’ve got good news for you.

I’ve just completed a powerful new course that will show you, step-by-step, everything you need to know to craft the tightest, toughest copy imaginable. Copy that sells and sells - and sells some more! It’s called the **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces.**

This course is unlike anything you’ve ever seen. Because I’ve teamed up with 22 of the most sought-after copywriting and marketing experts in the country to show you, step-by-step exactly how they created some of their most successful marketing pieces.

Each of these experts, gives you a blow-by-blow account of precisely how they conceive and create winning ads, sales letters, and web marketing pieces.

They reveal the secrets they use to develop powerful hooks and strategies that drive winning campaigns...

They track each piece, block by block, and show you precisely how each block was created to deliver maximum sales...

They leave no stone unturned, and literally spill every inside secret you could ever want for packing more selling power into every ad, sales letter and web marketing piece you create.

### **Stop Risking Your Valuable Time, Effort, And Money On Ineffective Marketing - Put 23 Leading Experts On Your Team And Watch Your Sales Soar**

Why spin your wheels with weak, ineffective concepts and copy? Marketing is much too time consuming and expensive to risk getting poor results.

Now there’s a better way. Because now you can “team up” with 23 of the most successful marketing experts in the world and use their inside secrets to maximize the selling power of every ad, sales letter, and web marketing piece you create.

Experts like Karen Anderson, Don Bice, Bob Bly, Larry Chase, Marty Chenard, Declan Dunn, T. Harv Eker, Randy Gage, Gary Halbert, Dr. Paul Hartunian, Don Hauptman, Dan Kennedy, Dr. Audri Lanford, Dr.

Jeffrey Lant, Ted Nicholas, Mike Pavlish, Brad Petersen, Russ Phelps, Murray Raphel, Bob Serling, Joe Vitale, Brian Voiles, and Pamela Yellen.

I'm proud to announce a comprehensive new resource that's packed with the proven strategies of these leading experts. Each expert painstakingly lays out the complete details of some of their most successful marketing campaigns - space ads, direct mail campaigns, and Internet marketing.

They break each piece down block-by-block and show you what they were thinking, the strategy that drives the piece, and every last detail on how the piece was created. Why is this so beneficial to you? Because I've learned from many years of expensive trial and error that the fastest, easiest, safest way to lock in success is to...

### **Model someone who is already successful**

But the problem is, you can't just model anybody. Not if you want to ensure your own success. You have to model the absolute cream of the crop - those experts who have proven themselves over and over again the only place where it really counts, in the market place.

That's what **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces** gives you. Access to the inside strategies and marketing secrets of the top experts at creating space ads, direct mail campaigns, and web marketing. Here's what you'll find in this powerful resource:

#### **Section 1: How To Write Million Dollar Sales Copy**

There are a lot of books on writing copy. Some good, some completely useless. What makes this section (and the entire book) so different than all the other books on writing copy is this:

When I decided to create this course, instead of basing it on what I thought should be in a book on successful marketing and copywriting, I let my clients tell me what would help them the most.

Here's what I discovered. My clients told me they can recognize a good or even great ad when they see one. But they don't know what makes it great. And what they really wanted was to have a copywriter dissect an ad, block by block, to show precisely what they were thinking when they wrote every component.

And that's what makes this book so different, so much more immediately useful than any other book you've ever seen on creating hard-hitting marketing and copy. Each piece is broken down to it's finest detail so you can model it right away in your own successful marketing campaigns.

However, in addition to these "guided tours" of successful ads, sales letters, and web marketing pieces, I've also included a special 65-page guide to writing powerful copy. This will give you a foundation for everything that follows. Here are the components you'll find in this guide:

1. Lock in greater sales with these **4 Major Selling Principles**. Getting your prospects and customers to take the action you want is much easier when you understand and apply these 4 powerful principles. Any one of them can propel your sales to new levels. Combined, they're unbeatable!
2. Increase the selling power of all your marketing and copy by creating maximum response offers. I'll let you in on a major secret. In today's market, your offer makes or breaks your success. Crafting a powerful, highly profitable offer is easy when you understand how. You'll get comprehensive details on how to do just that and start enjoying greater sales volume right away.
3. Pump up your profits with my **Maximum Response Marketing Power Formula**. This is the 14-step "recipe" I use to create all my own copy. You'll get detailed, step-by-step instructions for creating highly

profitable ads, sales letters, and web marketing with minimum effort.

Next we move on to applying what you've just learned. To immediately put this information to practical use, you get complete annotated versions of some of my most successful marketing pieces. This includes two space ads, a postcard mailer, a sales letter, and a web marketing piece. Each block of each piece is numbered and explained, block by block, in complete detail.

This "working tour" of the five sales pieces leaves no stone unturned. You'll see precisely how each piece was created, what structure was used, and the logic behind each critical decision. More importantly, you'll be able to take the lessons from each piece and apply them to your own copy for maximum results.

By the way, earlier I told you about a client who increased his profits by 917% using these techniques. And many other clients who increased their sales by 300% or more. They achieved these results just with the strategies and techniques you get in Section 1. Here are the results they reported in their own words:

*"You immediately increased our profits on one project by a very real 917%!"*

**Phil Kratzer, CEO**

**National Response Corporation**

*"Bob Serling's copy is always on target. He's never failed to get results. In a way, I hate to let the secret out, because I know that good news travels fast!"*

**Marla Covin, Senior Account Executive**

**Schroffel & Associates**

*"Bob Serling made copy changes for our catalog. The results were phenomenal. When you consider how much money Bob actually made for us, his services are one of the best bargains I've ever come across."*

**Ray Melissa, President**

**Mailer's Software Catalog**

*"You increased our sales by a whopping 328%!"*

**Bruce Elliott, President**

**The Gold And Diamond Center**

With those kind of results in mind - just from Section 1 - let's take a look at how much more you can expect to gain.

## **Section 2: The Headline Clinic**

Powerful headlines are crucial to the success of any marketing piece. Since you only have a few seconds to seize your reader's attention and convince them to keep reading your ad or sales letter, you'd better be able to stop them in their tracks. So I've devoted an entire section to making sure you have all the tools you'll ever need to create successful headlines.

For this clinic, I'm joined by Bob Bly, T. Harv Eker, Gary Halbert, Dan Kennedy, Ted Nicholas, Brad Petersen, Joe Vitale, and Brian Voiles to show you everything you need to create the kind of headlines that get optimum results.

You'll discover what's crucial to include in every headline, what to absolutely avoid, and ethical ways to "swipe" winning headlines from other ads and sales letters. When you're done with this section, you'll be a master at creating headlines that sell much more of what you have to offer.

## **Section 3: 20 Leading Experts Take You**

## **On A Step-By-Step Tour Of Some Of Their Most Profitable Promotions**

This section is packed with powerful examples of ads, sales letters, and web marketing pieces that have sold millions of dollars worth of products and services. Each piece has proven itself many times over in the marketplace. There is no textbook theory, no wishful thinking, no fluff or filler. It's all hard-hitting, proven strategies and copy you can start using today to create your own winning sales pieces.

20 of the top marketing experts in the country reveal their trade secrets for creating marketing and copy that produces exceptional results. Each piece is broken down block-by-block and numbered. Then each numbered block is dissected and laid out in complete detail. You see the strategy each expert used, the techniques, offers, guarantees, risk reversals... and every other component that makes these pieces produce such powerful results.

Nothing is left to the imagination. By the time you're done with these guided tours, you'll have all the tools you'll ever need for creating marketing that produces substantial results. Take a look at what you get in this innovative section:

- 1. Karen Anderson.** How to use endorsed copy and offers to create an explosion of sales on the Internet.
- 2. Don Bice.** Inside secrets of a sales letter that's pulled in steady profits month after month for over 10 years. Plus a powerful sales letter for a business opportunity.
- 3. Bob Bly.** A sales letter demonstrating how to sell technical workshops by the master of business-to-business marketing.
- 4. Larry Chase.** A powerful press release that brought in thousands of subscribers to Larry's online newsletter. This is a masterful example of using the hook of a free service to drive a lot of traffic to your web site.
- 5. Marty Chenard.** How to use postcard mailings and an ingeniously simple sampling technique to win paid subscribers to a newsletter.
- 6. Declan Dunn.** How to sell a high-ticket product on the Internet. Declan obliterates the myth that only low-cost items can be sold online.
- 7. Randy Gage.** Randy's powerful space ad that made his book on multi-level marketing a best seller. Plus a sales letter that shows you how proper bending of traditional marketing rules can produce exceptional results.
- 8. Dr. Paul Hartunian.** Secrets for creating low-cost inserts that produce impressive profits. Paul reveals how to create a substantial six-figure income with this simple technique.
- 9. Don Hauptman.** Don is known the world over for his classic headline and campaign "Speak Spanish [French, German, etc.] Like a Diplomat!" that sold tens of millions of dollars worth of language courses. He shares a new space ad that's being used to sell a famous information product.
- 10. Dan Kennedy.** In this spectacularly successful direct mail letter, Dan demonstrates how the magic of the word "free" coupled with an almost too-good-to-be-true offer moves a lot of product.
- 11. Dr. Audri Lanford.** Does long copy sell? You bet it does. Discover how Audri uses a 36-page "reportlet" to create a large volume of sales.
- 12. Dr. Jeffrey Lant.** No-holds-barred advice from a marketing legend on how to make the Internet and e-mail marketing produce impressive profits.
- 13. Ted Nicholas.** The latest space ad from the man who has sold over \$200,000,000 worth of books through

his mastery of creating compelling space ads.

- 14. Mike Pavlish.** Discover the inside secrets of selling through magalogs, the format all major newsletter publishers rely on to build huge volumes of subscribers.
- 15. Brad Petersen.** Here's a problem everyone wishes they had. Brad explains the 2-page space ad he created for a client that sold so many pool cues, they couldn't produce enough product to fill all the orders and had to stop running the ad!
- 16. Russ Phelps.** Discover the secrets of successful tear-sheet mailings by one of the most successful copywriters in the country.
- 17. Murray Raphel.** Marketing legend Murray Raphel reveals a 1-page letter he created that sold over 5000 copies of a hard-cover book.
- 18. Joe Vitale.** Master copywriter Joe Vitale shows how he breaks all the rules and uses a simple, 2-page letter to sell a \$795 product. Plus, he reveals his secret for creating "publicity style copy" to make impressive sales with e-mail marketing.
- 19. Brian Voiles.** How a simple postcard mailing brings in a phenomenal \$26.97 for every dollar invested in marketing.
- 20. Pamela Yellen.** These space ads focus on two-step "upgrade selling" - using a free or low-cost report to identify prospects, then selling them high-ticket items through the report. A powerful weapon to add to your marketing arsenal.

### **Here's How Start Making All Your Ads, Sales Letters And Web Marketing Pieces Major Winners**

The **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces** course is packed with everything I've just described above. You get a massive manual (462 pages!) with all three sections:

- 1. How To Write Million Dollar Sales Copy**
- 2. The Headline Clinic**
- 3. 20 Leading Experts Take You On A Step-By-Step Tour Of Some Of Their Most Profitable Promotions**

But that's just the start. For this very special edition, I've also created 3 exceptional bonuses. I'm doing everything I possibly can to make this the ultimate package for your marketing and copywriting success. Here are the bonuses and the advantages they give you:

#### **BONUS #1: Inside Secrets To Marketing On The Internet**

This bonus consists of audio tape interviews with three leading experts on Internet marketing and copywriting. I was fortunate to be able to conduct separate interviews with Dr. Audri Lanford, Joe Vitale, and Declan Dunn on how to make all of your Internet marketing more profitable.

Here's just a portion of what you'll get. The best ways to drive major traffic to your web site... the single most important marketing method for succeeding on the Internet... incredibly effective low-cost and no-cost marketing techniques... how online copy differs from traditional copy - if you don't follow some basic rules, you're wasting your time and money... the best ways to structure an online offer... hard facts on what sells and what doesn't sell online... impressive success stories of companies you've never heard of... common

mistakes to avoid... how to cash in with affiliate programs... what the future holds for Internet marketing... and much, much more.

This 3-tape set will be priced at \$59 when it's sold on it's own. But it's yours free with the Course.

### **BONUS #2: The 8 Key Secrets To Consistently Getting Tons Of Free Publicity - And How To Use It To Send Your Sales Through The Roof**

Free publicity can be a powerful tool for growing your business. Not just because it's free, but for the tremendous credibility that comes with media coverage. The good news is, getting all of the free publicity you need is a game. The only problem is, the rules of the game haven't been clearly stated - until now.

This bonus report will give you a professional publicist's arsenal of tools for winning all of the free publicity your business needs. You'll find out how to create a simple, powerful publicity plan, what to do to easily double or triple the amount of coverage you get, and a wealth of hot tips and techniques for converting publicity to increased sales.

This report normally sells for \$20. But it's yours free.

### **BONUS #3: A Special Interview With Marketing Legend Ted Nicholas**

If you've been around direct marketing at all, Ted Nicholas' name is familiar to you. Ted's success with space ads and direct mail is legendary. He has single-handedly created campaigns that have sold over 200 million dollars worth of books for his company.

A few years ago, I had the pleasure of interviewing Ted for an hour. The interview yielded a 21-page report called, Ted Nicholas: Self-Publishing And Copywriting Secrets. In this unique report, Ted shares the secrets of succeeding in self-publishing. Not just as a primary business, but also as a way of generating huge amounts of qualified leads for your existing business.

Then Ted digs in and shares the secrets he's used to create the copy that sold 200 million dollars worth of his books. Some of the topics Ted covers in great detail includes: inside information on creating riveting headlines... the secret of writing hypnotic body copy... how to price products for maximum sales... the secret of the "ultimate benefit"... how to test your copy... and more. Quite simply, Ted tells all!

If you want to profit from the experience of one of the most successful direct marketers ever, don't miss this riveting report. A bargain at it's normal selling price of \$20, it's yours free.

Now, you might expect to pay in excess of \$350 for **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces**.

But I have good news for you. I'm making it available for the extremely reasonable price of just \$177 (plus \$6 shipping and handling).

How long will I keep my price this low - just \$177? I can't say for sure. But for at least the next 30 days, the price for the **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces** is a modest \$177.

### **I'll "Sweeten The Deal" Even More - I Invite You To Put All Of The Risk Entirely On Me...**

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I completely guarantee that the proven strategies and techniques you get from 23 of the country's leading

marketing experts and copywriters will work for you.

So here's what I'd like you to do. Try the course for one full year with no risk whatsoever. The risk is completely mine.

You can "test drive" every strategy and technique of all 23 experts as many times as you like. Prove to yourself that their wisdom makes a real difference in your sales and profits. If you aren't completely satisfied, I want you to ask for, and get, your money back.

That's how confident I am that this breakthrough course will change forever the way you do business and contribute mightily to your bottom line.

The truth is, you'll never have to worry about a refund. Because once you start using these ingenious, proven techniques and see the immediate increase in your sales and profits, I'm betting it will be impossible to get you to part with your copy of this powerful course.

**If You Want To Get In On This Limited  
Opportunity - You Need To Act Now!**

As you can probably tell, with everything I've packed into both editions, this course is a true bargain. Which means I expect a flood of orders. And once the initial print run is sold out, I'll have to return your payment until more copies can be printed.

So if you're really serious about increasing your sales and profits with as little effort as possible, you can't wait. You need to take immediate action.

It's easy to do. Right now, while it's fresh in your mind, fill out the enclosed coupon and fax it to **1-301-656-2471**. You can fax your order 24 hours a day, 7 days a week and it's the fastest way to make sure your order gets shipped immediately. Or mail the coupon to: Surefire Marketing, Inc. 14312 Fairdale Road, Silver Spring, MD 20905.

Don't wait. Order your copy of **How To Write Million Dollar Ads, Sales Letters And Web Marketing Pieces** right now. That way you can get on a fast track to increasing your sales and profits right away.

Sincerely,



Bob Serling  
Stratford Marketing Group, Inc.

P.S. Remember, the risk is entirely on me. You can use every strategy and technique of all 23 experts for 12 full months and prove to yourself that they work as well as I've promised. If you aren't satisfied, for any reason, just return the course for a prompt, full refund. You've got absolutely nothing to lose - and substantial sales and profits to gain. Fax your order right now to **1-301-656-2471**. Or call to order right now: 1-800-896-6979 (Int'l +1-301-656-2424).

# 12 Month No-Risk Trial

**YES - I want to team up with 23 top marketing experts and copywriters and turn all my ads, sales letters, and webmarketing pieces into major winners.** Please send me Bob Serling's "How To Write Million Dollar Ads, Sales Letters And Web Marketing Pieces" right away.

I understand that my purchase is completely protected by Bob's total satisfaction guarantee. I have 12 full months to "test drive" each and every strategy and technique of all 23 experts. If I'm not thoroughly convinced that my marketing has improved substantially, or I'm not satisfied for any reason, you will refund every cent I paid. On that risk-free basis, here is my order.

**Deluxe Edition.** Includes complete course manual (462 pages) with: How To Write Million Dollar Sales Copy, The Headline Clinic, and 20 Leading Experts Take You On A Step-By-Step Tour Of Some Of Their Most Profitable Promotions. Plus 3 Free Bonuses: (1) Inside Secrets to Marketing On The Internet; (2) The 8 Key Secrets To Consistently Getting Tons of Free Publicity; and (3) The Ted Nicholas Interview - Self Publishing and Copywriting Secrets. Purchased separately, these items would cost \$276. Special Price for \$177.

*special member price only \$147.05*

Please add \$6 shipping in US, \$14 shipping to Canada and \$40 all others.  
MD residents: Be sure to add 5% sales tax.

## Payment Method:

- I've enclosed my check payable to Surefire Marketing, Inc.  
 Please charge my credit card below:  
 VISA     Mastercard     American Express     Discover  
Card# \_\_\_\_\_ Exp Date \_\_ / \_\_ / \_\_  
Signature \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### FOR FASTEST SERVICE

**Fax To 301-656-2471 (Anytime, 24 hrs)**

**Or call 1-800-896-6979 or +1 301-656-2424**

**Or Mail To: Surefire Marketing, Inc.  
14312 Fairdale Rd, Silver Spring, MD 20905**



**Sales Letter Example 2:  
“Advertising Magic”**



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

**Now You Can Use This Simple, Step-By-Step System  
To Turn All Your Ads Into Powerful Money-Makers  
— 100% Guaranteed!!!**

Dear Friend,

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

Even if your ads and sales letters are doing okay, you can now double, triple, or even quadruple the results you're getting!

And it's easy once you know the...

## **Step-By-Step System For Writing Powerful Ads And Sales Letters That Sell!**

That's what this letter is about... showing you where to turn to find simple, yet detailed information guaranteed to make your advertising work.

That's where my friend Brian Keith Voiles comes in.

You may have never heard of Brian, but he happens to be one of the nation's most talented copywriters. He's one of the few people I know that understands the true meaning of "salesmanship in print". (Advertising that sells is "salesmanship in print" and Brian literally wrote the book on it!)

Brian's fee for writing an advertising campaign is \$7,500.00. His clients eagerly line-up to pay him this fee because the ads and sales letters he writes for them are real money-makers!

### Good news for you:

Brian recently released a new home study course that makes writing ads and sales letters a breeze! And now you can get this comprehensive course for a fraction of what you'd have to pay Brian (or any copywriter) to write an ad or sales letter for you.

It's called:

**“Advertising Magic: The Complete Guide To Creating  
Hot Ads & Sales Letters That Work...”**

**Advertising Magic** is by far, the best thing I've ever seen on the subject of writing advertising and sales letters that sell.

The bottom line is this: If you want your ads and sales letters to stop being money-wasters and start being money-makers, you must get this course!

Look, knowing how to put together an ad that brings in orders like crazy is one of your most powerful assets. It's an asset that you can leverage and use to make yourself serious money every single time you run an ad or mail a letter.

**Advertising Magic** will show you how to master the "art-and-science" of writing powerful sales letters, postcards, brochures, order forms, web pages, display ads, classified ads, and yellow page ads that sell, sell, sell!

Owning the **Advertising Magic home study course** is like having your own in-house copywriter on call 24 hours a day, 7 days a week. Because once you apply the step-by-step formulas laid-out in **Advertising Magic** your ads and sales letters will practically write themselves!

By the way, pay special attention, in a few minutes I'm going to tell you about a \$450.00 FREE GIFT that Brian has agreed to give you.

Like I mentioned earlier, Brian is one of the top advertising writers in the business. He's written blockbuster ads and sales letters for:

- **Ted Nicholas**, (author of "How To Form Your Own Corporation For Under \$75")
- **Gary Halbert**, (author of "How To Make Maximum Money In Minimum Time")
- **Jay Abraham**, (marketing consultant and author)
- **Dr. Stephen R. Covey**, (N.Y. Time's best-selling author of "The Seven Habits Of Highly Effective People")
- **Dr. Jeffrey Lant**, (author of "Cash Copy") and,
- **Robert Allen**, (Best-selling author of "No Money Down Real Estate")

... and the step-by-step system you learn in his course is the exact same system he uses to make these clients and others millions of dollars!!

As a matter of fact, take a look at what some of these top experts and clients of Brian have to say about him and his copywriting skills:

*"Brian Keith Voiles is a fantastic, rising young copywriter. He's one of a rare breed in America who shows real talent!"*

– **Ted Nicholas, Author/Publisher • Nicholas Direct**

*"Brian Voiles is an exceptional copywriter. When I'm talking about business, exceptional means only one thing – he's exceptional at making you money. If you have a chance to get Brian to write copy for you, book him now before someone else grabs your spot."*

– **Bob Serling, Marketer, Consultant • Stratford Marketing Group**

*"Brian Keith Voiles... writes some of the best sales copy I've ever read. He's one of the best copywriters there is and, he's not only good, Brian has my highest recommendation."*

– **Gary Halbert, Author • The Gary Halbert Letter**

*"The most recent letter Brian wrote for me filled the seminar seats to overflowing in record time. Because of Brian's sales letter, I made \$52,682 in 30 days. Get your hands on everything this guy has to offer before he realizes he should be charging TRIPLE what he does!"*

**– Robert G. Allen, Author/Trainer • "Nothing Down Real Estate"**

These guys have all worked with Brian or made money off Brian's irresistible ads; and once you grab hold of Brian's new course, you'll be cranking out money-making ads that are irresistible to your prospects, too!

I'm telling you, if you've ever wanted to step-up your bank account BIG-TIME, Brian's **Advertising Magic** is the place to start!

**Advertising Magic Is A Complete System  
For Making Advertising That Works.  
And It's So Simple, Anyone Can Do It!**

With this proven system, you'll be putting out ads and sales letters that'll suck-in the cash like crazy!!

Understand, this isn't information you'll find in all the other ad writing books that are out there – you'll be learning Brian's deepest secrets about how to put out advertising that pulls in the profits.

Here's just a small sample of what you'll discover and learn from **Advertising Magic**:

- **The very first thing you must do before writing one word of copy!**
- 62 fail-safe tests that every ad must pass before you use it!
- Exact word-for-word samples of sales letters that brought in millions... and how to adapt those same letters for your own business!
- **How to guarantee that your letter gets opened, read, and responded to.**
- Time tested words and phrases that sell and how to use them.
- The real reasons people choose to buy anything – the secret truth long known by master salesmen, sociologists, and "con men" finally revealed!
- **How to write benefit packed bullets that generate sales!**
- The tips, tricks, and techniques that make space ads work like a dream!
- **The most important part of every letter and ad you write.**
- 21 simple steps for creating order forms that get prospects to act fast!
- **How to get "in the mood" to crank out hot ads whenever you want.** (...like a hot thoroughbred race horse entering the starting gate.)
- 11 steps to writing a "million dollar" sales letter.
- **6 ways to improve your ad... after you've done all you could to make it your best.**
- **Why people don't respond to a good ad or sales letter, and how to change it!**
- The 3 most basic and over-looked questions you must ask yourself to make sure your ad or sales letter is focused!
- The inside secrets of **how to create a guarantee that encourages your customers to buy now!**

With **Advertising Magic** you'll be writing advertising copy just like the direct marketing pros. Here's what else you'll get out of your course:

- **13 tips and tricks for creating powerful openings to your ads!**
- The essential elements of every great sales letter and how you can use them.
- The 9-step formula that anyone can use to write advertising copy 100 times more potent than the best Madison Avenue ad agency!
- **The best way to create the "first draft" of your ad.** (This technique will surprise you!)
- The 12 mistakes most advertisers make and how you can avoid them!
- How to get all the testimonials you'd ever want!
- **20 guaranteed ways to increase readership and response to your sales letters and ads...** without touching your current copy!
- The 6 steps you must follow to make sure your advertising sells!
- **How to lay out your sales letter for increased readership.**
- Amazingly simple outlines to follow that make putting out ads and sales letters even easier.
- **How to create powerful headlines** that guarantee your prospects will read your ad!
- Why you've got to forget everything your English teacher ever taught you to make your ads and sales letters pull in the cash sales you deserve!!

And, believe me... this is just the beginning of all you get from **Advertising Magic!**

**"Advertising Magic Is Like Nothing You've Ever  
Seen Before On Creating Ads And Sales Letters That  
Bring In The Business You Want!!"**

Brian's approach to coming up with hot ads is completely different than anything you've ever seen, read, or heard before – and he's convinced anybody can do what he's doing, once they understand it!

Let's take a look at what people have to say about **Advertising Magic**:

*"Your book is AWESOME!! I always thought you were a genius... now I know you are a genius! 'Advertising Magic' is not only the best thing ever written on how to write 'Killer' copy, but it virtually stands alone! It's awesome! Serling, Halbert, Kennedy, Nicholas, none of them have even scratched the surface compared to your 'Advertising Magic'. I can't put it down. There's more hard-hitting, profit-generating information in one chapter of your book than in the rest of my library."*

**– Kenn Kerr, Former Walt Disney Creative Director • Reno, NV**

*"As a direct marketer for some 20 years and as Editor of a newsletter for home-based businesses, I have reviewed and used hundreds of books and courses on advertising and direct marketing. Your 'Advertising Magic' is in a class by itself. The course is power-packed with tested ideas worth hundreds of times more than the meager price you are asking. I was flabbergasted by the sheer amount of heavy duty knowledge your course contains and the ease with which you convey it."*

**– Ed Durham, Home Income Report • Willingboro, NJ**

"Your 'Advertising Magic' course is absolutely the best course on copywriting in the world... and I have bought two previous courses before yours. You are without a doubt the hands down winner in giving detailed and understandable copywriting information. You poured your heart, soul and guts into this product and you have given me a wealth of knowledge and I think your course was well worth every dime that I paid!"

— Al Robinson, Successful Business Associates • Chicago, IL

"I recently got a copy of your 'Advertising Magic' course — WOW! Let me just say that I personally spend over \$10,000 a year on books, tapes, and seminar programs to enhance my knowledge of direct marketing. I've read practically every book ever written on the subject of copywriting. Your course did an excellent job of synthesizing everything I've ever read or heard on the topic in one easy to understand course."

— Brian Kay, Cash, Inc. • Port Washington, NY

"Writing ads and letters that really sell is the ultimate ticket to financial freedom. As far as making money goes, you just cannot learn a better skill than this one. Imagine. No matter what you want to sell, you can always come up with an ad or a letter to do the job. Anytime you need more business — simply turn the tap on. Sounds too good to be true?? Well, it isn't. Not if you have the right tools at your disposal. 'Advertising Magic' is what I consider the best guide to writing ads and sales letters in the world. I don't say that lightly. Brian Keith Voiles has created some of the best ads and letters I've ever seen. And he's worked for some very famous (and rich) clients. If you want to learn the ultimate skill, I highly recommend Brian's course. The sample ads and letters included with the course are worth many times the investment. Even if you don't want to learn how to write ads and letters yourself, you are sure to find an ad or letter you can adapt to your business."

— Peter Sun, Peter Sun Marketing • Australia

**Advertising Magic** is a complete "encyclopedia" to creating advertising that sells! The information in this comprehensive, one-of-a-kind course is laid out for you in precise, step-by-step detail.

Of all the books and courses I own on copywriting, Advertising Magic is the one I refer to most when writing a sales letter or any kind of ad. Once you own your **Advertising Magic** home study course, you'll refer to yours over and over again too!

Here's what you get with your course:

- ✓ The **Advertising Magic 3-ring binder manual** — 388 type-set pages of power-packed information that reveal Brian's proven step-by-step system for writing powerful ads over and over again... including samples of money-making letters and ads that Brian has written for himself and others.
- ✓ You get Brian's **easy-to-follow "secret creation system"** that makes writing ads and sales letters effortless.
- ✓ **Six audio cassettes** revealing how you can implement this system, and how you can get the most out of it — starting today! Plus more details on headlines, bullets, offers, guarantees, and more!
- ✓ PLUS, Brian will be going over several of the **sample letters** in line-by-line detail on **cassette #6!** He'll tell you the thinking behind each of

these money-making sales letters and ads so you can learn to do it yourself!

- ✓ You get a **brand-new video** of a powerful and entertaining presentation Brian did at a seminar revealing his simple (yet potent) formula for advertising success!

And, if you are one of the **first 45** to order **Advertising Magic**, Brian has agreed to give you this HUGE FREE BONUS worth more than the entire course:

**You Get Two, 30 Minute Advertising  
Critiques On The Phone — Direct With Brian  
Absolutely FREE! (Valued at \$450.00!)**

That means, for the next **2 ads or sales letters** of your choice, you'll be able to run them past Brian to make sure your ad is positioned to sell! Brian usually charges \$225.00 for each critique... but you get both of them for FREE — if you're one of the first 45 to order! (Because of Brian's busy schedule, he can only offer this FREE bonus to the first 45 who order.)

But, that's not where it stops!

Brian wants to make sure you get the very most out of each of your critiques, thus helping you to learn to put together ads that sell even better. So, not only do you get his advice over the phone...

**You Immediately Get A FREE Cassette  
Recording Of Each Critique!!**

This will give you a permanent record of your learning experience with Brian. Anytime you need a refresher course, you can simply pop that cassette into your player, and hear the money-making ideas flow again!

These critiques give you immediate insight on how you can improve your sales pitch before it goes out the door!

For you, it's a no-lose proposition. You'll be getting everything you need to make your ads and sales letters work.

**And, you get a No-Risk, 12 Month Money-Back Guarantee that simply says:**

Try "**Advertising Magic: The Complete Guide To Creating Hot Ads and Sales Letters That Work!**" for the next 12 months. If, after you put Brian's techniques to the test and try them for one full year, you find that Advertising Magic hasn't more than paid for itself, simply return it for a complete no-hassle refund. And the FREE bonus consultations and cassettes are yours to keep even if you do get your money back!

Plus, all six audio cassettes and the video come with a life-time warranty... if they ever break or wear-out for any reason, we'll replace them FREE of charge.

Think about it:

The worst that can happen is you'll come out \$450.00 ahead! (The two consultations are worth \$450.00) There's simply no way you can lose!

Here's how to get going:

You get Brian's complete "secret-system" for creating your own ads, sales letters, and promotional pieces. You get the 388 page manual, the six audio cassettes, and the video. PLUS, if you're one of the first 45 to order, you get the two, 30-minute advertising critiques for FREE! You get it all for the low, low investment of **\$297** (plus \$7 shipping and handling).

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

And if you like, you can make **two easy payments** of \$148.50 spread 30 days apart. (For credit card and Checks By Phone or Fax orders only. Shipping charge added to first payment.)

Now you may be thinking that \$297 is a lot of money to spend for a workbook and a set of tapes. But, this isn't just a book with a set of tapes.

This is Brian's proven, easy-to-use system for writing advertising that gets you results. It's the exact system he uses to write advertising for his clients at \$7,500.00 a pop!

And now you can get it for a fraction of \$7,500.00!

The **Advertising Magic** course will show you the quickest and easiest way to increase the sales and profits of all your advertising!

We're talking a real-life, nuts-and-bolts, down-to-earth, step-by-step system for pumping out ads and sales letters that make you money... time and time again... he's done it for the "big boys", now let him do it for you!!

### **"What's the best part about this whole thing?"**

Well, in my opinion the best part is this:

You'll gain a brand new skill - the skill of creating powerful ads and sales letters that'll put money in your pocket time after time! A skill you can use to multiply yourself 1,000, 10,000, 100,000 times - every time you place an ad, or mail a letter! Sure, you can go ahead and throw your same old ads and sales letters out to the marketplace again. And you can hope and pray that your next promotion works out.

But why put yourself through it all?

Why not invest in your ability to take control of your profits, increase your lifestyle, and make more money by getting yourself Advertising Magic. With it, you'll discover the real secrets of creating ads and sales letters that work like magic!

Let me tell you. If you go ahead and mail your next sizable batch of sales letters without putting them through Brian's simple, step-by-step system; the money you lose sending out a poor sales letter or ad could've bought you and all your friends a copy of **Advertising Magic!**

It's true. Think about this:

\$297 is really a painless drop-in-the-bucket compared to the money you're going to lose over your lifetime without this advertising know-how. Looking at it that way...

### **You Really Can't Afford NOT To Invest In This Course!**

**Advertising Magic** will give you the powerful cash-generating skills you need to rocket your sales and profits through the roof – forever!

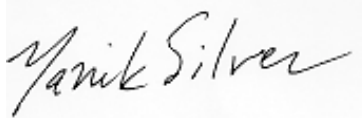
So take action right now, while it's fresh on your mind.

Order by calling **1-800-896-6979**. And remember, if you use VISA, MasterCard, American Express, Discover card or Checks By Phone, you can make two easy payments of just \$148.50. **CALL NOW!**

If you prefer, simply complete the No-Risk Order Coupon and FAX it to us at: 1-301-656-2471. Or, mail it with your company or personal check to: Surefire Marketing, Inc., 14312 Fairdale Road, Silver Spring, MD 20905.

Go ahead, try **Advertising Magic** at my risk for one full year. If it doesn't pay for itself many times over, I want you to send it back so I can give you a complete, no-questions-asked refund!

Sincerely,



Yanik Silver  
Surefire Marketing, Inc.

P.S. If you want to discover how to quickly and easily create ads and sales letters that will have people lining up and practically begging you to take their money, you need to jump on this right now!

**Advertising Magic** gives you everything you need to create powerful, money-making, profit-generating ads and sales letters right from the get-go. Pick-up your phone right this minute and call **1-800-896-6979**.

P.P.S. Remember, Brian insisted that he can only allow 45 customers "in" on the FREE consultations – that's all he has time for. You must order right now to guarantee that you'll get the FREE sales letter and ad critiques with Brian.

Once the first 45 orders are taken, orders after that will not get the FREE critiques and consultations... sorry. Understand, these critiques are a **\$450.00 value alone**... yours FREE if you're one of the first 45 to order!

**FAX YOUR ORDER NOW! 1-301-656-2471**

**Surefire Marketing, Inc. 14312 Fairdale Road, Silver Spring, MD 20905  
Phone 1-800-896-6979 Int'l 301-656-2424 Fax 301-656-2471**

# No-Risk, 100% Money-Back Free "Ad Magic" Trial Form

**"Yes!"** I want to turn ads and sales letters that waste money into ones that make money by using Brian's quick and easy methods for creating ads and sales letters that practically make people line up and beg me to take their money! I understand that my satisfaction is absolutely guaranteed -- if I don't make at least 10 times my investment in the next 12 months, I get my money back with no hassles. I also understand that if I am one of the first 45 people ordering, I will get 2 critique certificates worth \$450.00!

On that basis, here's my order for "Ad Magic: The Complete Guide to Creating Hot Ads and Sales Letters That Work!", priced at \$297 plus \$7 shipping. *special member price only \$267.05*  
International shipping - \$14 Canada and \$40 all others

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Payment Method:



Enclosed is my check

Please charge my credit card:

VISA     Mastercard     American Express     Discover

Card# \_\_\_\_\_ Exp Date \_\_/\_\_/\_\_

Signature \_\_\_\_\_



## How To Get Started:



1. Fax This Trial Form To 301-656-2471 (Anytime, 24 hrs)



2. Call: 1-800-896-6979 (M-F 8:00 am - 6:00 pm EST)



3. Mail To: Surefire Marketing, Inc.  
14312 Fairdale Rd, Silver Spring, MD 20905

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