

## **Sample 1**

# **Direct marketers and copywriters, I don't want you to read this letter...**

## **Because if you do, you may end up one of my toughest competitors.**

AWAI asked me to write this letter. Ok, I did that. But I did it with reluctance.

It doesn't take a brain surgeon to figure out why.

When you read this letter you'll discover a principle so powerful that, if you grab hold of it, it could propel you to the highest level of mastery in direct marketing.

All of which puts me in an awkward position. This could give you the edge to write unbeatable controls the rest of us have to struggle to overcome.

Obviously you've already worked hard to develop your skills. Only those dedicated to their craft would read a letter like this one.

### **Nonetheless, want to kick it up a notch?**

To a level where wealth and freedom pursue those copywriters who master their craft?

To a pinnacle veiled only by a simple principle which amateurs neglect and disregard.

The ancient Chinese used this principle in war a thousand year ago. Today business success depends on it. It never fails to reward the diligent.

Before I reveal it to you, first imagine with me for a moment...

**Sample 2**

# **Do Your Brochures, Sales Letters, and Web Sites Have the Power to Get Results?**

## **Ten Proven Tips to Make Your Marketing Sizzle Starting Today**

Warmest greetings to those searching for better marketing results:

Picture something with me for a moment.

From your office at work you gaze out the window to the trees swaying in the gentle morning breeze. Despite the bright sun dew still covers the ground. Normally you would find this time of day relaxing, but not now.

You can't shake an ominous feeling.

You authorized some hefty expenses for a copywriter to create several marketing pieces and a direct mail sales letter that hits mailboxes today. That nagging feeling won't go away and swells into full-blown worry. This mailer could be a disaster with no one to blame but you.

The questions pounding in your head are,

*"Will it get read? Will we recoup our investment? Can we dare hope for a profit?"*

Meanwhile, your typical prospect stands near the garbage can sorting the mail.

*"Junk, junk, bills..."* she mutters to herself as she tosses some in the can and others in a pile to be read later.

*"Hmm...interesting headline, I'll have to see what this one's all about."*

When she's finished only one sales offer survived to be read later.

Which one did she choose?

# What makes the difference?

Have you ever wondered, as I used to, what makes the difference between something considered junk mail and a letter or brochure that is read from cover to cover?

Well, considering you've done your homework in terms of choosing the right mailing list to target your ideal prospect, a lot can be done to reduce the mystery of making a marketing piece - or web site - successful.

A great salesman, Elmer Wheeler said, "*The best looking merchandise won't sell without the intelligent persuasion of somebody's words.*"

## Words sell.

Now, I know the adage about pictures can replace a thousands words.

However, in selling ideas or a product, pictures can't tell the whole story unless they're before-and-after pictures for weight loss or cosmetics. Even then, words have to close the deal, answer objections, and give directions.

Try this. Look at a few brochures - preferably one of your own - and imagine no words on the pages. What do the remaining pictures tell you?

Not much, right?

Since anyone can put words on paper, something more than just the words themselves must be the key. Otherwise the guy who writes a dictionary should have all the best marketing pieces.

Remember this key phrase...

## ***"The Intelligent Persuasion..."***

Not just words, but the right use of the right words at the right time.

To accomplish that, the words must develop from a plan and a purpose. But let me be upfront with you, not everyone can do it.

Swarms of people buzz around offering to write feeble copy and do it cheaply. But, you've probably already learned that buying cheap means expensive in the end. You get what you pay for.

OK, but before I go any further, you may ask what makes me different from the others. Why should you listen to me?

## **Because, I don't write. I sell on paper.**

**M**arketing and sales. My skills come from the fiery furnace of face-to-face sales where profits remain the only measuring stick of success.

For 20 years as a securities broker and financial planner, I designed and wrote marketing materials to fit complex insurance and securities products because I needed to make things happen. My income depended on it.

Now I can do it for you. You can take advantage of my experience.

Not only that, you can also take advantage of an oversight I made in the past that works in your favor.

I'll explain in *a few minutes...it's a little embarrassing.*

But, for now let's go on...

## **The First and Biggest Blunder to Avoid...**

*Sample 3*

# Tap into the Power of a Perfect Track Record

How to Turn \$5,000 into \$7.7 Million Using A  
Breakthrough Trading System So Powerful You  
Get 50 Straight Positive Plays.

*50 Winners – No Losers – No Risk*

**GUARANTEED!**

Seems almost unbelievable, doesn't it?

I don't blame you if you're a little skeptical. I know it shocked me when I first saw the figures.

Could it be true?

Yet, there it was. In our tests we predicted winners over, and over, and over again.

**Out of 50 trades, we snagged 50 winners. Not one exception.**

What this means is the investment world may never be the same. Investors like you could be on the doorstep to launching an almost endless string of winning trades. The worry over losing your profits could be history. Gone forever.

In fact, you may discover the potential dwarfs all you've ever imagined until now.

For instance, when I sat down to calculate the growth of an initial \$5,000 investment based on the gains from those 50 winners, the results overwhelmed me.

“The growth can’t be that big,” I thought to myself.

No one would ever believe me. To make the numbers a little easier to deal with I averaged the gains for 30 of the winning 50 trades.

In order to lower the result. **I actually fudged the numbers downward!**

It’s crazy I know. But the averaged gain still proved to be a **dazzling 35%**.

Even calculated at that reduced rate, the results show that those who followed our advice had within their grasp the potential to **turn \$5,000 into \$7.7 million.**

It’s important to remember this gain is based on **just 30 trades - not the full 50 winners we guarantee our subscribers.**

What’s more, to see these results we didn’t have to wait 30 years or 30 months.

**Many of these trades ripened in as little as 24 hours.**

Actually, when you think about it, in this modern age of advanced computer technology it shouldn’t surprise us. Someone sooner or later was destined to assemble the tools capable of taking the guess work out of options investing. What’s so unbelievable is that a predictable and reliable options system took so long to hit the market.

Now thanks to our breakthrough system, **we can help you put the thrill into your investment portfolio**, and give you the tools to transform your lifestyle beyond your wildest imaginations.

**Not only that, you can participate in our system with absolutely zero risk.**

But first let me tell you the amazing story behind it all...