

# **One Letter From Retirement**

**By**

**Steven Gregson**

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# Preface

There's no getting away from it – life has got a lot tougher in the past few years. And it's got particularly tough for those of us who'd like to retire one day...and before we're too old to enjoy it!

The government keep changing the rules so we have to work longer and longer to get our state pittance. And even if you're lucky enough to have a private pension, the precarious state of the economy means that returns aren't nearly as good as they once were. Just to complete the gloomy picture, even public sector workers are finding their once rock-solid pension arrangements coming under threat.

It's no surprise that more and more people are seriously wondering whether they'll ever be able to quit work at all... And even if they do, they're worried what kind of lifestyle they'll be able to afford.

Well what you hold in your hands now is an exciting and realistic alternative – an escape route. It's an alternative that can very easily and quickly see you banking more than enough money to retire in style and never work again. It's got nothing to do with the government, pension companies or anyone else who's let you down in the past, and you can cash in by doing nothing more than writing a simple letter.

Let me be clear here - I'm talking about writing just one letter, and you could be out of the rat race for ever. No more stress, No more boss, No more commuting. No more worrying about money. And what's more, there's no need to wait until you're approaching retirement age to write your letter. You can do this at any time – next week if it suits you. Tomorrow even, if that fits in with your plans.

Sounds a mad, crazy, implausible idea doesn't it? Particularly if you've become accustomed to working hard for every last penny, and bought into the idea that you never get anything for nothing? Well let me tell you that it isn't mad, it isn't crazy and it isn't implausible. The plain truth is that I've written dozens of letters like this. But you probably only need to write one.

The very first one I ever wrote (and I didn't have anyone to show me how to do it – I just figured it out myself) hauled in well over £1 Million and about half of that was clear profit. The most successful letter I wrote...and one of the shortest at two pages of A4...has pulled in over £5 Million so far, and it's still coming in. I wrote that one way back in 1998 – in an afternoon!

Coming right up to date, the most recent letter, which I wrote just last week, brought in over £40,000 in the first two days after being read by less than a thousand people. I fully expect that one to bring in over £1 Million over the next two or three years. You see, once you have your letter written, it just keeps paying and paying and paying!

Now you might not be like me...you might be quite content to write just one letter and leave it at that. Certainly, if your letter has all the right ingredients (and you're about to learn what those are, you can often just sit back and live off the proceeds. That letter which brought in over £5 million...well the money didn't come in all at once. It took over 12 years, and only about half of it was profit. But that's still over £200,000 a year...enough for most people to live a comfortable retirement. Wouldn't you agree?

In fact an 'average' letter pulling in £500,000 profit over, say, 10 years would still net you a handy £50,000 a year. Even a comparative failure, netting just £50,000 profit over 10 years would pay for a few luxuries. And there's nothing to stop you trying again.

That's the great thing about this...even when you fall short of the target, what you're left with is usually well worth having. And even if you fail altogether (that can happen, but rarely) you've lost a little time, but you've gained a wealth of experience. I personally know several people whose first letter missed the target, but were able to retire in luxury off the next one.

Here's something I need to get out of the way from 'the off' - you don't need to be a writer to do this. This is something most people have trouble getting their head around, and I can understand why. You see, very few professional writers make any meaningful money from their writing. Most of them would starve if they relied on their income from writing.

So how the heck can you retire in luxury from just one letter, when even clever 'professional writers' can't make money writing books? By knowing *what* to write and what to write *about!*

That's where the professionals make their big mistake. They invest all their skills, effort and enthusiasm into writing stuff which few people want to read, or in fields where there is massive competition, or where the rewards for a success are small. Very few people make money writing books. This is different though...very different.

Yes, we're only writing a humble letter, but the subject will be something which the people reading it are intensely interested in. We make sure of that – in advance. And at the end of the letter, we're going to ask the reader to send us some money! Maybe we're not skilled and trained writers, but we don't need to be to say what we need to say. And when we get it right...and more often than not we will...the rewards are huge.

My most successful letter brought in over £5,000 a word! There can't be many writers in *any* field that can say that, and remember, I'm not a writer! I couldn't write a novel to save my life.

Why did I make so much money? Because I knew what to write and what to write about...not because I know *how* to write. And here's the exciting thing...you're about to learn that too.

Once you've written a letter that makes money, there's almost no limit to how many people will read it. And the more people that read it, the more money you'll make. Write to a hundred people, and if that works, write to a thousand. If that makes money, send it to ten thousand, and if that's still working, send it to a hundred thousand or more.

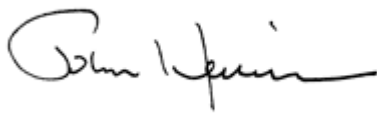
Some of my most lucrative letters have gone out to *millions* of people. And the great thing is that once you have a letter that works, the more people who read it, the more money you make. Some letters continue to make money for a decade or more.

Can you imagine that? You sit down and write a letter tomorrow, and in ten years time it could still be depositing £10,000, £100,000 or even more in your bank account each year. Just a few hours work, and then nothing more to do other than keep monitoring results and see how your letter is performing. Every now and then, you get some more people to read your letter and wait for the money to come in. Nothing more to do.

'*One Letter From Retirement*' is arguably the most potent and powerful document you'll ever have the opportunity to get your hands on. You see, there's absolutely no doubt that you can do this. What's more, you can do it alone, from home and without any capital or previous experience. When I wrote my very first letter (the one that pulled in over half a million pounds) I'd never done anything like it before. Was it a fluke? Well yes...and no!

It *was* a fluke, because I was lucky that I stumbled across some (but not all) of the key ingredients by accident on my first attempt. But it *wasn't* a fluke because once I'd refined and honed the formula, (and there is one) I was then able to repeat the success over and over and over again.

It's those ingredients and that formula, that you're about to learn here. This can be your golden ticket to bypassing the doom and gloom everyone else seems to be wallowing in at the moment – your fast track to a long and comfortable retirement, or even the first step on the road to a multi-million pound fortune. The choice is yours.



**John Harrison**  
**Streetwise Publications**



# Introduction

Welcome and a huge ‘Thank You’ for purchasing *One Letter From Retirement*.

This is an exciting journey, for you are about to learn the secrets of writing strong sales copy. You can use this new found skill to sell lots and lots of products – or you can become a 6-figure copywriter and produce hot-selling sales letters for others.

Before I go any further let me assure you that writing a sales letter is easy – when you know how to do it. You do NOT have to write an essay. You do NOT have to be good at English (although it should be your first language, ideally).

If you can tap out an email or write a letter to a friend or talk naturally then you will be able to easily write a powerful sales letter that will earn you ‘real’ money!

I explain exactly how the millionaires write their sales letters, and what they do to get the best results and the highest income from their efforts – so you can do the same. And most of the top-guns in this business did not have any training whatsoever in English or writing.

Let me give you an example...

Christian Godefroy, one of Europe’s most successful direct marketers, never used a P.S. on any of his letters for the first 5 years he was in business. When he added a P.S. to an already profitable sales letter, the response increased by 30%!

He had lost 5 years of extra income!

But you don’t have to waste 5 years – you know NOW, right at the start that adding a P.S. can increase sales by 30%. In fact, this one tip, right here on the first page, is worth many times the value of this manual.

You can avoid missing easy money like this and avoid other expensive mistakes that the gurus made along their way to millionaire status.

In monetary terms, for every £10,000 you earn from a sales letter, an increase of 30% is another £3,000! Of course you need to know more than the power of adding a P.S. to enable you to write sales letters capable of earning you tens of thousands. By reading this manual you will...

As you read this manual, here are just a few of the things you’re about to learn...

- How to make 1,000% to 2,000% profit each day of the week
- The time tested and proven formula that winning sales letters follow
- 22 things to do to your sales letter to increase the response every time
- The power of self image
- 12 things that all people want, supply these and you can make a small fortune

- The most powerful and profitable word you could ever use in your sales material
- How to increase your sales by up to 1,000 % by doing one simple thing
- How to make money NOW
- A sure fire way to make your sales pitch 300 times more effective
- How to break through your prospects' skepticism!
- How to easily write sales letters that bring in the big bucks
- Know what you're selling, who's buying, why, and how to reach them
- Great headlines and how they can make you rich
- How to obtain business-building testimonials

This is what I truly believe...

Learning how to write powerful sales letters can make you more money than almost anything else in the entire world! AND you can do this from a laptop on the beach!

Does that sound too good to be true? Am I crazy? NO!

Learning the art of copywriting to create great sales copy has made me a millionaire - and I know it can make YOU a millionaire too!

When I started getting it right - hitting the spot with my sales letters – knowing which buttons to push –my income shot through the roof. Soon I was making more money than I could spend. It was incredible! I was so excited it was like a roller coaster ride that was making me rich.

I learned through trial and error, but you won't have to. Now u are getting the *same* cutting-edge get rich secrets that have made me and others a millionaire for next to nothing.

Over twenty years of the greatest tips, tricks, and powerful wealth-building strategies are packed into this super powerful manual that is guaranteed to have the potential to make you rich – and lead you to the retirement you deserve. Let my great wealth-building secrets become *your* wealth-building secrets. Let each of these great ideas and methods become your road map to the riches I know you desire.

You made a wise decision to invest in this manual. I am living proof that knowing how to write powerful sales letters can make you rich. I know you can turn small amounts of money into a small fortune. And I know, beyond any doubt, that YOU can become a millionaire with these powerful tips, tricks, and cutting-edge strategies and secrets.

So enjoy this manual. Please keep it close by at all times and study it often. Let these powerful methods and strategies penetrate your mind...then use them! You'll see this really can make you rich. It's NOT too good to be true. You really *can* do it. All the ideas you need to get started are between the covers of this manual. Please get started using them today!

# Getting Started

## **The Fast-Track Learning Process**

Copywriting is a skill – it takes time to learn it. To speed up this process I have intentionally repeated information but explained it to you with different words. Believe me, this is a great learning technique that makes it easy and totally non-stressful. If you don't grasp something the first time around, it doesn't matter.

This is the fast-track learning process.

First I will give you an overview picture of writing sales letters. Then I break down the elements and look at each one individually in greater detail. This takes you onto advanced material.

In this way, you have plenty of chances to grasp every aspect of sales letter writing. For instance, any tips and techniques you forget during the overview you will pick up when I cover each element individually, plus more.

By the end of the manual you will be writing powerful sales letters – and if you aren't you will have all of the knowledge you need to do so and won't have an excuse!

## **The Direct Marketing Arena**

If you absolutely “had to make a sale” to a specific person, you would probably want to make your sales presentation in person, or send a sales person for a personal visit on your behalf.

Yes sir, nothing beats eyeball-to-eyeball. Trouble is, it's expensive and often not cost effective.

Your next best sales option would be to get on the phone and make a strong pitch to your prospect. This is also time-consuming and quite costly. But it does work for many, thus the boom in telemarketing.

The third best option to make that specific sale would be a “personal letter” to your prospect, encouraging him/her to order by mail or to use any of the top two options (a personal visit or a phone call) to do business with you.

In spite of postage hikes, direct mail volume and revenue generated still top all other types of media (space advertising, telemarketing, radio, TV, etc.) in the direct response marketing arena. Only telemarketing and TV advertising are growing at a faster rate. I mention this in the unlikely event that you think direct mail (letters through the post) is ‘old hat’. Nothing could be further from the truth.

Almost any worthwhile (as well as, sadly, many good-for-nothing) products or services can be sold via direct mail, if you know how to do it right.

Direct mail is (or should be) personalized one-on-one salesmanship in print. Direct mail costs much less than person-to-person selling or sales calling.

Also, direct mail allows you to make tens of thousands of “sales visits” simultaneously.

In case you’re thinking “What about the web?” I’m here to tell you that web sales which are generated solely BY the web sites are miniscule compared with direct mail. Something has to stimulate the buyer to visit your site – this doesn’t just ‘happen’.

## **To Begin at the Beginning**

This manual does not cover obtaining a product. I’m going to assume you know how to do that. Once you have a suitable product you need to market it. Two tried and tested methods are to either use an effective sales letter or place an advert in the press. Your advert or mailing is your only means of convincing customers to buy; therefore it's essential that you get it right.

All the components of your copy must complement each other. Good copywriting is like doing a jigsaw; it involves putting one piece in place and then making sure all the pieces fit snugly around it. Each piece is essential for it to work.

The elements of good copy are:

- the offer
- a knockout headline
- strong body copy
- a coupon that is simple to fill in
- ensuring the advert or copy has a strong visual impact

And before I go any further, almost everything I cover here applies to web sites too. There is nothing different about a sales letter and a web site – at least, not if you want to sell something! This is a BIG mistake people make when creating a web site. They throw out all of their principles of copywriting and think they need a lot of glitzy graphics. Big mistake.

So, if you’re ready to discover how to write sales letters in the same way millionaires write them, let’s steam ahead with the first insider tip...

## **Have Fun**

I create my best copy when I believe in the product and enjoy writing about it, so have fun. Write in a conversational style, like you were talking to a close friend. This one-to-one, from me-to-you impression is important.



If your copy isn't exciting and readable, nobody will read it; they will just bin it. People have a lot of pressures on their time these days and you only have a few seconds to grab their interest.

Metaphorically, your headline and opening sentence has to reach out, grab each reader by the throat and make it clear you are talking to them and that you have something of benefit to them. If it doesn't do this, you have lost a potential sale.

The purpose of your copy is to get your readers to relax and to trust you, so your personal writing style needs to aid, not inhibit this.

Good copy keeps the tone personal and conversational whilst weaving in reasons for your prospect to buy. You can achieve this by heaping on the benefits and drawing attention to all your satisfied customers. Don't forget to mention the money-back guarantee.

Research the topic you're promoting thoroughly before you start writing. This will ensure you can back up your assertions with the necessary facts and give your writing that essential note of authority. Convincing copy makes for more sales.

# Before You Start To Write

## First Things First

Before you begin writing your direct mail letter, you must know:

- Your target market - who you want to reach.
- What appeal is most likely to motivate your potential clients. (What do they want? What do they yearn for?)
- The most important benefits of your product or service.
- Exactly what action you want your reader to take (write for more information, call, send in the order, come to you, etc.).
- Your budget.
- Your competition and what they are promoting.
- What mailing list to use. The list you use is very important. Your good sales letter must go to a responsive audience. You can't sell garden gnomes to flat dwellers.

If you don't yet know the answer to just one of those questions you can understand how it makes writing a sales letter difficult. It would be the same as making a meal without one of the main ingredients.

Your emotional state will impact your ability to write great copy. How good you feel will reflect the quality of your copy. If you feel down, you will struggle over the writing and the final result will lack sparkle.

Ideally you would only write when you are happy, but synchronising your writing with feeling happy can be pretty difficult, so second best is to be able to get yourself into any emotional state at will

## Five Rules for Writing Convincing Copy

Follow the five rules below and you will discover an essential key to your success.

### Rule One - Clear Your Mind

You can achieve this in many ways. Find the one that works for you best. Try lying down for a few minutes to relax. If you're feeling sluggish, some form of energetic exercise will get the circulation going and pump extra oxygen to your brain.

### Rule Two - Get into a Positive Mental State

If you have something bothering you and it's affecting your concentration or creativity, stop writing until you have sorted out the cause of your preoccupation. Sometimes an affirmation can help.

Here's an affirmation for you from that master copywriter Ted Nicholas:

*“Stand up straight, hold your head high, look up and put a big grin on your face. Studies with clinically depressed people have shown that smiling makes you feel better. Still in this exact posture, shout out loud in an enthusiastic voice: “I feel terrific!” three times and after each time add “yes!” on the end. Repeat this process with the affirmation “I am a creative genius!” and again add “yes!” on the end the three times you say it.*

*You will be pleasantly surprised at how good you feel.”*

### **Rule Three - Never Write When You Are Tired**

Fatigue will drain your creative energy. You wouldn't operate machinery or drive when you're feeling tired, so don't try and write. If lack of sleep is the cause then sleep will be the best antidote.

### **Rule Four - Never Write When You Are Busy**

You won't be able to write great copy if you're clock-watching. Don't start writing until after you have fulfilled any appointments or have tended to other demands that may be pressing on you

### **Rule Five - Don't Write in Bits and Pieces**

If you ever have writer's block or are procrastinating, then sit down at your PC or writing pad and promise yourself that you will write just one page before you get up again. This is a sneaky technique for overcoming both these common handicaps.

Even if the first two pages you write are complete and utter drivel, it doesn't matter, writing will get the creative juices flowing and you can always delete or edit this stuff later.

If you have trouble getting started (which is the hardest part), committing yourself to only one page will get you going. When the first page is written, most people are happy to carry on. Once your creativity is switched on, writing becomes enjoyable and immensely satisfying rather than a chore, however, you do need to keep going as stopping will shut down this energy. Therefore, don't stop until you have completed the first draft, preferably not even for meals.

## **Writing Conditions**

Find out what conditions work best for you when writing. I like to write at home, away from the noise of the office.

Guard against any interruptions when writing; it can be infuriating to forget a great thought because the phone rings. Knowing that your thought pattern could be broken at any time can cause tension and dampen your vitality, meaning the difference between so-so copy and winning copy.

Unplug the phone or turn the volume down so that you can't hear it ringing. Having an answer-phone allows you to decide when it's convenient to speak to callers.

## **Preparations**

You will need to research the product before you begin writing. If it is a paper and ink product that you are going to write yourself, then you will probably know a lot about it. All the same you will still need to write down all the benefits of the product before you begin - it is benefits that sell product. I will give you a great technique for doing this in a little while.

If it is a product that you have not created yourself then you will need to get to know it intimately, so that you can 'get under the skin of it' in your copy. It's the only sure way of commanding authority on the subject and convincing prospects that the product is any good.

## **Sparking Your Creativity**

Simply start writing and don't worry about what you're putting down. You can edit later; right now you just want the ideas to flow. Work fast and furiously; don't bother correcting anything. Your aim is simply to get your thoughts on paper, with some emotional content and urgency. Do not, at this point, refer to your research data; that can come in later.

This first draft contains the emotional appeal, which is most important.

When you do your second draft, use your research data to back up your claims. I recommend you then put both drafts away for a week as this gives you time to forget, so that when you see it again you will do so with fresh eyes. When this time period is up, take out both drafts and compare them. Write a new draft that combines the best from your first two drafts.

Ideally, allow that draft to sit for another week and then rework it. Don't kill off the vitality. Read your finished draft aloud, it should read like you were talking to a best friend. Don't use complex words, you're not trying to impress your English teacher, and most people have a reading age of about 12 years old! Your copy should flow like it's a conversation and not be stilted by jerky sentences, overlong words or perfect grammar.

## **How Long Should a Letter Be?**

Your letter needs to be as long as it takes to sell your product, but not a single word more. This can be anything from 2 pages to 36 pages! But 6, 8, 12 or 16 pages are the norm. This applies to web sites too! Remember this maxim: long copy sells, short copy doesn't. Don't worry about having too long a letter, if your copy is interesting, people will be happy to read it all (think of some hobby or interest you are passionate about – you wouldn't mind reading a long piece of sales copy on that subject).

Your letter has to be long to convince your customers that your product is reputable and fulfils a want they have. And it takes time to warm them up, sell the sizzle, back it

with facts and ask for the order. This flat-out cannot be done in less than 6 sides of A4. You can probably relate to this yourself - the more you know about somebody the more you trust them. Remember to tell them about your guarantee and at the end of your letter, always ask for action at the very end.

Once you have written the letter and your tests indicate that it is successful, you can continue using it for years to come. Only change copy when it is no longer profitable, although you should keep testing new approaches using your existing copy as a 'control.' If your mailshot is working, keep using it until your tests produce a more successful version. Never change your copy because you are tired of it, or because you want to go with something new and exciting. You will get tired of it long before your prospects will, simply because you see it everyday.

## **Copywriting is NOT Writing an Essay**

Great copy always comes across as a personal message 'from me to you' and is written conversationally. It is emotional and specific. It is written in the first person ('I' not 'We'). Forget what your English teacher at school told you, they're not here now. Pleasing them is not important; whereas motivating the customer and selling product, is.

So long as your writing makes sense, flows like a conversation, is interesting and easy to read, then you can break the rules of grammar with an easy conscience!

Lots of sales letters that I receive are poorly written, ramble on, use fancy prose, are not lucid and focused and are often boring. As a result I don't read them and of course don't respond. Surely most, if not nearly all of the recipients of these letters do the same?

Most direct mail letters shout or scream at their prospects, and do not treat him/her with dignity and respect. These two common flaws are the downfall of their letters:

- **the implied insult**
- **and lack of credibility**

Both turn off the reader.

Nobody likes to be shouted at, even in a letter. And screaming about how wonderful your product is will only make people think you are either a braggart or dishonest; nobody believes a screamer. Never be even slightly discourteous or insulting, even in a jokey fashion - humour is easily misunderstood. Everyone claims to have a sense of humour, few do!

Sales letters must not only communicate clearly, they must also persuade. Anyone can learn to write a powerful sales letter. Successful letters are those that pull in sales profitably. The only true test of whether a letter is profitable is whether it brings in more money than the total costs involved and whether it is repeated. In order to improve, you need to practice.

A good way to practice is to find copy that you like (make sure it's copy that works) and then write it out by hand. This gets you into the flow of the writer. When you hand write someone else's work, a remarkable thing happens. You actually can experience the thought process and even the emotional state of the copywriter. And you can model your own work on letters you like until you develop your own style, but don't plagiarise their work.

## **Don't Worry About Grammar**

For the time being, don't worry about the grammar or structure of the letter, for it's the content and presentation that's important. People get really hung up on grammar, spelling and the use of fine words. All of this is very important, I'm sure, if you want to turn out the next great novel or a text book on economics. But this 'uptight' attitude is death for writing good sales copy.

## **Grabbing Attention**

Many of the people you want to reach via direct or response mailing receive loads of offers every week so they're not going to sit through a lengthy explanation **unless you grab them at the start**. What you do is focus on the single most important benefit the owner will enjoy from it.

But it doesn't stop there...

You've got to tell the client about the benefit in an interesting, let's say, compelling way.

Here's an example:

Say you're selling a Bread Making machine. It's the best widget available for making bread, and reduces the time required by at least one third. Here's how a poor copywriter might open the letter:

**“The New ACME bread maker reduces the time it takes to make bread, bringing you greater efficiency in the kitchen.”**

Here's how you might open the sales letter:

**“I'll have to admit I was shocked. Two weeks after I got my ACME bread maker, I got so mad it was frightening...”**

Intriguing? You bet. The reader expects a putdown for the machine. But that's not what you're getting at.

You've caught the reader off-guard, and for shock value, you'll want to put those two lines in big type at the top of your letter, but you don't want to use underlines for emphasis or it will look a little too contrived. You could use this line to open a letter to a friend or a stranger with equal effect.

Now, here's where you're taking the reader:

“At first, I was amazed that the ACME bread maker really did cut a lot of the time it takes to make bread. But when I realized how long I'd been doing it the old way, and how many chances I had to own an ACME machine, I was furious at how stubborn I had been for refusing to listen to my pals...”

Let's examine the methodology here, because it applies to any good sales letter. The first sentence (starting 'At first...') does not explain the rage mentioned in the headline sentence, so the reader has to read on to get the explanation, and the longer you can keep the reader hanging, just like a good whodunit, the more likely they'll read to the end. It also satisfies the requirement for a good lead sentence.

It explains the major benefit of the product, and does it in strong language. The writer is “amazed.” The product “really did” the job. And it says nothing to the prospect about buying the product. It's a personal “Hey, look what happened to me” story. People love to read stories.

While still using a personal example, a testimonial, which is an excellent technique in most sales letters, the writer points out what the prospect is doing, baking bread the old way, and points out a situation the reader has probably encountered. Chances are good that the writer knows his prospect (he is mailing to a targeted list) and has seen the ACME bread maker many times before but still doesn't own one.

He also hints the writer was a skeptic too (just like the reader) but now he is convinced.

And finally, he very subtly points out why the prospect probably doesn't own it by using himself as an example.

He's saying that people are basically stubborn, and no one likes to be that way. He's presented himself as someone much like the reader; too stubborn to try new things, and angry at his mistakes when he finds his tardiness has wasted him a lot of time.

So you can see those few sentences are doing a LOT of work, right up front, early in the letter.

Now, the writer knows that it is a mistake not to own the product, but if he actually came out and said, “If you don't own the ACME bread maker, you're a fool,” he's not going to make any friends or sell much product. Instead he criticizes himself as ‘the fool’ and allows the reader to suspect that he/she too might be a fool for missing out.

One last point is worth noting. It doesn't take a degree in English to write such a paragraph, just a bit of thought and a whole bunch of editing and rewriting so it reads just right.

Easy reading calls for a lot of editing. As Mark Twain once famously said “I apologise for the length of this letter but I did not have time to make it shorter.”

Let's continue the letter and see where it might go, and why it may go that way:

"I'm not saying it'll do for you just what it did for me,"

This is a soft-sell, and it works wonders. It tells the reader what he already knows, that the product is not perfect. It's honest. It implies that the reader should see for himself how useful it will be and that he's not going to get a hard sell. "But it's allowed me to spend a lot more time doing other things, and that's meant my life runs more efficiently and so I get more 'me' time".

This is the benefit the reader has been waiting for. The gadget promises to give him/her more of the one commodity which is in short supply – time. Depending on the product, it could be happiness, attractiveness, anything. All products touch on one of these two human needs:

- the need to increase happiness (pleasure seeking)
- the need to avoid unhappiness (pain avoidance)

One will always be more important than the other and **one** type of happiness or unhappiness is the central focus of the sales letter as it relates to the product sold.

The writer has led up to this benefit slowly enough so that it has built to a climax, and now the reader will either move directly to the advertising brochure, which is the whole point of this particular letter in the first place, or read this letter to the end.

## **Polishing a Sales Letter**

Now you've got a workable sales letter, it's essential to smooth out any rough edges.

Towards this....

Have your sales letter checked for spelling and punctuation if you are weak in these areas. Get the best person for this job that you can think of.

It might be a school teacher, a reporter, even an English student, but it must be someone who can check your writing for these common problems without removing the enthusiasm and snap of the copy. Only 5% of people (for example) know when to use it's and when to use its. (If you are unclear, it's is *always* short for 'it is' – at all other times use its. This is wrong: The cat licked it's paw. That would mean: The cat licked it is paw. Which makes no sense. Correct is: The cat licked its paw. But I digress!)

This can be a headache, but it must be done for good results, and every good aspect of your sales letter is money in the bank. Grammar and sentence structure are not important. Spelling and punctuation are. People notice bad spelling and poor punctuation and it causes them to pause – you don't want any pauses.



Next....

Add a little note on the bottom of the last page, just before your signature, reminding the reader to look over the sales material and make his/her own decision, or reminding them to place an order.

I've highlighted that part of the sentence, because you haven't written a full sales letter, but you may have written a one-page letter good enough to be a lead into a brochure. This is a perfectly acceptable mailing method to use if you find it appealing and it suits the product or service you are selling.

For example, if you were selling seminars on buying overseas property and the full details about the service was inside a brochure. In that case the 'task' of the letter would be to get readers excited enough to read the brochure.

Back to your one-page letter...

Follow it with something unique above your signature. "Yours truly" won't cut it. One of the finest lines I've seen above the signature is:

"May you make thousands rich and yourself happy, (signed)."

It's thoughtful, conveys sincerity on the part of the writer, and leaves you with a good feeling about the person who wrote it.

Naturally I am going to look at this process in a lot more detail throughout this manual but for now, sticking with this simple introduction, you are ready to convert this letter into a sales letter. Put it on top quality stationery, the best you can afford.

Especially if you're marketing income opportunity information, you must look as if you're doing well yourself. When you have it copied, use 100gsm white bond or high speed cartridge, or other quality paper.

Make it look as professional as you possibly can!

Have a letterhead made up if your product demands it but above all don't get hung-up on your logo and corporate identity. People don't care about that – only you care about it. What your customer wants is the benefits of your product or service.

And finally, and I cannot stress this too highly, the signature should be in blue ink. This can obviously be printed on if the mailing is a large one. But blue please, not black or any other colour.

It means 'spot colour' printing which is more expensive than black obviously, but with a large mailing the small expense is worth the hours it will save you.

Write the artwork signature in black pen though – making it the blue of an inkpen is the printer's job.

## **Attachments**

There is one more special touch which has been proven to get results, and the fact that mail order people especially use this touch an awful lot proves its effectiveness. This is the personal sales letter, hand written which is attached to the major sales letter. And it can be done in one or two ways.

Either leave a couple of inches at the top of the page for handwritten messages, or affix a 3x5 Scotch Post-It note to the top of the letter.

If you've received a request for information and the person has dropped hints as to what he might use the item for, by all means target the note to the person's needs, but if not, simply use it to advise the person to look over the material carefully.

Make it short, fifty words or less, and address it directly to the reader.

"Please find attached the information you are seeking. We look forward to your order.  
John Smith"

Again, you can opt for the shortcut method of printing a 'handwritten' note, as explained for the signature. If you choose this option, write the note in black ink and have the printer, print it in blue.

By the way, this handwritten personal note makes it unnecessary to put any sort of address such as "Dear Sir" at the top of the sales letter. Simply start the letter.

Here's another key point concerning how to start your letter.

There are no good salutations you can use at the beginning of the sales letter which will not alienate at least some of your readership. "Dear Sir" will have some people thinking "I'm not your dear". "Hello" will have some people thinking "How rude! He doesn't even know the proper, formal way of starting a letter."

Never use, "Hello, opportunity seeker" - it's so tacky. The standard address is: "Dear friend," or better still, use the recipient's name. Of course, this is not always known and it is extra work. Even Dear Friend will have some people thinking: "What a cheek! I don't even know this person and he's certainly not my friend."

Some good opening can be worked into your letter with some careful thought. If you are selling tennis equipment, then Dear Fellow Tennis Nut is a good opening and unlikely to offend.

## **Good Copy is Good Salesmanship in Print**

I don't care how good your product or service is - without good sales copy, your chances for direct marketing/mail order success are slim to none!

Good copy isn't just important; it is essential! With it, you prosper. Without it, you struggle and most likely fail. That may be a bit of a revelation to you. The quality of

your product or service is secondary to the quality of your marketing materials. It hardly seems fair, but that's how it is.

The beauty of mail order is that it lets you multiply your sales force. Even an organisation with a dozen top people (and very few companies are blessed with more than 3 or 4 first-class sales people) is restricted.

There are only so many hours in a day. Put excellent salesmanship in envelopes, and you can make unlimited sales 24/7.

Let us now look at some of the elements which go to making a class sales letter. This is just a brief overview at this point.

# 12 Elements of Great Copy

## **Element One - Make it grab attention**

Nothing is as important as the headline and opening paragraphs in your sales letter. I will be covering headlines later, naturally.

Don't get cute. Don't try to build up to the big benefit. Go right after your reader's jugular vein, right from the start. There are exceptions but the main headline should usually state the biggest benefit.

## **Element Two - Pile on the benefits**

Take your best shot with a major benefit in the headline of your letter or very early into your sales letter.

Then keep the benefits coming! Nothing captures the attention of readers like benefits.

Everyone's favourite radio station is WIIFM – What's In It For me?

## **Element Three - You must make it believable**

In this age of great scepticism, your reader will stop reading your message the very second he becomes convinced that you are a liar. And anyway, you should *never* lie in sales copy.

First, you must lay on the great benefits. Then you must explain why it is possible to obtain the many benefits that you are offering.

The more the benefit seems too good to be true, the more you must work to convince your reader.

## **Element Four - You should be specific**

Generalities are for losers. Your prospects want specifics.

They are anxious to know exactly what your product or service offers them.

- Exactly how much money can they make in a week, a month, or a year?

- Exactly how much information will this computer store, exactly how quickly will they learn this foreign language etc?

Be exact! Use times, dates, details, amounts, etc. and make it an exciting read.

## **Element Five - Know precisely what your prospect wants**

The bad car salesman thinks he is selling transportation. The average car salesman thinks he is selling a combination of “transportation and image.” But the excellent car salesman knows he is selling freedom and image and sex appeal!

When you know - really know - why people buy your product, you can dip below the surface and start pushing the right buttons.

This is not a ‘con’ by the way. It’s how we all are – we buy on emotion and so in order to sell, we must appeal to emotion.

## **Element Six - Not me - always you!**

Great copy is “you copy,” not “I copy.” If your copy does not have at least twice as many you’s as I’s (count ‘em), you’re stressing too few benefits to your reader. The reader cares not one finger-snap for you.

## **Element Seven - Use Testimonials**

Folks expect you to be “high” on your own products/ services. Your claims are just that - they’re your claims. Honest-to-goodness testimonials add support to your claims. Use several believable remarks made by satisfied buyers.

Also, obtain permission to use full names. Using only initials does little to instill confidence in your prospects.

## **Element Eight - Use only photos or artwork (if at all) that relates to user benefits**

Great copy is usually far more important (in ads, flyers, or letters) than art or photos. However, an appropriate photo or illustration may enhance your offer if it relates to your copy.

One exception to this rule: A photo of a beautiful woman sometimes will “up” your response (particularly to a male audience), even if her photo doesn’t relate to your copy. You only have to watch a few television adverts to see this in action.

For example...

Adverts for an aftershave usually focus on the effect it has on women - how it makes a man sexy and desirable. In other words, the advert concentrates on showing that by simply using the aftershave a man gets the gorgeous woman. That’s the benefit!

## **Element Nine - Use the K.I.S.S. approach**

Your potential customers aren’t stupid, but they ARE busy. So it’s best to “keep it simple, stupid.”

Good copy is easy to read and easy to understand. It uses...

- Short words
- Short sentences
- Short paragraphs

Above all else, tell your reader exactly what action you want him or her to take at the end. Don’t leave this to chance.

## **Element Ten - Summarize your offer**

First, you tell them what you’re going to tell them. Then you tell them. Then you tell them what you told them.

“In a moment I’m going to disclose a red-hot way of making £10,000 a month for very little effort. But first...”

“Now here’s that way I mentioned earlier...”

“So to summarize, we’ve been talking about a red-hot way to make £10,000 a month for very little effort...”

It’s true: letters that concisely summarize near the end of the message almost always bring better response.

## **Element Eleven - Offer a bonus**

People like to receive an immediate incentive for taking action now. Nothing works better than offering a bonus.

I have found that a bonus will usually work better than a price reduction (although sometimes I use both!) Your special bonus need not be expensive, but it must have perceived value.

Don't wait till the end of your letter to mention your free bonus. Mention it early, with great fanfare! Then include the benefits of your nifty bonus in your closing pitch.

The key point to remember with bonuses is this. If you can't sell it, you shouldn't give it away.

## **Element Twelve - Offer a strong guarantee**

Unless your product or service is really bad (in which case, why bother to offer it?), returns/refunds will not be a major problem. So offer an anxiety-arresting, strong money-back guarantee.

Take the tension out of buying. Let your prospect know that you stand 100% behind your product or service.

Make it a no-quibble guarantee.

**If you are not totally delighted with the ACME bread maker,  
simply return it in any condition within 30 days of  
receipt for a full, no quibble refund of your money.**

# Checklist for Common Copy Mistakes

Go over your copy and check it against these four common mistakes:

## **Mistake One - Not Doing Enough Research**

Have you looked at the competition? Have you looked at the wants that your customers have and ensured that your product meets these wants?

## **Mistake Two - Not Beginning the Sales Letter with the Biggest Benefit of Your Product**

Some writers make the mistake of leading the copy with an argument about why the prospect needs the product being offered for sale. This is a great way to antagonise customers and disastrous for selling product.

Ensure you meet the wants of your customers, don't try and create new ones for them that they aren't aware of.

Try not to start your letter with a 'me' or 'I' message, particularly when starting out. This rule can be broken when you know what you are doing.

Prospects couldn't care a jot about your company: they want to know what's in the product for them. If you don't tell people from the outset how the product can meet their wants, they won't bother reading and hence won't order.

A typical 'me' message is: "ABC Engineering are proud to announce that they won the Queens' Award For Industry in 2007." Who cares? Certainly not the customer.

## **Mistake Three - Not Ending the Advert or Letter by Requesting a Specific Action**

You want your prospect to place an order. You need to specifically ask for what you want, and give your prospect instructions on how to fulfil your request. Don't be modest.

If your prospects have read the letter to the end, they must be interested. Tell them what to do about it. E.g. "Please fill in the enclosed coupon today, now, before the moment passes."



## **Mistake Four - Taking Too Long to Introduce the Product or Service**

Let people know within the first eight to ten lines what you're selling. You don't have to detail the offer at that time, but you'll lose people if you don't tell them quickly what product you're talking about at least in approximate terms.

# 18 Sure-Fire Steps To Writing A Powerful Sales Letter

## Step One - Use a Strong Lead Statement

This is extremely important. You want to quickly capture your reader's attention. If you don't succeed in doing this, they may toss your letter aside after a brief glance. The best leads are (not necessarily in this order):

### A. News

If your product or service is really newsworthy, this is a great lead. One good word to put right at the top of your first page is:  
ANNOUNCING.

### B. How/What/Why

The classic newspaper approach.

### C. The numbered ways

For example: Ten ways this service/product will improve your life.

### D. Narrative

This approach is difficult for many to write, but a good personal interest story can capture the reader's attention. Many charity appeal letters use this approach: "It was 4 am when I awoke with a killer of an idea..."

### E. A provocative question

This will also usually arouse curiosity and interest. One classic is: Girls – Want Curls?

### F. A bold statement

A bold, unusual or even shocking statement (make certain it's true!) will almost always get the reader involved. 83% of UK Citizens Retire Broke and Embarrassed.

## **Step Two - Stress The Benefits**

Don't waste time or words on telling your reader how great you are (although a few favourable lines about yourself/your company may be in order). Instead, promise many, many benefits - the more the better.

List the major benefits first, but follow up with minor ones. A minor benefit to you may be a major one to a reader. The smallest one may just be enough to swing the sale.

## **Step Three - Keep the Copy Tight**

If you wish to present only a one-page letter, write at least two pages and then delete needless words. You can never sell anything just from a one pager. This is about an absolute statement as it's possible to make! You should only ever use a 1 page letter in support of a brochure if the brochure does most of the selling. There is strong evidence that a two-, three-, or four-page sales letter will outperform a one-pager even with the support of a brochure. In my opinion, without a brochure, 8 pages is the minimum length for a sales letter.

However, the copy must be "tight" and lead the reader inexorably on from paragraph to paragraph. Nobody wants a full history of your company or your product/service.

Good advice is to write twice as much copy as you will ultimately use and then edit it down to a flowing, strong presentation. Really tight sales copy has undergone AT LEAST six full edits – often far more.

## **Step Four - Humour Doesn't Usually Work. Avoid It.**

There rarely is anything funny or beneficial about injecting humour into a sales letter with the odd very rare exception.

If you are called on to deliver a speech or an oral sales presentation, a little humour can often work well. Not so, in most cases, with a sales letter. As I've already said, few people actually possess a decent sense of humour. I am often astonished at going to the cinema to see a comedy and noticing the stony silence at a sharp, funny piece of dialogue. But if a character farts on screen, the audience is howling with laughter or rolling in the aisles. That's about the level of most people's humour in the UK. Print is not the best medium for humour because you do not have facial expressions, tone of voice and timing to aid you – three essential tools for a stand-up comic. Anyway, what you find funny, someone else will not. One final point – humour *always* conveys an 'I'm not a serious person' impression. Obviously. That means the reader will not take you or your product/service seriously.

## **Step Five - Reinforce Your Letter with a Flyer or Brochure**

An effective attractive flyer or brochure allows you to present the benefits of your offer in another way. This is only applicable to certain products and services – particularly those with strong visual appeal. For example, you would have a brochure if you were selling swimming pools, flower seeds, pianos, garden furniture, patios and many other visual objects. You would not have a brochure if you were selling information products (manuals and books), a seminar, CDs or DVDs (unless a ‘collectible’ set) and so on.

## **Step Six - Personalise Your Letter**

Direct mail is the personal medium, and your sales letter should make this true. A typed “personal style” letter is almost always more effective than a slick, professional-looking, typeset letter.

Don’t misunderstand me, the letter will BE typeset (to use a rather old fashioned term) - it just shouldn’t look that way. To this end, one secret of the direct mailers is to use courier typeface which has a sort of ‘typewriter’ feel to it.

This is courier typeface.

If you can personalise the salutation: “Dear Mr Jones,” this is better than “Dear Friend” or whatever. But it’s more expensive to personalise the salutation and is often impractical.

Your brochure or sales flyer should be typeset of course with the use of any appealing graphics. Just keep the letter itself looking ‘unproduced’.

## **Step Seven - Don’t Split Your Message**

While some tell half the story in the letter and the other half in the brochure, you’ll do much better by telling the whole story, with all the benefits, in both elements assuming you have a brochure.

Keep in mind: some readers will choose to read only one.

## **Step Eight - Keep Sentences and Paragraphs Short**

For maximum readability, keep most sentences to 12 words or less and paragraphs to no more than five or six lines. Whether it will actually take just a couple of minutes or over ten minutes to read your message, many will not get involved unless your copy looks like a fast easy read.

## **Step Nine - Offer a “Freebie.”**

This is termed a ‘bonus’ or a ‘premium’ in the trade. People love to get a little extra for free. If at all possible, offer a free bonus.

This almost always increases results. Your freebie need not be an expensive item, but it should be something likely to appeal to the tastes or lifestyle of your readers. Remember, if you can’t sell it, you shouldn’t try to give it away. Information products (e.g. a 32 page booklet, a CD) are cheap to produce but have a high perceived value.

If you offer your freebie for a fast response, it’s called a ‘speed premium’ in the trade.

“Order Immediately and Get Your FREE Copy of Twenty Top Money Making Businesses...”

## **Step Ten - Ask for Action**

Don’t be coy about it. Let your reader know what you want him or her to do. Ask outright for them to act NOW and send in the order coupon. One good idea is to hint or mention they could miss out if they don’t.

## **Step Eleven - Use Testimonials**

Whenever possible, include a few favourable testimonials. Be certain to use the other person’s full name. Using only initials will water down this powerful sales tool.

John Smith (Milton Keynes) is far better than J. S.

## **Step Twelve - Summarise Your Offer**

The last paragraph of your letter should briefly and concisely summarize your offer and its strongest points.

“So, now that we are coming to a close let me quickly remind you of what you will be getting if you take up this limited offer...”

## **Step Thirteen - A ‘P.S.’ is a Must!**

With the possible exception of your salutation and opening paragraph, a PS. will attract the strongest attention. Your PS should usually restate the headline benefit. Further PS should state other benefits. No more than 3 PS please!

PS You really CAN make £10,000 a month for under an hour a day using this superb system.

PPS Remember – just 14 places left so make sure you order TODAY to ensure you get one.

## **Step Fourteen - Ask for the Order**

Don't "beat around the bush." In your closing paragraph, ask them for the order – you can't leave this to chance.

## **Step Fifteen - Eliminate the Risk**

This is such a powerful tool. I'd rank it at least as high as the use of testimonials. Whenever possible, offer a strong guarantee, a free trial period, etc. A good place to inject a strong guarantee is early in your letter. Then reinforce it near the end of your letter.

*“Don't take my word for it! Try this amazing system FREE for 30 days in the comfort of your own home. If not utterly delighted and convinced, we will gladly refund your entire payment AND your postage AND send you a free gift as a 'thank you' for at least giving this system an honest try. That's how convinced we are that you're going to love this.”*

## **Step Sixteen - Include the Price**

If you fear including the price, it can only be because either your benefit package or guarantee may not be up to par. If your price is high, make sure you have beefed up your benefit package. The place for the price is towards the end of the letter – and don't shout it out. Here's why. Many people will glance at page one then flip through looking for the price. If it screams at them, they will decide it is too much. Of course it is – you haven't had time to make your pitch yet!

## **Step Seventeen - Ask for Immediate Action**

When possible, give a *reason* for quick response. Order within the next 30 days and receive a free gift. Order before this date and receive a nice discount, etc. Just 21 places left – hurry. Only 97 of these valuable items – order now – when they're gone, they're gone.

## **Step Eighteen - Make sure Everything Flows and is an Easy Read**

Before you give your letter the final okay, read over it several times. Ask others to read it. Make certain it flows well and is both interesting and informative to read. Each paragraph should flow seamlessly to the next. Above all else, it must motivate positive action.

Practice these 18 vital profit guidelines and you will prosper.

Let's now take a look at each part of a sales letter in greater detail. First...

## **The Salutation**

Never begin your letter with "Dear Sir" or "Dear Sir or Madame." These salutations are just so formal. You wouldn't put this on a letter to your best friend so don't put it on a piece of copy that is intended as a personal message. My personal favourite is 'Dear Friend', as this is broad and yet intimate enough for your letter to appear personal to them. Remember what I said earlier – you can never please everyone with a salutation and some will be offended no matter what you put.

I have tried letters with and without a salutation. Letters with, always out-pull those without. Other examples are:

- Dear Beleaguered Taxpayer
- Dear Animal Lover
- Dear Fellow Citizen
- Dear World Traveller
- Dear Fellow Tennis Nut
- Dear Collector
- Dear Friend of [your company's name]

There are no real differences in response rate so long as your salutation is related to the person you are addressing. Except when using: Dear John Smith (Personalised to the addressee).

This salutation pulls more than any other. People love the sound of their own name and of course it makes the letter far more personal. Unfortunately, you will have to computer generate your sales letter to achieve this which usually costs much more than one that is mass produced.

A cheaper way to make your letter more personal and build rapport is to word your salutation so that it sounds like the reader 'belongs'. People are highly social beings and love to feel that they belong to a group or society of like-minded enthusiasts. A simple way to do this is to add 'Fellow' after 'Dear'.

For example:

Dear Fellow Magician.

Avoid using this where you are providing the reader with information to change his current negative situation. Here are three examples of what not to say:

Dear Fellow Beleaguered Taxpayer

Dear Fellow Debtor

Dear Fellow Victim

Would you like to be greeted with such a salutation? Nobody wants to be in a negative situation, and if readers think you're in the same way, they may think you are going to moan and groan about the situation rather than help them. In any case, if you're in the same boat, what have you got to offer them? Avoid all negative connotations when using this technique.

Whatever salutation you decide to use, address the reader as an individual. Keep your salutation personal and never sound like you are addressing a group, as this diminishes rapport.

As a general rule, it does not pay to personalise your salutation unless your product is priced at £350 or more. If you have a product that is priced slightly less than this that you are getting a good response for, it may be worth testing the same letter personalised to see if this further increases sales.



# The Power Of The Headline

The headline you choose for your sale letter is of greater importance than all other components combined – the body copy, guarantees, testimonials, the order coupons, etc.

Assuming you have a desirable book, product, or service at a great price, the headline you use will be the major plus or minus factor in determining response.

A wrong or weak headline will almost always doom a sales pitch to failure, regardless of how good the product or service may be.

## Appealing To Self-Interest

A person's greatest interest is most often self-contained. People want to become winners by gaining benefits while avoiding pain and loss. Thoughts and feelings influence more decisions on purchasing than pure intellectual considerations. This is why an appeal to a person's emotions and desires almost always outperforms straight factual headlines. That's just how it is – I didn't write the rules.

So save your facts for later. First, grab the reader's attention with a big, emotionally appealing benefit. Powerful sales letters begin with a sizzling self-interest headline.

It's a battle to briefly capture the attention of your reader's mind and to lead him or her to the desired action - placing that order immediately. Do you really think it's anything less than that? Check your premise.

What are you trying to do?

Answer: You are trying to stop a busy person dead in his or her tracks with a bold statement that you hope greatly appeals to their self-interest. And you've got about TWO SECONDS to do it!

If you succeed, you hope to entice him or her with your subheads and opening paragraph to continue reading.

Once the entire sales letter is read, you hope you have pushed enough of his or her basic want and need buttons (success, greed, love, pleasure, survival, acknowledgement etc.) that he will get up off his backside and start hunting for his stamps and cheque book.

It takes powerful, compelling copy to achieve that response – and it starts with the headline.

The battle for the respondent's mind should not be interpreted in a negative light as one of ongoing control. You're not playing for the same stakes as some religious

cults, the CIA, or KGB. You just want them to order. After that – they can have their mind back. (I’m being humorous, but you get what I am saying, I hope.)

To get temporary control however, you use an arsenal of direct response weaponry. When you think about it, it’s rather amazing that mere words on a printed page can have any effect such as making someone reach for their wallet and send you money!

## **The Positive Approach Works Best**

Appeals to the person’s self-interest almost always work best in headlines. Make your headline shout to your readers, “Here are some big benefits for you!” This is NOT the time to keep your powder dry.

If you have real news to tell, get the news in the headline, along with the benefit. With only a few exceptions, positive headlines work best. Telling people how they will prosper works better than telling them how to prevent losses.

Any negative appeal concerning possible loss by not responding to your offer can be mentioned somewhere in the body copy. Make the headline positive for maximum results.

Many years ago I tested several “negative headlines.” Results most often were not sensational. Instead, all my smashing successes have come from positive, benefit-rich headlines.

## **Some Successful Headlines**

### **“Wealth, Health, Love, And Happiness - Now You Can Have It All!”**

This was for the book *How To Achieve Total Success*. The result was 120,000 copies in print worldwide.

### **“Stay Home And Make Money”**

For a book with the same title, 47,000 copies sold and counting. Sometimes the title of a book or the name of a product also makes for a super headline.

### **“If You Love To Catch Fish, Get Your “Bass-Buster” While We Can Still Legally Sell Them!”**

This was the headline for a unique fishing lure which resulted in sales of over 200,000 units.

## **“Learn The Amazing Secrets of a Sweepstakes Millionaire”**

This responsive headline was for Bruce Robbins’ report that tells how to win sweepstakes and contests. It is a tremendously successful headline.

### **“The Best New Book on Making Money by Mail is Yours Free!”**

This incredibly successful headline introduces the Profit Ideas books and tapes to buyers and to those who wish to go into business selling them.

Here’s a longer one:

### **“I’ve Tried Every ‘Money-Making’ Internet Scheme Going And I Never Made a Damn Penny From ANY Of Them – Until Now...”**

I could go on and on, but I think you’re getting the idea. Capture attention with a daring, beneficial headline. Do this, and you’ll get the response and profits you seek. Don’t try to be clever, cute, or funny.

Simply give your readers good news in the form of a big benefit. That’s how to make your headlines sizzle and sell.

## **Four Ways to Write Headlines that can Make You Hundreds Or Thousands Of Pounds A Year!**

If you can’t draw your prospect in with your headline, you won’t get them to read your sales letter. So, you must have a headline that grabs the reader’s attention and forces them to read what you have to say.

It is fortunate for those of us in the business that headlines are so important because it just so happens that they are one of the easiest things to change and test.

If you had to constantly test different sales letters, that would take you a very long time. Sometimes it takes weeks or months to create a sales letter. But, a headline can be written in seconds.

You can literally write hundreds of headlines in a day. You can throw out the ones that don’t sound right, and test only the absolute best ones.

Also, a lot of times a headline can simply be cut and pasted so that you don’t even have to change the first page of your sales letter. This makes testing headlines one of the cheapest, but most effective ways to test. And, when you find a headline that is a hit, it can spell instant success for you.

Here are the four ways to write headlines that really draw the reader to your sales letter...

### **Writing Headlines Method One - Try to appeal to a prospect's interest in every headline you write.**

Your headline absolutely must tell the reader that you are offering them something that they really want and need. A self-interest benefit must be offered or implied in your headline.

Whenever you write a headline, ask yourself, "How will this headline benefit the reader?" If you can't think of a way, then trash that headline and write another one!

### **Writing Headlines Method Two - Don't just try to arouse curiosity by itself in the headline statement.**

In order to get the most response from your headline, you cannot just arouse curiosity in the reader. That will only do so much. You must combine curiosity with self-interest and benefits.

The customer knows you are trying to sell them something, so curiosity by itself is not going to make them fork over their wallets.

And please, avoid ridiculous teasers like: "Help! Someone's Just Eaten My Cat!"

Then the body copy says: "Now that I've got your attention, can I introduce you to our range of pre-stressed concrete lintels..."

### **Writing Headlines Method Three - Never interject the negative side of an offer in your headline.**

Never use words that people could take as negative. For example, don't ever say "My plan has made a few people rich" (why just a few?) or "Some of my customers will get rich." Instead say, "My plan can make you rich!"

Overall, tell the customer what you will do for them. Use lots of "you's" in the copy. If you can, make your headline talk directly to them.

### **Writing Headlines Method Four - Make your offer a quick and easy way for the reader to get what he or she wants.**

If you have really honestly found a way for your customer to make £1,000 a week, you need to tell them about it. But make sure your headline sounds believable. Don't stretch the truth just to get more people to read your sales letter.

"Make Ten Million Pounds a Day From Your Armchair Watching Your Favourite TV Programmes" is not a credible headline.

These four things will help you write killer headlines. Even if you don't have a product, you can practice writing headlines. Write about anything even if it's not your product. Make something up. By practicing, you will soon pick up on ways you can turn your headlines into sales over and over again.

For instance, pick a subject and practice writing headlines for it. Let's suppose you chose the subject of health. Here are some examples of health headlines, taken directly from the front cover of a catalogue I received in this morning's post.

These headings are all written down the left side of the page ...

**“I'm healed at last!”  
How to go from chronically  
sick to suddenly healthy faster  
than you thought possible.**

**Complete reversal of HEART  
DISEASE in weeks. Page 7**

**CRIPPLING ARTHRITIS  
REVERSED IN 14 DAYS.  
Page 8**

**Dangerous HIGH  
BLOOD PRESSURE  
vanishes in 6 weeks.  
Page 7**

**HEALING DIABETES:  
After only 7 days, insulin is  
unnecessary. Page 8**

On the right side of the cover, (which by the way is the side of a page most of us glance at FIRST) is a photograph of a healthy and happy looking couple in their fifties, obviously on a beach. Both are dressed in holiday casuals, with the man giving the woman a 'piggy back'. Great photo – powerful selling! It doesn't take a genius to work out who they are selling to, and what they are selling!

As you know – they are not selling a solution to health problems, so much as selling HAPPINESS, HEALTH, VITALITY AND YOUTHFULNESS. They are the triggers for the brain.

So, with this in mind, brainstorm as many headlines as you can on the subject of health. As this is a practice run, you don't need to worry about writing headlines you can't substantiate – which obviously for health products, is absolutely essential.

## The Role Of Compelling Headlines In Direct Mail

A mailshot is made up of several components. Let us look at each in more detail. The components of copy are:

1. Headline
2. Sub-heads
3. Teaser copy on the envelope (optional)
4. Body Copy
5. Offer/Free Bonuses
6. The Guarantee
7. Postscripts
8. Order Form
9. Lift Letter (optional)

Headlines can mean the difference between the success or failure of a mailshot.

### Why Are Headlines So Important?

The importance of having a strong headline can't be overemphasised. An effective headline does three things. First it proclaims the product's USP (Unique Selling Proposition) - it tells your readers what is so great about your product and how they won't be able to find a product exactly like it anywhere else.

Second, it allows people to know just from reading the headline if this is a product that can help them. In effect you are *qualifying* prospects for your product. You should know by now that you can't sell to everybody, so your headline only engages those people who will benefit from your product. If people didn't know this from the outset, few would bother to read your sales letter at all. If in doubt, consider a headline such as, "At Last! A Cure For Arthritis!" Doesn't that immediately pre-qualify the readers as arthritis sufferers? If you don't have arthritis you won't read another word – and that's good!

Golden Insider Tip...In effect, you are writing your headline with only your niche market in mind.

If you try and make your headline appeal to people outside of your niche you will be diluting the impact of its message. For example, say your product was a business opportunity that produced excellent returns but needed £1,000 start-up capital. If your headline appeals to prospects who are financially qualified to try your product (i.e. have the required start-up capital), then your chance of making the sale markedly increases.

The type of headline you would choose in this instance would be a headline telling the prospect about how much money they could earn. You are attracting the entrepreneurs, people who are willing to take risks and work hard for financial independence. E.g.

## **"£56,000 Return For a £1,000 Investment Doesn't Seem Fair"**

Using a headline that concentrated instead on the lack of job security would simply attract the security-minded people, who would be less willing to take risks and invest the £1,000 start-up capital. These kind of people are less likely to have the necessary money to get involved in business. Meaning they have no savings - they've spent it!

Here is a headline NOT to use:

### **“Worried About Losing Your Job? Debts Mounting Up and Nowhere to Turn? New Investment Offers £56,000 for a £1,000 Investment!”**

The headline sets the tone and scene of the mailshot. It gives the prospect an idea of what the product is about. Your body copy should follow in the same narrative style. If you change the style you will lose the reader and hence a sale. For example, if your headline has an air of suspense your body copy must maintain this.

Third, it must grab the attention of the prospect and make them keep reading. The attention grabbing aspect is dependent on its ability to elicit an emotional response - if it doesn't do this then it isn't working and your whole sales copy will fail.

The headline by itself won't close the sale for you. Prospects will want to find out more about your product before they buy, but it is up to your headline to ensure they do go on to find out more and don't just bin your mailshot.

90% of the success or failure of sales copy is down to the headline. This is because five times as many people read the headline as the body copy. Hundreds of tests confirm that a good headline can be up to 17 times more effective than a so-so headline. Plus, you will find that once you have the headline as a starting point, the rest of the copy will be easier to write.

The following quotes on headlines come from two of the legends in great advertising:

*"Advice to copywriters. When you are assigned to write copy, write a lot of headlines first. Spend hours writing headlines - or days if necessary. If you happen to think of a headline while walking down the street or while riding the bus, take out pencil and paper and write it down."*

**John Caples**

*"On the average, five times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90 per cent of your money."*

**David Ogilvy**

I hope these facts and quotes have dispelled any doubts you may have had on the importance of headlines.

## **Time for a Quick Recap**

The purpose of the headline is to:

- Attract attention
- Communicate a strong benefit
- Appeal to the self-interest of the reader - 'what's in it for me?'
- Set the tone of the offer
- Select the right audience
- Get them to continue reading

## **What Makes a Great Headline?**

Don't write headlines that are humorous, cute or oblique. By oblique I mean one where only you know the meaning of it. You can often see examples of these on billboards where it will say something like "Sarah knows" and then a picture of a beach ball(!) The reader has no idea which company is behind it, or what it's trying to advertise. A rather ridiculous waste of money for the company paying for the space, but then they will have been conned by an artsy advertising agency into squandering their cash.

Humorous headlines are lethal as I have said, but will bear repeating. Few people will share your sense of humour, and if they don't find you funny, they won't order. Remember, everyone thinks they have a sense of humour, many people don't.

Effective headlines contain short words that create a pleasant image, picture, or sound, for example:

## **"How to Get a Standing Ovation Every Time You Make a Speech."**

That's a great headline from Ted Nicholas.

The majority of the population is predominantly visual, that is, they think in images or pictures. However, if your headline can also elicit sounds and feelings, not only will it appeal to people who are more auditory or kinesthetic, but it will also intensify the impact of your headline.

A great word to use in a headline is 'you.' The word 'you' gives the impression of talking directly to the prospect and that the benefits you're describing are for him/her.

What to Avoid:

1. Me, I, and We.
2. Overuse of adjectives (wonderful, terrific, fantastic) and adverbs (quickly, brilliantly, superbly). They weaken your headline.



Look at the example below where the adjectives are in bold and the nouns they describe are underlined. Notice how the adjectives are redundant and detract from the impact of the headline, rather than adding to it.

**"Free Special, Revealing Tax Report for All Readers"**

A better headline is given below. This one is more punchy and direct:

**"Free Tax Report for All Readers"**

In the next example the adverbs are in bold and the verbs they give more information to are underlined:

**"How to Quickly Cut Your Tax Bill"**

See how the above example appears weak? A better way to say the same thing would be:

**"Cut Your Tax Bill!"**

Or better...

**"Slash Your Tax Bill!"**

This headline contains an action verb like 'slash' to replace the 'cut' as action verbs have greater impact. Plus, removing the 'how to' in this case makes the headline more punchy. Powerful headlines contain verbs that are colourful, vibrant and strong. You want to be obvious, direct, and lively.

**D**ropping the first letter of your headline draws the reader's eye to the left and increases the chance of them reading it. Use both Upper and Lower Case letters in Headlines and Sub-heads; don't use ALL CAPITALS and never use reverse-out (white text on a black background as these all make it harder to read. For the same reason, avoid using Sans-serif typefaces (a serif is the little foot which appears on the bottom of the letters); Times New Roman (which is what I'm using) is an excellent font to write your headline in, as it is easy on the eyes.

In contrast, this line is written in a sans-serif face (Univers) – yes, the difference is subtle, but it is definitely a little harder to read.

Put quotation marks around your headline as studies show doing this will draw 28% more attention. A fantastic way to increase sales for zero effort. They make your headline look important, as if somebody is being quoted and is therefore worth reading. And being read is the first hurdle your headline must pass over.

If you doubt this, check it out for yourself. Which looks better:

**Glowing Radiant Skin In Under Ten Minutes a Day!**

**Glowing Radiant Skin In Under Ten Minutes a Day!**

**GLOWING RADIANT SKIN IN UNDER TEN MINUTES A DAY**

**GLOWING RADIANT SKIN IN UNDER TEN MINUTES A DAY**

**“Glowing Radiant Skin In Under Ten Minutes a Day!”**

Hopefully it was the last one. If you disagree – you’re wrong. Sorry! ☺

## **Benefits Not Features Sell Product**

Your headline must announce the greatest benefit of your product. Benefits answer the question WIIFM (What's In It For Me?) This is what your readers are most interested in. So before you start writing your headline for a product, you will need to identify all its benefits and features. People are turned on by benefits; they are the real sales hot buttons. The best way to capture benefits is to look at the product from a buyer's point of view.

If your product is a printed product, read through it again and select all benefits to the reader from every page and write each benefit down on a 3x5 card. If your product is not a printed product, step back from it and select all the benefits and features of it and write them down on 3x5 cards. You might think you can skip this exercise, but you cannot. I do exactly this with every piece of copy I write, and yes, I do use actual 3x5 cards for this. So if I need to do it after thirty years....

The only way to get people to part with their money is by demonstrating the benefits your product will bring to them. Benefits must answer the question, "So what?" Rank your product's benefits from the greatest benefit all the way down to the smallest by ordering the 3x5 cards.

## Here's the process...

The most powerful benefit will make the best headline and can also be your USP (Unique Selling Proposition).

The second strongest benefit will make a great sub-head.

Your third greatest benefit should be the first one you mention in the body copy.

The fourth best benefit as the second one you mention and so on all the way down through the copy.

A simple way of creating a good headline is to look for the most obvious benefit as this can also be the best. Don't think this will look silly or lack impact. Benefits become obvious to the client only when they are pointed out to them. I give more great examples of headlines in the next couple of pages, in subjects other than health and money making.

## What Are Features?

A feature is a fact about the product that helps to build credibility and aids to win over the sceptics.

**Example of a feature:** '237 A4 pages with 37 illustrations' are both features. Features don't have to answer the question, "So what?"

If you went on to explain, 'Its 37 illustrations enable you to see clearly step by step how to build each origami model', that becomes a benefit, supported by a feature.

I always write as many headlines as I possibly can. Some become 'teasers' (copy on the outer envelope, more on this later). Those that I don't test are used as bullet points in adverts and sales letters.

## The Power of Hidden Benefits

Finding the hidden benefit and writing that into a headline can be even more powerful. This is a benefit that does not come from examining the product at all.

So, how do you find out what the hidden benefits are of your product or service? This is how you do it...

Step-back from your product and ask yourself: "If I had unlimited god-like powers and I could grant my prospective customer the biggest benefit I can possibly imagine he or she would want from my product, what would it be?" And then write down your answer.

Ask yourself this repeatedly until you come up with an incredibly powerful benefit.

Ted Nicholas, who originated this technique, used it to create a headline for his book 'The Complete Book of Corporate Forms'. Sounds dull doesn't it? The problem was

how to dramatise the book and excite his prospects about the benefits so that they would buy it. He was also competing against other publishers who sold legal form books, although none were as easy to use as his.

His book was aimed at entrepreneurs and when he asked himself the hidden benefit question; he realised this...

Most entrepreneurs abhor paperwork!

So he needed to convince them of the benefit from using the pre-printed template forms in the book. He knew that entrepreneurs hated to pay taxes and what every entrepreneur wants to preserve is the corporation's tax shelter status. No one wants to lose that precious benefit.

And so it came to him:

### **"What Will You Do When the IRS Suddenly Wipes Out Your Corporation's Tax Shelter Benefits?"**

Whilst the book mentions the importance of keeping good records to maintain the corporate protection, there is no reference in the book to the IRS taking away benefits, although it happens on a frequent basis. This is why Ted called it the hidden benefit. This headline was used successfully in a space advert, a sales letter and card decks.

If you're still not convinced that headlines can make or break your sales pitch, take a look at this. Since 1979 Ted Nicholas has sold more than 350,000 copies of this book alone. At \$70 a copy, that's 24.5 million dollars!

Here's another headline he created using this method:

### **'The Eighth Wonder of the World'**

Of all things, the subject of the book is compound interest. An important subject but again, hardly exciting enough to get you gagging to buy, is it? That is if the title was, 'Compound Interest' rather than 'The Eighth Wonder of the World.'

And the most profitable headline he ever wrote for his book 'How To Form Your Own Corporation Without A Lawyer For Under \$75' was:

### **'The Ultimate Tax Shelter'**

Another successful headline for this book using this same method was:

### **'Wage Your Own Personal Tax Revolt.'**

## Headline Types

The type of product you are selling will determine which sort of headline to use. A technological breakthrough will not lend itself to a headline that is emotional or uses a trick technique, as these will detract from the credibility of your product. Instead you could use one that stresses the featured benefit or news value of it.

To give you an idea of how headline types are more appropriate for certain products, here are several headlines advertising a new battery that lasts 50% longer than normal batteries, along with other examples.

### One – News Headlines

Announcing

#### **"New Battery Lasts 50% Longer Than Other Leading Brand Batteries"**

This headline is similar to one that you would see in newspapers. You could use this for products that are new, or are improved versions of existing goods. In addition, they can be used to announce breakthroughs, or important facts that the general public might not know about but which will concern them.

You will have to be really careful if you decide to use this type of headline to announce your product. There is nothing worse than a news headline that leaves the reader thinking, "So what, who cares?"

The following guidelines will help you decide where the news is:

- **WHO** developed it? Who discovered it? Who will get the greatest benefit from this product?
- **WHAT** value in particular is newsworthy? What aspect should you focus on, the product, the people who will benefit from it, or the company who developed it?
- **WHEN** was the product developed? When will it be available?
- **WHERE** did this new product or service come from? Is there anything unique about its origin or place of use?
- **WHY** is the new development newsworthy?
- **HOW** is this product or service used?

This will help you come up with a newsworthy hook that will make your headline sizzle. Be as specific as possible and make sure the benefit of your headline is aimed at your readers. Don't merely be factual as this can make for a very dull headline and one which will be ignored.

An example of a factual headline would be something like this:

#### **"UltraMow Launch their New Lawnmower"**

Thrilling eh? Bet you're dying to go out and buy it! Your response was probably, "Who cares?" However, if we get more specific, then the headline gets more exciting and benefit driven.

**"Wimbledon Praise the New Flow-Mow Lawnmower."**

That's more compelling, most people reading it (who were thinking of buying a new lawnmower), would think that if Wimbledon Tennis Club were using the lawnmower, then it must be good. This may still not be the best headline though; the deciding factor would be the news hook that has the most powerful effect on your prospects.

**"UltraMow's New 'Double-Cut' Action Will Halve the Number of Times You Have to Mow Your Lawn"**

Depending on your audience, they will be either motivated by the first or second headline. If your prospects are avid horticulturists, they will probably be more impressed by the first. However, for most households the second headline will hold more appeal.

As with all headlines, make sure you can back up what your headline states. Don't try and capture attention by making claims that are unsupported in your body copy. If you can't support your claims then your mailshot will lack authority and your sales will suffer. One of the biggest turn-offs for customers is inflated claims and this is why many don't believe sales letters.

Typical words used in the 'news' headline are:

- Announcing
- Just released
- At last
- Now Available
- New
- Introducing
- Finally
- Now

Examples:

**"At Last, Secrets of the Super Rich Available to Everybody"**

**"Announcing a Major Breakthrough in Hair Loss Prevention"**

**"New Cabbage Soup Diet Can Help You Lose 5 Pounds a Week"**

**"Finally – a Transparent Sun Cream."**

## **Two – Guarantee Headlines**

If your product comes with a really powerful, ironclad guarantee than this can make a superb headline. There are few things more compelling for a prospect than being told a fantastic benefit that is guaranteed. Your product must live up to your claims though, as must the guarantee, or be prepared for a deluge of angry complaints and refunds.

Here are some examples:

**"New Battery Guaranteed to Last 50% Longer"**

**"Lose 10lbs in 14 Days or Your Money Back"**

**"New. Learn to Speak French in only 30 Days, 100% Guaranteed"**

## **Three - How To Headlines**

There are over 7,000 books in print with a title beginning with 'How To', so you can't go far wrong with this headline. It is really effective as a headline or book title and is perhaps the safest headline to use. It almost cannot be overdone. This headline is best used for offering your prospect advice or solutions to their problems.

Here are some examples:

**"How to Get 50% More Battery Power for Your Money"**

**"How To Win Friends and Influence People"**

**"How To Make £1300 a Day Even When Times are Tough"**

**"How To Get Out of Debt"**

**"How To Get Curls Which Last"**

**"How a 'Darn Fool' Idea Put Me on The Road to Riches"**

## **Four - Featured Benefit Headlines**

There are two ways to write this headline. For the first way to be really effective, you have to know what makes your niche market tick. This allows you to create a headline that gives your prospects what they want. Of course, all headlines must be benefit driven, but this headline is created from knowing the exact benefit your market wants, rather than from looking at your product.

The second way is to use your product's USP as a headline. Your statement should be straightforward - when your product is better than anyone else's all you need to do is to tell the world. There is no need to be clever because you are selling a strong benefit.

Here are some examples:

**"Save up to 50% on Battery Costs"**

**"Because Women Cause Only 3% of Accidents, We Insure You for Less"**

**"Girls... Want Curls?"**

**"Why We Can Offer You Home Insurance for Half What You're Paying Now"**

### **Five - Reason Why Headlines**

This is where you give your prospect specific reasons why they should buy your product, or read your sales letter (and then want to buy). You don't need to include the words 'reasons why' in the headline. They are effective because they are specific. The specific facts or numbers they contain make them more believable than if they were composed of generalities. E.g. "7 Secrets of..."; "5 Keys to..."; "7 Habits of..."  
Here are some examples for you:

**"3 Tests That Prove Why ABC Batteries Last Twice As Long"**

**"7 Habits of Highly Effective People"**

**"67 Businesses You Can Start Today That Can Make You a Millionaire"**

**"5 Minute Exercises that Sheds Inches Fast"**

**"The 7-Step Slimming Plan"**



## **Six - The Testimonial Headline**

When people like your product they sometimes send you unsolicited testimonials. You can also ask satisfied customers for them. Using a testimonial as a headline is very powerful, because what your customers think of your product is far more convincing to your prospects than anything you could ever say about it.

Perhaps the most famous testimonial advert is "They Laughed When I Sat Down at the Piano..." John Caples wrote the advert to promote music lessons by mail. In it he describes a party scene in which the advert's narrator, who is known as a jokester, sits down at the piano after an accomplished musician finishes playing for their friends. Caples goes on to describe how everyone at the party assumes he's putting them on, and they all get ready for a laugh. They are then amazed when he starts playing classical music beautifully.

The narrator's friends want to know how he learned to play so well in such a short time. He of course tells them about the lessons he took by mail. As the advert ends, readers are invited to send in the coupon, ostensibly to learn how they can have a similar experience.

What if Caples had written the advert without using a testimonial? It would have been weaker to say:

**"Your friends will be amazed when you show them in a few short weeks what complicated piano pieces you can play."**

Using the testimonial makes the advert entertaining and allows readers to put themselves into the advert. Without the story line, the advert would have lacked power. This same technique works equally well for a sales letter. Testimonials can provide credibility when your sales letter needs to make a big claim. Which of these do you think works best?

**"How I Made £1 Million in the Stock Market - Without a College Degree"**

**"Now Almost Anyone Can Make £1 Million in the Stock Market by Following This New Strategy"**

The first example is far more believable because someone else has already done it. It makes us think that if they could do it, then perhaps we could too. We want to know how they did it and so will keep reading to find out. The second example sounds far-fetched and we just assume that they're lying. That 'almost anyone' just begs to be challenged. Old ladies? Teenagers? Garbage Collectors? Students? I don't think so!

Testimonials can add credibility and emotion to your sales letters, and those are the keys to getting direct response orders. Look at the following two examples for an idea of the different ways in which you can write testimonials.

### **"How the Smith Family Cut Their Fuel Bills By 30%"**

#### **"My Secret For Cutting Fuel Bills By 30%"**

In the first headline the copywriter narrates a story about how a family cut their fuel bills. In the second example, the voice of the advertiser is used. John Caples piano advert was written in the style of the first example. It wouldn't have worked if his testimonial had been the head of the music company describing how he taught himself to play using their mail order music lessons. By using an everyday person that customers could relate to, the copy had far greater impact.

The same applies to the Smith Family; prospects reading the headline will realise that they too could qualify for 30% reduction in fuel bills. This will only work when the writer's claims are easily believable. If not it would be better if he was the voice of the sales pitch and vouched for the claim himself.

A quick word about using celebrities to promote your sales copy. Often the celebrities are only used to generate interest and, as a result are not all that effective. Your mail shot needs more selling power than that.

Here are some examples:

#### **"I Can Listen to My Walkman for Hours Longer Thanks to ABC Batteries"**

#### **"I Was Tired of Living on Low Pay - so I Started Reading The Wall Street Journal - by a Subscriber"**

#### **"How I lost 4 Stone with the Fat Burn Diet Plan"**

### **Seven - The Command Headline**

To be most effective this type of headline should begin with action verbs. The headline should then go on to offer a benefit to the prospect that will propel them into ordering your product. In effect, you are **commanding them to take action** and place an order. You have to be careful though, you will need to imply benefits while you are commanding your audience. Customers will not be prompted into action unless they can see how it will help them; therefore ensure the benefits are specific and concrete.

Don't turn people off by making your claims too outrageous and asking readers to do too much. The rest of your copy needs to expand on and explain the benefits

portrayed in the headline, otherwise people won't buy. Finally, **never imply that your readers are stupid or incompetent** - people don't take kindly to being insulted e.g., "Quit Wasting Time". Instead, your command must be positive and give your audience a strong offer that can help them.

Here are some examples for you:

**"Try the Battery Recommended by Leading Toy Manufacturers"**

**"Bank with Us and Slash Your Mortgage Repayments Now"**

**"Order Christmas Cards Now - Pay After January 20th"**

**"Buy Two Get One Free"**

## **Eight – The Boastful Headline**

Boastful statements attempt to put your product in a good light so that your audience feels positively about it, yet without offering them a specific reason to buy. This means the statement about your product would be positive and general (rather than precise).

This type of headline normally doesn't work in direct marketing, because thanks to its general nature it doesn't motivate people to take action. And this is the whole point of your mailshot.

I have included examples here to give **you an idea of the sort of headlines to avoid**. The underlined words in the last two could be exchanged for anything, because they are so general. Examples:

**"We Know ABC Batteries Last Longest"**

**"The UK's Favourite Coffee"**

**"We've Provided Everything You Want In a Car"**

## **Nine – The Emotional Headline**

All effective headlines are emotional to a greater or lesser extent as it is only by hooking people's feelings that you can make a sale. The greater the emotional response you elicit in your prospect, the more profound the response and the more sales you will make.

Even if the prospect can't identify directly with the story being told, he/she must still be able to empathise with the details.

Here are some examples:

**"Will Your Torch Batteries Work When You Need Them Most?"**

**"I Wept when the Battery in my Camcorder Ran Out  
at my Daughter's Wedding"**

**"Sonali is 12 Months Old. She Will Die Without Treatment.  
Just £5 From You Could Save Her Life"**

The kind of emotion you are trying to evoke is tied into the benefit they will gain from your product. By this we mean, you want prospects to imagine how your product will make them feel more secure, be more attractive, be more popular or confident, feel good about themselves, etc. This emotional appeal is normally an underlying component of your headline, but some products are more effectively advertised when directly engaging people's feelings.

Products that lend themselves to emotional headlines are things like personal products and insurance. The headline:

**"You Can Safeguard Your Family's Health for as Little as  
£15/Month"**

is far more effective than,

**"Save 10% On Health Insurance"**

A book on health, nutrition or fitness could also be sold in this way, as could exercise machines and possibly dietary supplements - it will be the positive effects of using these products that you will emphasise. The emotional implications of not using your product can also be effectively highlighted, such as in the example headline regarding the camcorder battery.

You can write emotional headlines in a direct or indirect manner. You can be direct by stating that a product will cause something good to happen in a customer's life:

**"He Loved the Softness of My Skin When I Started  
Using ABC Lotion"**

Or, using the same example you can be less direct. In this approach you will be hooking the prospect purely with the emotion generated by the headline. This can be a real attention grabber.

## **"Darling, Your Skin Feels So Soft Tonight!"**

The above is also an example of a testimonial, and for this to work it must sound like something a real person would say. Therefore you don't mention the product at all.

The following illustrates how false it could sound if you try and include the product:

## **"Darling, Your Skin Feels So Soft Tonight. Is it Due to That New ABC Lotion?"**

No man in the heat of passion is going to be even remotely concerned about the body lotion his lover has just used. The sensations of her soft skin, yes, the emulsion of oils and waxes that made it that way, no.

Properly written, a testimonial as a headline can quickly generate rapport with your readers and give your product credibility. It gives the letter that all-essential personal touch. Improperly written testimonial headlines, like the one above, have the opposite effect, making the advertising lose its appeal and credibility. This will ruin your potential sales.

If you don't use the testimonial-style headline, then you can exaggerate the emotional headline without making it sound unrealistic. For example:

## **"Enchant Your Lover Tonight With Softness"**

It's not important that the reader doesn't know exactly what her lover will be enchanted by. And everyone knows he won't be literally enchanted. It is the emotional effect her soft skin may have on him.

A combination of emotional and news headlines doesn't make a credible statement, each part will simply cancel the other out and end up sounding silly. Your result will be something like this:

## **"Enchant Your Lover Tonight With 50% Extra Softness"**

## **Ten – The Information Headline**

This headline can be used for products that will not lend themselves to any other headline without it sounding silly. It is also an effective way to select your audience by offering information in the form of specific facts and figures. Information changes people's lives, so if people think you have information that can help them, they'll keep reading.

Write a headline beginning with the words How, How I, or How You, to see if an information headline fits your product. Using the word 'To' allows you to identify an audience if you have something they will want to know about.

Here are some examples:

**"To People Spending More than they Need on Batteries"**

**"To Young People Wanting More Than Just a Job After College"**

**"Advice to Business Owners Who Need More Hours in a Day"**

**"Which of These Helpful Brochures on Increasing Sales and Cash Flow Would You Like Me To Send You Absolutely Free?"**

Experiment with headlines and test to see which ones pull the best. Quite often, the more personal contact there is in your headline, the more effective it is.

In the following two examples the first headline is very brief and is more like a caption...

**"Hottest New Business Ideas of the Year"**

the second one has a more one-to-one ring to it...

**"Let Me Send You 12 of the Hottest New Business Ideas of the Year"**

Here is another example of an information headline:

**"Lightweight, Italian Folding Tea Trolley in Four Smart Colours"**

## **Eleven – The Offer Headline**

This headline type is effective and gets right to the point. It would normally form part of your offer and is similar to the guarantee that you would use in your copy. It can work well for products that are useful but not exciting and would be otherwise difficult to grab attention.

The words 'new' and 'your' can strengthen the pulling-power of your sales letter. Offer headlines are also effective because they have the ring of a real person talking to them, which not only makes it harder to ignore but enables you to win people's trust faster.

Write your offer down on a piece of paper first and play around with the words to see if it will work as an offer headline. Your offer should describe a benefit about your product in an exciting way.

Here are some examples:

**"Try ABC Batteries Free for 30 Days"**

**"Try the *Secrets of the Super Rich* Free in Your Own Home  
Without Obligation for 30 Days"**

## **How To Express Yourself**

As you will see from the above, many headlines can come under several different types. Don't be overly concerned about fitting your headline into slots. These headline examples are there to guide you when writing a suitable headline for your own product.

Continuing with our battery example, let's say you've decided to concentrate on the benefit of your batteries lasting 50% longer than other leading brands. There are many ways in which you can express this:

**"Save Money - New Batteries that Last 50% Longer"**

**"New Batteries Last 50% Longer"**

**"Now You Can Save Money on Batteries with the ABC Battery  
that Lasts 50% Longer"**

**"Announcing - New Batteries that Last 50% Longer than other  
Leading Brands"**

**"At Last a Battery that Keeps Going Longer"**

## **Hand-Writing a Headline**

As your headline is the most read part of any letter, having it hand-written can make it stand out even more. This is great for attracting attention and adding interest. The headline looks best when it gives the impression that the writer had a spontaneous burst of enthusiasm for the product as he/she was writing. Of course, the writing needs to be easily legible; this applies to all hand-written parts of your letter, but is even more important for the headline.

You may like to test a successful letter with a hand-written headline against a typed headline. Never try and make your headline look hand written by using handwriting style fonts like palace script. All this ends up looking like is difficult-to-read typed

headline, where the writer has tried unsuccessfully to mimic words written by hand. Don't do it. It looks amateurish and silly.

## The Best Words To Use In Headlines

Ted Nicholas invested millions of dollars testing which words are most effective in headlines. If tastefully done you can combine one or more of these words in your headline. You can use the words given below, confident that they are the most powerful.

1. **Announcing** ("Announcing a Breakthrough in Cancer Prevention")
2. **Secrets of** ("7 Secrets of the Millionaires")
3. **New** ("A New Effective Approach to Losing Weight")
4. **Now** ("Now You Can Have the Body You've Always Dreamed Of")
5. **Amazing** ("You'll Feel Amazing After Using the 'Relaxer' for Only 2 Weeks")
6. **Facts You** ("Facts You Need To Stay Healthy")
7. **Breakthrough** ("A Breakthrough in Pain Relief")
8. **At Last** ("At Last A Diet That Really Works")
9. **Advice To** ("Advice To All Aspiring Millionaires")
10. **The Truth Of** ("The Truth of How Vitamin 'C' Can Prevent Heart Disease")
11. **Protect** ("You Can Protect Yourself From The Coming Stock Market Crash")
12. **Life** ("What Price Your Child's Life?")
13. **Here** ("Here is the Latest in Money Making Offers")
14. **Discover** ("Discover the Path to Riches Used by Millionaires")
15. **Do You** ("Do You Want to be a Millionaire?")
16. **Bargains** ("Don't Miss These Hundreds of Bargains")
17. **Yes** ("Yes! You Can Have the Figure You've Always Wanted")
18. **Love** ("You'll Love Making Heads Turn When You're In A Jaguar")
19. **How Much** ("How Much Money Can This Book Save You In Tax?")
20. **How Would** ("How Would You Spend Your Luxury Holiday in Mauritius?")
21. **This** ("This is the Only Guide on Tax Shelters You Will Need")
22. **Only** ("Only Read this if You Want to Become a Millionaire")
23. **Sale** ("The Greatest Sale of Pure Silk Lingerie Ever")
24. **Hate** ("You'll Hate to Miss Our Latest Offers")
25. **How To** ("How To Write A Book and Sell A Million Copies")
26. **Free** ("Free Beer For Every Customer!")
27. **You** ("You Can Have What You Want in Life")

Out of all of these words the last three, How To, Free and You, are the most powerful. The word 'Free' instantly attracts attention because everybody loves getting things for free. But use this word carefully and ensure your sales pitch is convincing, as people are cynical and will look out for the catch. The example that I have used, 'Free beer' (number 26) will catch people's attention, but if the body copy doesn't offer free beer, then the reader will feel deceived and stop reading.



As I said earlier, never, ever use a headline like this merely to attract attention and then put something like, "Right, now I've got your attention...", as the reader will feel cheated and will not order.

The word 'You' implies a benefit to the customer and as people (me, you, everyone) are self-obsessed, this word is very provocative.

## **Use Only 17 Words or Less In Your Headline**

In 17 words or less, you need to write a headline for your product or service that incorporates the biggest benefit that you can think of using one or more of the 27 best words to use in headlines. Keeping your headline within this word boundary is a good discipline. You can break this rule when you get good. In tests only one headline with greater than 17 words pulled! There is no lower limit to how many words you use (although zero might be a bit hard...).

Later on I will be giving you examples of headlines that have made money; out of these you will see that only a few have more than 17 words. These people broke the rule because they knew what they were doing. Until you are an expert in copywriting you would do well to stick to the rules, this one in particular.

## **How One Letter Tripled the Response Rate of Sales Copy**

To give you an idea of how important getting the words right in your headline is, I'm going to tell you about how Dan Kennedy nearly tripled the response to his advert in a magazine simply by changing one letter.

The headline he used before he changed it was:

**"Put Music in Your Life"**

And this is what it said after he added that one letter:

**"Puts Music in Your Life"**

Question: why should one 's' triple the response rate? Answer: people are lazy and would rather have things done for them. The first headline implies that the reader has to do something in order to get the benefit; the second headline suggests that this isn't necessary - it is done for them.

This applies equally to headlines in sales letters.

## Writing Pre-headlines and Sub-headlines

The sub-heading is the text which appears immediately below the headline. It is optional, but commonly used.

Ted Nicholas prepared a direct mail package for a client selling a book entitled *How to Fight Cancer and Win* by William Fischer. He read through the book and wrote down all the benefits on 3x5 cards. He put the page number next to each benefit so that he could quote them in the copy. Credibility, drama and curiosity are all increased when you cite the page number. For example:

The 7 Things You MUST Do Before You Start (page 27)

When he discovered the section that described how a famous doctor found a natural cure for cancer that was scientifically proven by incorporating two natural foods in your diet, he knew he had the 'grabber'. He then wrote several headlines centred on this theme. He felt the following was the strongest:

### **"You Can Prevent Cancer Simply By Eating Two Natural Foods"**

He then wrote a **pre-headline**:

#### **World renowned doctor says...**

Having this pre-headline gave his headline credibility. Something as controversial as this needed to be backed-up with lots of proof. Establishing credibility is always the biggest challenge you will face when selling, particularly with health products.

The next task was to create a sub-headline that was good enough to stand as a headline by itself. To be most effective, your sub-head should tie into the headline. The world renowned doctor in Ted's pre-headline was a Dr Budwig, who is mentioned in the book, and his impressive credentials became the sub-head:

#### **"Seven times Nobel award nominated doctor shows how certain natural foods and nutrients actually prevent and cure cancer. Leading medical doctors endorse her breakthrough findings."**

As a second sub-head he quoted Hippocrates. Perhaps the best known doctor in history. Doctors must recite the Hippocratic oath before they can practice medicine:

*"Let food be your medicine, let medicine be your food." Hippocrates*

This enhanced the credibility and supported the concept that the right foods are critical to your health. Under this he added a sub-head containing the most powerful word in the arsenal of any copywriter - Free:

## **5 Free Reports**

When writing sub-heads, they should be written in descending order of benefit strength. The headline being your strongest benefit and the first sub-head is your second strongest benefit, the next sub-head is your third, and so on. This brings people into the copy. So if your headline was:

### **"A Special Message For Arthritis Sufferers"**

Your sub-heads could be:

#### **"New Compound Stops the Pain" "Read This Special Report Below or Consign Yourself to a Lifetime of Pain"**

This second sub-head is an example of a command sub-head; you are telling the prospect what to do.

## **Photographs and Headlines**

Most people are visually oriented, so using a photograph can really help to grab attention and boost sales, but your photograph and headline must complement each other. Don't laugh, but I have seen photographs in sales material that bears no connection with the product being sold! This merely leaves the reader dubious or confused; either will lose you sales.

The photograph should emphasize your headline, so if you place your headline under the picture it acts like a caption.

Here's an example...

The product was a manual on public speaking. Although entrepreneurs who want to get ahead will probably have to speak in public at some stage, a study showed that 54% of Americans would rather face death than make a speech!  
The **headline underneath the photo** was:

### **"How To Get Enthusiastic Applause - Even a Standing Ovation - Every Time You Make a Speech."**

The photo showed an audience smiling, clapping and giving a standing ovation as the speech ends. Isn't that a fantastic combination of photo and headline? Can't you just feel the pulling power?

## **Five Rules For Successful Headlines**

### **One - Your headline must appeal to your reader's self-interest.**

Your prospects want to know, 'What's In It For Me' and so your headline must convey the strongest benefit of your product to them.

### **Two - Your headline must single out people in your target market.**

If it doesn't do this, then it has failed. Headlines are the word equivalent of you grabbing hold of the prospect and sticking your product underneath their nose. However, because you are not there to convince people that your product is worth their time and attention, your headline has to do this task for you.

### **Three - Your headline should be no more than 17 words.**

Most people only read the headline so you need to encapsulate in 17 words or less, a clear and exciting message that will compel the prospect to read the body copy.

### **Four - The success of your sales pitch ultimately rests on your headline.**

If this vital statement doesn't answer the question 'What's In It For Me?' you won't grab your prospects' attention.

Without their attention, your sales letter won't get read. And if your letter isn't read, you won't get any orders. And if you don't get any orders, you've wasted a lot of money.

### **Five - Specifics not generalities sell product.**

Specifics are more believable. For example, "How You Can Have £29,567 in Your Bank Account in 60 Days" has far more credibility than "How You Can Quickly Make Lots of Money".

## **A Summary of the Dos and Don'ts of Headlines**

You can break the rules when you have had some killer headlines which work. Meanwhile, below is a summary of what millionaires have used so far. You can use this as a quick reference guide:

- Use no more than 17 words.
- Use upper and lower case letters. Do not use all caps as they are hard to read.
- Capitalise the first letter of each word used.
- Use classic typefaces (e.g. Times Roman), not newly developed ones.

- Do not print in 'reverse' type - white letters on black background. Use black letters on white or yellow background.
- Quotation marks around headlines make them more noticeable.
- Use words proven to be successful over time.
- Include no more than one big idea.
- When using a large photograph or drawing, lead with the picture and use a headline under it as a caption. Then begin your copy.
- Your promise must be believable.

## **Examples Of Headlines That Have Made Big Money**

Reviewing headlines that have made money in the past is an easy way of learning to write powerful headlines yourself. To gain the maximum benefit from these headlines I urge you to write them out. This will give you a much better feel for their magnetism and eye-catching appeal than you will get from simply reading them.

This is an important technique for learning how to write superb headlines. It will only take you half an hour, so don't skip this exercise.

However, when preparing your own headline, do not copy any of these examples verbatim as this may violate copyrights. Instead, use the ideas contained within them as an inspiration for your own headline ideas. It is only the words verbatim that is copyrightable, there is nothing to stop you from adapting a headline you find particularly powerful with your own sales message.

For example, remember this headline several pages back?

### **"What Will You Do When The IRS Suddenly Wipes Out Your Corporation's Tax Shelter Benefits?"**

From this another millionaire copywriter adapted the headline for his own purposes and came up with:

### **"What Will You Do When Big Brother Smashes Down Your Door and Seizes All of Your Assets?"**

The headline he constructed is as compelling as the one he received inspiration from, however nobody could accuse him of stealing the original, although clearly the general idea is the same. I have also seen variations of the 'They Laughed When I Sat Down At The Piano' idea.

The headlines below are written by the great names in copywriting: John Caples; David Ogilvy; Claude Hopkins; Robert Collier; Maxwell Sackheim; Stuart Goldsmith and Ted Nicholas. Many of these headlines are considered 'classics' as they are so famous and effective.

Strive to improve upon these headlines as you use them for your own purposes. There are enormous possibilities for you in adapting these headlines, so make the most of them.

## **127 Headlines That Made Money**

1. They Laughed When I Sat Down at the Piano - But When I Started to Play!
2. The Secret to Becoming a Millionaire is Simply Using the Right Words
3. Can You Afford the UK's Most Expensive Money-Making Book?
4. How You Can Make a Fortune From the Coming Stock-Market Crash
5. Do You Make These Mistakes in English?
6. How \$7 Started me on the Road to \$35,000 a Year
7. Announcing the New Ford Cars For 2007
8. Magic Words That Bring You Riches
9. Order Christmas Gifts Now - Pay After January 20<sup>th</sup>
10. Wage Your Own Personal Tax Revolt
11. I Was Tired of Living on Low Pay - So I Started Reading the Wall Street Journal
12. The Ultimate Tax Shelter
13. Get Rid of Money Worries for Good
14. Here's How to Have a Long and Healthy Life
15. What's Wrong in This Picture?
16. They Grinned When the Waiter Spoke to me in French - But Their Laughter Changed to Amazement at my Reply (note the influence of headline #1 on this! Also, at 19 words this feels overlong, doesn't it?)
17. How An 'S' Corporation Can Save You Tax
18. What Makes a Woman Loveable?
19. Can You Talk About Books With the Rest of Them?
20. How I Became Popular Overnight
21. Wanted - Your Services as a High-Paid Real Estate Specialist
22. Do You Make These Travel Mistakes? (Note influence of headline #5)
23. How I Raised Myself From Failure to Success in Selling (A rare example of a successful 'me' headline)
24. What Makes a Consultant Successful?
25. Stop Writing Letters the Hard Way
26. How to Improve Your Memory in one Evening
27. How to do Business Tax Free
28. Now! Own Florida Land This Easy Way... \$20 Down and \$20 a Month
29. How a 'Fool Stunt' Made me a Star Salesman (Another 'me' message, but we've just *got* to know...)
30. Thousands Have This Priceless Gift - But Never Discover It
31. You, a Millionaire Writer?
32. Free to High School Teachers -\$6 to Others
33. How the Next 90 Days Can Change Your Life
34. 7 Ways to Break the Overweight Habit
35. The Lazy Man's Way to Riches
36. How to do Your Christmas Shopping in 5 Minutes
37. Car Insurance at Low Cost - if You Are a Careful Driver
38. Who Else Wants a Screen Star Figure?
39. Imagine... Holding an Audience Spellbound for 30 Minutes!

40. It Cleans Your Breath While It Cleans Your Teeth
41. How to Win Friends and Influence People
42. Lose Ugly Fat - an Average of 7 Pounds a Month
43. How a Strange Accident Saved me From Baldness (Implication: If it can save ME....)
44. The Most Comfortable Shoes You've Ever Worn or Your Money Back
45. When Doctors Feel Rotten This is What They Do
46. The Most Complete and Most Scholarly Dictionary in the English Language  
\$17.50...Publisher's List Price: \$90
47. Find Your Own Tax Haven
48. How I Retired on a Guaranteed Income for Life
49. Slash Your Letter Writing Time By 80% and Write Better Letters
50. How You Can Get a Loan of \$500
51. 161 New Ways to a Gourmet's Heart - In This Fascinating Book For Cooks
52. How a Man of 40 Can Retire in 15 Years Time
53. New House Paint by Du Pont Keeps Your White House Whiter
54. 10 Ways to Beat the High Cost of Living
55. How Investors Can Save 75% on Broker Commission This Year
56. Free Book Tells You 12 Secrets of Better Lawn Care
57. Can You See Where These Two Lines Cross? (Picture of a big hand-drawn 'X')
58. How to Feel Fit at Any Age
59. Sleeper Stock Bargains
60. How to Beat Tension Without Pills
61. New... a Cream Deodorant Which Safely Stops Perspiration
62. Here's a Quick Way to Break up a Cold
63. The Eighth Wonder of the World
64. Why G.E Bulbs Give More Light This Year
65. Play Guitar in 7 Days or Money Back
66. How I Started a New Life With \$7
67. Quick Relief For Tired Eyes
68. Thousands Now Play Who Never Thought They Could
69. How to Collect From Social Security at any Age
70. Are You Ashamed of Smells in Your Home?
71. Tonight Serve This Ready-Mixed Chocolate Pudding
72. How to Stop Worrying
73. What's New in Summer Sandwiches?
74. How to Get Rid of Inferiority Complex
75. I Lost That Ugly Bulge in 2 Minutes
76. The Most Amazing Shakespeare Bargain Ever Offered
77. You Don't Have to be Rich to Retire on a Guaranteed Income For Life
78. Who Else Wants a Lighter Cake - in Half The Mixing Time?
79. How to Get Your Cooking Bragged About
80. The Secret of Making People Like You
81. How to Make Money Writing Short Paragraphs
82. Double Your Money Back If This Isn't The Best Onion Soup You Ever Tasted
83. Can You Spot These 7 Common Decorating Sins?
84. Girls... Want Quick Curls?
85. To a Mother Whose Child is Three Years Old

86. Car Owners... Save One Gallon of Gas in Every Ten
87. Linen Napkin Luxury at a Paper Napkin Price
88. How \$20 Spent May Save You \$2,000
89. Have You Any of These 5 Skin Troubles?
90. Will You Give Me 7 Days to Prove I Can Make you a New Man?
91. I Gambled a Postage Stamp and Won \$35,840 in 2 Years
92. How I Made a Fortune With a 'Fool' Idea
93. To Men Who Want to Quit Work Some Day
94. How to Get Enthusiastic Applause - Even a Standing Ovation - Every Time You Speak
95. The Deaf Now Hear Whispers
96. Hand Woven by the Mountain People of New Mexico
97. To Men Who Want to be Independent in the Next 10 Years
98. Free To Brides - \$2 To Others
99. Reader's Digest Tells Why Filtered Cigarette Smoke is Better For Your Health
100. Which of These Five Skin Troubles Would You Like to End?
101. If You Are a Careful Driver You Can Save Money on Car Insurance
102. Buy no Desk Until You've Seen This Sensation of the Business Show
103. Protect Your Corporation's Tax Shelter Status Without a Lawyer
104. They Thought I Was Crazy to Ship Live Maine Lobsters as Far as 1,800 Miles From the Ocean
105. How to Have a Cool, Quiet Bedroom - Even on Hot Nights
106. To a Man Who is 35 and Dissatisfied
107. Have You These Symptoms of Nerve Exhaustion?
108. No Time For Yale - Took College Home
109. Great New Discovery Kills Kitchen Odours Quick!
110. I Tried 'Em All, But This Is The Polish I Use On My Own Car
111. To People Who Want to Write - But Can't Get Started
112. Will Your Scalp Stand the Fingernail Test?
113. Owners Save 20% to 50% on Fuel With the G.E. Oil Furnace
114. The Tastiest Ocean Treat From Gloucester Plump, Tender, Juicy Salt Mackerel Fillet
115. Men Who 'Know It All' Are Not Invited to Read This Page
116. How Two Natural Foods Can Prevent and Even Cure Cancer
117. To a \$40,000 Man Who Would Like to be Making \$80,000
118. Money-Saving Bargains From America's Oldest Diamond Discount House
119. You're Never Too Old to Hear Better
120. How You Can Give up Your Job and Make a Million Pounds Instead
121. How To Stretch Your Inflated Money
122. One Place Setting Free For Every Three You Buy
123. Who Else Wants a Whiter Wash - With no Hard Work?
124. Wanted - Safe Men For Dangerous Times
125. Instant Corporation While U-Wait
126. How to Make Yourself Judgement Proof
127. At 60 Miles an Hour The Loudest Noise in This New Rolls-Royce Comes From the Electric Clock (Again, 18 words and it feels a little long. I'd change 'Miles an Hour' to 'MPH')



When writing your own headlines, spend as long as it takes until you create one that is really powerful. If you have to write a hundred headlines, so be it. The money you will make from a brilliant headline compared with a so-so headline will more than make up for the extra effort involved.

**Golden Insider Tip to remember...**

**Don't be lazy about writing headlines – your efforts will pay dividends.**

Now you have a wealth of inside knowledge about pre-headlines, headlines and sub-headlines, let's take a look at the next part of a sales letter...

# The Opening Paragraph

The opening paragraph is crucial because people will decide from this if the letter is going to be easy and interesting to read and has something in it for them. Spend time on it and make sure it has a lot of impact.

It should let the reader know in no uncertain terms that this letter is important to him/her. Give the reader the feeling that he/she is being brought 'inside' a place, product or event.

The opening sentence should incorporate your next strongest benefit (the first is in the headline of course), or you can open with a single powerful statement. You then proceed immediately with the benefits. For example, here is how you could open a letter:

“Here is good news! You no longer have to depend on expensive, time-consuming lawyers every time you need a legal agreement. The Complete Guide to Business Agreements by Ted Nicholas provides 117 ready-to-use legal forms for your convenience. Now you will be able to...”

At this point you include the benefits from the 3x5 cards, either by listing the benefits using bullets or weaving them into the copy in a more conversational style. (Use the same opening and continue from where you left off above.)

“Now you will be able to immediately access carefully prepared forms for every important business purpose. Imagine you are in a discussion with a new employee prospect you feel could really be an asset to your business. You look at the table of contents to employment agreements and remove the one that fits your needs.

No more time wasting meetings with a lawyer. No more waiting for weeks until your document is prepared. You can have it in minutes. Or suppose you simply want to raise your salary and have proper documentation for this action.”

## The Billboard Method

There are lots of other effective ways you can open your letter. One good strategy is to begin with an anecdote and then follow up with a 'billboard'.

A billboard is a powerful statement that incorporates your unique selling proposition. This is then backed up with supportive statistics to give your letter that all-important element of credibility.

After this you declare all the hot benefits of your product with the hottest first, for example...

- first, offer from one to five free bonuses,
- describe your guarantee,

- ask for the order,
- and add a compelling P.S.

You then tell them step by step how to order your product on the order form.

## Style #1 Anecdotal Opening

Here is an example of an anecdotal opening:

**Anecdote #1:** "In 1991 Pat McCallister went broke in the commodity business. A Chicago resident, decided to try something different. Pat started a computer cleaning company and operated from his home. After 3 years his sales soared to \$500,000. This year he expects \$1,000,000. His profits exceed \$1,000 a day."

**Anecdote #2:** "In 1990 'Guerrilla' Bill Myers lived in a remote cabin in the country without running water. He had no savings or capital. With a borrowed \$600 he created a video, a low budget information marketer. It was a big hit. By 1993, after grossing a million dollars, he retired and moved to New Zealand."

**Billboard:** "Pat and Bill, along with thousands of others, had something in common. They mastered the secrets of direct marketing. These techniques are taught by a small but elite handful of master marketers. Direct marketing has the power to change anyone's life overnight."

**Statistics:** "There are over 20,000 direct marketing companies in the US. They are mostly small businesses. According to the Wall Street Journal, gross sales by direct marketing companies exceed 350 billion dollars.

You too can use the power of direct marketing to build a small business and achieve your financial goals."

## Style #2 Lead With a Short Sentence Then Benefits

Another letter opening style is to begin with a powerful short sentence or paragraph. Then you proceed straight to the benefits. Here is an example:

"I will reveal the shocking truth about the Bush tax bill. Once you discover the secrets, you can survive and prosper under the biggest tax increase in history. Learn how to:

- \* Limit your federal tax to just 15% of income. (See page 12).
- \* Put aside \$30,000 each year in a lucrative pension plan (See page 77) that accumulates tax free so can you retire in style (See page 39).
- \* Set up tax deductible educational plans for your children (See page 18).

\* Pay zero tax if you want to be really aggressive (See page 141) in ways that are perfectly legal (See page 173)."

### **Style #3 Short Paragraphs That Amplify The Headline**

In this example the letter opens with a compelling first sentence that supports the headline and sub-headline. You then use short paragraphs to amplify the headline promise, like this:

## **"How To Get Enthusiastic Applause - Even A Standing Ovation - Every Time You Speak!"**

**Leadership in all fields today requires you to be an outstanding public speaker.**

Dear Friend,

Picture yourself enjoying the smiles and the pleased look of excitement on the faces of your audience.

When you finish speaking, you receive thunderous applause. Several in the audience stand. And then the audience rises spontaneously and gives you a standing ovation!

Suppose this response was typical of every speech you were to ever give from here on? Wouldn't you then look forward to future speaking engagements? Most likely you would enjoy every minute of it!

At times you may consider public speaking commitments an uncomfortable, even dreadful task. Many people feel this way when asked to or are obliged to speak.

Just imagine what a difference it would make to get only enthusiastic, positive feedback from all your presentations. The personal satisfaction of a well-received speech is one of life's greatest pleasures.

### **Style #4 Ask a Question**

In this example the sales letter for 'Racing For Cash' by legendary copywriter Stuart Goldsmith below, opens with several very provocative questions. Asking the reader questions like this, one after another to which he is bound to answer 'yes' does two things...

- First of all, this is a fantastic way of pacing the reader into agreement mode.
- Secondly, it draws the reader into the letter.

By the time we get to the end of the first paragraph he's already thinking about how he would like to spend an extra £1,000 a month.

In the last sentence of this first paragraph, it answers the question that is forming in his mind, before he has opportunity to question the credibility of the claims. Due to all the 'get rich quick schemes' people are bombarded with there is a request that the letter is read to the end (bearing in mind that in the first paragraph the reader was put into 'yes' mode). The reader was given a reason for doing so of course, by the writer tagging on a benefit ('...use it for yourself').

### **Example One**

Excerpt from Sales Letter for, *Racing For Cash*.

## **“Could You Use An Extra £12,000 Un-taxable CASH Each Year?”**

**I have been making good money year in, year out, for just one hour of 'work' per week. I would like to share my secret with you.**

Dear Friend,

Would you be interested in a way of generating £1,000.00 extra cash each and every month? Supposing this cash was also untaxable? Wouldn't that be a bonus? What would you be prepared to do for £1000 in £50 notes, right in your hand each month? How does one hour of easy work every week sound? I know what you're thinking - I couldn't believe it either when I was told about it five years ago.

I want you to read this letter through to the end. In return, I promise that I will tell you how to make the cash in this letter. I won't be hinting. I won't be offering tantalising glimpses of what the method might be - I'll actually tell you the details so that you can decide whether or not to use it for yourself.”

Etc....

This second excellent example from Nightingale-Conant of the provocative question opener, will have the reader nodding to them all. Notice how clever the final question is - the reader may be thinking that yes they would love all these things but there is no chance of them happening to him/her. This question gives them a tantalising hope that they could do it... this year!

### **Example Two**

Excerpt from a Nightingale-Conant Sales Letter.

**If You Want a Lifetime of Unlimited Wealth, This New Information From Robert G Allen Will be an Eye-Opener!**

**Robert G. Allen asks...**

**"Do you want to be financially free?**

**"Do you want to end your money pressures forever?**

**"Do you want to double your income?**

**"Do you want to build a lifetime stream of income?**

**"If you said yes, do you know how to make it happen... this year?"**

**In this special report, you'll discover how a simple method is helping thousands of people create streams of money flowing to them for the rest of their lives - with no employees, no selling, little or no start up cash, little or no risk and no inventory.**

[Then, 'Dear Friend,']

This example highlights the role of the salutation. The most important role of a sales letter is to sell and it can't do that unless prospective clients READ it. The salutation is not important enough to entice people to read the letter so its place is not at the beginning of a letter but quite a long way down in this example. First the reader has to be enticed or drawn into the sales letter with something much stronger – a powerful benefit-driven headline at the very least!

The question opener is also the easiest to get wrong. The worst kind of opening in the world is a question that leaves the reader thinking 'so what?' You've just given them the perfect reason to bin your letter without further analysis, as in the following example of a letter from The Times. This is an example of how NOT to write a sales letter...

Dear Mrs Jones,

Have you seen The Times recently? If you pick up a copy you might discover a few things between the pages you wouldn't expect.

Thrilling eh? This question could be answered with either a 'yes' or a 'no', either reply makes the reader want to stop reading. Needless to say, I didn't rush out and buy The Times. And what are those unspecified 'few things between the pages'? Sounds like some squashed insects!!!

## **Style #5 "If You're Like Me..."**

Another variation of this is "If you're like I am..." This opening is very reader involving and is a great way of gaining rapport.

Dear Friend,

If you're like me you collect just about every magic trick which comes your way....

Dear Friend,

If you're like me you worry about how you're going to fund your kids education...

## **Get To The Point**

Don't skirt around the issue. Don't write pages and pages before you let the reader know what it is that you are selling. You need to tell them (or at least hint) by the second paragraph, otherwise you will likely lose them. They need to know (at the very least) that this is some kind of money-making idea, some kind of kitchen appliance or some kind of newsletter subscription.

Don't write two paragraphs telling them something when one will do.

Specifics and not generalities sell. It is far better to put, "It was 4.37p.m. on Saturday 13th December 1999...", than "It was a Saturday afternoon..."

"I made £47,355.00" is better than "I made a lot of money".

## **Stay In Command**

Tell the reader what to do. He/she wants to be guided every step of the way. You want to motivate them to order and then tell them exactly how to do so. Point out exactly how your product is going to help them. Tell them how much better their life will be with your product.

You have to be convincing, passionate and motivating - you can't be half-hearted about your product, as your lack of enthusiasm will be glaringly obvious in your copy. Why should they buy when it hasn't made a difference to your life?

## **Top Five Motivators**

Bear in mind these great motivators of human beings:

- Fear
- Greed
- Guilt
- Exclusivity
- Need for approval

**Push those emotional hot buttons!**

People call advertising 'manipulative'. Sure it is! We want to 'manipulate' (i.e. convince) our prospect to order from us. But advertising should never be dishonest. Is advertising 'a good thing'? Would we all be better off if there were none at all? Probably, but for now we're stuck with the world as it is.



# Letter Content After The Opening Paragraph

## What is ‘background information’ and why can it make you a small fortune?

Background information is extremely important when it comes to creating a good, effective piece. It is all of the things about your product or service that make it unique, that make people want it, and that make it sellable.

Selling is an *emotional* process, but you have to be able to back that emotion with good solid proof. This can include case studies, tests done on the product and anything that you can use to support your claims.

The more preparation you do, the more money you can potentially make. In *The Art of War*, there is a phrase you should remember: *The war is always won before it begins.*

You can spend your whole life preparing, but the time when the preparation ends and the work begins always comes.

Do your homework.

- What are all the advantages you can think of that your product or service has to offer the prospects?
- How can you support those advantages?
- How can you prove them?
- What is the best way to dramatize the product or service’s benefits?

## Five Insider Tips To Make Your Copy More Believable!

People must believe that you are telling them the truth - 100% truth.

Here are five sure fire ways to get your customers to believe what you are telling them:

### Insider Tip One

Because of the amount of unbelievable claims being made out there today, sometimes you need to tell “less” of the truth. Less means telling people that the benefit they will get is actually less than what you know they will get!

For example, your programme may actually show them how to make £10,000 in the next 48 hours. But that may not be as believable to some people as if you told them how they could make £490 in the next week.

## **Insider Tip Two**

No one product or service, or one company for that matter, is perceived as perfect. Claims of perfection will immediately be met with disbelief. If your product has actually had a 100% perfect customer satisfaction rate, customers may not believe that. But, they may believe your claim that less than 1% of your customers are unhappy with your product.

Just change the wording so that it doesn't seem like your product is perfect because nothing is 100%.

## **Insider Tip Three**

When you make your claims, whatever they are, make them as specific as possible. For example, don't round up or down. Use figures like these: 98.4% approval rating, 49.8% improvement, 99.2% pure, more than 99% fat free ... the list could go on. You get the point!

## **Insider Tip Four**

Use photographs rather than drawings. Photos will always out-pull drawings by a large margin. People believe what they see in real-life photos, whereas an artist's impression of an event may prove to be somewhat distorted, exaggerated, etc.

## **Insider Tip Five**

Always use "why" copy to enhance the believability of your copy. A reader's believability level is significantly increased when you always explain the "why" behind your offer. They must have a clear understanding of why you are able to give them the "good deal" that you say you can!

These five things will help your copy become more believable, if you will use them. Try to make sure your sales letters include each of these things. Your sales stand a good chance of increasing if you will use them.

Let's look at more on body copy...

## **What to Put In Your Sales Letters**

The words (or copy) in the body of your sales letters are critical. They should not be just a casual consideration. You will need to go through the letter up to seven times after you have written it, to really hone the copy.

This is not just the difference between failure and success; it can be the difference between failure and a small fortune. There are many different formulas for developing copy. Initially, you should write according to a definite copy structure. Once you know that you can write good mail order copy, you can experiment with less structured forms of communicating.

## **The Copy Writer Checklist:**

- Get attention.
- Develop interest.
- Show the benefits and advantages of your product or service.
- Build up and maintain credibility.
- Deliver a call to action.

## **Get Attention**

As you know the most important element of your sales copy is the headline. This is how you gain attention.

Yet, many copywriters who spend hours writing the words in the body of the sales letter, will spend just a few minutes on the headline. The weekly magazine, "Advertising Age," once related that Maxwell Sackheim sold 500,000 copies of a book by changing the title, and therefore the headline, from "Five Acres" to "Five Acres and Independence".

So excuse me for concentrating for a few moments more on headlines. All good headlines have certain things in common.

First, a good headline appeals to the reader's self-interest and stresses the most important benefit of the product or service. If the copywriter can arouse the curiosity of the reader or present startling news or suggest a quick and easy way that the reader might obtain an important benefit, the stopping power of the headline is enhanced.

The second characteristic that good headlines have in common is the use of key words that are psychologically powerful in attracting potential readers. In "Confessions of an Advertising Man," David Ogilvy says that the most important of these key words are "free" and "new," but there are many other powerful words.

Earlier I gave you a list of words tried and tested by millionaires in their sales copy.

Here is a list of some words psychologists have discovered to be powerful in stopping readers and getting their attention:

- Amazing
- Announcing
- At last
- Bargain
- Challenge
- Easy
- How to
- Hurry
- Important
- Just arrived
- Last chance

- Miracle power
- Remarkable
- Revolutionary
- Secret
- Sensational
- Success
- Wanted
- Who else
- Why

## **Develop Interest and Demonstrate Benefits**

Once you have gained the reader's attention, demonstrate the benefits of buying.

The benefits must override the cost of the product and the trouble involved in finding a stamp, writing a cheque and mailing the order. Don't sell product descriptions. Sell benefits. A customer at a restaurant buys the taste, smell and sizzle, not a piece of meat. This is summarized in the advertiser's maxim: "Sell the sizzle, not the sausage!"

It is your job to describe your product in terms of emotions, sensations and sizzle.

## **Build Credibility**

Credibility is very important in making your copy effective.

Regardless of what you say about the benefits or advantages of a product, if your potential customer does not believe what you say, he or she will not place an order.

Testimonials can be very helpful, particularly if you have permission to use the name of an individual whose testimonial is on file. An alternative is to omit the name or use only initials.

If you are a 'name' then that will aid credibility one hundredfold. For example if you are an author or have appeared on TV or radio.

If not, can you enlist the credibility of another via a celebrity endorsement? It may surprise you to know that most second-tier celebrities are out of work most of the time (that's why you hear them doing voice-overs for adverts for washing powder!)

If all else fails, you can invoke credibility by the following type of method:

"As Donald Trump says in his book..."

"As Bill Gates once memorably remarked..."

“Don’t take my word for it, here’s what George Soros once said at a dinner...”

Other means of achieving credibility are identifying a bank, accountant or attorney who is willing to be a reference. Even showing a picture of the building that houses your business can add credibility, especially if it is an imposing structure.

# Sales Letter Checklist

## 1. **Headline**

- Does the headline appeal to self interest, offer exciting news, or arouse interest?
- Is the headline positive, rather than negative?
- Does the headline suggest that the reader can obtain something easily and quickly?
- Does the headline make use of the powerful words of mail order advertising?
- Does the headline stress the most important benefit of the product?
- Does the headline stop the reader and cause him or her to read further?
- Is the headline believable?
- Does the headline tie in with the copy?

## 2. **The Offer**

Are all the elements of the offer present in the copy?

- Product
- Terms
- Options
- Dates
- Price
- Guarantee
- Additional inducements
- Places to buy

## 3. **Copy Content**

- Do you gain interest at once by use of a story, a startling or unusual statement, a quote, or news?
- Do you show benefits and advantages that appeal to emotional needs so that your offer is irresistible?
- Do you establish credibility with your reader through the use of testimonials, statements by your accountant, or some other means?
- Do you encourage immediate action by listing a reason to order now (limited quantities, time limit on offer, etc.)?

## 4. **Copy Quality**

- Is the copy written in a conversational me-to-you voice?
- Does your copy move right along?

- Do you use short words, short sentences, and short paragraphs?
- Do you use lots of subheads throughout your copy?

# **Overcome Your Prospects' Fears By Doing These Four Proven Things!**

A majority of people are simply afraid to make a decision to order your product. They may really want and need it, but something inside of them tells them to put it off. To think it over. To wait a while. You must find a way to overcome these fears and get their orders.

These four things will help you do just that:

## **1. Provide Testimonials**

Testimonials can be very important. People will almost always believe the words of other customers before they will believe anything you say. It's a proven fact. Testimonials are proof that other people agree with what you are telling them. Good testimonials will help your prospect decide that what you are saying is really true. And in case I forgot to mention it elsewhere, we never, EVER make up testimonials, despite what people think.

## **2. Provide Examples**

An example makes what you are saying real to the customer. For example, let's say that you are writing a sales letter and you include an example that tells people to picture themselves making their first million and picking out their new home by the beach. This helps people envision themselves getting the full benefit that comes with buying your product.

## **3. Provide a Case History**

This is very similar to a testimonial except that you are telling the story. You may tell about a man named "Jerry" who used your money-making programme to bring in £1.25 million in less than 18 months. This allows people to visualize making that much money, and it again helps them understand what other people are doing with your product.

## **4. Use "Leader" Copy**

Leader copy tells the prospect that they are a leader and one of the chosen few who will have the courage to respond to your offer. This can be used if you are selling a business opportunity. You can say something like "Everyone talks about making money, but you are one of the few who actually does something about it!"

These four things will help bring you more sales. Your customers need to see these things in your sales material. If they do, they will be more likely to send you their money.



## 22 Things Which Will Increase The Response of Your Sales Letter Every Time

Following is a list of 22 different things that you can do to get a larger response every time. Use them, and you could get rich.

- 1) Tell people to buy it.
- 2) Tell them *how* to buy it.
- 3) Give easy and complete buying instructions.
- 4) Tell people how to order by telephone.
- 5) Make your coupon and order blank and easy to complete.
- 6) Offer an easy payment plan.
- 7) Offer a free booklet or special report.
- 8) Offer a free sample.
- 9) Make a special bonus offer.
- 10) Tell people why your price is higher or lower than your competition.
- 11) If your supply is limited, or you have a time limit on supply, tell people.
- 12) Offer a bonus reward for prompt ordering.
- 13) Use action words, as many as you can without sounding repetitive.
- 14) Present facts that prove your offer is a bargain.
- 15) Make it believable.
- 16) Create a desire to buy.
- 17) Give them a reason to act now.
- 18) Give proof of popularity of your product.
- 19) Repeat important points.
- 20) Say that your product is a bargain.
- 21) Tell how others are paying more.
- 22) Make it as easy as possible to act now.

Each of these 22 things will pull a bigger response. In short, make it as easy as possible for people to do business with you. **Be precise, bold, and straightforward.**

Your sales will tell you that you have done the right thing.

# **The Importance Of Names**

The time spent on giving your products or services good names/titles is time spent wisely. The right name/title helps you sell your products or services. And selling is everything!

How important is the name of a product? Years ago, a small fishing lure company in Minnesota hired a copywriter to write some adverts and brochures for them.

In the process, he also changed the name of their best fishing lure. They were calling this lure “The Bass Catcher,” and it did just that. It was a funny-looking little darting, diving thingamajig that drove fish crazy, resulting in record catches.

Their name for it wasn’t all that bad. It did accurately describe the lure and what it did so well.

However, when it was renamed “The Bass Buster” and they told folks in newspaper adverts that they’d better order several while they could still legally sell them... Sales blew through the roof! Yes, the adverts had lots of sizzle, but the name change helped sales soar.

## **How to Discover Great Names and Titles**

Here’s a great method used by millionaire copywriters – it works for them and it can work for you - no secret formula, just some time, mental effort, and a big yellow pad.

To obtain the “perfect” name/title for anything, I just write, write and write.

I write down every possible name/title that comes to mind, after considering what the book, service, gadget, etc. has to offer the end user. I do not try to be objective or clever or judgmental. I simply keep writing every conceivable name or title that comes into my mind.

Then I forget about it. I work or play at something else. The following day I repeat the process, more writing, followed by other non-related activities.

About three days of this is all I need (you may need more or less time). Next, I review everything I have written and begin a process of elimination, crossing out names/titles that do not “grab me.”

Before long, I’m down to just 2 or 3 names/titles. From this esteemed group, I pick my winner.

Sometimes the survivor stands on its own, sometimes it’s a combination taken from the remaining two or three “best” names/titles.

In this way I can create a title that helps tell and sell!

## **More Great Inside Tips:**

### **Reveal a Minor Flaw**

Include a minor flaw in your copy as this is an effective way of adding credibility. For example, "If you're looking for pretty booklets, don't bother, but if you're looking for excellent advice then this course is the one."

Here is the minor flaw used in Stuart Goldsmith's copy to sell 'Racing For Cash' (a course about betting on horses):

"Using my method, you will not 'Get Rich Quick' - I guarantee that (as the manuals say!) In fact, it is difficult to make more than £20,000.00 maximum every year. In five years of doing this, I have never made more than £17,000.00 cash in any one year - that was my best year. That's why I say £12,000.00 is the average.

This is easy. Anyone can do this if they follow my system to the letter. But more than this, regularly? I've never managed it, and don't know anyone who has. Yes, you'll make a million out of this - if you're prepared to wait a hundred years, that is!

If you're after a million or two, then this system is NOT for you, so keep buying the manuals. If you want an extra £1000 cash each month, then this is your answer."

That has a lot of credibility, I feel.

### **Closing the Sale**

Many otherwise great letters fall down at this point and it is an area where even accomplished copywriters can be weak. This area will require the most work from you in order for it to be successful. Your close must be handled smoothly otherwise sales will be lost.

In direct marketing your sales letter is a guide to the customer on what he or she needs to do. First you tell them how great the product is by presenting them with all the benefits and how their life will be improved with it, and then you have to tell people what to do. This simply means asking for the order. It is nothing more complicated than that, however, you have to do it correctly otherwise your customer will not be motivated to take action.

You must close the sale. If you're not proud of what you're selling then get out of direct marketing or choose a different product. List all the benefits of owning your product again and specifically tell the person what you want them to do. Ask for the order.

## **Asking for the Order**

Here's how you do it...

When asking for the order you need to overcome people's basic inertia. Simply asking for the order will not do; the customer needs some motivation. They're all geared up about your product, because they've just read your mailshot - however, there are 101 things clamouring for their time and so unless you give them a compelling reason to order there and then, they will leave it.

If they leave it they become less motivated to buy and begin to think of the money it costs and the bills they have to pay, and so they come up with all sorts of excuses why they can't afford it; perhaps next month, but of course this never happens.

To overcome this natural inertia in people you must offer them a compelling reason to act right now. Otherwise they will delay in placing the order and very often this delay leads to not ordering at all.

You must therefore present your prospect with a reason or 'hook' to motivate them to order immediately, implying that if they don't, they will certainly miss out. This is known as a 'speed premium.'

### **Examples of effective speed premiums...**

#### **One - Limited Quantity**

"Avoid disappointment. Order now. We have limited stock only and when this is gone there will be no more. To qualify you must be one of the first 297 to order, otherwise this offer will expire and your payment will be refunded in full."

#### **Two - Price Increase**

"Order before September 30th to qualify for this offer price, after this time the price will go up from £19.97 to £36.97."

#### **Three - Limited Opportunity**

Say you were offering consultations, mention that due to time constraints you can only see a limited number of people, therefore they need to act now to be sure of a place. You could say how many places, but if this is a low number such as 20, then people may think that they will already have missed their place and so not even enquire.

#### **Four - Only Chance**

For Stuart Goldsmith's original *Inner Circle* course letter, he stated that this letter was their only chance to become a member, and they would not be contacted again. This prevented some people from thinking, "Oh, I'll join next time I get a letter from them, when I have more money," as people often receive repeat mailings from companies.

## **Five - Slightly Damaged and Imperfect Goods**

"This bargain price only applies to the 697 slightly shop-soiled pairs of trousers that we have in stock now, when these are gone there will be no more and this offer will be immediately withdrawn."

## **Six - Special Combination Offer**

"This combination offer is available for a limited time only at this price and will expire on (specific date)."

## **Seven - Pre-Publication Opportunity**

"If your order is received by October 31st, you will receive 20% off the publisher's price, costing you only £19.97, normally £25. But you must act today."

Your close must be truthful. Don't put something like, 'limited availability of only 200 shirts,' when in reality you have an entire warehouse full to shift! Make sure there is a good reason behind your limited availability offers.

Give a **reason** for your speed premiums, otherwise people will not believe you and it will lose impact. Be definite, precise and positive and make it clear that you will stand by this offer. Say what you mean and mean what you say. You may lose a few orders from people who don't act before the offer expires, but your extra sales generated by using a speed premium will more than make up for them.

## **Free Bonuses**

Everybody likes to get something for free. There is something very appealing about getting a free gift. Using free bonuses will bump your sales up considerably and you should use them in every offer you make.

Your bonus has to be appealing and it must be something the prospect would gladly pay for. Nobody wants to be given a tacky bonus, even if it is free, e.g. "Free ball-point pen with every order!" You're trying to motivate customers to order, not put them off! And remember that you should never ever try and use a failed product as your free bonus - it will not work. If you can't sell it, don't try to give it away.

For your free bonus to be effective, you must use it as a motivation for acting *now*. In other words, use the bonus as a speed premium. One way to increase sales with a free bonus is to limit the number of people who get it.

However, the problem is that you could lose orders if people think that their order will not reach you in time to receive the free bonus. They will wonder why should they pay to get the product when other people are getting a really great free gift too? Yes, people do think like this. This will probably only occur if the offer is limited to about 100, if it is more than this people will be surer of receiving it.

The price of your free bonus will depend on how much your product is. If your product is very expensive (£500+) then you could consider a free gift valued at £50, such as a Cross Pen that you got for the wholesale price and use that as a limited offer. You would present your offer like this:

"The first 150 people who order will get a beautiful Cross Pen, normally £50, absolutely free. So pick up the telephone and call our credit card hotline right now, or alternatively post your order in the prepaid envelope today."

You're aiming for a sense of urgency in your prospects' ordering. Other great free bonuses to try are books, tapes, videos or software. These are all relatively cheap to produce and so although they will give the impression of being of high value to the customer, they will cost you very little.

## **Using the Most Powerful Word in Your Sales Letters**

The word 'Free' has proven over and over again to be the strongest, most important word in marketing anything and yet few people make the most of it. I've never seen anyone overuse this word in a mailshot and yet no word, when used correctly, gets more attention. I recommend using Free at every opportunity. In headlines, on envelope 'teaser' copy, in coupons or order forms, brochures, in fact everywhere you use copy to make a sale.

This word is so powerful and yet so underused. Here are 10 examples of where Free can boost your sales to give you examples of how to incorporate this in a sales letter...

### **One - Free Trial Request**

This is an effective offer and has stood the test of time. If you look at it from the customer's viewpoint, they are being asked to send for a product that could be of dubious quality by an unknown company, who could be running a scam. Offering the product on a free trial basis breaks down this resistance and increases sales.

Very often, you can double your response by offering a free trial rather than asking for payment with the order. Of course, this can lead to the hassle of chasing-up people who haven't paid.

A way round this is to ask for the payment but promise not to cash their cheque until after a trial period has lapsed. This does mean that you have to file all the cheques by date and only cash those after the trial time has elapsed, or if the customer returns the product in time, send their cheque back to them. It is a lot of extra hassle but it can be worth it for the increased response.

Here's an effective way to present this:

"Use this amazing air filter for 30 days at our risk, not yours. We won't cash your cheque or charge your credit card until 31 days after you've received it. If you are not pleased with the product, simply return it and we'll send back your uncashed cheque."

You could also tell the customer to send a post-dated cheque for 31 days time. The problem with this is that the customer will think you'll take 30 days to deliver it. So you will have to tell them to post-date it 60 days and that they will receive their order within 2 weeks.

The length of the free trial offer depends on the type of product you are selling. Up to 14 days is adequate for most books and merchandise, but if your product is more complicated such as computer software or a home study course, then you will need to offer 30 days.

Using free trials, you will get a higher percentage of returns (refunds); this can increase from the usual 6% to 10 - 25%. But, if your sales more than double, it can be well worth the extra handling. Test and see.

For example, you make 100 sales at £50 and get 6% refunds. That leaves you with £4,700 in sales. Or, you make 200 sales and get a massive 25% refunds. This leaves you with £7,500 sales. Which would you rather have?

## **Two - Free Sample**

If your product can be sampled then I highly recommend that you allow people to do so freely, it will do wonders to boost your sales. Ted Nicholas often offered a sample form in mailshots selling his books of forms.

## **Three - Free Gifts**

Including a free bonus in your sales pitch is the most powerful way to increase the sales of your product. The free product must be highly appealing. A good question to answer before you choose a free gift is: Would the prospect be willing to buy it if it wasn't free? Always quantify the worth of the gift e.g. "And receive a superb pair of dressing salon scissors, worth £19.95, absolutely free!"

Once you have a profitable sales package that includes a free gift, it's always a good idea to test new free gifts to see if you can beat your current winner.

Products that have proven to be outstanding free bonuses, include special reports; books (best-selling, well-known, or on a relevant topic);

- CD's (use a video if your product is very visual)
- Software (you could sell an advanced version of your free software and have many takers)
- Calculators
- Newsletter (a well-written newsletter containing valuable information makes an excellent communication tool and increases customer loyalty)
- Maps (wall maps or atlases are very useful and if your product is travel related, a map is an ideal gift)
- Swiss army knife (a pocket knife engraved with the name of the buyer increased sales by 30% for a client of Ted Nicholas who sold \$2,000 software products)
- Gold coin
- Beer mug
- T-shirt
- Baseball caps (with a logo or attractive design)
- Bring one guest free (you can enhance attendance at any event or seminar by offering to allow the paying participant to bring any guest they wish)

Good sources for many free gifts are companies that sell premiums and advertising specialities, as well as publishers. Look in your Yellow Pages as a place to start. Almost everyone enjoys free gifts and they can be a great way to boost sales.

## **Four - Free Bonus for Prompt Response**

An excellent sales closing technique is to offer a free gift to those who respond immediately. Here is one effective way to present the concept:

### **Free Bonus For Early Birds**

If you respond within by 30th November (a specific date is more effective than saying 'within 10 days') we will send you absolutely free a valuable special report that will...

## **Five - Free Service**

Ted Nicholas formerly owned a business called The Company Corporation that provided entrepreneurs with a cost-effective way of incorporating their company without a lawyer. One way he used to offer a free service to customers whilst also increasing their commitment to him, was to offer free name reservation before they incorporated.

If you can offer a free service in your business that both helps the customer whilst increasing their commitment to you, it can be an effective marketing tool.



## **Six - Free Money**

Stuart Goldsmith has used free money in his mailings to attract attention. He did a two-step mailing to generate a list for the Inner Circle, by advertising a strategy he developed for doubling your way to a million pounds. Basically you start with one penny (which you have found) and double this to two pence, then double this to four pence etc., all the way up to a million pounds and there are surprisingly only 28 steps to this.

He offered this strategy as a free report in press adverts. He posted out the reports and then followed up two weeks later with his Inner Circle mailshot with a penny piece attached to it, saying: 'Have you found your first penny yet? If not here's one to get you started'. This generated about a 4% response.

You can also use free money to encourage people to open the envelope, an almost irresistible teaser on the envelope is something like:

**"Free money enclosed... please open at once!"**

There is one snag with this and that is, if you only enclose a few pennies the reader will feel deceived and not order. Gary Halbert used to send a dollar bill with his letters (for high-ticket items). His opener was "I've attached a dollar bill to this letter for two reasons. One, I wanted to get your attention and two I want you to read this letter through to the finish..."

You could try a high value, but worthless foreign note, but your opener would have to be relevant to your product, such as: "Have you noticed how money is not worth as much as it used to be? Take the 1,000,000 Mark note I have attached to this letter. Way back in 1936, this would have bought you...."

Naturally this spiel would have to lead smoothly into your product (index linked investment funds, for example.)

## **Seven - Three Free Gifts Inside**

You can use this teaser phrase on the outside of the envelope to encourage the receiver to open and read, which is 90% of the battle.

Of course, if you use this on the outside of the envelope you must offer three free gifts. Never try and trick somebody into opening the envelope in this way; if the contents do not meet the promise made on the envelope they will stop reading. You will also turn people off from doing business with you at that point and probably in the future as well.

## **Eight - Send For Free Information**

Offer a free booklet that is a taster of your main product. To attract attention this way, the copy will still need to be powerful and the benefits offered appealing. Valuable free information is often a terrific inducement to contact you. Ted Nicholas advertised a booklet version of his book 'Magic Words That Bring You Riches' and then followed this up with a mailshot selling the whole book.

When you offer to send free information, also add these words: "Without obligation. No salesman will call." Many people are otherwise put off sending for information because they think pushy salespeople will then phone them or call at their house. These words reassure them that this won't happen.

## **Nine - Buy One, Get One Free**

The offer you create is very important. Changing an offer can often improve response dramatically. The same offer worded in a different way can make a significant difference. For example, '**buy one, get one free**' pulls better than '50% off,' and 'two for the price of one' even though all three are identical offers.

## **Ten - Free Lesson**

If you are offering a course, then you might like to offer the first lesson free. You will get a lot more takers to try your course as prospects feel more comfortable that the product is what they want without having to make a long term commitment.

When Stuart Goldsmith first began writing his monthly newsletter, he offered the first 6 issues free. All the customer had to do was to fill out a standing order form that would be sent to their bank in six months (6 issues) time, unless they cancelled; the yearly subscription rate of £98 would then be debited from their account. He also offers the first lesson free in his Escape The Matrix course.  
([www.stuartgoldsmith.com](http://www.stuartgoldsmith.com))

It was a great success. One important reason for doing it this way is that you must build a rapport with your subscribers and it takes a few months to do this.

Two things were in his favour, firstly the product was and still is excellent (very important this) and secondly the minority who may have considered cancelling, would forget or not bother to cancel. You see, people's inertia can act in your favour!

## The Guarantee

Your letter must contain a guarantee for your product or service. There are possible exceptions to this, but generally your product must have a cast iron, unconditional, no quibble, no-nonsense money-back guarantee.

Best guarantee wording:

**"If you're unhappy with the product for any reason, please return the product in any condition, within x days of receipt for a prompt and courteous refund."**

The longer the guarantee period the less returns you get. You will increase the response with a good guarantee but you must have a good product. You want a business with repeat orders from loyal customers.

You are striving for superior quality products and as long as your product lives up to your claims, then your returns should not exceed 5% on most offers. Even the best product in the world will get 5% refunds. It's just human nature. 5% of people are never satisfied. Even if you send them a crisp £50 note for just £23.97 plus £1 P&P you will get 5% refunds! They'll complain that the note was 'creased' or that it 'wasn't what they expected' or that they are 'suspicious about keeping free money.' It's a funny world!

Ideally, your guarantee should be no less than 30 days otherwise the customer will get jumpy, particularly if it's a book. You can use 60, 90 days or one year for most products. The shorter the guarantee period, the more they rush to send it back quickly.

But if they think they have a year, they will relax and give the product more careful consideration. Yes, it is irksome to receive the odd product back one year and three days after you posted it, together with a stiff note complaining that it was not satisfactory and demanding a full, immediate refund of the purchase price, plus postage! But again, that's life. There are always people like this. You just have to accept it.

Make sure you state in your guarantee that the guarantee period begins the day they receive the product, not when they send off the order. Otherwise people will think: "Oh I know what they're up to, they'll take 30 days to deliver the product and then that's my guarantee gone. I'm not falling for that!"

Here is an example of a typical guarantee that I use:

**"If for any reason you are not delighted with the product after you have examined it in your home for 60 days, simply return the product, in any condition, for a full, prompt and courteous refund."**

Notice the 'in any condition' part?

Why is this important?

Because people are suspicious! Without this clarification, they'll think something like: "Aha! I know what they're up to. I'll send the product back and they'll tell me it is slightly scratched or creased and they'll refuse my refund. They must think I was born yesterday!"

No, I'm not exaggerating; this really is how people think.

There are of course the 'tyre-kickers' and the 'something for nothing' brigade. I suggest you keep records of people who continuously return products and tag their name in the computer so that you never mail to them again.

Basically, it really is quite simple... The more liberal your refund policy, the more orders you will receive.

It's that easy! The problem is that most marketers don't see it this way. They think that they are dooming their business if they offer refunds. If your product really does live up to the expectations your customers have, you shouldn't have a problem with refunds.

More and more businesses are getting creative with their refund offers. Some companies offer a lifetime refund policy. Others offer a refund but the customer keeps a free gift. Still others offer double-the-money-back guarantees.

In general, you should make the customer feel like everything is stacked in their favour and that nothing is stacked in yours. They should feel like you are taking 100% of the risk. Your orders will start to flow in when your customers begin to feel like they have absolutely nothing to lose by ordering your product.

## **Testimonials**

With any product that you sell, favourable testimonials from the media (newspapers, publications, etc.) can give your product or service a big lift. However, several sellers operate in somewhat narrow markets that do not lend themselves to extensive media coverage.

That's no excuse not to actively seek favourable and reprintable comments from happy customers. Endorsements from pleased customers add credibility and increase sales.

Most people, even those thoroughly pleased with your product or service, will not take the time to write and tell you so. That's just human nature. And that is why when you are looking for testimonials you must ask for what you want.

Testimonials are even more effective with a headshot of the person, and their full name is more effective than just the initials. If you are using their names, make sure you get permission from them beforehand.

Here's one of Dan Kennedy's sales letters which has plenty to say about testimonials...

**Letting Others Do The Selling For You**  
**by Dan Kennedy**  
**For Joe Polish's Piranha Marketing Letter**

I guess I've been a salesman all my life. I started selling in my teens, and there aren't too many days since that I haven't been selling. And I'm very good at it. And I've been paid fat sums to train others in my sales techniques - which, incidentally, are readily available in my NO B.S. SALES SUCCESS book, my MIDAS TOUCH SELLING audio tapes, and my NO B.S. MARKETING LETTER, which you should be subscribing to and can do so at [www.dankennedy.com](http://www.dankennedy.com).

But I have a confession to make: I detest it. Or at least I detest everything about selling that 'normal' salespeople do. I really hate prospecting. Prospecting sucks. And I hate trying to convince somebody to buy or do something they are skeptical about or resistant to. That double sucks. So when it comes to the way most businesspeople sell their services and the way most salespeople sell their products, I've chosen not to participate and suggest you do the same.

I prefer 'the lazy salesman's way to riches;' letting other people do all the heavy lifting, then you just accept the order.  
In short, I'm here to give a testimonial for the use of testimonials.

A testimonial is nothing more or less than somebody else doing the selling for you. Somebody else overcoming skepticism and creating trust for you. Somebody else eliminating price resistance for you.

In spite of all the empirical evidence and overwhelming logic to it, the user testimonial is still one of the most under-used marketing tools on the planet. The fools doing GEICO INSURANCE's ads even have a new ad campaign making fun of customer testimonials. Shows you how dumb ad agencies and corporate executives can be when they put their heads together.

Here's the deal: what your customers say about you is 1,000% more persuasive than what you say about you, even if you are 1,000% more articulate and eloquent. For that reason, nothing is more effective than testimonial-driven and testimonial-laden advertising, marketing or selling. Nothing. Not glitz and glamour, not slogans, not cute little talking dogs, not music, not computer graphics, not gimmicks, not celebrities, not statistical proof, not scientific proof, not price advantage, not anything else, period.

This means that acquiring good testimonials is a top priority. How many? As many as you can get. Use all you can get, every which way you can use them. Because it is impossible to over-use testimonials.

What is a 'good' testimonial?

**First**, sincerity. The person genuinely has a story to tell, is enthusiastic about his experience with you, and is somebody other people will believe and identify with.

**Second**, specificity. He can't just say "you're great." A useful testimonial has specific, meaningful detail.

**Third**, drama. The best testimonials are verbal equals of dramatic before-and-after photos.

**Fourth**, in quantity, diversity. A collection of testimonials that covers different ages, genders, ethnicities, backgrounds and experiences. Ideally, each testimonial counters a different objection or concern.

The ideal scenario has a sales message wholly supported by testimonials as proof of each separate claim, as well as the integrity of the message in its entirety and of the messenger. In the ideal scenario, there is such an abundant, overwhelming quantity of quality testimonials, that the prospect simply cannot sustain any doubts. He should say to himself: "I'll be the last, lone fool on the planet not to get this if I don't act now."

Occasionally, there is a situation where testimonials are just not available or useable. A brand new product, for instance. I hate such situations. Selling without testimonials is not impossible, but it's so difficult it might as well be. Why then do so many businesspeople insist on doing just that?

Some people don't get testimonials because the goods or services they deliver are either inferior or, at best, minimally satisfactory but not extraordinary. You may feel otherwise, but a shortage of testimonials tells you the truth about you as felt by your customers. And you can do something to remedy that, if you're not too obtuse, pig-headed or lazy. Some people are hesitant to ask for testimonials, out of guilt for having provided poor value, fear of stirring up discontent, uncertainty about their customers' true feelings or a more practical concern about inconveniencing their customers.

If the emotional hang-ups are valid, they can be removed by 'fixing' what you deliver. If they are (more likely) invalid, then you need to work on your own self-esteem and 'business esteem.' A lot of people don't get and use testimonials simply because they are lazy. It's hard to fix laziness. Lots of businesspeople fail because they think success ought to be easier and less work than it actually is. The only real cure for this person is a job at the post office.

If you are short on good testimonials, you need to ask yourself why, and then set about fixing your particular 'why.' There is no other single thing related to your business you could work on, offering a greater return on effort invested.

I hope that's convinced you of their importance!

Thanks for that, Dan.

Here are four tips on how to secure valuable testimonials:

## **1. When someone writes you a glowing letter**

If you would like to reprint their glowing letter in your sales letter, write to them and ask permission to use it. You need not use their full address, but use a full name, plus town and county.

Using initials only waters down the testimonial considerably. While the use of only a person's initials after a solid testimonial is probably better than no testimonial at all, this approach leads to skepticism.

## **2. A note in your shipping package**

You can include a note in your shipping package that encourages your customers to send their comments. You may then seek permission to use the very best ones.

## **3. Offer a free gift**

You can even offer a free gift (perhaps a small booklet or short report or an inexpensive office supply product) in return for comments of any kind. This gift can be any kind of freebie that fits the lifestyle of your customers.

## **4. A pre-printed 'Comments' flyer**

You can enclose a pre-printed flyer that solicits comments and asks a few questions. This flyer plus the enclosure of a prepaid envelope will greatly increase written responses. In all cases, obtain signed permission before using your customer's comments in your ads or mailing pieces.

You do not need permission to use comments or reviews from the media because this is already considered a public statement.

## **5. Signing the Letter**

Closing the letter appropriately is also important.

'Yours sincerely' makes your letter sound like a business letter rather than a personal one. I suggest a simple 'Sincerely' or something in the line of 'Yours for more exciting travel'.

## **6. Postscript**

Postscripts (the PS at the end of the letter) can increase sales by 30%! Yes it's true. Christian Godefroy, one of Europe's most successful direct marketers, never used a P.S. on any of his letters for the first 5 years he was in business. When he added a P.S. to an already profitable sales letter, the response increased by 30%.

Think how much richer he would be if he had always used postscripts, and now imagine that this is you. Are you going to use a postscript from the moment you start out, after all it's not much extra effort, or are you going to throw money down the

drain? The reason why you are reading this manual is so that you can avoid expensive mistakes that the gurus made along their way to millionaire status.

Mail tests by myself and other direct marketers have also proven that a well-crafted P.S. can make a big difference to your response. The P.S. is so important because apart from the headline, it is the next most read part of any letter. Yet too much direct mail is sent out without a P.S. and the senders are throwing away a huge proportion of their potential sales.

In the real world, prospects do not read your letter from start to finish, they glance at the headline and if that draws their attention, they turn to the end of the letter and look at the signature and then read the P.S.

To be effective, you should restate the offer and/or the biggest benefit in the P.S. I usually use two postscripts in my sales letter and I like one of them to ensure the sense of urgency is still burning brightly in my prospects.

**Here are the 7 most used P.S. types in successful sales letters:**

## **1. Motivate the prospect to take action.**

This P.S. type *compels* the prospect to take action and place their order now. For this reason, it is the most important of all the 7 types. This P.S. overcomes the buyer's inertia, because in direct marketing delay is death.

P.S. "HOW TO FIGHT ARTHRITIS AND WIN" will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once."

P.S. Don't miss the opportunity to attend this valuable one-time only seminar worth many times its investment of only £397. Additional registrants may attend for only £197. Get up to 2 Free Bonuses worth a total of £80. Call 932-253162 now!

P.S. The HANDBOOK OF DOCTORS' NATURAL HOME REMEDIES FOR PROSTRATE PROBLEMS AND SEXUAL IMPOTENCE will make a huge difference in your life. You risk nothing. You can have the book not at the original price of \$50.00 but for only \$29.97. You have a one-year money-back guarantee. And if you respond within 10 days you will get 3 bonus reports you may keep regardless. Order at once.

P.S. If you don't mail your \$50,000.00 SWEEPSTAKES entry, the prize that you might have won will go to someone else. That won't happen if you return the Official Entry Certificate in the envelope provided.



P.S. Our "Summer White Sale" is only running until August 15, 2007. To make certain your Savings Certificate is valid, please post it before that date. No need to send payment now. If you prefer, we'll bill you later.

## **2. Reinforce the offer.**

This P.S. is the most often employed and properly crafted is very powerful.

It is also the safest type to use, providing the offer is compelling.

P.S. The "S" Corporation was brought into law primarily to give small business owners a few financial breaks... to make it easier for them to stay in business. Now, under new tax laws the "S" Corporation looks more attractive than ever. With The "S" Corporation Handbook you can gain all the benefits of owning an "S" Corporation, including the big tax saving available now.

P.S. As mentioned before, your Gift Certificate bears your name and may not be used by anyone else. A mailing like this - for a publication like W- must remain quite selective.

P.S. You'll be pleased with your decision, your 2 magazines, your membership and all your other benefits!

P.S. As mentioned earlier, this invitation is non-transferable. It is valid in your name only. If you decide not to accept my offer, please do not pass it along to anyone else. I would prefer you simply discarded it. Thank you.

P.S. Do look over the enclosed stamp sheet now, from Pavarotti At Carnegie Hall to Galway's Greatest Hits, from Sir George Solti to Itzhak Perlman... any 3 of the world's greatest artists and performances are available now for your 10-day free audition.

## **3. Emphasise or introduce a premium or bonus.**

This one is very effective because everybody loves a valuable free gift.

P.S. REMEMBER, this special offer for ORGANIC GARDENING™ magazine brings you these three free gifts. Each one is chock-full of some of the best tips money can't buy. So use the easy order card today for a start on your best garden ever.

P.S. Remember, you will also receive, absolutely free, THE YEAR 2000 & BEYOND, an information-packed book on the first decade of the twenty first century. This 160-page, well-illustrated volume (a \$7.95 value) is yours free when you join.

P.S. Take a look at your certificate now for news of a special gift of welcome! 10 power crystals, from amethyst to snow quartz, plus a guide to their legendary mystic qualities. Use them to meditate or relieve stress. Or enjoy them for their natural beauty. We'll send you all 10 power crystals free, plus a carrying bag, when you purchase Mystic Places.

P.S. Take a look at your certificate now to see your handsome Egyptian Paperweight! When you keep THE AGE OF GOD-KINGS, it will be your Gift of Welcome. This unusual pewter-finish disk features an exquisite engraving taken from the temple of Akhenaten.

#### **4. Introduce a surprise benefit.**

This can be effective in nudging the 'fence sitter' to take action and buy your product.

P.S. INCLUDED AT NO EXTRA CHARGE: Specific guidelines for most of the 166 letters; special tips on how to customise them; optional paragraphs and phrases for expanding them; and general guidelines for each of the 15 general categories of letters. ALSO: Checklist for Executive Letters; Forms of Address for VIPs; diagrams of correct letter formats; tabbed dividers; and alphabetised index - EVERYTHING YOU NEED FOR A LONG-LASTING HIGHLY USEFUL BUSINESS REFERENCE.

P.S. Please note that your Gift Certificate has your name on it - and may not be used by anyone else.

P.S. I nearly forgot to mention one more unique comfort of membership... our exclusive tapestry-print Floral Tote. It's stylish, sturdy, practical and - best of all - FREE (with membership). In fact, it's yours to keep even if you choose not to remain a member.

P.S. ACT NOW AND GET THIS FREE GIFT. To help introduce you to the world of NATURAL HOME REMEDIES, we'd like to send you "Easing Aches and Pains" - a booklet written to help you draw on your body's own natural resources to relieve the aches and pains of everyday life. And the booklet is yours FREE when you decide to purchase RODALE'S ENCYCLOPEDIA OF NATURAL HOME REMEDIES. Supplies are limited, so please act soon. Mail the enclosed card today.

#### **5. Emphasise price or terms of your offer.**

This can be highly motivating when your offer involves a special or bargain price or terms, and you dramatise this in the P.S.

P.S. Remember, this half-price offer at £16 expires in 10 days. After this date you must pay the regular price of £32. Don't miss out. ORDER now.

P.S. Send no money now. If you are not completely delighted with the Exer-Stik, return within 30 days and owe nothing.

P.S. This half-price offer is the lowest rate available. We may not be able to offer it again, so don't miss the opportunity. Mail your order today! Thanks - WJG.

P.S. I think you'll discover that the Group Discount Plan makes it easier than you'd dreamed to own today's incomparable Britannica!

## **6. Emphasising tax deductibility of purchase.**

Entrepreneurs love being able to claim their purchases back against tax. Tax deductibility also provides additional justification to make a purchase. **Everyone feels more comfortable when they can justify their purchase to themselves or others.**

P.S. Your corporate shield is a valuable asset. Help protect yourself for a nominal tax deductible cost.

P.S. Your tax deductible investment of only £49.95 is a small price to pay to gain all the legal protection this book provides you and your business. Without a doubt, you will rest easier once you receive it.

P.S. Important tax benefits. Like virtually all EARTH WATCH contributions, membership is tax deductible. Note too that you can charge your donations to credit card.

P.S. Executive discount price is tax deductible as permitted by the Tax Reform Act of 1986. See page 75.

## **7. Emphasise guarantee.**

Money-back guarantees can be excitingly presented. They are good raw materials for a P.S. because the risk associated with any purchases is eliminated. Your prospect feels less anxiety and a greater sense of security when no money can be lost.

P.S. This no-risk \$29.95 investment is guaranteed to give you protection personally over all your assets. Can you really afford to be without it?

P.S. You can charge THE COMPLETE BOOK OF CORPORATE FORMS to your American Express, Diner/Carte Blanche, Visa or MasterCard; if you decide to return the book, you'll receive an immediate credit or cash refund (including no postage both ways). So this is truly a NO-RISK Offer.

P.S. If Small Business Tax Saver doesn't put tax dollars in your pocket from the start, your subscription will be refunded in full. That's a promise (see enclosed letter). And the \$24.95 book, Big Tax Savings for Small Business, is yours to keep.

P.S. There is unlimited opportunity in consulting today, and Howard Shenson's Complete Guide to Consulting Success can help you take advantage of those opportunities. Order your copy today under our unique one-full-year money back guarantee.

P.S. Don't forget our guarantee - if at any time you're not pleased, just let us know. The unused portion of your subscription will be promptly refunded.

P.S. Don't wait until the expiration date on your certificate is on top of you. We guarantee your satisfaction. What can you lose? Call now TOLL FREE 1-800-228-9055.

Many of these PS quotes are from the book Million Dollar Mailings by Denny Hatch with a forward by Alex Anderson. The book includes 71 of the most successful mailings from the past.

## So Is Your Copy Any Good?

Okay you've written your letter. How do you know if your letter is any good or not? The following pointers will help you decide. The purpose of your letter is to encourage the reader to buy. To do this you will need to convince the reader he/she will be better off as a result. If your letter does not accomplish this, determine why and rewrite it until it does.

The best way to decide if your letter contains all the ingredients for success is surprisingly simple, yet few people do it. It is the same method employed for checking spelling mistakes. Just read it out loud. Mistakes, confusing statements, and unclear sentences will pop right out. This will prevent you from sending poor letters.

Even better is to get someone else to read it out loud to you. Ask yourself if your letter sounds like you're talking directly from your heart, to a close friend. Give your copy to a 12-year old - if they can read and understand it, you're in good shape.

### **Ask yourself these questions about your copy...**

- Is it hot?
- Is it exciting?
- Is it important but boring? If so, treat very carefully - either delete the offending portion or put it later in the letter.
- Is it boring? Take it out.
- Is it simple? No complicated words or phrases. The average reading age is 12.

The greatest sin that you can commit when writing copy is to bore the reader. This is unforgivable and your readers will bin your letter.

I mentioned earlier that you should put your copy away for a week and then come back to it. This is good procedure, and if not a week, you should at least leave it for a day. This will allow you to spot any unnecessary words or phrases, exaggerations or dishonest claims. These should all be eliminated from your copy.

Read your copy out loud - does it ring true, does it excite you? Get a couple of honest friends to read it through and see if it makes them want to buy the product. Remember: prove your claims, never lie, and don't use slang or jargon.

Your claims have to be credible - if you exaggerate then your readers will realise this and stop reading. People don't like to be deceived. Remember they have no way of checking the product first before they make a purchase so if they think that your letter is false they will not risk it and toss your letter in the rubbish bin.

Your passion for your product must come out in the sales letter. Your product and free bonus must offer true value to the buyer, otherwise people won't buy. They're not

trading with you out of charity. They don't owe it to buy from you. Nobody owes you anything. You must believe in your product with every fibre of your being, otherwise your sales letter will lack conviction.

A lot of mainstream advertising is exaggerated and that is why it is often ineffective. It's just not believable, and so the company lacks credibility in the eyes of the customer. Don't fall into this trap when writing a sales letter.

## **Some Points About Style**

### **Write Only Short Sentences**

Your sentences should be short and punchy, with no more than 17 words. Your copy should look pleasing to the eye, but don't make it look symmetrical and pretty as this is boring to the reader. Your letter needs to look quite busy, as people are used to being bombarded with many things at once when watching TV. If it's plain they will lose interest more quickly.

### **Write Short Paragraphs**

Write short paragraphs with lots of spaces, like in this course, as this makes it easier to read. Keep your paragraphs to seven lines or less. If your paragraphs are longer than this, break them up into two or three shorter ones. This is all in the name of easy reading.

Don't use double spacing between each line as this not only doubles the length of your letter unnecessarily, but also makes it hard for the reader to see where one paragraph ends and the next begins. Your letter will lose impact. Only double space between paragraphs. This paragraph is double-spaced. It is tedious to read.

### **Length of Copy**

Copy can never be too long; it can only be too boring. The longer the copy, the better it sells - people will read 18, 24, 36 page sales letters with the condition that every word is relevant. The length of your letter depends on the product and your offer. Do not write copy with a minimum length in mind.

Tell the whole story, this will then convince the reader that you're not conning him or her, show them a good reason why your product is so cheap and yet still top quality. Take as much space as you need to educate your prospect.

Let them hear from you again and again why your product is good. This way they won't cancel when they get the bill for their car repairs etc. and need some money. Make it irresistible.

### **Margin Notes**

Hand written marginal notes of no more than four or five words per note can be very effective as they add contrast, attract attention and make your letter more personal. Contrast is important in letters to make them look appealing to the eye at a glance. This is gimmicky though, so use it sparingly.

There is nothing more boring than a letter that is symmetrical, has paragraphs that are all the same length and no subheads to break up the text. It makes your letter look dull, dull, dull. Vary the length of your paragraphs, from a single sentence to emphasise their importance, to ones spanning up to five lines.

Most importantly with marginal notes, you are aiming to give the impression that you read through your letter and added extras in the margins that you didn't think of as you were typing it; then using this same pen, you signed your name with a flourish. Therefore, the ink of your marginal notes needs to be the same colour (process blue) as your signature.

The disadvantage of marginal notes is that your letters will be more expensive to print because the job becomes two colour. Marginal notes are not suitable for all letters. Also, most people know the margin notes are printed on, and so they feel slightly conned. Fashions change. Test this against the same copy without marginal notes.

### **~~Cross Out Words~~**

Cross out words or phrases using a felt tip pen for emphasis. For example, have the old price of £49.97 crossed out and next to it type the new price of £29.97. When you do this, readership and response go up markedly.

### **End Each Page In The Middle Of A Sentence**

When you come to the bottom of each page, make sure that your last sentence continues onto the next page. The reader will have to turn the page to finish the sentence and so is more likely to keep reading, as the brain naturally wants to complete something.

If your sentence ends on the bottom of the page, only readers who have a vested interest in doing so will turn the page and carry on reading. You want your writing to be a page-turner and this is a sneaky way of achieving this.

Write on the bottom of each page, 'please turn over' or 'go to next page'.

### **Spelling, Punctuation And Grammar**

A word about these: With the advent of word processor packages like Word For Windows, there is no excuse for sloppy English. All your spelling, punctuation and grammar mistakes are underlined with a wavy line and the programme then gives you advice on how to correct them. You can also just use a dictionary.

**Perfect spelling is essential.** But so long as your sentences make sense and read like a conversation, do not worry too much about grammar. What would please an English teacher doesn't necessarily make for great copy. However, good punctuation is important for adding emphasis and helping your writing make sense.

If you're not sure then get a literate friend to check your work for you, or hire a professional proof-reader/editor. Get some books on spelling, punctuation and grammar and strive to improve your grasp of these essential principles.



**There is nothing more off-putting than writing that is riddled with spelling mistakes; it looks terrible.** To your customers, you will come across as an amateur and somebody who doesn't care about the quality of their products. Is this the kind of image you want for your project?

Even the most literate person will often make innocent errors that will not be picked up by the spell checker. Words such as 'from' and 'form' are often mixed up and hard to spot when proof-reading. Similarly with there and their; too and to. So make sure you always read your work carefully after you have completed it. It is useful to have somebody else read it as well, as they can often spot small errors that you may have missed.

## **Stay In Character**

Before you begin writing copy, think about the image that you are trying to project. Craft an appropriate opening and ensure that your copy maintains this image throughout; any deviation from this will lessen the impact of your message and could have disastrous consequences. Stay in character and only project a few closely related parts of this character in your letter.

## **Writing Style And Layout**

You need to write copy the way people talk. For example, you wouldn't say "you'd reach your outcome" because nobody talks like this, instead you would put "everything would work out great". **Tell a story and put the reader behind the scenes.**

Use action and emotional words. E.g. "throw away your fake nails forever". Find the strongest words you can e.g. "catapult" rather than "propel".

There are five essential ingredients to a good letter:

1. Clarity
2. Flow
3. Passion
4. Believability
5. Close

Having a good layout and avoiding obvious errors such as 'reverse type' can improve the response to already good copy by 20% or 30%. Your prospect shouldn't have to read every point to understand the product and want to buy. Let people get the main points from the sub-heads. A lot of people will scan the letter, so make sure you have lots of bullet points highlighting the benefits of your product.

## **The Signature**

The signature is the third most looked at part of your letter and so it is important that it appears right. Make your signature look bold and proud. Never, ever sign your letter with an illegible signature or worse, a squiggle. It will drain your letter of intimacy and the reader will wonder if you're a real person, and not a con man.

## **Ink Colours**

The ink of your signature should be in 'process' or 'reflex' blue and no other colour. If you use any other colour except these blues, the response to your letter will drop. Test after test has shown that these two out-pull every other colour. People associate a signature with blue ink. Don't worry if these hues mean little to you, your printer will know what they are.

In the rest of your letter, colour should be used only sparingly, such as in marginal notes for example. Always have the main text of your letter in black ink, as this is the easiest to read. Make sure that your printer does a good job with ink coverage, you want a dark black type, as this can increase response rate by 15%. Quite often the ink coverage is poor leaving the text a dark grey colour and this makes it harder to read. Your headline and subheads should also be in black.

This simple two colour printing, with black text and blue signature (and marginal notes if any), is effective for selling most products. If you want to test a third colour, use it on your subheads, although the added cost does not usually pay for most products.

If you're selling colourful products like jewellery or artwork you will need to have a photo of the product you are selling. People will not buy this sort of thing without seeing them.

## **Paper Colours**

The greatest contrast is black ink on a white background, so consider using this for your sales letter. You can also consider 'straw' coloured paper or vellum – both are pale yellow. Always have the order form in a different colour as this makes it easily distinguishable from the rest of the letter. If you have a lift letter (the letter which goes in front of the main mailing piece) this also should be on different colour paper for the same reason. Other colours that can be used are white, off white, vellum (a good choice) pale yellow, blue, green, or pink. I usually have my letters printed on vellum paper with a pink order form. Pink is a non-threatening colour.

The weight of the paper should be heavy enough so that you can't see through it and there is no 'bleed through' if printing both sides. 80 gsm (grams per square metre) paper is usually sufficient but don't go any lower than this. 100gsm makes your product feel like it is better quality and more professional. If this is your first mailing, go for black onto 90gsm vellum and you won't go too far wrong.

# The Ingredients Of A Direct Mailing

## 1. The Order Form

An effective order form is absolutely vital to a successful sales letter. It is so important that a poor order form can ruin an otherwise great mailshot. On the other hand, a great order form is a simple and inexpensive way to improve the response to your offer.

Many order forms are boring, confusing, complicated, or ugly. They do nothing to enhance sales and quite often detract from them, which is amazing considering how much work has gone into the mailshot in an effort to persuade the reader to buy. And yet if your order form puts the prospect off and they don't order, all your effort has gone to waste. There are three key reasons why order forms are so badly done. Firstly, it is because the order form is done last, instead of first. Normally when the letter is written first, the writer has exhausted the emotional energy necessary to create a powerful order form.

The second reason is that there is a natural human tendency to avoid closing the sale because we all fear rejection. As a result the instructions are timid, confusing, or absent. You should realise that by creating an order form this way you are more likely to receive rejection than if you were straightforward and asked outright for the order.

The third reason ties in to the above, in that the order form is not crafted as a sales tool. Instead it is looked upon as a 'necessary evil.'

To improve your order forms, follow this 6-step approach...

### **Step One - Get yourself into the right frame of mind.**

Many prospects open the letter and read the order form first before the letter, so you need to sell with this document alone to these people. If you don't do this, your sales will be far less than they otherwise could be. So always restate your major benefit on the order form.

### **Step Two - Prepare the order form first.**

Do this before the sales letter, lift letter, envelope, or brochure. The importance of this sequence is explained below.

### **Step Three - Make the copy exciting.**

When you first start writing your sales pitch you are filled with excitement for the product and if you write the order form first, then the vitality essential to all sales success will come out in the order form.

## **Step Four - Make the offer clear.**

By preparing the order form first, you are forced to think through all aspects of the offer early in the creative process. The result is an easy to understand offer. This clarity provides you with more natural sales power.

## **Step Five - Overcome fear of rejection.**

Once you have created an exciting order that promotes the benefits of your product, it is far easier to overcome the natural reluctance in asking for the order, because you can see how much your product is going to benefit the prospect.

## **Step Six- Make the order form a sales document.**

Think of your order form as a very important sales tool and not just a method of recording the order. It is often your final opportunity to say something good about the product and so make it part of your marketing effort.

## **The Perfect Order Form**

The following tips will help you prepare successful order forms. Consider this to be a check list - you do not have to incorporate every point in every form you create:

### **One - Always use a headline on the order form.**

A headline helps this document to stand out and gives it a feeling of importance. Many mailers omit a headline, which is a mistake.

Here are some of those successful headlines used by millionaires, which you can use...

**Free Trial Request**  
**Free Examination Certificate**  
**No Risk Order Coupon**  
**Seminar Reservation Certificate**  
**R.S.V.P.**  
**Time Limited Reservation Certificate**  
**Special Order Certificate**  
**Free 6-Month Trial Certificate**  
**Priority Order Certificate**  
**Official Entry and Enrolment Certificate**  
**Gift Certificate**  
**Membership Application**  
**Acceptance Card**  
**Free Preview Issue**  
**Send No Money**  
**21-Day Free Trial Certificate**

**Acceptance Certificate**  
**Special Reservation Order Form**  
**No-Risk Enrolment Form**  
**Free Audition Certificate**  
**Send No Money - Offer Expires In 14 Days**

Ideally avoid the use of the word 'form' altogether. Do you like filling in forms? No? Neither does anybody else.

**Two - Restate the main benefit of the product.**

Sometimes it's effective to include two or three benefits.

"YES, I want wealth, power and freedom in my life. Please enrol me in The Wealth Circle..."

"YES, I want a greener lawn in under half an hour. Please send me one month's supply of..."

**Three - Restate the features of the product.**

Features build credibility for your product, so include a complete description of it, including dimensions, weight, and the materials used in the manufacture of it.

Or if it is a book, course, or manual, repeat the size and number of pages and the total number of lessons if it is a course. For example, "The Wealth Circle is a 10-part course consisting of two A4 booklets each comprising of approximately 32 pages each."

**Four - Include a photo of the product.**

How do your readers' know you have a product to sell?

If you include a photo its visual proof your product exists. You can show off the quality or/and quantity. For instance, if your product is a year long course with 12 CD's and a set of 12 manuals with 6 free bonus reports, a photograph of all these pieces, will display exactly what the reader will receive.

**Five - Include a photo of a person.**

Depending on the product, adding an appropriate human being such as the inventor, author, doctor or person using the product can add sales appeal.

Make sure the subject is smiling warmly and making eye contact with the reader. Subject should be dressed in business clothes and, if a man, be cleanly shaven. (Facial hair can detract and reduce credibility. Studies show people with beards and moustaches are not as trusted!) Remember to always caption the photo.

## **Six - Dramatise any free gifts or bonuses you may offer.**

The use of strong titles and descriptions can be really compelling.

Carry drama, excitement and passion for your product or service all the way through into every part of your mailing.

For example:

"I claim my two free bonuses *Words To Wealth* and *The Lazy Man's Way To Riches*. I understand they are mine to keep, even if I do not continue with my membership of *The Wealth Club*."

## **Seven - Include a strong guarantee.**

The longer the guarantee period the more orders and the less returns you will have, i.e., '90 days', or 'a full 3 months', is stronger than '21 days'. A full year is better yet.

A lifetime guarantee will give you the highest response. And as long as your product is good and lives up to all your claims; don't worry about returns. Out of the tiny minority who will think to return your product after the year's guarantee, only a small percentage will remember who they bought it from and the company's address, and so bother to return it.

For example:

"I understand that I have a full 60 days to examine *Easy French* in my own home. If I am not entirely satisfied I may return the CD set for a full, no quibble refund. On that basis, here's my order."

## **Eight - Use a certificate border.**

A fancy graphic look will ensure your order form is perceived by the prospect as important, and so increase the likelihood that it will be retained and used.

## **Nine - Use a different paper colour.**

Your order form should be on different colour paper (pink for example) and heavier stock to your main sales letter as this makes it stand out and gives a feeling of importance.

Sometimes using a fancier certificate paper (which your printer can supply) can add sales, particularly if the product is perceived to be of high value and where the prospect is requested to reserve their place, such as for a seminar.

## **Ten - Print on one side, not both.**

Mail tests show that orders are higher if the order is printed on one side only of the paper. This is more expensive though. Most mailings go for economy and print double sided. This is not the most important point I have shared with you.

## **Eleven - Use involvement devices.**

Classic devices are to use tokens that must be inserted into die cuts on the card or stamps with photos of free bonuses or gifts. The idea is that the prospect must cut out and add items to the order card. That's how the term 'involvement device' began.

Involvement devices tend to increase response simply because they include the reader. **They are expensive when mailing small quantities though.**

## **Twelve - Use window envelopes.**

A label with the prospect's name and address on the order card, which serves as the address label, is a proven winner. You also make it easy to order as the customer does not have to fill out his/her name and address.

## **Thirteen - Perforate guarantee.**

By adding a perforated dotted line to your order card so that the customer can keep the portion with the guarantee can increase response.

## **Fourteen - Tell the prospect exactly what to do.**

Use tick boxes with

Yes please rush me \_\_\_ copies of How To Get Your Parrot to Talk DVD at £28.97 each.

## **Fifteen - Your coupon must contain your details.**

It must include your company name, address and telephone number and give space for greater than 1 quantity of your product. If appropriate, do the calculation for the prospect and say something like one copy at £15.99, two copies at £29.98, or three copies at £47.97.

This will save them having to add it up, and saves you hassle if they add it up wrong and thus send you the wrong amount of money. Plus they are more likely to think about ordering more than one if the option is presented to them in this way.

## **Sixteen - Use payment tick boxes.**

There must also be space on your order form for tick boxes for the prospect's method of payment, their credit card details and their name and address (very important this).

## **Seventeen - Fill in your own form!**

To see how user-friendly your own order form is, try and fill it in yourself and get a friend to do the same. You will be amazed at how many errors you will spot between the two of you!

## **Eighteen - Enclose two order forms in your mail package.**

This has been shown to increase your response rate by up to 20%! (i.e. from a 2% to a 2.4% response.) And it will cost you pennies to do this. A second order form allows the recipient to pass the information on to friends or colleagues.

Quite often people start to fill out the order form, make a mistake and then give up because there's no space left for them to fill out their details. Whereas if there are two order forms and they go wrong on the first one, they can use the second.

## **Nineteen - Have your address both inside and outside the order form.**

This is often a legal requirement; otherwise once a customer has posted off the form they have no note of your address.

## **Delivery**

Never put 4-6 weeks delivery on your order form. This is way, way too long. The number one customer complaint is waiting weeks for the order. Ideally, you should send out the order the same day that you receive it. This will cut down on customer complaints and refunds - when people have to wait ages for an order they have time to decide that they don't want it after all. Always offer next day delivery upon request.

If for some reason you cannot fulfil the order within a few days of receiving it, because the product is out of stock or similar, you should send a letter first class to the customer apologising for this, tell them when they can expect to receive the order and give them the option of cancelling. Fewer people will cancel if given this option. This is called a 'hold' or 'holding' letter.

Make it easy for people to buy from you. If you wait until their cheque clears before you ship their order you will lose a fortune in satisfied customers. Okay, so you will get a few debtors whose cheques bounce, and whose money you would otherwise have lost, but it makes your service far too slow and cumbersome, and is not worth the little money you will save in comparison to the big bucks you will make by having a fast, efficient service.

The period when your customer is hottest for your products is within the first few minutes of receiving their order from you. Make the most of it. When you send out the customer's order include a sales letter offering them another product, possibly at a discount price if they act immediately. You will be delighted at the number of repeat sales you get.

## **2. The Envelope**

There is a lot of variety of opinion on the envelope. I like my envelope to look like it contains a real letter in order for it to be opened. Everybody loves to receive a real



letter. Even if people don't recognise who it is from and may suspect that it is a mailshot, they are still far more likely to open it just to make sure. If it screams 'junk mail here' many potential prospects will simply throw it away.

I usually mail in a size C5 envelope with a real-live second class stamp. Often it is too expensive to use first class. For very large mailshots you can frank the envelope or even use Mailsort 2 or 3 and claim a big discount. Mailsort 3 is where you pre-sort the letters into bundles by their postcodes; this saves the post office time. It doesn't take you any more time to pre-sort the letters because the address labels can be printed in order of postcode.

Without a doubt a stamp pulls better than franking or mailsort, but the mailsort savings can be considerable. The cost of adding a stamp can be quite expensive. Test both.

If I am sending out mailshots to my existing customers, then I often use prepaid envelopes that have my company name and address on them, so people know they are from me. I have a good relationship with my customers and so people are likely to open mail I send to them.

### **3. Teaser Copy**

Some direct mailers swear by having teaser copy on the envelope. Definition of teaser copy: words printed on the outside of an envelope intriguing the recipient enough to open the letter. There is no chance of a sale, of course, unless the prospect first opens the envelope.

Is 'teaser' copy on the outer envelopes the best sales strategy? Or is it better to use a plain envelope that is personalised?

The debate rages on. The only answer is to test both for yourself.

But to give you a better balance on the debate, here's what another millionaire copywriter says about the outer envelope...

You can have the best sales letter in the world that sells the best product on the earth, but if people don't open your envelope and read the letter, they will never have the chance to buy your product.

People are always bombarded with this offer and that offer. That is why most "junk mail" gets thrown in the trash, even before it's opened.

Your envelope must stand out and force the reader to open it and read what's inside.

You can compel people to open your outer envelope by putting what is called "teaser copy" on the envelope. Teaser copy is simply a phrase or sentence that gives people just barely enough information to make them want to open the envelope.

You must be careful and not give too much away. If you say too much, the reader will immediately assume they know it all and will throw it away.

**Here are a few samples of good teaser copy:**

- Here's Something Worth Checking Out.
- FREE 30-DAY TRIAL.... Details Inside.
- Time-Dated Material....Open Immediately.
- You May Have Already Won.
- Open Immediately For Free Gift.
- For My Best Customers Only!
- Private, For Addressee Only!
- RUSH DELIVERY PLEASE!
- Inside: Your Money-Making Information!

The list could go on, but you get the idea.

There are hundreds of different "teasers" you can use to get customers to open your envelope. It would be a good idea if you tested several different ones to see which ones get you more orders.

In spite of all the evidence to the contrary, many still believe better results can be obtained without the use of 'teaser' copy, as e.g. a plain envelope with typewritten address and live stamp.

Back to what my experience on this is. Both views can be right. Why?

When your 'teaser' copy is weak, it can reduce the number of people who open the envelope. In such a case, you are better off without it.

But when you create a 'teaser' that is effective, you can more than double the response over any other envelope strategy that I've seen. That's why I favour it.

Most of the successful mailings over the past ten years all had 'teaser' copy on the outer envelope. (Success is defined here as being profitably mailed for at least 3 years).

## **How To Prepare 'Teasers'**

As with the headline of an advert or sales letter, the key to effective 'teaser' copy is beautiful in its simplicity. Here is how to do it. Write down all the benefits that a customer can possibly get from your product or service. Prepare each one in a headline style using no more than 17 words. Then choose the strongest benefit!

To get your creative juices flowing and illustrate this idea, here are a number of envelope 'teasers' that have made money for years in Ted Nicholas' companies and for his clients:

- (1) **How To Make Yourself Judgement Proof**  
**Lawsuit explosion in the U.S. makes it mandatory to protect yourself from judgements caused by creditors, customers, patients, IRS employees or even an ex-spouse**
- (2) **An urgent message from the publisher -**  
**To be opened and read immediately**
- (3) **What Will You Do When Your Personal Assets Are Seized to Satisfy a Judgement Against Your Corporation?**  
**Free Sample Form Enclosed Protects You.**
- (4) **Little Known Secrets To Earning Millions Revealed**  
**See details enclosed...**
- (5) **World renowned doctor says...**  
*"You Can Prevent And Cure Cancer Simply By Eating Two Natural Foods!"*  
  
7 time Nobel Award nominated doctor, Dr. Johanna Budwig discovers natural cancer cure.  
  
**See Inside for Details...**
- (6) **Inside: The Secret of Being a Great Boss- Do Less and Accomplish More!**
- (7) **What Makes a Consultant Successful?**
- (8) **What If You Were Certain a Fortune in Gold Were Hidden Right In Your Home?**  
**Would you spend 2 years of part-time effort to find it?...**  
**See Free Treasure Map inside**

(9)

**NEW**  
**Stop Writing Letters The Hard Way**  
**Announcing The Instant Letter Writing System.**  
**Save 87% Of Your Correspondence Time.**  
**And You Write Better Letters!**

**Free sample sales letter enclosed... Open Immediately**

Adding these words after the teaser copy will cause more people to open your envelope, which is what you want.

... See inside for details

... Open at once and read immediately

... Free gift inside

... Open at once for free sample form

... See sample form inside

... An urgent message from [you - works best if you are known by the recipient]

A word of caution. **Don't be cute or use any tricks or gimmicks.**

When you offer a free gift make certain that you give something of real value to the prospect. Otherwise, while you may get many people to open the envelope, you will alienate the prospect. An upset prospect, of course, will not buy your product.

## **Should you or shouldn't you include a self addressed reply envelope?**

You can increase your response rate by up to 30% simply by enclosing a return envelope with your mailshot. This is called a RPE or Reply Paid Envelope. It saves people having to search for one, which can be a Herculean task in some households. Basically if they can't find one within a few seconds, or even worse, have to go out and buy one, you can be pretty sure that their order will never be sent.

Your envelope doesn't have to include postage. Tests consistently show no difference in response when the customer pays the postage. Use an envelope that has a 'please affix stamp here' box. This saves you money on return postage and eliminates the problem of people sending you junk.

If you wish to use prepaid envelopes, you can obtain a permit for business reply envelopes (BREs, same as RPEs) at any post office. Envelopes with your company name, address and a 'please affix stamp here' box can be made to order from your stationery supplier.

Of course, if you accept credit cards all this hassle is cut out, all customers have to do is call you or pay you by Paypal for the Internet orders. But not everybody will pay by credit card, so include a return envelope as it will be well worth the expense.

## 4. The Lift Letter

A lift letter is a short letter included in the same envelope of your main letter. It's called a lift letter because it can increase ('lift') response - sometimes by as much as 200%.

The most successful lift letters have at least one or several of these characteristics:

- Projects a different voice or tone to that of the main letter
- Is signed by someone other than the sender of the main letter
- Offers a new benefit, testimonial, or dramatic summary of the offer which is not in the main letter
- Is printed on different colour paper
- Is brief, not more than one page
- Is signed

**Your lift letter can take many forms. The most effective types are:**

- Testimonial (from a customer, celebrity, or recognised authority)
- Telegram
- News release
- Memo
- Mini letter

You may

- (a) enclose a lift letter in its own envelope;
- (b) clip or staple to the main letter; or
- (c) fold and enclose in the mailing as a last minute insert.

For best results, have the lift letter typewritten in courier font or hand-written; do not use a typeset, slick look. Aim for a personal 'from me to you' feel and appearance. The length of your letter can be anything from 5 sentences to a full A4 page - but no longer.

Print the lift letter on different colour paper to the rest of your mailing and order form, such as pale blue, primrose, pink, or cream. Ensure that the letter is signed with a strong, legible signature in process or reflex blue.

The lift letter usually goes in front of the main sales letter. However, consider using a lift letter as a 'last ditch' attempt to overcome final objections and make the sale. In this case you add the letter right at the end.

Consider using some of these headlines:

**Please read only if you are still undecided**

**Here are the heart rending words of a well-known customer**

**Frankly, I'm puzzled as to why there is even the slightest hesitation**

**Are you sceptical? Do you want more proof?**

**Looking for another professional's opinion?**

**Did you notice on the enclosed brochure the guarantee on page 2?**

### **Lift Letter Example: Seminar Offer**

Dear Friend,

I heartily recommend the Ted Nicholas Marketing seminar. Why?

I've experienced Ted's programme myself. From this exposure I've learned so much about success and making money, it's tough to put all of it in a short letter. But, I can tell you this...

The way I direct market products has been forever changed. In fact, my whole approach to business has been revolutionised. I've also strengthened my people and negotiating skills. Every aspect of preparing ads and sales letters has improved. Attracting new customers, the lifeblood of any business, is no longer a problem.

Let's face it. Building wealth is important to everyone. And Ted is the best teacher in the world in my opinion. But, perhaps even more important than the financial side of life, I've learned so much about real success as a human being from Ted Nicholas.

And there are many other important lessons I've learned from him. Balance between family, friends, and career. My entire family now pays more attention to our health, the greatest wealth of all. Ted, who spends at least an hour each day on enhancing his physical and mental health, has been a model for us and will be for you.

Don't miss this chance to spend time with him and his family. I urge you to do whatever is necessary to attend his 3-day seminar beginning December 2nd. And bring your employees if you are in business and your spouse, for your partner will also benefit enormously. I look forward to seeing you there.

Sincerely

[Signature]

Mark Layder

This letter would be placed in front of the main 16 page mailer for the seminar.

### **Lift Letter #2: Book Offer**

Dear Bill,

As an M.D., I use and teach visualisation therapy in my practice. I consider this therapy to be more powerful than drugs or surgery. Why?

We humans have the (often under-appreciated) ability to heal ourselves using the power of our mind.

I'd like to relate a true story. You may wish to include the entire case history in your great book, *How To Fight Cancer and Win*. It may inspire your readers who can use this alternative approach to alleviate suffering and facilitate healing of virtually any condition.

Sara was brought in to see me at age 4. She was suffering from five angiomas; blood tumours behind her left eyeball. (Children are particularly good candidates for visualisation therapy because their minds are not cluttered with negatives.)

Sara's eyesight was deteriorating rapidly. The condition was extremely serious. It was apparent the eyeball would have to be removed along with the tumours. The rapidly growing tumours were constricting the optic nerve itself and stressing vital blood vessels.

I sat Sara down and explained to her as gently as I could what her problem was, and what would happen.

I began to teach Sara visual imagery. Within eleven months with continued visual imagery, Sara's vision was almost normal. Her pretty face had lost its deformed look. She is now completely cured.

Being an M.D., you might wonder how I ever became involved with visualisation therapy. After losing my eyesight due to a degenerative condition, I was forced to retire from medicine due to failing vision.

I had nothing to lose and was desperate. So I tried visualisation. I developed this visual imagery technique by practising on myself at home. I'd heard about visualisation but at first was sceptical. I thought it was outside of the realm of science. Finally I became convinced and a strong advocate of this type of treatment. But that was after I restored 75% of my eyesight!

I recommend visualisation therapy to any cancer sufferer. There simply is no risk whatsoever and the results can truly be miraculous. The power of visualisation combined with the other proven natural remedies and foods included in your well-researched book will help all readers, from the healthy to cancer sufferers.

Sincerely,  
[Signature]  
Leslie H. Salov, M.D.

### **Lift Letter #3: Another Seminar Offer**

Vic Conant  
Nightingale Conant  
Long Road, Paignton  
Devon TQ4 7BB

Dear Friend,

Excuse the hasty letter, but I have some exciting news for you...

The rumours are true!

Frankly, I didn't believe it would happen, but now the date is confirmed. Ted Nicholas, Peter Thomson and Stuart Goldsmith really are joining forces to give what must be the seminar of the decade on April 11th at Heathrow. How they ever got these three gurus together in one place for an entire day, defies logic!

The seminar is called Millionaire Marketing Magic and in one intensive, unique day, Ted, Stuart and Peter will disclose the marketing secrets which made them all multi-millionaires, and which could do the exactly the same for you!

Because there are only 100 places available, I felt I had to write to you immediately to let you know about this outstanding seminar in order to give you the best chance of securing a place. As soon as I heard that the seminar was definite, I arranged with the seminar organisers (Medina Ltd) to hold back all other mailings for one day to give Nightingale Conant customers a 24 hour 'unfair advantage'! There are no plans at this stage to repeat the seminar.

I urge you to read carefully the enclosed offer and to respond within 24 hours before the crowd get to hear about this.

Best wishes for your success.

[Signature]

Vic Conant

## **Lift Letter #4: Newsletter Offer**

### **"Love Or Hate Him . . . You Just Can't Ignore Him!"**

Dear Friend,

In my post box every single month drop 7, yes 7, newsletters I subscribe to. Yes, I know it's a lot but I just love reading new stuff and seeing what other people are up to in the information field.

But . . . there's one that always, yes always . . .

Makes me want to take action!  
Makes me frustrated at the state of the world!  
And fortunately . . . makes me laugh!



Stuart Goldsmith's newsletter is a newsletter like no other newsletter I've ever seen. Let me tell you a bit about Stuart and his views and strongly urge you to take up his offer of reading 3 issues Free of Charge.

Etc. etc.....

So, let me suggest, in fact stronger than that . . .let me urge you to take up Stuart's offer, get the 3 free issues and make up your own mind.

I'm certain you'll enjoy the experience.

Kind regards

Peter Thomson

PS: Remember this is not for the faint-minded . . . Stuart tells it straight as he sees it!

**That letter doubled the response to the straight mailing.**

# How To Test Your Sales Letters

Once my research gives me a target market for my products or service, it's time to test, and test some more.

We must discover:

- Which exact media will work best.
- What price will yield the best bottom-line
- What is the best product or service to offer new buyers, so that I can upgrade them to multiple-buyer status.

Once I have found the most productive, profit-producing market, how I price my product is a crucial consideration. Don't sell yourself short.

Far more people fail because they under-price than those who over-price. It's easier to lower prices and thereby create a savings promotion, than to raise prices and drive potential customers away.

*Test everything significant, but test only one major item at a time.*

Remember, people do not care about how great, wonderful, or successful you are personally.

What they do care about is what unique benefit, advantage, service, or personal enhancement you can offer to their self interest that the "other guy" does not. They want to know how you are going to improve their life.

The secret of direct marketing success is constantly to test. I will reveal here a really effective testing strategy so that you will know which are the most important elements of your direct mail package to test. Here are the eleven most significant elements in order of importance:

1. List
2. Offer
3. Price
4. Headline on letter
5. Lift letter
6. Letter
7. Teaser copy on envelope
8. Guarantee
9. Bonuses
10. Order form
11. Graphics

Obviously we could debate all day about the exact order of these. Let's look at them in more detail:

## **One - The List**

First comes the list, no question. A great offer to a poor list will bomb. E.g., this offer to a list of Green Peace Activists: "Test Drive The New BMW 735i Tomorrow - The Luxury Car of the 21st Century." Or this, to a list of heavy-rock concert ticket buyers: "Fifty of the World's Greatest Operatic Arias on One CD - Yours Free When You Subscribe to Opera World Magazine."

Or this to high-rise flat dwellers: "Half Price Lawnmowers + Free Five Garden Shrubs of Your Choice!"

Use of the wrong list will result in zero – yes, ZERO orders, no matter how good the sales copy, how keen the price and how good the offer.

In contrast, a mediocre offer to a great list will succeed.

## **Two - Offer**

It should be obvious that if the offer is basically no good (Genuine Mud From World War 1 Flanders Fields - Yours To Cherish and Keep) then everything else is irrelevant. To the prospect, the product you are offering must have a value that they perceive to be higher than the amount they are paying for it. The question in the minds of all prospects that you must answer is 'what is the offer and of what benefit is it to me'? Simplify your offer as much as possible.

A good way to strengthen your offer is to compare it with other purchases your prospect will be familiar with. For example, let's suppose you are offering a course at £19 a month – you could trivialise the cost by comparing it to the price of a few beers.

Your offer can be perceived as a terrific bargain when carefully compared to the price of a new suit, a night on the town or a meal at a favourite restaurant.

Here is an example of copy that makes a valid comparison. "What would you expect to pay for such a product? About £75?, or £50?, or less than the cost of a special evening for two at your favourite restaurant? No, it won't even cost you 50% of this. You can have XXX product for only £29.97!"

## **Three - Price**

Next comes the price. If this is wrong, no amount of copywriting will save you. For example: "Genuine Pacific Fresh Coconuts Delivered to Your Home - Just £497 Each." You are wasting your time even writing copy which starts; "Imagine the turquoise blue pacific lapping on a sun-drenched, bone-white beach. Imagine paradise. Imagine..." Forget it! You've lost 'em with that price. The only thing they're imagining is being £497 lighter, whilst left holding a coconut...

Your customers are the most qualified for testing the ideal price for a product, not you. The best price is often as much as your customers are willing to pay for it. Most direct marketers make the classic error of doing little or no price testing.

Sometimes a higher price pulls better than a lower one if the product is well presented to the right audience; you will not only make more money but will sell more units. At other times you will gain a higher profit at a lower price.

Sometimes the profitability of a product is about equal at a higher or a lower price. When this occurs you will need to decide what is most important. If you want more customers because you have plenty of back-end products to offer, then you would go with the lower price. This allows you to more rapidly grow your own list. If you prefer to handle less units, but still want a high profit, then you would go with the higher price.

If you were considering selling your product for less than £100, then I suggest you test four price points. The prices need to be different enough from each other to give a clear cut reading of profitability.

Your prices might be £37.97, £57.97, £77.97 and £97.97. Prices that end in the digit 7 have more sales appeal than any other number. Keep everything else in your mailing exactly the same.

Test each price using 5,000 names and then assuming you had a good enough response, roll-out using the most profitable price.

Supposing someone finds out that they paid more for their product? This is very rare indeed. If it does happen, simply send the customer a letter of explanation telling them the truth - you were price testing. Apologise in your letter for any confusion, and then send a full refund of the purchase price paid, allowing the customer to keep the product with your compliments. If the product is a subscription or standing order, refund the difference of what was paid at the higher price.

## **Four - Headline On Letter**

You can use the teaser copy on the envelope as your headline, or create a new one that is congruent with the teaser and the entire offer. It is perfectly acceptable to repeat the teaser copy and I often do so, however, on many of my mailings the headline is different from the teaser.

For example...

### **"How To Get Enthusiastic Applause, Even A Standing Ovation - Every Time You Speak."**

The headline on the sales letter was the subhead used in the original space advert as follows:

## **"Leadership Today Requires That You Are An Outstanding Public Speaker"**

In the example above the subhead is strong enough to be a headline; your subheads need to be like this as well.

## **Five - Lift Letter**

Replacing a weak lift letter with a stronger one can improve sales results. Test your mailing with and without a lift letter. A properly done lift letter will always significantly out perform a mailing sent without a lift letter.

## **Six - Sales Letter**

Establishing credibility is the challenge to writing your letter (as well as all advertising copy). It must be written with honest conviction. And passion. You must persuade and practically compel the prospect to take the action you request.

## **Seven - Teaser Copy On The Envelope**

This one is the easiest to change as well as the lowest cost, but because it is the first part of your mailshot that the customer sees the effects can be very rewarding.

A good teaser can improve your response rate, and all that was required was the extra effort in creating a new teaser.

On every mailing that you do; test at least one new teaser against your control. Your control is your current mailshot (letter, headline, offer, etc.) that you are making money on. Here is an example of two mailings that Ted Nicholas did using a new teaser but all other elements were identical to the control.

### **"Discover Today's Best Business Turnaround Strategies" (Envelope A)**

### **"How To Get Very, Very Rich Turning Around A Business" (Envelope B)**

**Envelope B pulled best by 271%!**

## **Eight - Guarantee**

Test different guarantee periods for their increased response, over the number of tyre kickers or 'something for nothing' brigade you may attract. Generally the longer the guarantee, the more orders and the fewer returns you will get. Here is an effective way to word your guarantee:

### **Money-Back Guarantee**

After you have the product for a full year, if for any reason you are not completely delighted, return it to us in any condition and receive a full prompt and courteous refund.

The words 'prompt and courteous' are extremely important as they help to build credibility.

Other effective titles for your guarantee are:

- Ironclad Guarantee
- No-Risk Guarantee

You can also offer a conditional guarantee. This might result in fewer orders but more qualified long-terms clients.

Changing the wording of a guarantee can improve response to your offer.

## **Nine - Bonuses**

When Ted Nicholas first started out, he once offered a special report (that wasn't selling well) as a free bonus. The response to his offer dropped markedly when he did so. In other words, he was getting better sales *before* he added the free bonus.

Remember the golden rule: If you can't sell it, you can't give it away!

One of the most successful and fun free bonuses offered by Ted Nicholas was a miniature replica of a Rolls Royce delivered to the customer's office. The headline offering rentals of his mailing list to direct marketers was "How To Get A New Rolls Royce Free Just For Testing A Hot New Mailing List." His cost was over \$100 per unit but was well worth it. Use bonuses properly and your mail results will soar.

## **Ten - Order Form**

When writing your order form, assume that the prospect will look at it first as many people do. Ask yourself: 'Does my order card alone excite the prospect enough to close the sale?'

Testing the order form is an important part of any mailing. Add vitality and benefits and watch your sales explode.

## **Eleven - Graphics**

This is definitely the least important part of any mailing, so tinker with this when everything else is as good as you can get it.

Good graphics can improve the response rate of an otherwise successful mailing, but they won't turn a bomb into a success. The words are more important than anything else in copy, and apart from sourcing a suitable photo I would leave other graphics to a graphic artist, or preferably leave them out altogether.

You don't need a graphic artist to produce a successful letter. Personally I've never used one, and I've made millions of pounds out of my letters. Watch graphic artists *very* carefully. They usually have zero sense of what makes a good sale; they are mainly concerned with how pretty something looks.

All the graphic artist is required to do is to enhance the feel and pulling power of the copy. That is what a good one will do. A bad one will make your letter look 'arty' and it will bomb. Graphic designers who can help improve direct mail results are a rare breed, so my advice is to leave well alone.

### **What To Test First?**

Don't fall into the trap of trying to test too many of these elements at the same time, because you cannot be certain which one affected your test. The only way to be certain that the information you gain from your test is valid i.e. the influence of any one element is to... test one thing at a time!

## **In Conclusion**

Congratulations! You now know exactly how millionaires write their sales letters, and really could be just one letter from retirement. You can write your own knock-out sales letters which bring in hundreds of thousands of pounds in profits. Using all of the invaluable knowledge, techniques and insider secrets within this manual, you have all you need to produce sales letters that can literally transform your life.

And if you get the bug, why not become a freelance 6-figure copywriter? This is one of those precious few businesses you really CAN do from a hotel balcony overlooking a stunning blue ocean. It's a fantastic life and there are very few people at the top of this profession – so there's room for you! Come on up!

If you want more leisure time and more money, all you have to do is simply pick up a pen and get writing. Reading this manual is one thing, but the real experience will come when you actually start writing for yourself.

Good luck and may every one of your personal goals be fulfilled.



# **APPENDIX 1**

## **CASE STUDY “THE DRIVERS SURVIVAL HANDBOOK”**

# OUTCAST TRAFFIC COP SAYS... "PROTECT YOUR LICENCE TODAY!"

## What Readers Say About 'The Driver's Survival Handbook'

"I recently received a speeding fine and promptly invested in 'The Driver's Survival Handbook'. Using the recommendations in the book has resulted in all charges being dropped and a letter of apology from the police."  
*Mr D Simms - Newcastle*  
"...sample letters have got me off 3 out of 4 parking tickets."

*Mr W Fennell - London*  
"What I gleaned from one chapter has already saved me 3 points and a £60.00."  
*Mr K Haunch - Cheshire*

"I purchased the Drivers Survival Handbook and used it to great effect to overturn an alleged speeding offence on the M4 of 97mph and have helped many friends against the Courts..."  
*Mr T Ruby - Lincs*

"I purchased the Drivers Survival Handbook many years ago and found it very useful. I am a criminal lawyer specialising in criminal matters including Road Traffic Law and as such I have found it to be indispensable".  
*Mr C Ferguson - Mid Lothian*

"Please find enclosed copies of successful cases I have won against the Police Traffic Department. This book is a must for all drivers".  
*Mr M Stoker - Newcastle*

"I was impressed by your book, 'The Drivers Survival Handbook' and have used the information to defeat two dubious speeding allegations."  
*Mr T O'Connor - Glasgow*

"Thank you for making this book available to the public. I saved myself £120 worth of fines and 6 points on my licence as a direct result of your advice. Also many of my friends have benefited from it."  
*Mr J Chapman - Rhondda*

"Through use of the book and the information contained within, I have successfully defended myself against Northamptonshire Police who accused me of travelling at over 100mph on the M1. Thank you for your publication. I was looking for a fine and a ban, so it was money well spent."  
*Mr C Stead - W. Yorkshire*

"...I took on the Courts and won thanks to all the information in there. I just can't thank Streetwise enough".  
*Mr A J Hemmings - Bristol*

"I used your publication as my bible". It opened my eyes to the tactics used by the police, and ultimately gave me the confidence to follow through to the end, the inevitable summons, defending myself in Court to a successful conclusion".  
*Mr C Taggart - Nottingham*

"...I received a notice from the Court that the accusation has been withdrawn due to lack of evidence. The reasons were not given, but whatever they were the result is a clean licence and the cost of your book is money well spent".  
*Ms B Middleton - Somerset*

"I purchased a copy of the Drivers Survival Handbook as the result of receiving notice that I had been travelling at 40mph in a 30mph limit through a small West Wales village. I followed the advice given in the book and have recently received a letter from the Camera Partnership informing me that no further action will be taken and that notice of prosecution is withdrawn..."  
*Mr G Barnett - Ceredigion*

"...Thank you for the Drivers Survival Handbook. I was stopped by the Police recently for driving without my headlights on and questioned. Without the info contained, I would probably have been charged. As it happened I escaped with a demand to submit my documents to the nearest police station. Worth TEN TIMES the price! Once again, thanks."  
*Mr P MacCabe - Wolverhampton*

"...I have successfully used it to escape a fine and points on my licence after being caught speeding past a fixed roadside Gaisol. Excellent publication."  
*Mr A Stuart - E-mail*

"...I consider it the best £19.95 I have ever spent for it has saved me 3 points and a £60.00 fine... Everyone told me to accept the charge and pay up. - now who's laughing".  
*Mr BT Short - E-mail*

# "Drivers - Here's The Insider Information The Police Don't Want You To Have!"

## What Every Driver Must Know... Before It's Too Late!



How would you feel if your driving licence was snatched away tomorrow? Doesn't bear thinking about does it?

And yet with new and increasingly devious, radar traps and speed cameras being activated every single day, your grip on your license...and the cash in your pocket...has never been weaker.

Let's face it. We all creep over the speed limit from time to time. Get caught and you face a heavy fine, penalty points, increased insurance premiums, or worst of all... losing your licence altogether. And that's just one way the authorities can rob you of your money, your transport and your freedom.

### The Road Safety Myth

Don't get me wrong - road safety is important. Of course it is. But enforcement of motoring laws often has little or nothing to do with road safety. There are many more effective ways to improve road safety than prosecuting drivers who stray a few miles per hour over the limit on an open road.

But as a way of generating revenue for the government it's almost unbeatable! That's right, the main motivation behind a lot of motoring law enforcement is money!

Drivers are an easy target - much easier to catch than a burglar (great for the arrest figures!) And they give less trouble when they are caught. What's more, they're likely to have money in their pocket to pay a substantial fine. Bingo! You can end up with a fine of several hundred pounds for speeding, while a shoplifter gets off with little more than a slap on the wrist.

### Does that make you angry? It should!

You're being used as a source of easy money by the government, and could be robbed of your means of transport in the process.

Would you like the chance to fight back? Thanks to a little 'insider' information - you can!

The Driver's Survival Handbook is co-authored by Martin Thwaite, a retired UK traffic police officer who since revealing this information, has been made a virtual pariah by his former colleagues. In the book he details the legal loopholes you can exploit to keep your licence clean and your cash in your pocket.

### The Inside Track!

If a police officer wanted to stay ahead of the driving law, this is the 'insider' information he'd use. Here's just one example...

Did you know that if a patrol car stops you for speeding, and it hasn't been subject to a simple test that very day, in all likelihood you'll be immediately off the hook?

This test is often overlooked by the police, but few drivers know anything about it. So they don't think to find out whether it's been done. Ask the question - the police have to be truthful with you

because everything is carefully logged - and the answer could see you escape without penalty! You'll learn all about this on page 21.

The information contained within The Driver's Survival Handbook covers practically every situation you're likely to encounter on a British road. This is a UK publication by the way. It isn't an adaptation of a foreign book, and the advice applies specifically to how the law is enforced in this country.

- How to have penalty points legally erased from your licence.
- How to have fixed penalty tickets overturned, and avoid a crippling fine.
- How to combat radar and other speed traps. They're far from infallible.
- A simple query that could see you walking away without charge. Better still, avoid them altogether. You'll be shown how.
- An ingenious trick you can use to cancel out the vast majority of parking tickets. This idea alone will save you the cost of the book many times over.
- How to receive a warning rather than being booked... exactly what to say and do.
- Why you should never produce your licence when stopped at the roadside - even if you have it with you.
- What you must never say when stopped. Break this rule and all is lost!
- Tried and tested letters you can send to police HQ and the courts which will kill most penalties at source.
- How far over the speed limit you can go without even risking being stopped. The answer may surprise you.
- The little known truth about MOT certificates, and what it really means if you don't have one.
- Eight dirty tricks Dutch drivers use to stay one step ahead of the police and their cameras. Strictly illegal and for information only!
- The 'insider track' on radar detectors, reflective number plates and other commonly used avoidance devices.
- How to make a claim against an un-insured driver. This one piece of information on page 74 could save you thousands of pounds.
- Hard core case studies, detailing blow by blow accounts of how readers have used information in the book to rip the police case to shreds.

And much, much more.

The information in The Driver's Survival Handbook has never been revealed to the general public before and is not available in any bookshop or from any other source. It could save you

thousands of pounds in fines, lawyer's fees and insurance costs.

### You Need This Now!

If you already have points on your licence you need this book today! In the coming months it could save your licence. If you've got a clean licence, great! Let's keep it that way. Forewarned is forearmed. Get the information which every driver should know... before it's too late.

### But Not Everyone Wants You To Have It...

Here's one further point before you decide whether to go ahead. The Driver's Survival Handbook is neither authorised nor recommended by the police or authorities. We're talking about loopholes in the law which you can exploit completely legally, but which they would rather you didn't know about. If that bothers you, please don't order it.

### Order Today!

To receive your copy of this unique book, fill out and return the application slip below, or call one of our credit card hotline numbers. You may be surprised to see that the price of this information which could save you literally thousands of pounds - and your licence - is just £19.95.

The brand new fully updated 192 page seventh edition has just been published, with a wealth of new information for the same price. Order now, and be one of the first to get a copy!

### Cast Iron Money Back Guarantee

What's more, I've arranged for you to test drive the book for a full 90 days - risk free! If you're unhappy with it for any reason whatsoever, or can't see how you can put these insider strategies into practice, just return it any time within 90 days for a full, no-questions-asked refund. Fair enough?

Why stay unprotected for a moment longer? Start protecting your licence and your hard earned money... today!

### PLUS... Free Special Report

When you order your copy on approval within the next 7 days, I'll send you a copy of 'How To Get A Great Deal On Your Next Used Car', completely free of charge! We 'bribed' some of the meanest and most unscrupulous car dealers in the country, to uncover the 'killer' counter attack strategies which will see you walk away with a deal so good - the dealer won't know what hit him. It's all here in this unique 48 page special report, and it's yours to keep, even if you decide to return The Drivers Survival Handbook under the money back guarantee.

You can order a second copy of The Drivers Survival Handbook for just £9.95. It makes a great gift for any driver.

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## CAST IRON 90 DAY MONEY BACK GUARANTEE CERTIFICATE

ORDER THE DRIVER'S SURVIVAL HANDBOOK on approval in complete confidence. If you're not happy with it for any reason, or can't see how you can put the information into practice, you can return the book at any time within 90 days for a full no-questions-asked refund. The free gift is yours to keep, whatever you decide.

*John Harrison*

John Harrison - Publisher  
Streetwise Publications® Eden House, Genesis Park, Sheffield Road, Rotherham S60 1DX



## PRESS COMMENTS

"It's unlikely that Martin Thwaite will be welcome at the plod's Christmas Ball this year." *FHM Magazine*

"Our guess is that a lot of people will buy this book after they've had a brush with the law. Our advice to you is if you're going to buy it, buy it before. It might keep you out of trouble." *PASS Magazine*

"The information on how to buck the system is cheap at twice the price. Beg, borrow or steal this book, and if you ever meet Mr Thwaite, buy him a drink... because I don't think his former colleagues will." *100% Biker Magazine*

"In my opinion, every driver should have a copy of this book." *Taxi Globe*

"The rich have accounts to be bled the rules on tax so why shouldn't the rest of us be able to buy the Driver's Survival Handbook to learn how to bend the rules on motoring, especially when the main reason for prosecuting drivers is to raise revenue for the government?" *Victor Lewis-Smith, Daily Mirror*

"It's outrageous!" *Inspector Hugh Jones, Police Review*

## Return This 90-Day Risk-Free Trial Now!

YES PLEASE! I want to fight back. Please send me a copy of 'The Driver's Survival Handbook'. I understand that I'm fully covered by your 90 day money back guarantee and can return the book at any time within that period if I'm not satisfied, or don't feel that I can make use of the insider information it contains. I have enclosed payment of £19.95 (made payable to STREETWISE PUBLICATIONS®), paid by:

Cheque  Postal Order  Cash  Credit/Debit Card  Please fill in details below:

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Issue No. \_\_\_\_\_ (Switch/Maestro only) Security Code \_\_\_\_\_ (Last 3 digits from reverse of card)  
Date \_\_\_\_\_ Signed \_\_\_\_\_  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
POSTCODE \_\_\_\_\_

I'm ordering within 7 days. Please send me a FREE copy of 'How To Get A Great Deal On Your Next Used Car'  
 I'd like to receive a second copy of the book for just £9.95 and have therefore enclosed payment of £29.90.

Send to: Streetwise • Eden House • Genesis Park  
Sheffield Road • Rotherham • S60 1DX Vat Reg No. 590 7380 20

Credit Card Hotline Numbers (24hrs):  
Tel: 01709 361819 Fax: 01709 360611

DS7

Or To Order Online Visit: [www.drivershandbook.co.uk](http://www.drivershandbook.co.uk)

# Case Study: The Drivers Survival Handbook

I've reproduced a quite recent incarnation of this letter in advertisement format. The letter has been used as a direct mail letter, as a loose insert, as a space advertisement and as a webpage. Remember that the same words can be used across several different media with only minor modification.

The basic text of the letter has remained pretty much unchanged for over a decade, a period in which the letter has generated over £5 Million worth of sales. The testimonials and press comments are the only significant additions from the original letter, something that became possible pretty quickly after the original letter was despatched.

Imagine writing just one letter like this. Does it look hard or impossibly clever? Of course it doesn't. From memory, I think it took a couple of hours to write. As you'll see, it isn't just thrown together; there are reasons why everything is there, but it's something which anyone can learn to do.

## This is important

When people think about sales letters and other marketing messages, they often think about them as being manipulative or exploitative. They can be, but the best ones (and the most successful ones) are not. A major part of the success of this letter is that everything in it is true, and the product delivers on the promises made in the letter. Yes, it plays on the fears, anger and motivations of the reader, but that's what the best letters do. Just so long as the reader gets what they want when they respond to the letter, that's fine. Everyone wins.

**So let's look at this letter in a little detail, and I'll explain what I was trying to do, and why it was 9and continues to be) a big success.**

## Headline

You've read the programme so far, so you'll know how important the headline is in any letter or advertisement. As with any letter, the objective in the headline here is to encourage the target market to read the rest of the letter.

Here, I flag down the target market straight away...Drivers!?"

This product will only be of interest to people who drive and it should be of interest to *everyone* who drives, so it makes perfect sense to let people know that this is for them, right at the outset.

The rest of the headline plays on some pretty powerful emotions. People are naturally curious, so if we tell them that some information is being kept from them, they will

want to know what it is. If we tell them that information is being kept from them by the police, they'll be extra curious. And if we tell them that this information is going to be revealed by one of their former colleagues, well most people will definitely want to find out more.

In the second part of the headline, I introduce a little urgency with the 'before it's too late' line. The inference (which is of course true) is that the reader needs to get this information quickly before something bad happens.

The overline spells out the main benefit of the product...protect your driving licence.

So to summarise, in the headline we've introduced the key benefit, (protecting your driving licence) some curiosity (what is this hidden information?) and some urgency (delay and it could be too late!).

## **Opening**

The opening of the letter is designed to get readers to think about the serious implications of losing their driving licence, something the product is designed to prevent. It then goes on to counter any thoughts about the product being anti-road safety, and sets the authorities up as the villains who are after their money. What I'm trying to do here is tap into the sense of injustice which most people feel when they receive a speeding ticket.

By the end of this section, I want readers do be thinking about life without a driving licence and the injustice of being used as a cash cow by the government. I'm not creating a feeling of anger or resentment, but I know these underlying emotions are there and so I seek to bring them to the surface. It's only when I've done that, that they'll be ready to hear about a solution.

## **The solution**

Having urged readers into the right frame of mind to do something about it, I offer a solution, and the pay off to what was promised in the headline. I tell them about the book, who wrote it and how much experience he has. This helps build credibility and confidence that what he can tell them is worth knowing.

Next I spell out some of the information they'll find in the book. The reason they are spelled out clearly like this is stab points is to maximise their impact. People will often respond to a letter because just one piece of information in a list like this is of burning interest. The more pieces you can highlight, the more people are likely to pick up on at least one of them.

## Building towards the order

I tell readers that this information isn't available anywhere else, and neither is the book. I don't want them to confuse this with something inferior or think they can pick up the same information for free on the internet. Next I pull all readers closer, telling them that if they have points, then they need the book now, but they also need it if they don't have points. Prevention is better than cure. In this way, I make all drivers a potential buyer of the book, irrespective of their position.

In the next paragraph, I reveal a 'flaw' with the book, which fortunately may be a further lure for some people! I tell them that the book isn't authorised or recommended by the police or authorities. I say that if this bothers them, they shouldn't order. Do you think that would put anyone off, or do you think it would have an overall positive effect on sales? I think you probably know the answer. People are naturally drawn to something that is unauthorised. They want to be given access to information and material they're not supposed to have – especially when it's information or material that's being kept from them by the authorities.

## Close

Everything is tied up at the end. I state the price, and compare it directly with the cost of what the book will enable the reader to avoid. The value is enhanced further by spelling out that the reader will be getting the latest extended version for the same price as the original. I then give a 90 day money back guarantee with no conditions attached, so that there's no risk to placing an order.

In the PS I offer a free gift in return for an early order - a valuable product which should be of interest to most drivers. I tell readers that they can keep this even if they return the book under the guarantee. The idea here is that the offer is now better than risk free because the customer gets to keep something valuable, even if they don't like the book they ordered - *and* get their money back! So I've encouraged people to order quickly and given them a nice reward for doing so.

Every letter needs to close strongly and push for action. This isn't because you want to pressurise the reader into ordering something without thinking about it. But the harsh truth is this; your reader is short of time and has a hundred other things to do. If you've persuaded them to read this for, you need to do everything to persuade them to take the final step straight away. They may intend to come back to your letter later and order, but probably won't. Other priorities take over.

The second PS offers a second copy of the book at less than half price. The idea here is to get the reader thinking about who else might benefit from the book, and either buy a second copy for them, or get together with them so they each get a copy at a reduced price. Around 20% of buyers took up this option, which has probably yielded an extra £170,000 in profit.

## **In Conclusion**

I could pretend that it's all a lot more complicated and cerebral than that, but I'd be doing you a big disservice. The basic letter here has just \*\*\*\*\* words in it, and yet it's generated over £5 Million of sales. There's nothing to stop you writing a letter like this. Through this programme, you now know exactly how to do it.

Pick the right subject, follow the guidelines in this programme and you could very soon be writing a letter like this which will enable you to retire in luxury. How much easier could it be?

If you have any questions about anything in this case study, just get in touch. My personal email is [John@streetwisepublications.co.uk](mailto:John@streetwisepublications.co.uk)

# **APPENDIX 2**

## **SOME EXAMPLES OF SUCCESSFUL STREETWISE HEADLINES**

**“If You Can Read An Email And Log On To  
A Website, Then Here’s Your Opportunity To  
Make A Guaranteed ‘Secret’ Tax-Free  
Income For The Rest Of Your Life**

**No Hassle, No Work To Do –  
In Fact, Nothing For You To Do At All!”**

---

**He Made £76,742 In Under 2 Hours!**

**"I Hate This Bloke. He Got Paid Over**

**£76,000 For Just 98 Minutes Work. And  
I Was The Idiot Who Wrote The Cheque."**

**"Give Me 5 Minutes Of Your Time And I'll Tell You  
Exactly How He Banked All That Cash So Easily.  
And Then I'll Reveal How You Can Copy His System  
Without A Product, Talent, Or Any Risk. You Won't  
Need A Penny To Get Started, And Can Do The  
Whole Thing From A Corner Of Your Living Room!"**

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**“Desperate And Humiliated ‘Fatso’ Dad  
Uncovers The Shocking Truth About  
Building Shapely Muscle And Stripping  
Away Ugly Fat...After The Age Of 30!**



**Now You Can Eat More, Exercise Less, And Turn Your  
Body Into A 24 Hour A Day Fat Burning Furnace!**

**Here's Life-Changing News For Anyone Who Wants To  
Get In Shape And Stay There...At Any Age!"**

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## **The Naked Truth About Streetwise Marketing**

**"Here's The Private & Confidential Information  
The Streetwise Boys Were Praying  
Would Never Be Made Public..."**

**Ace Investigator Uncovers The Unvarnished Truth  
About The UK's No.1 Mail Order Publishers!"**

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## **Are You On An Investigators 'Hit List'?"**

**"Renegade Tax Inspector Blows The Lid On The Shocking And  
Scary Truth Which Every British Taxpayer Needs To Know – Before  
It's Too Late!"**

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**Here's Important News For Anyone Who's  
Ever Sold Items On Ebay...**

**“The Taxman Could Be Watching  
And Waiting To Pounce!”**

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**Here Are The Devastatingly Effective  
Real-World Self Defence Techniques You Won't Learn  
About In A Self Defence Class!**

**“My Name Is Janine Stafford. I'm a World Champion  
Kickboxer, 4<sup>th</sup> Dan Black Belt And Martial Arts  
Instructor. But When I'm Faced With A Real  
World Threat, I Don't Use Any Of That...**

**Now I Want To Teach You The Handful Of Simple  
But Devastating Techniques I Do Use...  
All in The Comfort And Privacy Of Your Own Home.**

**Why Stay Unprotected And  
Vulnerable For A Moment Longer?**

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**Are You Concerned About  
Long Term Care Charges?**

**“Asset Protection Lawyer Reveals The  
Insider Information The Authorities  
Are Praying You'll Never Discover!”**

**“Now You Can Fight Back And  
Protect Your Property And**

**Cash From State Confiscation  
Using This Proven System.”**

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**“Why Have I Been Forced To ‘Give Away’ My £2,000+  
Forex Trading System For Just £97?”**

**Read On To Discover The Brutally Honest Answer - And  
Why You Should Cash In On My Cock-Up Now...Before  
It’s Too Late.”**

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**He Was A Local Council Junior Clerk. And Then One  
Day He Discovered The Dirty Secret That Shocked  
Him To The Core...**

**A Few ‘Lazy Insiders’ Were Raking Off Millions In  
‘Unfair’ Cash Jackpots  
Without Risk Or Work. But It Was All Perfectly Legal -  
Unfair, But Legal.**

**Six Months Later He’d Quit His Job  
And Joined The ‘Lazy Insiders’. Believe  
It Or Not, You Could Be Less Than  
28 Days From Doing The Same Thing!”**

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**Banish Long Term Care Charges!**

**“Which Of These Loopholes Will You  
Use To Shield Your Cash And Property  
From State Confiscation?**

**Here’s The Insider Information The Authorities  
Are Praying You’ll Never Discover!”**

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**“My Boss Laughed Out Loud When  
He Saw Me Sweeping The Factory Floor.  
But It Was Me Who Had The Last Laugh...”**

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**“He Was Just The Anonymous Computer Geek,  
Slaving Away In The Backroom At A Big City  
Firm. But Then He Quit His Job, ‘Stole’ His Old  
Bosses Biggest Secret...And Now Uses It To  
Make At Least £72,000 A Year From Home...”**

**But What He Does Has Nothing  
To Do With Financial Trading!**

**Read On and Discover How You Can Copy His Secret,  
And Make Guaranteed Cash Profits Using The Laughably  
Simple Push-Button System He’s Set Up For You.”**

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**Why Do Self Defence 'Experts' Fear  
This Reformed Streetfighter So Much?**

**“Because They Know Their Fighting Systems Don’t Work  
In The Real World...”**

**“And He’s Put Together An Uncensored Arsenal Of  
Underground, Banned And Down & Dirty Techniques That  
Makes Everything They Teach Virtually Obsolete!”**

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**Banned!**

**“They Banned It From Every Combat Discipline On  
Earth...And With Good Reason! But Now You Can Get  
The Inside Story On One Brutal  
And Totally Uncensored DVD!”**

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**“Former London Electrician Quietly Banks £2.1 Million  
In Six Years And Now Reveals The Real Story  
Behind The ‘Get Rich In Publishing’ Hype...”**

**If You Have 30 Spare Minutes A Day, This  
Ordinary-Looking Flight Case Could Be  
Worth Over £7,000 A Week To You...But  
Without ‘The CPS Secret’, It’s Worth  
No more Than Its Value In Scrap”**

**So What’s The CPS Secret? The Answer Will  
Astonish, Excite And Anger You In Equal Measures**

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**From the Desk of Geoff Matthews...**

**“I Can Show You How To Win £650  
A Week...Tax Free – And  
Without Risking A Penny To Do It!”  
Give me just 3 minutes of your  
time and I’ll explain how**

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**“How I Made £2.1 Million In  
6 Years From The CPS Secret!”**

“If You Have 30 Spare Minutes a Day, This Ordinary-Looking Flight Case Could be Worth Over £7,000.00 a Week to You...But Without ‘The CPS Secret’, it’s Worth no More Than Its Value in Scrap.”



**So What’s The CPS Secret?**

**The Answer Will Astonish, Excite  
and Anger You in Equal Measures**

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**Retired’ Night Club Bouncer And  
Fearsome Street Fighter Says...**

**“When I’m Facing A Violent And  
Dangerous Attacker I Need Just**

**One Thing. It's My Secret Weapon!"**

**This has nothing to do with Karate, Judo or any other martial art or conventional self defence system. And yet it's so brutal that most people are afraid to use it.**

**For the first time ever, he's now agreed to teach you this on DVD, in the comfort and privacy of your own home!**

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**UK Residents Shamelessly Exploit  
American Stupidity And Misery To  
Bank Shocking Cash Windfalls...**

**How The 'Walkers' and 'Jingle Mail' Have Turned The US  
Property Meltdown Nightmare Into A Modern-Day  
Goldrush For Stay-At-Home, 'Lazy' Brits!"**

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**How To Make 'Never-Work-Again  
Money' At The Stroke Of A Pen...**

**"It's A Loophole That International Arms Brokers Have  
Exploited For Decades. But Now You  
Can Cash-In On The Same Secret For The  
Very First Time...And Without Rubbing  
Shoulders With Despots and Dictators!"**

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**“I Thought This Had Been Stolen And Then  
I Received A Letter That Said...”**

**“I Made £29,000 From  
£400 In Four Months!”**

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**Now You Can Be Immune To The Credit-Crunch, Tumbling  
Stock Markets, Recession And Rising Unemployment...**

**“Reclusive Tax Exile Trader Breaks Cover With  
The Worlds Simplest (And Most Devastatingly  
Profitable)Virtual Auto Pilot Click-And-  
Profit Market Raiding Software Tool!”**

**No complex charts...No baffling analysis...In fact nothing to  
learn at all. With this single lazy mans plug-in-and-go tool  
you can launch your assault on markets within 60 minutes  
or less.**

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**It Looks Like A Piece Of Worthless Rubbish – A  
30 Year Old Dog-Eared, Yellowing Bundle Of Papers...**

**And Yet The Secret ‘Money-Magnet’ Formula It Contains  
Made Me An Effortless £1,222,689 Last Year!**

**And That Was A Bad Year!**

**Read On And I’ll Reveal The Fascinating Story Of How**



**I Discovered It, How It Was Almost Thrown Away, And  
Why I've Decided To Give You A Copy FOR FREE So  
You Can Claim Your Own Million Pound Plus Fortune.**

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**Attention Golfers!**

**“How A Visit To My Bone-Crunching Osteopath  
Unlocked The Amazing Lost Secret Of The Perfect Swing!”**

**“You Too Could Smash Your Drives 50 Yards Further  
And Slash 10 Strokes From Your Score:  
And Now You Can Learn How In Just 8 Minutes!”**

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**Best Selling Multi-Millionaire Author has Brain Storm And  
Agrees To Send A Free Copy Of His Highly Acclaimed  
Book To Every Reader...**

**“How To Stop Working And  
Make A Million Pounds Instead!”**

**Over 20,000 Copies Sold At £19.95...But Now You Can  
Claim Your Copy For Free. No Catch, No Obligation  
And Not A Penny To Pay, Now Or Ever!**

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**“I Wanted To PROVE That  
Even A Total Loser Could Rake  
In Truck Loads Of Cash With My  
Idiot-Friendly Money Making System...”**

**So I Gave It To One, And Then Had  
A TV Documentary Crew Follow  
Him All The Way To Florida!”**

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Photo of ‘loser’

And film crew  
filming him  
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**Here’s What Happened Next...**

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**“Former Wedding Disc Jockey Discovers  
Intriguing Legal Loophole...And The  
Key To A Deep Well Of Untapped Cash!**

**“Using The System I’ve Created From  
Scratch, I Routinely Pocket An Easy £250-£500  
Without Breaking The Law. Anyone Can Copy  
Me And Be Banking Easy Cash Within 7 Days.”**

**If You Mess This Up, It Really  
Is Time To Throw In The Towel!**

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**“What Have Simon Cowell, Bruce Forsyth  
And Sir Alan Sugar Got In Common?**

**They All Help Me Make An Extra £300-£750  
A Week Tax Free From Home ...And Now**

**They Can Do The Same For You...**

**But Only If you Are One of The First  
100 People To Reply To This Letter!"**

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**It Looks Like A Piece Of  
Worthless Rubbish – A  
ThirtyYear Old Dog-Eared, Yellowing Bundle Of Papers...**

**And Yet The ‘Secret Money-Magnet Formula’ It Contains  
Made Me An  
Effortless £1,222,689 Last Year!"**

**Read On And I’ll Reveal The Fascinating Story Of How I  
Discovered It, How It Was Almost Thrown Away...And  
Why I’ve Decided To Give You A Copy FOR FREE So You  
Can Claim Your Own Million Pound Plus Fortune!"**

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Game-Changing Underground  
Investment Revealed...

“Cash-Strapped Recent Retiree Stumbles  
Across Previously Hidden, Risk Free  
(But Totally Legal) Way To Make 18%-25%  
Return On His Money – Every Week!"

Got An Hour To Spare In The Morning? Well  
You Could Copycat His System And Be Making

£100-£300 A Day From Home Before The End  
Of The Week!”

Read On To Discover How....

**I Former Solicitor Spills The Beans On His No-Brainer-Simple, But  
Fiendishly Ingenious Private Money Making System...**

**I’ve Milked It In The UK. I’ve Milked It In  
South Africa. I’ve Even Milked It In Estonia. It  
Works Like Clockwork**

**“My Turnkey System Routinely Pulls In A  
Minimum Of £250 An Hour...And You Don’t  
Even Have To Set Up A Business To Start  
Banking Bumper Four-Figure Cheques.**

**I’ve Milked This Anywhere and Everywhere!**

**Here’s Your Opportunity To Copy What  
I Do, And Go From Zero To At Least  
£3,500 Per Month In 45 Days Or Less!”**

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**“Why Does This Former Toy Maker Love Failure,  
Foul-Ups And Incompetence So Much?**

**Because He’s Discovered A  
Foolproof Way To Turn It Into**

**A £700+ Per Day Profit Opportunity...**

**It's The Dirty Internet Secret The Insiders  
Don't Want You To Know"**

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**Here's Important Information For Anyone Who  
Wants To Copy Me And Turn A Spare Hour Each  
Day Into A £30,000 A Year Cash Windfall!"**

**Legendary Tax Exile Trader Has  
An Important Question For You...**

**"If You Could 'Spy' Over My  
Shoulder As I Go About Picking My Winning Trades  
– Do You Think You Could Make Money With Me?"**

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**"Why Do The Trading Guru's  
Hate This Genial Looking  
Fly Fisherman So Much?**

**Because He's Just Made All Their Expensive  
And Complex Systems Redundant...**

**And Now He Wants To Show You The Lazy Way To Rake  
In An Easy £77-£119 An Hour From The Financial Markets  
– Without Leaving Home!"**

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**"From my original bank of £2,000 back in summer last year, I have  
withdrawn an incredible £38,000 in pure profit. I am confident I can  
continue to earn fantastic money and be here for my young children. This is  
much better than being totally stressed out, with no time for my kids, stuck  
on the M6 and forever battling to gain precious sales."**

***Janet Fry (Former sales representative)***

**“Why Has This Notoriously Secretive Scottish Tax Exile  
Been Forced To Virtually Give Away Unlimited Access To  
His £250-A-Press ‘Magic Button’ Cash Generating System?  
It Normally Costs £1,991 And Raked  
In A Profit Of Over £167,000 In 2009**

**But Now You Can Start Banking Your Share Of  
The Loot For Pennies In The Pound!**

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**Now You Can Be Immune To The Credit-Crunch, Tumbling  
Stock Markets, Recession And Rising Unemployment...**

**“Reclusive Tax Exile Trader Breaks  
Cover With**

**The Worlds Simplest (And Most Devastatingly  
Profitable)Virtual Auto Pilot Click-And-  
Profit Market Raiding Software Tool!”**

**No complex charts...No baffling analysis...In fact nothing  
to learn at all. With this single lazy mans plug-in-and-go tool  
you can launch your assault on markets within 60 minutes  
or less.**

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**Do You Have What It Takes To Become  
One Of My ‘Partners In Crime’?**

**“Discreet People Needed To Help Cash  
In On My Legal, But Totally ‘Fixed’  
Home Based Cash Generating System...**

**At Last You Can Have The  
Decks Rigged In Your Favour  
For A Change – But Don’t  
Read Another Word If  
You Want To Play Fair!”**

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**“Do You Have What It Takes  
To ‘Steal’ From The Public?**

**“I’m Looking For Just 100 Raw Recruits To Tap Into My  
Turnkey System And Syphon-Off Up To £2,124 An Hour  
For Yourself... Without Even Leaving Home!”**

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**Your Mother  
Was Wrong...**

**Cheats DO Prosper!**

**“I’m Going To Show You How To Turn  
The Tables, Cash In On Their Greed, And Quietly Pocket  
An Easy £1,000 A Week By  
Copying Their Dirty Secret...**

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**There's An Extra £1,000 Per Week  
Cash Waiting For The First 93 People  
To Pass This Simple Test....”**

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Last Year I Paid Fourteen Key 'Outsiders' A Total Of  
£1.57 Million... But It Wasn't Nearly Enough!

**That's Why I'm About To Teach A Handful Of 'A-List'  
Customers How To Collect Their Own £100,000+  
'Outsider Circle' Payout In 2011.”**

**Read On To Discover How To Get In On This...**

**But Why You Need To Act Fast!**



# **APPENDIX 3**

## **SOME EXAMPLES OF SUCCESSFUL STREETWISE SALES LETTERS**

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# **“How To Make £500 A Day Without A Job!”**

**“Unemployed Bricklayer Reveals How He  
Rakes In Over £2,000 A Week By  
Cashing In On The ‘Recession Effect’”**

“Here’s How You Could Be Up & Running And Copying His Lazy Cash Profit Plan  
Within The Next 3 Days!”

Dear Streetwise Customer,

I’ll get straight to the point...

If you’re interested in finding out how you can make £500 a day or more without a job, as a result of a unique set of circumstances thrown up by the recession, then you need to read on.

This isn’t one of those silly internet opportunities or anything to do with gambling, financial trading or mail order. It’s a ‘proper tangible business’ – but one you can start making money from straight away, and without capital, experience or any prior knowledge.

Still with me? Good...

But look, I know times seem tough right now...

Hundreds of thousands of people have lost their jobs. Millions more are scared of losing theirs. And those still in work are seeing their standard of living fall through the floor – with only an uncertain pension to look forward to.

It doesn't look good for a lot of ordinary folk and I should know...

My name is Graham Blakeman and just two years ago I was raking in what felt like a small fortune - £700 a week laying bricks on posh apartment block complexes that were springing up everywhere. And then the credit crunch hit from nowhere and it was like my whole world ground to a halt - almost overnight!

I was laid off along with dozens of my work mates. I thought it would only be temporary. But the idle days turned into idle weeks and the idle weeks turned into idle months. It took a while for the penny to drop, but after about 5 months I realised that this wasn't going away any time soon.

With a wife and 3 young kids to support, I needed to do something fast. But what?

The only thing I'm qualified to do is put one pile of bricks on top of another. And if nobody's building anything, that's not a very marketable skill. What's more, there was zero chance of me getting a job doing anything else. Why would they take me on with so many qualified people on the dole?

I thought about starting a business, but what the heck do I know about that? And anyway, I'd got several friends who were self employed, and without exception they were all suffering the ill effects of the recession. I couldn't give up though, and something was nagging away in the back of my mind.

You see I once read somewhere that there was no such thing as a negative event, and it's stuck with me. It all depends where you happen to be standing. The blunt truth is that even when someone dies, an undertaker make money So I figured there must be people making a killing from the tough times we were having.

So why not try to find out who  
they are, and copy them?

I looked at what happens in a recession...people buy less stuff and businesses go bust. And then I thought about the other side of the coin...

There's probably a load of bankrupt and overstock goods going cheap somewhere!

At the time I had no idea whether that was true or not. I didn't know what there was, or where to get hold of it. In my own mind I thought that perhaps it might be possible to pick stuff up for between 25% and 50% of the regular price. Was I in for a shock! Over a period of a month, I uncovered a hidden market which the general public never get to see – an almost bottomless source of practically every consumer product you can imagine at below cost price....

**Often less than 5% of the retail price!**

And I also found something else...an underground group of very ordinary men and women who were quietly raking in extra-ordinary cash profits by cashing in on the bargain basement bonanza created by the recession.

Forget the high street or the internet. Here's an example of the sort of purchase prices I uncovered...

Brand New Item	Cost	Brand New Item	Cost
iPod Nano 8GB	£15.00	Mountain Bike (Cross Sprinter)	£20.00
Binatone Sat Nav System	£4.40	Microwave Oven	£6.00
TV Samsung 32" Widescreen HD Ready	£45.00	Samsung Mini DV Recorder	£26.00
Nokia 6300 Mobile Phone	£13.99	Rowing Machine	£16.20
Bosch Delta Sander	£2.50	Gordons Gin 70cl	£0.53
Gents Leather Jacket	£3.30	Smirnoff vodka, 1 Litre	£0.48
Xbox 360 60GB	£18.00	Sparkling Chardonnay Wine	£0.35
Flymo Trimmer	£7.05	Hardback Best-Selling	£0.15
Bose Music System	£23.00	Nike Kids Trainers	£3.30
Halo 3 Computer Game	£3.15		

It doesn't take a genius to see how easy it is to make a massive profit (and still give your customers the bargain of their lives) when you can buy at prices like these. This opportunity can generate embarrassingly large piled of cash, and it's remarkably simple to do.

So, two questions before you decide whether to read on...

- Would you like to take advantage of these prices for yourself?
- Do you think you could make a profit selling these items, and still give your customers a far better deal than they could get anywhere else?

If your answer to either question is yes, I have much to tell you...

Over the past 12 months, I've gone from unemployed Bricklayer to full time trader – buying top quality branded goods at ridiculously low prices, and then selling them on to grateful customers at a massive profit. I now average over £500 a day profit, work and less than half the hours I did on the building sites. You could do this too.

And it all came about because of the recession!

But as I've found out, this is a business which was thriving before the recession, and it will continue to thrive long after this recession is over and done. In fact it's a business which has been quietly churning out enviable incomes for switched-on individuals for decades.

It's just that the recession has bolted a couple of huge turbochargers on to the opportunity!

That's why brand new CD's can be sold off at 10p each, mobile phones for 75p an item, Vodka for an amazing 48p a litre, leather jackets for under a fiver and state of the art TV's for less than... wait for it...£20. It's outrageous I know, but it happens all the time. Many people are taking full advantage and so can you!

I can show you how to tap into this virtually bottomless supply. You won't need capital. You won't need special skills. I certainly don't have any. Absolutely anyone can cash in working from home in their spare time.

### **If you can spare 30-60 minutes a day, then here's how you can earn over £10,000 a month from home!**

What you need is some inside information...what to sell, where to buy it at the lowest possible prices and how to sell it in a way that will bring in maximum cash profits. That's precisely what I can show you.

You see, in partnership with a guy by the name of Joe Kennedy (more about Joe in a moment), I've put together a manual which blows the lid on this whole field...

- Where to buy goods at a fraction of the price you'd pay in the cheapest shops...even in the January sales.
- Names, addresses and contact details for over 70 secret trade warehouses selling goods at way below cost price.
- The unpublicised internet sources which mean you can view and buy your dirt cheap stocks without leaving home.
- Confidential details of 5 other key sources of supply which are never revealed to the public.
- Which products to concentrate on if you want to make the most cash in the minimum time.
- A simple formula for pricing your products for maximum profits and customer satisfaction.
- Advertising secrets. How to construct an ad' which will practically force your customers to buy.
- 9 other tried and tested methods of selling your goods – both quickly and profitably.
- How to use the power of cross-selling to supercharge profits.
- How to set up a home based sales operation. Never leave home to make a sale!

...and that's just the start. You'll find every last detail you need to go from raw novice, like I was just 18 months ago, through to experienced pro-trader making £500 or more a day in this exciting and fast moving field.

You get to work when you want, where you want and for as long as you choose. When I was working on building sites, I was earning good money (or so I thought!) but I was about as far from being my own boss as it was possible to get. I had to work the hours I was told and

always had someone looking over my shoulder. What's more, I always had the fear of being laid off hanging over me.

In short, my fate was always in someone else's hands and I didn't realise how much that bothered me until I became a trader, and had the complete freedom to work where, when and how I wanted.

Now, if I want to take a few days off I do. If I don't want to get up until 9.00am or even 10.00am, then that's fine. I've talked a lot about the money to be made (and saved!) in this letter, but the freedom is every bit as important to me.

If that sort of lifestyle appeals to you, if you're looking for the perfect money making opportunity to see you through the recession, or even if you just want to learn how and where to buy goods at silly prices, then I'd urge you to get hold of the manual that Joe and I have put together. This system really has catapulted me to a fortune.

## **How To Make £500 A Day Without A Job!**

When I was a wannabee, trying to figure out the insider secrets of all this, I was lucky enough to be introduced to Joe Kennedy at one of the warehouses I've been telling you about. A lot of what I now know is down to Joe. He's been taking advantage of below cost stocks since way before the last recession, let alone this one. What he doesn't know isn't worth knowing. And so when I was looking for a partner to help me pull this manual together, he was the obvious choice.

With all modesty set to one side, what we've created here will enable anyone to make life changing amounts of cash, working just the hours that suit them. It will carry them through both good times and bad. It's a business that can never go out of fashion, because it simply adapts and changes to follow current trends and fashions.

The underlying principles never change...

1. Buy in vogue stock at below cost prices
2. Mark up a healthy profit margin
3. Sell on quickly, and pocket the cash

### **But this is very important...**

Please don't think for a minute that you need to invest heavily in stock to take advantage of the prices I'm talking about here. In fact quite often you can buy a single item. It's that simple. Make your purchase, mark it up and sell it on. Easy! You can get started for £50 or less.

Interesting. But what's the catch?

People often ask me if there's something 'wrong' with the sort of stock I'm talking about here. No there isn't!

They're the self-same products you'll see in the big stores, the same brand names – for example, designer clothing from Armani, Ralph Lauren, Calvin Klein, Levi Straus, Tommy Hilfinger, Nike, Burberry, Yves st Laurent, Adidas, Disney, Reebok etc; and appliances and

high tech goods from, among others, Sony, Olympus, Canon, Morphy Richards, GEC, BT, Zanussi, Phillips, AEG, Aiwa and Panasonic. All absolutely perfect, boxed and ready to go. Just a hell of a lot cheaper than anywhere else.

You've heard all the stories of sports goods being made in third world countries for just 90p and sold in the West for £90. Well, here's your opportunity to pay Islamabad prices.

### **How about these:**

Hugo Boss Designer Shirts £5.50

Men's Levis 501's £3.10

Dr Martins Men's Shoes £4.84

Playtex Wonderbra £3.68

Fashion Handbags £1.20

Quality, Branded Golf Jackets £3.50

Clarins Hand and Nail Treatment £1.25

But there's much more to this than overstocks...

### **Returns!**

Have you ever returned goods to a mail order or catalogue company for refund? Well so have a lot of other people. Most of the best goods I buy come from those mammoth catalogue, home shopping firms – Kays, Argos, Littlewoods, Great Universal, Choice, Index, Family Album and Burlingtons. Vast consignments of stocks are made available from customers who have simply...changed their minds.

Many catalogue-shoppers order more items than they need or want, safe in the knowledge that they can return whatever they don't want and will not be charged. You may have done this yourself. I know my wife has.

Any goods that have been sent out and returned cannot then be re-sold. Anything that isn't absolutely perfect in every way is automatically rejected. The losses are factored into the high prices other customers pay. The huge piles of returns can then be sold off for peanuts.

Of course, there's nothing wrong with the goods! So, okay, the box or the packaging may occasionally be torn. It happens (even in shops). But you're often been asked less than 5% of retail for goodness sake! When I'm paying £5 instead of £100 I'll put up with a slightly torn box. Wouldn't you?

And now we come to the type of bargains which the recession has multiplied up many times over – creating more opportunities than have ever been available before.

## **Bankrupt Stocks!**

There are two sides to every liquidation or bankruptcy. For every company or individual that loses out because they're forced by the receiver to dispose of their stock at a ridiculously low price, someone else bags a huge bargain. And if that person is switched on enough, they can make a small fortune by adding a profit margin and then passing on those bargains to others.

Liquidations are great for cheap-as-chips goods and I provide you with all the contacts in my new handbook. Forget most auctions. You won't get half as good a deal as through my sources.

For example – and you won't believe this! – large, strong boxes full to brimming with brand new items of bedroom furniture, including wardrobes, chests of drawers and dressing tables...£11.00 per box. No, that's not £1,100 per box or even £110 per box. That's eleven pounds!

And it gets even better...

A standard box of 50 mixed items of “mainly lounge/occasional furniture” for £8.00 a box. Eight pounds. Outrageous value! Simply ridiculous, I'm sure you'll agree.

As you've already gathered, I aim to pick up goods for less than 5% of their retail value. Bankrupt stocks are marvellous for this, and all the goods are in wonderful condition. So occasionally you have to pay a little bit more – some desirable designer clothing up to 8% of retail, high-quality leather garments and some high-tech electronic gadgets and the like 12.5%, but rarely much more than that. Indeed, at 12.5% of retail I feel I'm being taken advantage of!

## **Never Pay Retail Prices Again!**

Indeed, when you're paying tiny prices like these...

Sniper Car Alarm £2.95  
Barbie Mariposa Doll £1.60  
Roby Brief Case £3.30  
Talking Alarm Clock £0.89  
Pair Of Walkie-Talkies £2.43  
Nintendo DS & Two Games £23.00  
Exercise Cycle £12.30  
Hi-Tech Trainers £4.00  
Crest Toothpaste £0.19  
Garden Fork £0.79  
80 pc Socket Set £2.99  
Fairy Liquid £0.39  
Ted Baker Designer Shirt £7.00

Why on earth would you want to buy stuff from anywhere else?



## **So if it's so easy, why aren't more people doing it?**

Well there are probably a lot more people doing this than you realise. They simply choose to keep quiet about it. A lot of the items you see for sale on the internet and in local papers are often placed by people taking advantage of this cash generating method.

And goods offered for sale in pubs (NOT a method I recommend by the way!) are more often than not, obtained in the same way. So much for the 'fell off the back of a lorry' stories. Truth is that they don't want you to know where the goods came from. If you did, you could go direct!

Of course most people simply don't know where to obtain goods at such seemingly unbelievable prices, and if they did, they wouldn't know how to go about making money from them. That's why more people aren't doing it. And that's the information my manual gives you.

## **Everyone Should Have Their Own Personal Copy Of This Manual...**

Even if you don't go into business for yourself selling these items, one thing's for sure...you'll never pay full price again for anything. In fact you'll rarely pay as much as half price. Most people are literally shocked when they discover what's available.

But if you do start to trade, the cash profits can be fantastic (In fact so good, it can be embarrassing) - and they're there right from day one! I made £135 the very first day, and knew within a week that I wouldn't be going on a building site again anytime soon.

Maybe you've got a job at the moment. That's great. But wouldn't it be great to have an independent income – a safety net against redundancy, or even just some extra cash that can be the difference between existing and really living.

Whatever your interest - to save money, to make money...part time second income, or fulltime fortune maker...there's no need to make a firm decision right now. There'll be plenty of time for that during the free trial period I'd like you to take advantage of. More about that in a moment...

So, How Much Is This Going To Cost Me?

More important than that, how much is this information going to make or save you? I asked friends how much I should charge for this information. I had no idea. Unlike mass-produced titles in bookshops, they reminded me that exchanges of insider information of this nature usually run into hundreds of pounds.

But I just can't bring myself to charge that much! Maybe because I've got the bargain bug! I wouldn't pay hundreds for a book – no matter how valuable the information – and I wouldn't expect you to either. That's why I've decided to release a limited number of copies at only £97.00. Honestly, this is a seriously good deal. You can expect to save much more than this with your very first purchase.

## Don't Delay!

'How To Make £500 A Day Without A Job', contains information that has never before been published. It is the only publication of its kind in the UK. And it's only available from my publisher's in limited numbers.

What's more I only want you to send for my manual on approval. I'm absolutely confident that you'll love what you discover in 'How To Make £500 A Day Without A Job'. But I know you can't be sure of that yet.

So here's what I want you to do...

**Discover the secrets and be fully protected with my  
no questions asked 30 day money back guarantee...**

Send for 'How To Make £500 A Day Without A Job' on approval. If you don't think the manual is everything I've said, if you can't see how it would work for you, or if you don't like it for any reason simply return it to my publishers within 30-days for a full, unconditional, no-questions asked refund.

So even if you decide to return the manual for a refund you'll still be able to find out exactly how to make £500 a day without a job for free. You see I don't want to keep a penny of your money if you don't think you can benefit from the insider information contained in my manual.

Is that fair?

To receive a copy of my manual, on approval – without risk or obligation – fill out and return the enclosed no risk application, or alternatively you can call one of my publisher's credit card hotlines on **01709 361819** (phone) or **01709 360611** (fax) 24 hours a day. If you'd prefer to order on line go to

**[www.streetwiseneews.com/500aday](http://www.streetwiseneews.com/500aday)**

I very much look forward to hearing from you soon and opening up this little known and fascinating world to you.

Best Regards

*Graham Blakeman*

**Graham Blakeman**

*Originator - "How To Make £500 A Day Without A Job"*

**P.S.** As the Credit Crunch and recession continue to bite there has never been a better time to benefit from the information contained in ‘How To Make £500 A Day Without A Job’

You have absolutely nothing to lose by taking a look.

**PPS** If you order your ‘on approval’ copy within the next 48 hours, my publishers have arranged for you to receive a very special free gift... *“Five Get Rich Projects You Can Start Today For £50 Or Less!”* Full details are below. This is yours to keep, even if you return “How To make £500 A Day Without A Job” under the cast iron money back guarantee.

**Streetwise Publications, Eden House, Genesis Park, Sheffield Road, Rotherham, S60 1DX**  
**Telephone: 01709 820033 Fax: 01709 360611**

### **Publishers Notice**

## **Yours Free When You Order** **Within The Next 48 Hours!**

### **“Make Money At Home Easily!** **Free Report Reveals 5 Get Rich Projects** **You Can Start Today For £50 Or Less!”**

Dear Customer,

It’s no secret that the recession is hitting a lot of people hard. But what few people realise is that there’s often a fast and easy solution...and it’s literally right on your doorstep.

You see, rather than trying to replace the job they just lost, or make up the extra money they need by getting a second job, an increasing number of ‘insiders’ are quietly launching their own money making projects from their own kitchen table or living rooms. These projects often pay considerably more than getting another full or part time job...and they require a lot less effort too.

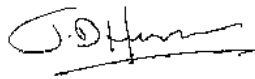
And the really good news is that they can be set up for next to nothing.

**When you order a copy of How To Make £500 A Day Without A Job, you’ll also receive this specially created report detailing 5 highly lucrative ‘kitchen table’ projects that can be started straight away without fuss or formality...and for £50 or less.**

Whether you're looking for a full time money maker, or something to top up an existing income, one of these 5 ingenious projects could be just what you need. It doesn't matter what your skills or background are. One of these is bound to be right for you.

The report is yours to keep, even if you decide to return How To Make £500 A Day Without A Job, under the cast iron money back guarantee..

Best Wishes,



John Harrison

**Publisher**

P.S Just in case £50 is too much to get started in a money making project, I'm going to include an extra bonus report detailing another 5 home projects you can start for absolutely nothing. So that's 10 home based projects altogether for you to choose from.

**Remember – This free report is yours to keep whatever you decide**

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# **I Thought This Had Been Stolen And Then**

**I Received A Letter That Said...**

**“I Made £29,000 From  
£400 In Four Months!”**

Mr L Laverick

Dear Streetwise Customer,

This is a short message, but one you'll want to read to the end if you're on the lookout for a lazy way to banish recession worries and secure a massive tax free cash windfall every month.

Here's what it's all about...

Back in 1995 (Yes we've been around for a long time!) I received a 'mystery' package through the post. Now bear in mind that this was pre-internet days, so everything arrived by post – and we received a lot of packages. But there was something different about this one...

Because there was no clue as to who had sent it.

I remember opening the envelope now. It was a plain A4 manila one, with my name and company address written on the outside in ink. Inside was a corner stapled wad of papers – a bit dog, eared to be honest – and across the top in old fashioned typewriter script were the words **System 89P**

Underneath this wad of papers, was a handwritten letter. *“I’ve been working on this for the past 3 years,”* it said. *“Try it out and see what you think. I’ll be back in touch in 6 weeks time.”* It was simply signed, Tony. No surname. No address.

I was intrigued, but when I started to read through the wad of papers my heart sank. It was all about horse racing. Yes, this was a betting system, and I wasn’t happy!

You see, back in 1995 we didn’t publish or market anything to do with betting or gambling. I thought it was a mug’s game with only one winner – the bookmakers. But there was something about this tatty pile of papers that piqued my interest. Maybe it was the mystery of it all, or maybe it was the fact that it was obvious that whoever ‘Tony’ was, he knew his stuff...but whatever it was I wanted to find out more.

I asked one of our staff to ‘dry test’ the system over the next few weeks. It wasn’t difficult for them to do. To be totally frank with you, the system is very quick and simple to implement. It takes about 4 minutes a day on average. There’s nothing complicated about it, and that worried me at first, because I figured that if you were going to beat the bookies, you’d have to do something pretty clever.

Anyway, I set all concerns aside...there was nothing to lose after all...and asked Nicky to simply follow the system to the letter. I chose her because she knew absolutely nothing about horse racing or gambling and wouldn’t be tempted to second guess the system. I also figured (perhaps a little unkindly) that if she could follow the system and profit from it, anyone could!

Over the next 4 weeks, she followed the simple step by step instructions which Tony had laid out to the letter and keep a detailed record of bets placed, wins and losses. When the month was up, she walked into my office with the result. I skipped over the names of horses and race courses I knew nothing about to the bottom line where I found the following...

**Profit £962.50!**

I was pretty excited by this – it was the first gambling system I’d found that worked – and anxiously waited for ‘Tony’ to get back in touch. In the meantime, I decided to do a live test of the system over the next 4 weeks, and that came back even better – over £1,300 profit. But real money this time!

By now, I’d decided that this would be our first gambling related product, but there was a problem. No Tony! We waited for several months, but the guy never got back in touch. Never heard from him again. And so we had a bit of a dilemma.

On the one hand, we had a gambling system that worked fantastically well, but on the other, we didn’t know who had created it. Had he died, lost interest, forgotten about it? We had no idea, but we didn’t feel able to do anything with it for a while. But then after about 18 months, we decided that this was a waste – that we had customers who could benefit massively from it.

And so we decided to give it away – as a thank you to a handful of our best customers – people who had already spent a great deal of money with us in the past and who we wanted to thank in a tangible way.

Within weeks, it was them who was thanking us....

“The System 89P is producing amazing results at the moment.”

**Mr K Kane**

“Anyone wondering whether to give the system a try should do so immediately. I have been using the system since you sent it to me and the results are as follows...won 15/8, won 10/3, won 5/1, 2<sup>nd</sup> 7/1, won 4/1, won 15/2. Absolutely brilliant! Who the hell needs a job?”

**Mr S Lloyd**

“I found your horse racing system to be profitable. I had 3 wins from 4 bets at 7/2, 9/2 and 7/4. Many thanks”

**Mr E Bearne**

“Thank you for the racing system. I had never betted on a horse in my life. I had to ask someone in the betting shop how to write the betting slips. I have profitted so far by £340 over the last 6 weeks.”

**Mr P Stapels**

In short, the system was a stunning success, generating thousands of pounds for the handful of people we shared it with. But – and here’s what’s strange – despite all this success, we never marketed it to either our customers or the general public. It somehow didn’t seem right while ‘Tony’ was still on the missing list.

He never did turn up, and his system never saw the full light of day. We moved on to other things, and to be honest, I’d forgotten all about it, until in early January 2009, I received a letter from an old customer. Here’s what he said...

“Many years ago, sometime in the 1990’s, I subscribed to your business magazine and found success with a horse racing system you sent me called System 89P where I made £29,000 from £400 in four months. Would you send me a photocopy of the system as I’ve lost mine.”

**Wow...£29,000 in 4 months!**

Suddenly the memory of the fantastic success we’d had with System 89P came flooding back. But the excitement was short-lived, because I realised that before we moved from the offices we were working from in the mid 1990’s, we’d had some computers stolen in a break-in...

They weren't backed-up. And System 89P was on one of them!

The only hope was if we'd kept a hard copy of the system somewhere. Now we have over 5,000 square feet of offices and warehouse...literally thousands of files and storage boxes. Needles and haystacks spring to mind. But we had to try, and so I gave one of our staff two days to try to find it – if it was there.

### **The God's were on our side...**

Within an hour she was back in my office clutching a bunch of rather sorry (but readable) papers, with the words System 89P typed boldly across the top.

As I re-read the system instructions, I was relieved to find that my memory hadn't been playing tricks on me. It was childs-play to understand and implement, taking just a few minutes a day at most. How simple and easy? Well if you can count to ten, and display a little patience (there won't be a bet very day) then you can do this. It's a system that relies on statistics for its profit generating power, rather than knowledge of horses, racing or form.

### **This is very important...**

You don't need to know anything about horse racing to make money from this. You don't need to know anything about betting or odds to make money from this. In fact many of the people who have profited from System 89P have never placed a bet in their life before. The truth is that the people who we privately shared the system with back in the mid 1990's weren't gamblers at all – they were just ordinary men and women looking to make some extra money from home.

### **So why am I writing to you about this today?**

Well, Tony isn't going to turn up now, and I figured in these difficult economic times, there are probably a lot of ordinary folk who would appreciate a simple but highly effective way to make an easy extra few hundred (or maybe thousand) pounds a month from home.

When we first tested and proved the power of System 89P, it was all a lot harder than it is today. There was no internet back then. If you wanted to place a bet, you had to go to bookmakers – an uninviting squalid litter strewn, smoke filled hell-hole is what the uninitiated would have found there back then. But today, you don't have to leave your computer keyboard to place a bet...

This really is something you can do in a few minutes  
from home by simply placing your bets online.

If you'd like to test out this simple system for yourself...the one that generated over £29,000 profit for just one of our customers in the mid 1990's, completely risk free and without obligation, then read on...

Here's how to get hold of a copy of this recession proof,  
credit crunch busting system and test drive it for yourself...

I'm planning to release System 89P later in the year to the general public. We haven't finalised the price yet, but it will be high...at least £200. And it will be a steal at the price. Remember, it's a system you can use straight away to make



hundreds (maybe even thousands) of pounds each month – without leaving home, and in just a few minutes a day. Anyone following the system stands to make money. System 89P has never been taught before (except to a handful of our best customers in the mid 1990's) and it's not available anywhere else.

But I don't want you to pay £200.

You see you've already invested your hard-earned money with us. So I want to reward you for that by more than slashing the price in half for you, leaving just £97 to pay!

**But this is very important...**

Please understand that this offer is open to you and you alone. It isn't open to people who haven't bought from us before. It's not open to your friends or anyone else you know. We'll be checking all orders against our customer file and if you're not on the list, you don't get the deal!

Sorry if that seems harsh, but I want our loyal customers to profit from it first. Everyone else can wait - and then pay the higher price!

And here's another reason why this offer  
is for you - and you alone...

**A Completely Unconditional**

**Money Back Guarantee**

You can order your copy of System 89P on approval. If you decide for any reason whatsoever that the system isn't right for you, or doesn't live up to your expectations, you can return it at any time within 30 days for a full refund - no hassles, no questions asked. With this 30 day pay-nothing-promise, there's not a single reason why you shouldn't try this out for yourself.

**Now do you see why this offer  
isn't open to the public?**

I'm not worried about any financial 'bloodbath' from this Hyper-Generous guarantee though, because I know that System 89P is everything I've said it is. And I know I can trust you with this because you're already on our Preferred Customer list. You've earned our trust. Your word is final in this. Nobody will question your decision. But I'm betting you won't even think about asking for your money back when you receive the system, and try it for yourself..

To receive a copy of System 89P...on approval...simply complete the enclosed no risk application and return it to us. Or if you'd prefer you can call or fax one of our credit card hotlines 24 hours a day on 01709 361819 (phone) or 01709 360611 (fax)

Either way, within the next few days you could be profiting from this 'lost' system.

I look forward to hearing from you very soon, and dispatching your personal copy of the system manual. I know you'll be absolutely delighted.

Very Best Wishes

*John Harrison*

John Harrison

**P.S** Remember as a Preferred Customer of Streetwise Publications you qualify for a £103 discount on the 'general public price', leaving just £97 to pay...and if you're not satisfied for any reason whatsoever - it won't cost you a penny!

**PPS** This opportunity is tailor-made for the recession. It will continue to work like clockwork, no matter what the economy is doing.

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“It is 4 weeks since I received your 'Vince Graham 7 Minute A Day Miracle Body Sculpting Programme” and I am bloody annoyed.

I am not annoyed that I bought the programme; I am annoyed you didn't release this 5 years earlier. I have seen more in the way of results over the last 4 weeks than I have in the whole previous year.”

**Stephen Hudson**

### Body Sculpting Breakthrough!

## **“Here’s The Shocking Truth The Health Club Owners And Exercise Equipment Hawkers Don’t Want You To Have...”**

**"Eccentric Canadian Academic Discovers How You Can Carve Out A Brand New Body In 7 Minutes A Day, or Less...Without Going Near A Gym Or Buying A Single Piece Of Equipment"**

Dear Friend,

If you’ve ever paid a small fortune for a health club membership, or blown your hard earned cash on the latest piece of exercise equipment, you need to read this letter now...

**Because you’ve been misinformed and misled...force-fed a boat load of useless nonsense which is actually blocking you from sculpting the body you want.**

And I should know... because I’ve been as guilty of perpetuating this rubbish as anyone. But now I know the truth... I want you to know it too.

My name is Richard Collins, and for the last 10 years I’ve worked in health clubs and gyms up and down the country. And do you know what...

**99 per cent of members never make one iota of improvement...**

It's true.. they look exactly the same 12 months after joining as the day they walked into the gym. Has that ever happened to you? Have you ever wondered why you never got that fantastic toned body the gym instructor promised you? Well I'll tell you...

**It's because 100 per cent of gym instructors are teaching you to fail.**

Oh sure, they'll tell you that you're fitter and healthier... the sort of thing that you can't actually see and measure very easily... and sometimes it's true. But what about the things you can see - the way you look (the real reason you joined in the first place)... any real improvement there?

**Probably not, because most of what you've been taught is counterproductive, unnecessarily time consuming, and just plain wrong.**

Not only are you wasting your money, you're wasting your time as well. But most important of all, you're being robbed of the body you want to have...

**Well, I'm telling you now you can have it. And what's more, it's a body you can carve out in the privacy of your own home in just 7 minutes a day or less...**

And without ever visiting a gym or investing in a single piece of equipment ever again.

Let me explain...

About 3 years ago, I was introduced to a friend of a friend on a visit to Ontario in Canada. I guessed Vince was in his early fifties, but he had the body of a man 20 years younger, with broad shoulders, muscular arms, and not a trace of a paunch. He had that classic 'V' shape which both men and women admire...

**Being in 'the business' I couldn't resist asking him which gym he used and what sort of equipment he worked out on.**

Vince smiled broadly, and said that he'd never set foot in a gym in his life, and all the equipment he'd ever used to get in shape was within 6 feet of where we were standing... in his living room!

As a hardened equipment and gym junkie, I just couldn't believe this. I mean, I'd seen hundreds of people slave away in the gym and not get even close to looking as good as Vince. And here he was, telling me that he'd never been to a gym. But there was more...

**Because the next thing he told me was that he never worked out for more than 7 minutes a day!**

**Seven minutes!**

Over the next hour and a half I became Vince's worst nightmare - quizzing him for every last detail of what he did and how he did it. I was enthralled as he revealed secret after secret of the revolutionary body sculpting system he'd come up with... the little 'twists' and techniques he'd developed to transform himself from a

typical overweight couch potato, to a taut, muscular and athletic man of... 72 years of age.

**That's right...As we spoke, Vince revealed that he would be 73 next birthday!**

He told me how he'd worked as an academic all his life, and never really given much thought to his body until he started to approach retirement. He woke up one day, looked in the mirror, saw this old, fat man staring back... and decided to take action.

"The programme is first class. I'm seeing results in less than a month."

**B Carney**

"I purchased this about 5 weeks ago. My husband and I both embarked upon it on the basis that 7 mins a day was perfectly achievable even if it did nothing! We have both been delighted with the results."

**Jayne McWatt**

Where most people would have headed for the gym, Vince headed for the library... that's academics for you... and read every last piece of literature he could find on exercise and body shaping.

At first, it was all pretty confusing, but bit by bit the mist cleared, and he started piecing together a system which was radically different to anything being taught in gyms...

**A system which ordinary people could use to make extraordinary progress... and in less time than had previously been thought possible.**

That conversation was like a light coming on in my head. The more I thought about it, the more I realised how much sense Vince's system made - and why most of what I (and everyone else) was teaching in gyms was worse than useless for most ordinary folk.

I love Canada, but I couldn't wait to get back to England to test out Vince's system. I couldn't introduce it at the gym I was working in at the time... if I had, they'd have given me the sack... so I did the next best thing...

I sneaked into the back office one day, and dug out the names and telephone numbers of half a dozen lapsed members... 3 men and 3 women... people who I knew had worked their socks off in the gym and given up in frustration.

**And then I phoned them, swore them to secrecy...**

**...and asked them whether they'd like to take part in my little experiment.**

They were sceptical... when you've slaved in the gym for hours at a time and got nowhere, and then someone tells you can have the body of your dreams in just 7 minutes a day, it's hardly surprising.

**But I told them Vince's story and they all agreed to take part...**

And for the next 8 weeks, they all followed Vince's 7 minutes a day system... and they all reported something pretty astonishing...

**They'd made more visible, measurable progress in that 8 week period, than they'd made in year after year of toiling away in the gym...**

Chests were now deeper, shoulders were broader, arms were noticeably more muscular, and everyone had lost weight... 7lbs on average. But the big difference was in the way they looked.

**Every one of those 'Guinea Pigs' had spent the previous 3 weeks fielding rabid questions from friends and family about their new appearance...**

Were they on some special diet? Had they been to a health farm? Had they discovered some new wonder-supplement? Had they undertaken an intensive training programme? Had they been taking drugs?

**They'd done none of this...**

All they'd done was follow Vince's systems for 7 minutes a day, 6 days a week (yes, you get Sundays off!) for 8 weeks. That's less than 6 hours of total exercise to achieve far more than in years of toiling in the gym...

**All from the comfort of their own homes... no expensive membership fees or exercise equipment.**

Just a simple, yet totally revolutionary exercise system which doesn't waste a second of time or a bead of sweat. Every last second is devoted to giving you the body you always wanted, but never thought you would get.

I decided there and then to write up Vince's system in a breakthrough manual, which I know is going to send shockwaves through the fitness community. It's called *The Vince Graham 7 Minutes A Day Miracle Body Sculpting Programme*.

**Anyone who's ever undertaken an exercise programme but not got the results they wanted needs to get their hands on this programme manual today.**

"I have recently purchased a copy of The Vince Graham 7-minute A Day Miracle Body Sculpting Programme. Just wanted to say it has made a huge difference to my body shape. It's a fantastic programme."

**Joe Clifton**

"I'd been going to the gym for two years, but didn't see results like I've seen now with your programe! And in such a short time."

**Jane** (surname not supplied)

It doesn't matter whether you're a veteran gym nut, or someone who's just 'dipped their toe' and decided exercise 'doesn't work' for them... what you'll discover in the manual will turn everything you

thought you knew about getting in shape, upside down...and literally force your body to respond.

Here are just a few of the things you'll learn...

- Why what you learn in gyms and health clubs is robbing you of the results you should be getting.
- How to turn your sitting room into the most effective gym on earth ...in 30 seconds or less!
- How to stay in your 'Maximum Results Zone' in every home workout, so you get results from every single movement. (The sort of results that convert into toned and shapely muscle!)
- How an 'off-beat' adjustment to the speed you exercise, can have a devastating breakthrough impact on the results you get.
- How an ingenious twist to some 'standard exercises' can multiply their effectiveness by over 400 per cent and slash the time you need to spend on them to make the breakthrough to dramatic results.
- The simple abdominal exercise scientifically proven to be 247 per cent more effective than sit-ups. If you've ever slaved away on a sit-up bench, you're going to love this.
- What everyone else gets wrong about sets and repetitions. (Clue: Your muscles can't think for themselves!)
- How to blast through the sticking points which unnecessarily limit your progress. (No sticking points means no limits!)
- The shocking truth about supplements. If you're taking any supplements at all you need to read this now.
- How to pack more than 2 hours of body sculpting training into just 7 minutes of boiled down, not-a-second-wasted activity.

And lots, lots more. Through this programme, you're going to transform the way you look... and the way you feel about how you look. Within just a few short weeks of starting this 7 minute a day programme, friends and family will be clamoring to know your secret...

**All those wasted hours in the gym will be little more than a distant memory.**

Just one more thing I want you to be clear about...

This programme isn't just for men. In fact nothing could be further from the truth. It really makes my blood boil when I see women being told they should work out differently to men. Vince's system works brilliantly for women... a thousand times more effective

than the boring aerobic and light weight programmes they've been force fed in the gyms - or the 'Mickey Mouse' exercise routines that come with the latest piece of 'Wonder Equipment' hawked on QVC!

So, how much is all this going to cost? This programme which is going to save you several hundred pounds each year in gym fees, and goodness knows how much in exercise equipment, machines and gadgets...

**This programme that contains everything you'll ever need to go from where you are now, to be the body you always dreamed of, in 7 minutes a day or less?**

Well, a lot less than you might think. The full system costs just £19.97 including post and packing, but here's the important thing... if it doesn't work for you, it won't cost you a penny.

**My 100 per cent Personal Money Back Guarantee!**

I only want you to pay for this programme if it works the way I say. So here's the deal. Order *The Vince Graham 7 Minute A Day Body Sculpting Programme* on approval. If it doesn't work for you... if you can't see and feel a dramatic difference to your body shape and tone within eight weeks... then simply return it, and your payment will be returned in full. No hard feelings.

However, I'll be surprised if you even think of returning the manual once you start putting Vince's system to work, and see the transformation taking place. But I appreciate you can't know that yet - so the guarantee is there to set your mind at rest.

"I feel I must write to you personally to thank you for the above programme. I am a 'youth' of 58 years and to be honest with you I didn't place much hope in yet another 'miracle' programme.

However, after only 7 weeks of following Vince's instructions I feel fitter, stronger and my chest and arm muscles are noticeably firmer.

I have tried numerous methods starting with the famous Charles Atlas course about 35 years ago, then the Maxalding course and so on, but I gave up after only a few weeks.

The secret of the Vince Graham course is that it only takes 7 minutes a day and at the end of the 'workout' you actually feel the difference.

I would certainly recommend the system to anyone, the younger the better of course, but as I have proved, age is no barrier.

Thank you. Your mailshot was the best offer to fall through my letterbox in years."

**Robert Reed-Moffatt**

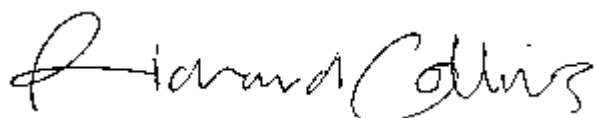
To receive your personal copy of *The Vince Graham 7 Minutes A Day Body Sculpting Programme* either click on the ORDER ONLINE link below or call my publisher's credit card hotline on **01709 361819** or **01709 360611** (fax).



If the lines are busy, please try again later. Demand for Vince's System is red hot at the moment now that word is starting to get around about the phenomenal results people are experiencing.

Order your copy of Vince's system on approval today. Within just a few short days, you could be experiencing the joy that comes from sculpting the body you've always dreamed of...without joining a gym or buying a single piece of equipment... and all in just 7 minutes a day.

With very Best Wishes,



RICHARD COLLINS

**PS** You're never too old to start this programme. Don't forget that Vince was an out of shape middle aged sedentary academic when he got started with this. It works at any age, and for both men and women.

**PPS** If you order your on-approval copy of the system within the next 7 days I'll send you my new report *Superfoods That Burn Fat!* completely free of charge. It contains breakthrough information about how you can literally eat yourself thinner!

**NB** Always consult your doctor or health practitioner before embarking on a new exercise programme.

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## How To Order

Order your copy of The Vince Graham 7 Minutes A Day Body Sculpting Programme on approval today. You can order securely online by clicking the link below:

### **ORDER ONLINE**

Alternatively you can place an instant credit card order by calling our 24 hour reservation line on **01709 361819**, or by fax on **01709 360611**.

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# What Every Parent Must Know Before It's Too Late...

## “Parents – Here’s The Inside Information The Schools Don’t Want You To Have.”

Dear Concerned Parent,

Did you know that a small group of well informed parents are quietly securing an ‘unfair advantage’ for their children at school... completely free of charge?

They’re not rich. Nor are they well connected. But they have managed to tap into a few little known sources of ‘inside information’ on how the state education system works... and more importantly, how it can be exploited and manipulated to the benefit of their children.

It doesn’t cost any money, and it doesn’t take much work, but it can make a life-changing difference. And here’s the good news...

Now, for the very first time, this information is available to anyone who wants it. What’s more, it’s available from a single source, in a simple, easy to digest form which will enable any caring parent to secure that same ‘unfair advantage’ for their own child.

*The Little Black Schoolbook* is the work of Ben Adams, an education ‘insider’ with over 20 years experience as a schools inspector, examiner, trainer, and consultant to education authorities. He knows the system inside out, and by the time you’ve read his indispensable handbook so will you.

The twin aims of the book are very clear. Firstly, to get the very best school for your child, and secondly, to get the very best education for your child in that school.

**Here are just a few of the things you’ll learn and be able to put into practice within days of reading the book...**

- Three simple, yet effective, ways to dramatically increase the chances of being allocated a place at your preferred school... not the one they want to send your child to.
- How to multiply your chances of a place at an oversubscribed school... the secret selection criteria they use and how you can exploit it.
- The 'dirty tricks' other parents will be using to get the place you want for your child... and how to fight back.
- The essential steps you must take if the application to your preferred school is turned down. All is not lost!
- Five little known key indicators you must look at when assessing a school. What do they really mean.
- How to inspect the 'real school'... not the cleaned up PR version they show you on 'open day'. A simple way to get behind the gloss. Every parent should do this.
- How to understand and decipher the school league tables... and then what to do with this very important information.
- Ten essential questions you should ask of any prospective school... and one move you must make when you have the answers.
- Little known grants and scholarships... how they're allocated and how to maximise your chances of success when applying.
- What the schools don't want you to know about the 'secret' information they hold on file about your child, and what you can do to benefit your child when you have this information.
- How to complain and get what you want! Resolve any problem with your child's school – quickly, easily and with the minimum of fuss.
- What to do when a teacher is the cause of the problem your child is experiencing.
- How to respond if your child gets into trouble at school, and the crucial steps you should take if they're under threat of exclusion.
- What to do if your child falls behind... the inside track on the best and most cost effective private tuition.
- A proven way to deal with bullying. Fast, effective and permanent.
- How to decipher a school report. What are the teachers really telling you about your child's progress? The answer may surprise you!

- The key questions you should ask at each parent-teacher meeting... and what the answers really mean!
- Why you should always meet the school inspectors for your child's school... and how to go about it.
- How to become a school governor... and the very special benefits it can provide for you and your child.
- How to get a great reference for your child, whether for a prospective employer or university admissions tutor.

...and a great deal more.

You'll also get the inside track on the national curriculum, together with invaluable information on your rights and opportunities with respect to religious and sex education and special needs.

**All the information you need to maximise your child's education... but which they don't want you to know!**

...And why do you think they don't want you to know?

Because the people running schools are just like the rest of us. They want to make their lives as easy and trouble free as possible. So if we all behave like sheep and send our kids to the nearest school – good, bad or indifferent – fantastic! And then if we don't complain when things go wrong – even better! They can sit back, relax and prepare for herding the next batch through the system.

But if we know our rights, and exactly what's possible if we ask in the right way, they're going to have to work a little harder. And in the end, they're going to have to give us what we want! That's why they don't want us to know.

**This is your chance to fight back and get the best for your family.**

The information in *The Little Black Schoolbook* has never been published before and is not available from any other source. You won't find it in any book shop. It really could be the difference between success and failure for your child in the state education system.

**Every parent needs a copy of this book... before it's too late!**

If your children are pre-school, or still in Primary Education, that's great. You can use *The Little Black Schoolbook* to help get them off to the best possible start, and then continue to use it as a source of reference... keeping them right on track as they progress through the system.

Even if your children are well advanced in their education, there's so much you can do to turn the current situation to their maximum advantage. And *The Little Black Schoolbook* will help you do it.

To receive your copy of this unique book, fill out and return the order form over the page or call one of our credit card hotlines. You may be surprised to learn that the cost of the information which could save you a small fortune in school and tuition fees, and secure your children's educational future, is just £19.95.

What's more, you're covered by our full 90 Day Money Back Guarantee. If you're unhappy with the book, or can't see how you can put the information into useful practice for your family, just return it at any time within the next 90 days for a full, no questions asked refund. Fair enough?

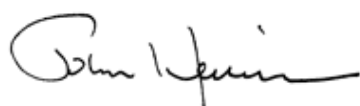
### **90 - Day Guarantee Certificate**

Order *The Little Black Schoolbook* with complete confidence. If you're not happy with it for any reason whatsoever, or can't see how you can put the information to work to benefit your child you can simply return the book at any time within 90-days for a full no-questions asked refund. Your free gift, *Exam Success Secrets Revealed!* is yours to keep, whatever you decide.

If *The Little Black Schoolbook* doesn't live up to your expectations, it won't cost you a penny. With so much at stake for your child's education, can you think of a good reason why you shouldn't at least take a look... risk-free?

To order your approval copy today **CLICK HERE**. Or if you prefer call our 24-hour credit card hotline on 01709 361819 or fax your order to 01709 360611 and make sure that if there's an unfair advantage to be had, it's your child who's going to get it this time!

Very Best Wishes,



John Harrison  
Publisher

**PS** Don't forget, this unique handbook contains invaluable information for parents with children at all stages in the education system.

**PPS** When you order your copy on approval within the next 7 days, I'll also send you a copy of our special report, Exam Success Secrets Revealed!. This is completely free of charge, and yours to keep, even if you return *The Little Black Schoolbook* under our money back guarantee.

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**It's The Controversial Self-Protection  
System That's Creating Shockwaves...**

**“Feared Former Streetfighter Reveals  
How To Psychologically Crush,  
Mentally Disarm  
And Ultimately Defeat, Any Attacker...  
Without Striking A Single Blow!”**

Dear Streetwise Customer,

Sometimes the obvious is staring you  
square in the face, but you just can't see it...

You see, I always thought self defence was about fighting – the survival of  
the fittest, strongest and most physically well prepared. But then I heard about  
a revolutionary self defence system that changed all that...

Because it utilises brain rather than brawn.

It's a system that stops attackers dead in their tracks before they even have  
a chance to get physical, tackles the root cause of a violent attack, (rather  
than dealing with the aftermath), and dramatically turns the tables on any  
bully, thug or criminal.

If self-protection is important to you (and in this day and age, you'd have to  
be crazy if it wasn't) then you owe it to yourself and your family to find out  
what this is all about.

Here's how it all started...

For more than a decade, Geoff Thompson lived life 'on the edge' as a  
nightclub bouncer and feared streetfighter. He worked some of the toughest  
doors in the country, and with that territory came a regular string of  
'challengers'...men intent on enhancing their reputation by parting him from  
his senses.

Geoff's self defence system back then was a fairly straightforward one...

Trouble presented itself, and he used his physical prowess (he's a 6th Dan Karate, 1st Dan Judo and proficient in several other combat disciplines) to bring matters to a swift and brutal conclusion. It was an approach he was to use in over 300 real and bloody encounters.

### **But then he had something of an epiphany...**

One night, after a particularly brutal fight, he beat a man so severely that he thought he might have killed him. He left the scene, but heard on the grapevine that the man had been rushed to hospital in a bad way. Geoff went home not knowing of his fate, and awaited the knock on the door from the police that could mark the end of his liberty.

That night crystallised thoughts that had been troubling his mind for some time. The man made a full recovery, but Geoff now knew the truth...there are no real winners in any violent encounter. Even the so-called victor carries physical and mental scars. And that a physical response should be the very last resort in any self-protection system.

He knew things had to change, and that's what led to what I'm writing about today, a system that relies far more on intellect and psychology than muscle power – a system honed and tested in the toughest of arena's.

### **Welcome to *The Psychological Combat System*.**

Geoff has been quietly using this system for the past 10 years now, and it's been at the very cornerstone of the turn around in his life. Although he has all the tools (and more!) he needs to make a physical response to any threat, they are rarely, if ever, called upon. He's swapped the physical for the psychological.

Once you master the art of fighting without fighting (for that is what this is) you'll be astonished by how much more peaceful your life will become. Violence will rarely enter your horizon, but if it does appear, you will easily steer around it, or send it scurrying for cover.

Geoff has put everything he's learned about this controversial (this isn't something for Neanderthals or knuckleheads) system he's created, into a brand new multi media DVD and workbook package called...

### **The Geoff Thompson *Psychological Combat System***

In it, you'll be shown exactly how to psychologically crush and mentally demolish any would-be attacker before they get the chance to do any damage. You'll learn how to avoid, evade and escape trouble before it's got out of first gear. And you'll discover how to defeat any attacker, without striking a single blow or carrying out any of the other fancy moves which you normally associate with self-defence or self-protection.

A word of warning though...

I just talked about defeating any attacker. If you're the sort of person who thinks that the only way you can 'win'...to defeat an attacker...is to beat him senseless, then this programme isn't for you.

This isn't about that.

It's about defeating an attacker by preventing him from doing what he intended... robbing you, beating you up or whatever that might be. Whether you 'defeat' him by avoidance, evasion, distraction, persuasion...or by psychologically terrorising him to such an extent that he loses control of his bladder...does that really matter?

All you should be concerned with is getting home safely. Ego doesn't and shouldn't come into it. It's all about the end result.

Still with me? Great let me tell you some of the things you're going to learn about in the *Psychological Combat System* package...

- The almost unbelievable secret shared by 95% of World War II soldiers that they never revealed...and how you can use it to see off most attackers.
- How to fool an attacker into thinking that you're much bigger stronger and more fearsome than you really are.
- How to root an attacker to the spot by triggering an innate response that goes right back to the cave. He won't be able to attack you but won't know why.
- The secret switch that will turn your assailant from 'attack mode' to 'run for your life' mode.
- How to use words to quietly diffuse a potentially explosive attacker...or to put the fear of God into him if things start to turn really nasty.
- How to construct an invisible physical shield around yourself. Your attacker won't be able to breach it, but he won't know why.
- How to manage pride and ego...the two factors that can get you seriously hurt.
- How to become a difficult and unattractive target for any bully, thug or criminal. The small changes that can make a massive difference and have your would-be assailant scurrying off to find a softer target.
- The tell-tale verbal and non-verbal signals that spell serious danger, and how to neutralise it before it starts.
- The Loopholing secret. How to mentally crush an attacker, and then give him a chance to save face. (This is really advanced guile and cunning at work)
- How to climb right inside your assailants brain and switch his instinct from fight to flight.
- How to deal with multiple attackers.



And much, much more.

This system programme is completely brand new (DVD filmed in autumn 2008) and the techniques you're about to learn have never been taught before. The highest recommendation I can give is that one day, it could save your life.

So what's this going to cost...?

The bottom line is that Geoff is keen as mustard to 'spread the word' on this. He's seen enough blood and mayhem to last a dozen life times. He now wants to help the 'good guys' fight their corner...but fight without fighting where possible. And to do that, he needs to get this programme out to as many people as he can. That means keeping the price low...very low.

How low?

We'll take a look at other self-protection systems on the market...often put together by 'experts' who've never had to deal with a real world physical threat in their lives. You can easily pay anywhere between £100 and £200. But we don't want you to pay that...not even close.

The cost of the full DVD and workbook Geoff Thompson Psychological Combat System package is just £47. Yes you read that right. That's for everything and includes post and packaging. What's more it comes with full and unlimited access to Geoff via email if there's anything you don't understand or need further help with.

But there's more, because this comes with a...

### **Full 30 Day No Quibble Money Back Guarantee.**

You can send for The Geoff Thompson Psychological Combat System on approval, and without risk or obligation. Watch the DVD and read the workbook in your own time and in the comfort and privacy of your own home. Watch and read them over again as many times as you like - and then decide. If you don't agree that this is information that will make you instantly safer on the streets and might even save your life...or you're unhappy with the package for any reason whatsoever, then you can simply return it, and your payment will be paid in full. No questions asked.

There's absolutely nothing to lose by taking a risk free look at this.

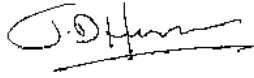
To get hold of a copy of this ground-breaking programme **CLICK HERE**. Or if you'd prefer, you can call our credit card hotline on **01709 361819**.

Do it now, while you're thinking about it. You might be lucky and not need to call on the information in this programme, but our streets aren't getting any safer a place to be.

Far better to know something and not need it, than need it and not know it.

I look forward to despatching your programme. It's going to completely transform the way you look at self-defence for you and your family.

Very Best Wishes,



John Harrison  
**Publisher**

## **Order Now**

**P.S** Scroll down for more information and student comments about Geoff Thompson who created this programme.

### **About Your Programme Instructor – Geoff Thompson**

What Geoff Thompson doesn't know about self protection isn't worth knowing.

As one of Britains highest ranking martial arts instructors, Geoff was polled twice by Black Belt magazine USA (recognised as the most influential martial arts magazine in circulation) as the number one self Defence writer in the world.

He was twice invited to Las Vegas Nevada by Chuck Norris to teach on his international martial arts seminar.

His qualifications are unparalleled. He is 6th dan karate, 1st dan judo, Chief Instructor of the British Combat Association, 4th dan Ju-Jitsu, first dan in Mod-Ga Kung Fu (where he was their national weapons champion) and holds teaching qualifications in free style wrestling, Greco roman wrestling Sombor, (Russian wrestling) Thai boxing, and western boxing.

In addition he has taught self defence on Excel Bodyguard camps for 6 years and has appeared on numerous national and international television shows, including Sky News and Richard and Judy. He was a sub editor on Men's Fitness for three years and is currently sub editor for Martial Arts Illustrated Magazine.

What makes him unique in his field is that he combines all this technical expertise with 10 years 'down and dirty' exposure to the harsh realities of violence in the real world – working the nightclub doors. This experience makes him ideally equipped to teach you about real self-protection in the real world we all inhabit.

And there's another side to Geoff...

He's written 30 published books - 250,000 copies in print - and was on the Sunday Times best-seller list with his autobiographical book 'Watch My Back' about his years working as a night club doorman.

As a freelance journalist he has also written articles for or been featured in the Independent, London Standard, Guardian and Times Newspapers. He has published several articles for GQ magazine, and has also been featured in FHM, Maxim, Arena, Front and Loaded magazines. Geoff has completed several book signing tours of Great Britain promoting his books in Waterstone's and W.H. Smith.

His first film Bouncer, a ten-minute short for the Film Council starring Ray Winstone was nominated for a BAFTA in the 2003 awards. Bouncer was also nominated at The Edinburgh Film Festival in the Best Short category.

Due to the success of Bouncer Ray Winstone agreed to executive produce his second short Brown Paper Bag which won a BAFTA for Geoff in 2004. Geoff's first full-length feature film is released in January 2009.

### **What Geoff Thompson's Students Have Said**

*"I was completely blown away. Geoff Thompson has become an inspirational figure to thousands around the world and it's no wonder why.."*

Robin – USA

*"A fantastic read. Whilst it may shock some, it has to be read to be believed.. One day it may just save your life."*

Dean - UK

*"Geoff Thompson redefines the concept of self defence."*

Mark Walker – England

*"In a worst case scenario, Mr Thompson shows proven methods of dealing with the situation and effective ways to counter combat. Unfortunately the world IS becoming more violent and if you care for your loved ones, this is essential reading."*

John Haslam – England

*"Geoff Thompson is the most experienced writer on the subject and conveys it very well in his writing style which is unparalleled in the world of self protection."*

Michael - England

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