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Dear Attendee,

As I got deeply involved in preparing for this Seminar, I realized I could consume the entire three days (and more) just doing "show-n-tell" of examples…if I bound up ALL the ads, letters enclosures, order forms, etc. that I've created for Information Products, we'd have well over 20,000 pages. In many cases, I only have the raw copy – or, in recent years, raw copy stored on disks rather than the finished pieces, due to storage space limitations.

Consequently, what you have here are examples that I selected that would best help me illustrate the principles, strategies and type of tools you need for a complete Information Products Business. In some cases, they also happen to be the best , most effective examples, in some cases not, and I'll tell you about that as we go along. They span a period of time dating back to the mid-970s, although most are relatively current, because they reflect knowledge I did not have (and suffered mightily by not having it) in earlier years. I'll also be showing you examples not included here—it was inevitable, as I had to prepare these materials for copying weeks before finishing the actual seminar preparation.

It's worth noting that when I do copywriting for a particular client, I draw on the much, much larger backlog of samples and resources than represented here—emphasizing, of course, the past work specifically relevant to particular client's business. With no more than 25 years "in the game", I have seen and done so much it's a herculean effort to use everything that works, and not to forget and commit a dumb mistake I've already made too many times. Yet, even with all this accumulated experience, there's always something new to be learned, something new to be tested.

Anyway, I urge you to study these Examples very thoroughly and analytically. Make careful note of the thins you find repeated the most. Review them when you need to create a tool in one of these categories. You should continue extracting value from this long after these three days are over.

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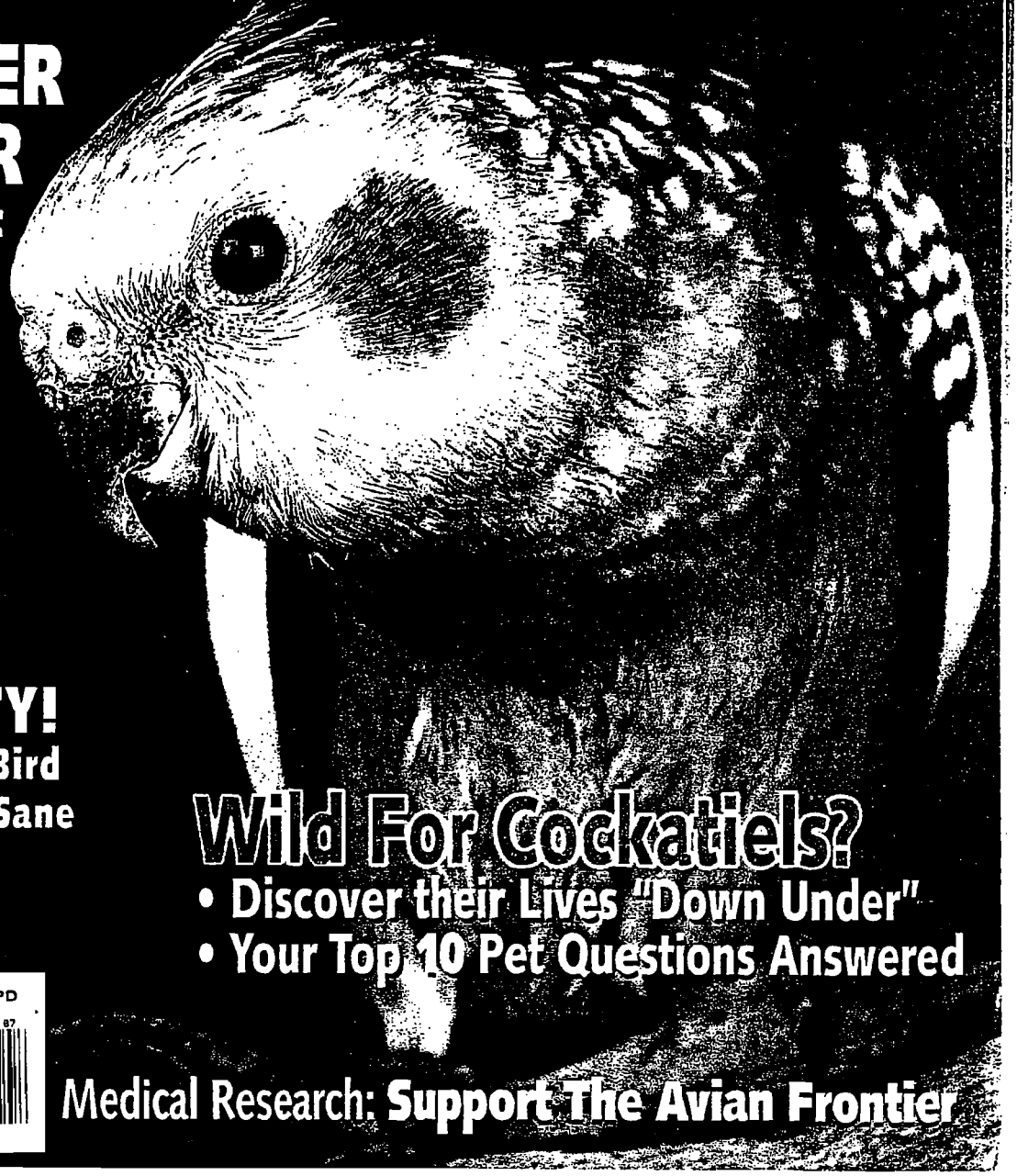

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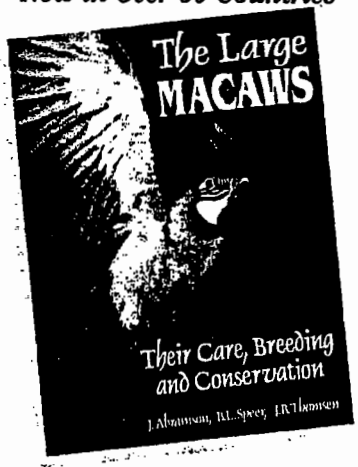

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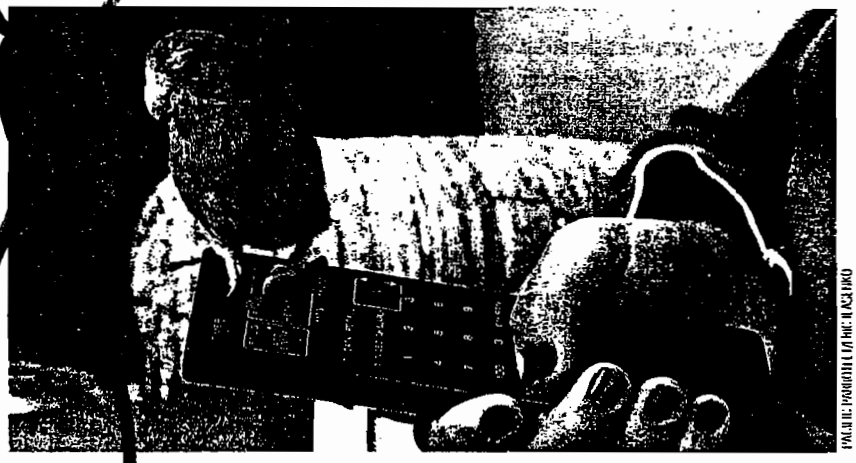
The Parrot-To-Person Ratio

The first step is to be realistic about the number of birds you can handle. Sally Blanchard, an avian behaviorist consultant, generally recommends two pet parrots per person as being a reasonable number for "most people." More than two parrots often means that the birds lose out on critical social interaction with their human flock. However, this can sometimes be resolved by giving a bird another bird for company — but don't count on this working, since parrots make their own decisions. You could get a friend for your parrot and then discover that they hate each other. So you must prepare for this.

My friend Kris Kroner, has eight macaws (four small and four large), and all but one of these birds is caged with another of its kind. Kroner does rescue, not breeding, so none of the parrots have nest boxes. She understands that by doing this, the paired birds are less tame to her, and less of a "pet." Kroner works full time and feels that she has too many birds to give each the attention it needs, so this is her compromise. So far, it is working. The birds have each other; therefore, they don't require her for social interaction.



PAULINE POWELL/IN THE WILD

Do not leave your birds alone while out of their cages. This can be a disaster waiting to happen.

Only One?

Parrot people are often amazed when they find out that I only have one bird. The first question many people ask when we meet is, "How, after 30 years of living and working with parrots, could you still have only one bird?"

The answer is quite simple. My blue-and-gold macaw, Sam, joined my life 28 years ago, when I was going to school to become a veterinary technician. As years passed, I became increasingly involved in veterinary medicine and poured more and more of my love and energy into my patients. The birds and exotic animals captured me totally. They were so desperate in need when they came into my care. They had often been tragically misplaced in captivity. I cared deeply about them, perhaps more than their owners did. As I got more and more involved with the animals I nursed, I had less energy and emotion left over for my own animals. My cats and my dogs undoubtedly suffered from this lack, but the one that suffered the most was my macaw. It seemed she was always second fiddle to someone else's animal.

Consequently, I promised Sam many years ago that I wouldn't get another bird. That promise has been kept. People have repeatedly offered me birds, and I have been tempted, but a promise is a promise. Perhaps as a result of my restraint, Sam and I have developed an extraordinarily deep relationship; this probably wouldn't have happened if I had gotten more birds.

Tragedies

It saddens me terribly when multiple parrot owners tell me how much they envy my having only one bird. I hear the same comment repeatedly: "I wish I'd stopped sooner ..." Whatever the number of birds they had, it was (or had become) too many. This is very sad for the people, but much, much worse for the birds. We bring these animals into our lives because they make us feel good, and interaction

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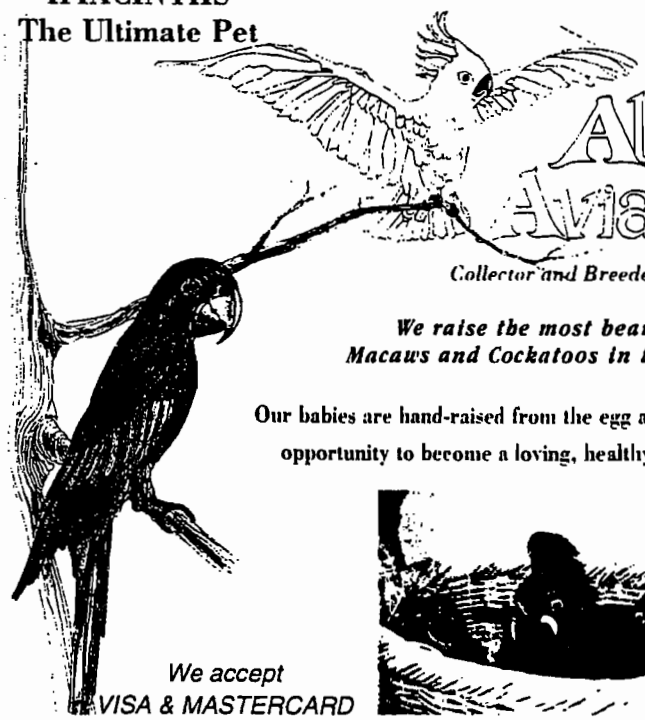

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observing the cockatiel in the wild is seeing them roost quietly in trees and on telegraph wires. Despite the modern satellite communication telephone systems that have been installed in Australia, country areas still feature telegraph wires, which are a favorite perching place of this parrot.

Because their coloration blends well with ground cover, they are not easy to see when they are on the ground. However, "in flight they are noisy and conspicuous, their characteristic queel-queel, queel-queel call notes are often heard before the birds are seen" (Forshaw, 1999).

Cockatiels like to sit fully exposed on dead branches at the top of trees where their gray-brownish plumage blends in extremely well with the dead branches, making them almost invisible. They frequently perch lengthwise on a branch. At night, they roost (communally) near water in trees with dense foliage.

Flight And Calls In The Wild

Its flight in the wild is described as swift and direct, the backward-swept, pointed wings being moved with a deliberate, regular motion. In flight, the white wing-patches are diagnostic. The slim, streamlined flight silhouette is similar to that of the *Polytelis* parrots. The characteristic contact call, given frequently when in flight, is a distinct and prolonged "queel-queel." When perching, they can utter a soft, pleasant, chattering note, which obviously is a communication with one another. When disturbed they usually fly from the ground to a tree.

My experience with this species in the wild has been one

Parrot Psychology

Which Parrot For Me?

By Sally Blanchard

We have a parakeet and cockatiel and are in the process of buying our first large parrot. I have always wanted a cockatoo, and my husband wants a macaw. We read as much as we can about both kinds of parrots, but still don't know which one would be best for our situation. We have talked about getting one of each at the same time, but do not know if that is a good idea. They could keep each other company, but we do not want them to bond to each other so much that they do not like us.

My husband and I both work. When we are not working, we spend most of our time at home. We have no children but plan to at some time in the future, so we want a parrot that could get along with children. We just purchased our own house and would not have a problem with some noise, as long as the bird did not scream all of the time.

We are devoted to our pets and have an older cocker spaniel that has been having some health problems. Is it fair to our dog to bring a parrot into the household? Although both of us have talked about getting a larger bird for some time, we have always been waiting for the perfect time. Now that we have our own house, we think this is the right time.

Can you tell us whether a macaw or cockatoo would make the best pet for us? Is there anything we can do to make sure the bird is a good pet and that we won't have the serious problems that many people seem to have? Should we buy the bird from a breeder or a pet shop?

All of your questions cannot be answered in this column. I have written a 240-page book on this topic and still have more to say about it. I think that anyone who has his or her mind set on a certain kind of parrot needs to stop and think about why that parrot is so appealing. Do you want a cockatoo because you believe they are all cuddly love sponges? Some are, but not necessarily for their whole life. Some aren't cuddly birds at all. Have you looked into the individual differences in the species? For example, a rose-breasted cockatoo and a Moluccan cockatoo are two entirely different experiences. Does your husband want a macaw because it is a "rough and tumble man's bird?" Many macaws, if raised properly, can be the gentlest cuddly birds there are, but if they are treated too aggressively, they may return that aggression. There are also great differences not only in the personality traits of macaw species, but also among individuals.

Both macaws and cockatoos can have traits that may make them a challenging pet for some people. Size alone can make them quite formidable if people don't work diligently to keep them tame. They have the potential to be loud and boisterous but, with behavioral work, the noise can be kept at tolerable levels. If people listen to a lot of species generalizations and don't do a lot of research before they buy their parrot, they may have unrealistic expectations that doom the bird's success as a pet. All cockatoos and macaws can be good pets if they are "raised right." However, as you do more research, you might find another kind of parrot that interests you even more. If you get more than one parrot, the ideal situation is to house them in separate cages and allow them supervised playtime together on the same playgym, as long as they get along well. If you get two young birds, there is a greater chance that they will get along as they get older. It is best to buy two birds of the same gender, especially if they are similar species.

Breeder Or Pet Shop?

Once you are sure of the species of bird you want, should you buy it from a breeder or a bird shop? This depends completely on the individual breeder or bird shop. Parrots should be purchased only from a source that obviously cares about both the physical and emotional health of the parrots in its care.

More and more people are beginning to consider the purchase of a previously owned parrot rather than a young baby. There are many birds in need of a successful lifetime home and a family dedicated to helping them to learn the trust necessary for a strong parrot/human bond.

In my quarter of a century of working with parrots, I have met incredible parrot-family birds of just about every species kept as human companions. I have also met birds of just about every species with such serious problems that their pet potential was seriously compromised. Is it the exceptional bird or the exceptional person that creates the strong mutual bond necessary for a positive human/parrot friendship? The answer is both, but the more I work with people and their parrots, the more I absolutely believe it is exceptional people that create an exceptional companion parrot.

These people do extensive research before they buy. They find out if the bird they think they want is the one that is truly right for their situation. They make sure they buy from an excellent source where the parrot receives optimal physi-

Qualities Of Exceptional Pet Bird Owners

- People who do extensive research before they buy. They find out if the bird they think they want is the one that is truly right for their situation.
- They make sure they buy from an excellent source where the parrot receives optimal physical and emotional care and nurturing.
- They read extensively about parrots and learn to distinguish trust-building information from trust-destroying information.
- They set rules and provide lifelong guidance.
- They plan ahead so a situation does not create problems, such as working with a current family pet to get it used to sharing its time with another pet before bringing home the bird or making sure the pet bird does not feel threatened or displaced when a baby comes.

cal and emotional care and nurturing. They read extensively about parrots and learn to distinguish trust-building information from trust-destroying information. They set rules and provide lifelong guidance. They plan ahead so a situation does not create problems. For you, this planning means working with your cocker spaniel to get it used to sharing your time with another large pet before you bring a bird home. Also, plan ahead so that your parrot does not feel threatened or displaced when a baby arrives home. Both actions will help guarantee your bird's success as a pet in your household.

Sally Blanchard has been working with parrots and the complexities of their behavior for more than two decades and is a well-known writer and speaker. Blanchard is the editor of the Pet Bird Report, *a magazine dealing with companion parrot behavior. For more information about Sally's educational services, please contact (510) 523-5303, sallypbr@ix.netcom.com, or www.petbirdreport.com.*

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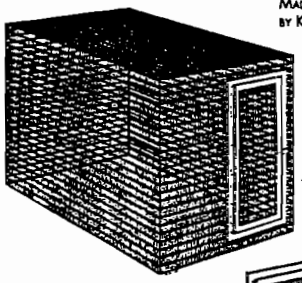
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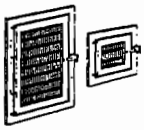
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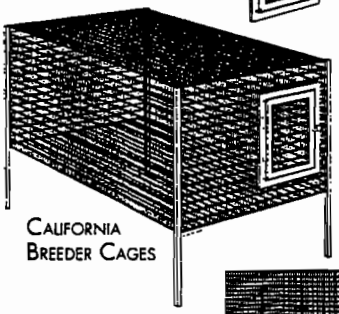
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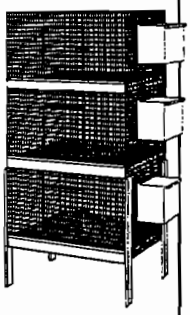
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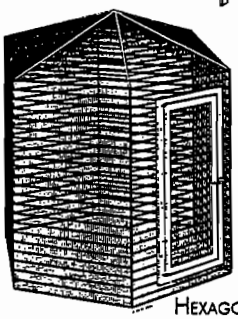
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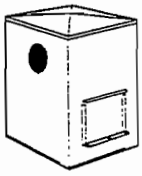
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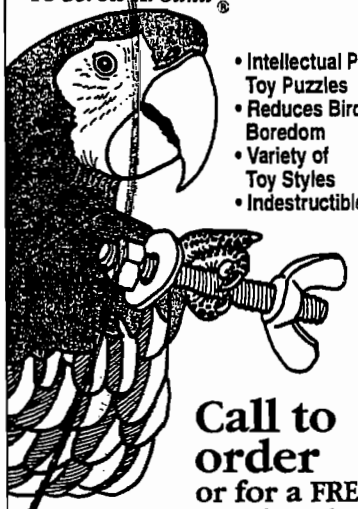

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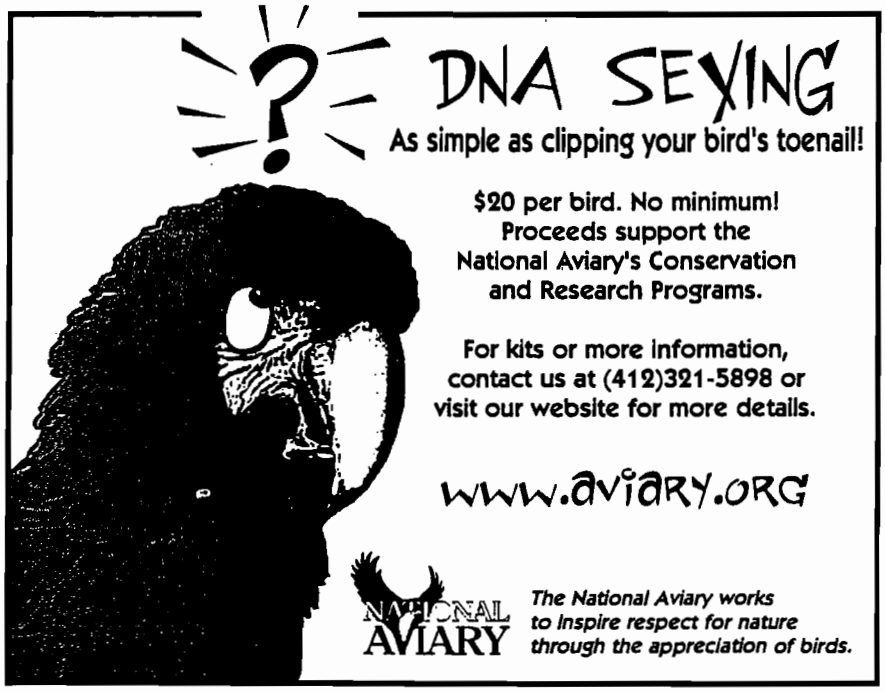

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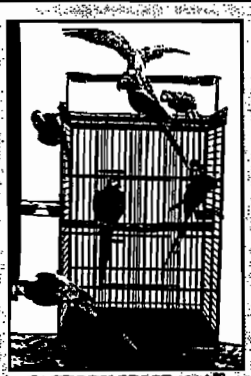

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says. Also, "we can then begin some management strategies so that the adults don't pass it on to their young."

A vaccine for Pacheco's disease is already available on the market, but Dr. Phalen believes further work may need to be done in this area. "We're trying to find out how many varieties of herpesvirus there are that will cause Pacheco's disease, and if there's more than one, then the vaccine may protect against one but may not protect against another," he says.

There are at least 50 different herpesviruses affecting pet birds, although not all of them cause disease. Dr. Phalen has identified about a dozen Herpesviruses that cause Pacheco's disease. Some of the strains, however, may only cause the disease in certain species. For instance, certain strains may cause Pacheco's disease in double-yellow headed Amazons and yellow-naped Amazons, but then there will be a different strain that will cause it in macaws, and then a third strain may cause it in both species. "The challenge is to determine what strains of the herpesvirus are important to what species of bird as far as causing disease and what type of disease do they cause," Dr. Phalen says.

Help Researchers Help Our Birds

There's no doubt about it — this year's researcher recipients have some fascinating, and very worthwhile, work ahead of them. Those who attend MARE can feel good knowing that not only are they helping support these research projects, but that the results of this research is going to help foster better lives for pet birds.

Dr. Flammer says what he finds exciting about MARE is that the people are extremely motivated to help their birds and are willing to go all out with their fund-raising efforts. "It's a lot of work to put on fund-raisers, and so from that standpoint, just knowing how hard it is to generate these funds, I'm incredibly appreciative knowing the efforts these people go to in order to help their own birds and to try to solve their own problems," he says. "They're not expecting the government or universities to solve these problems on their own; it's more of a partnership and work-

e female will brood at night until it is 14 · 15 days old. Fledging occurs at 18 to 20 ys and independence is achieved at 29 · 31 days. Once independent, the young ust be separated from the adults, or as on as they start to color up, the male ill attack them.

This species is definitely not for eginners, as it requires the considerble care and attention that only experinced aviculturists can provide. Certainly, it offers excellent breeding otential in capable hands, especially if temperature of 22 degrees Celsius (70 legrees Fahrenheit) can be maintained.

Diet

The basic seed mixture I provide is the same one that all my waxbills receive and consists of mixed yellow, white, panicum, Japanese millets and canary seed. I also provide a separate dish containing a British finch mixture, which is basically canary seed, rape, linseed, niger, hemp, teazle and various small seeds. This seed mixture is often of more interest to the Dybowski's than the waxbill mixture (but recent experience has taught me that the rape, linseed, niger, hemp and teazle are being ignored).

Wild ripe and half-ripe seeds are also sometimes eaten, as is eggfood, which mine happen to ignore. However, variety is essential. Live food, especially during the breeding season, is vital and should consist of waxworms, white-skinned mini-mealworms, spiders, whiteworm, green aphids (greenfly), fruitflies and their larvae, baby woodlice, small crickets, flour beetle larvae and bloodworm.

If you are seriously interested in the conservation of waxbills and finches, two organizations to consider are: the American Federation of Aviculture, Membership Services, P.O. Box 56218, Phoenix, AZ 85079-6218. Web site: *www.afa.birds.org*. One year's membership is $35.00. Also, the Finchsave Program of the National Finch & Softbill Society, P.O. Box 53305, Orlando, FL 32853-3015. E-mail: *DRAFinch@aol.com*; Web site: *www.nfss.org*.

Ian Hinze has been an aviculturist for more than 30 years and has experience with a wide range of species from society finches to hummingbirds. He is editor of the English magazine The Estridian *and currently resides in Wales.*

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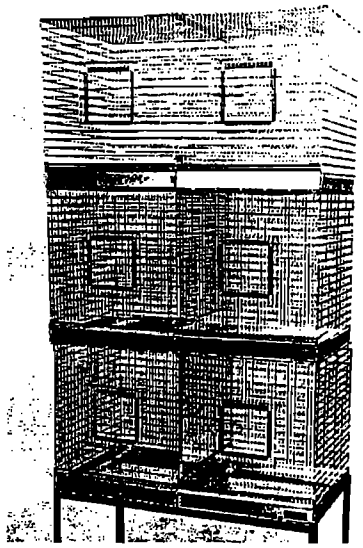

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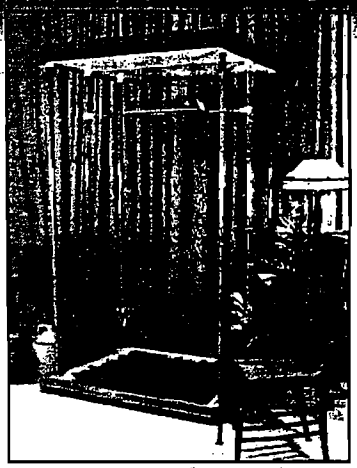

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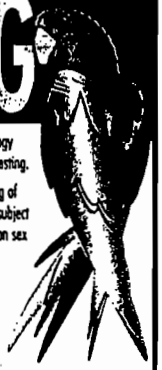

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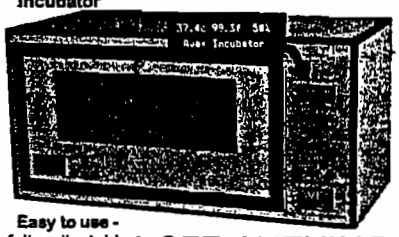

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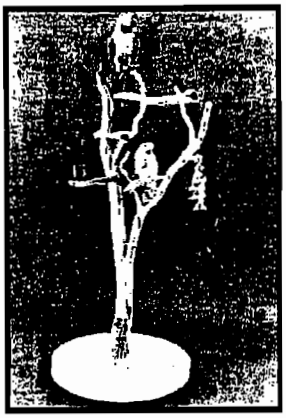

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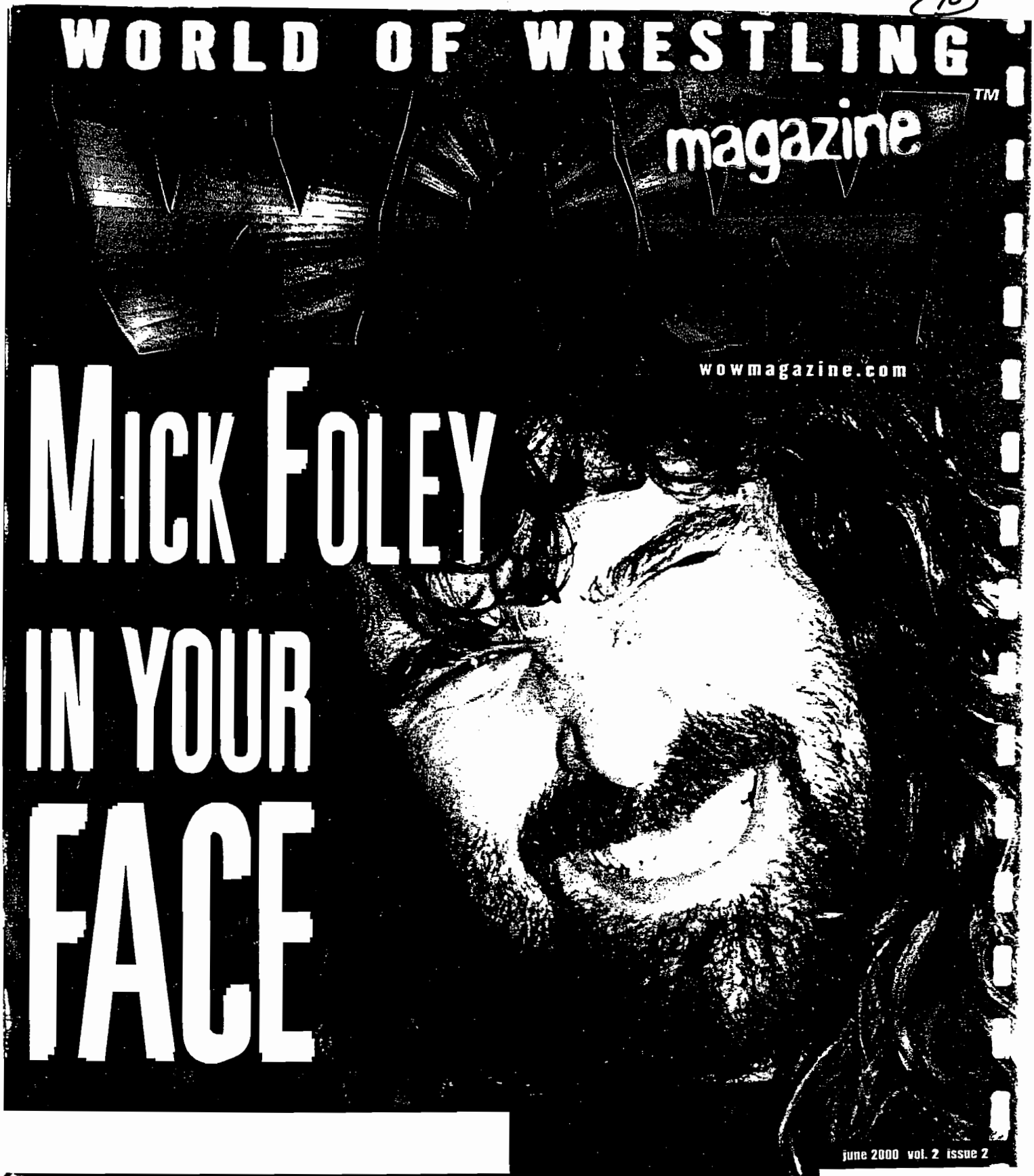

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Have you ever wondered what really happens behind the scenes in Pro Wrestling? Did you ever wonder which wrestlers hate each other, why your favorite wrestler left one promotion to go to another, or how your favorite wrestler got started in wrestling? Well now you can. As RF VIDEO offers you a behind the scenes look at your favorite wrestlers in our premiere shoot interview video series. These interviews were conducted exclusively by RF Video and include rare video footage documenting their career with never before heard stories. These interviews are a must see for any fan. Never before have wrestlers talked openly about the wrestling business until now. We promise you that you will enjoy every shoot interview as every wrestler tells you the stories behind their success. You will follow them down the road as they tell you tons of stories about famous matches, angles and road stories, plus watch matches you haven't seen in years.

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022 SHOOT INTERVIEW STEVE CORINO: Well we saved the best for last. Or at least that's what Steve thinks! Mr. Old School talks about his current crusade in ECW and his prior experience in World Class, Georgia, Puerto Rico, New Japan, WWF, NWA, Portland, Florida . I think his son Colby was more honest, but this 4 hr. interview was definitely unique and interesting as Corino also tries to take over the RF Video office.

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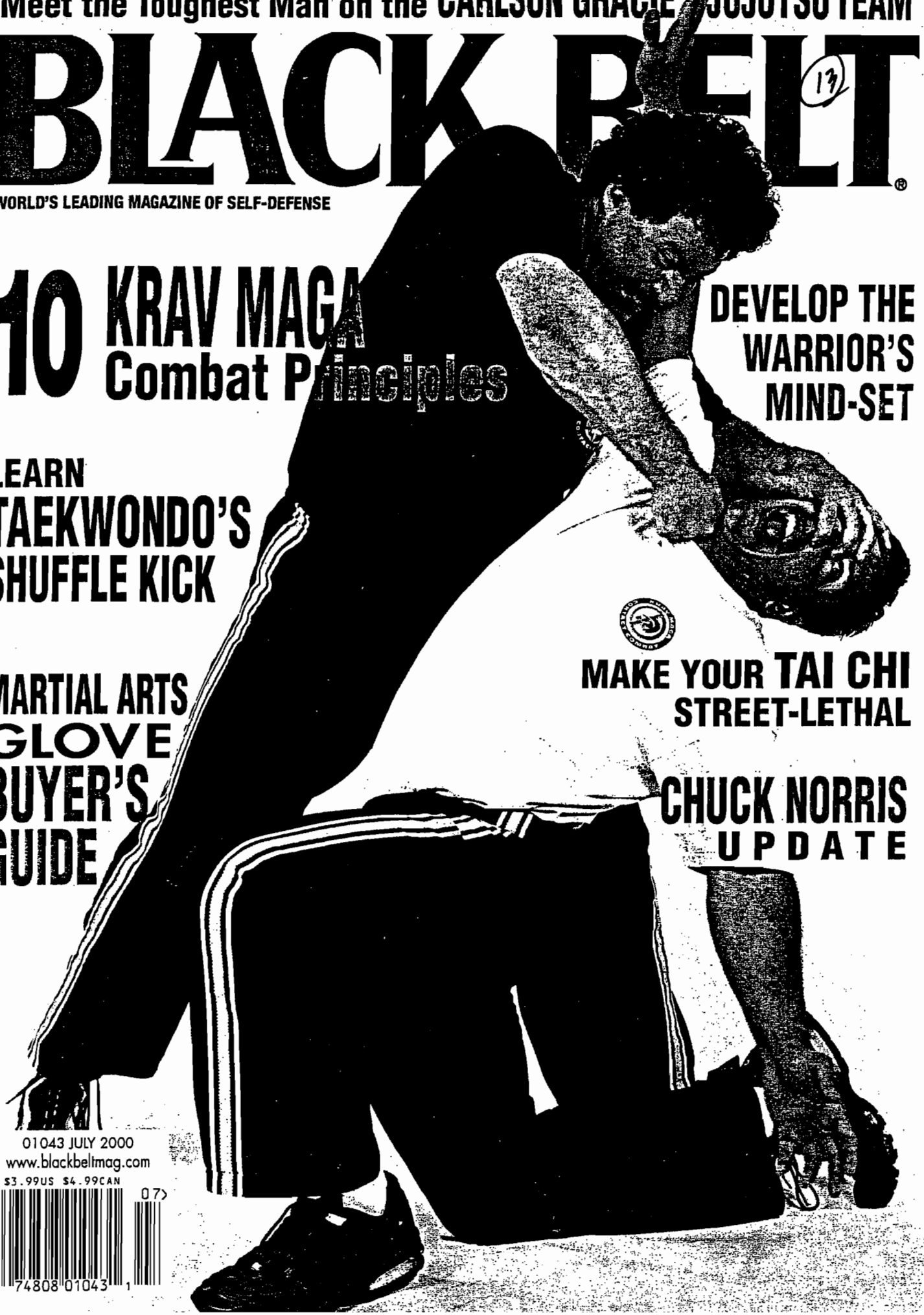

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BACKGROUND

The founders of the Karate Connection and Producers of the Karate Connection Video Training Tapes are Chuck Sullivan 9th Dan and Vic LeRoux 8th Dan.

Mr. Sullivan began his training under Grand master Edmund K. Parker in Feb. 1959 He was promoted to first degree black belt in Sept.1962 becoming the *fourth* blackbelt in **Kenpo** in the United States. He and Mr. Parker produced a series of 8mm training films and he was Tournament Director of the second International Karate Championships in Long Beach. His promotion by Mr. Parker to 7th Dan was in 1981. His 8th and 9th degrees came as a result of promotions in accordance with the bylaws of the IKCA, from which no member is exempt, including the founders.

Mr. LeRoux was promoted to first degree black belt by Mr. Parker in 1969 and to 5th Dan in 1981. He is also a charter member of the BKF and has had extensive training in Jeet Kune Do as well as Escrima. Mr. LeRoux's sixth and seventh and eighth degrees came under the auspices of the IKCA.

RESPONSE

The positive reaction we have received from our video students has been truly inspirational. The letters and phone calls we get praising the program and the comments our students make on their test videos have let us know it was the right thing to do. Martial Artists from all over have shown the ultimate respect for our system by becoming Certified Instructors, who are now operating Affiliate Schools or Youth Outreach Programs under the guidance of the IKCA..

STANDARDIZATION

Each of he Karate Connection Videos contain one belt level.All the basics and techniques are shown in comprehensive detail. All the tests are performed by all the members, in exactly the same way. Because of this the IKCA has attained a level of standardization of which we are proud. No longer does anyone have to travel the country correcting techniques and forms. All any instructor or student has to do is slip their tape into a VCR to see for themselves, the correct angle, target or weapon. No more confusion or bickering over correctness. Our goal is precision not politics.

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In the *original* **Kenpo** we were taught to be free and spontaneous by using the basics and a limited number of techniques, from which we could borrow moves, to create our own techniques upon demand. It's a concept that we agreed with then and still do today.

By cutting Kenpo back, making it *mean* and *lean* again and utilizing our ***unique training drills***, it is our intention to give the student a system that is achievable in a couple of years and perfected in a few more rather than a system that takes a couple of decades to learn and a lifetime to perfect. But above all we want to give the practitioner the ability to react in a spontaneous manner.

"I'D RATHER HAVE TEN TECHNIQUES I CAN FIGHT WITH, THAN A HUNDRED TECHNIQUES THAT FIGHT ME"

That's a quote from our instructor. One of many we've taken with us through the years. Think about it. Its meaning is quite clear. Don't clutter your mind with repetitious material that works against you, when you need it most.

We concentrate heavily on principals. It's the principals that make or break a system, not how much material you can commit to memory. Mental memory and muscle memory are two very different things and it's ingrained muscle memory you want when the chips are down. Spontaneous reaction is the greatest gift a system can give you. As target opportunities change during the action, even the most meticulously thought out technique may need to be adjusted in the heat of combat. This is no time to be mentally sifting through a mountain of information. **Survival is measured in milliseconds.**

VIDEO TESTING

We realized back in 1989 when we were drafting our plan that no system could be successful unless we were able to correct all mistakes before they went too far and compounded themselves. So we devised what we believe to be the first video testing method on the market. First we teach the material for each belt level. At the end of each tape, the test for that belt is shown in its entirety. When your video test is received we analyze your performance move by move and then we video our response, in the form of a private lesson, back to you. Even if you've passed with flying colors there are probably still a few things that we will have to go over with you. After over seven years of utilizing our method we are even more impressed with it than we thought possible when we conceived it.

COST

One of our aims in creating the video series was to be able to offer an entire system of Karate at a **very affordable price.** We don't have multi-level belts because there were none when we were coming up. Each belt was a level in itself and it still is, except for black belt, which always had levels.

The cost per video is $39.95 plus the usual $4.00 shipping and handling. For an even greater savings we offer the entire series, Orange, Purple, Blue, Green, Brown and Black if ordered together for $199.95 plus $9.00 S&H. The Kids yellow belt tape is $39.95 plus $4.00 S&H. The series averages over one and a half hours per video. This is, by far, the most COST EFFECTIVE training method there is.

FREE VIDEO FREE VIDEO FREE VIDEO

We can talk about our style and system all we want but the proof is in seeing it. That's why we're offering a **FREE** preview video. You have to see **Kenpo** move in order to know what we are all about. If you will send just the cost of shipping and handling ($4.00) we'll send you our 30 minute preview tape which shows a sample segment of each of the videos in our series. We will also include a complete set of the INTERNATIONAL KARATE CONNECTION ASSOCIATION bylaws which covers in detail our **INSTRUCTORS CERTIFICATION PROGRAM.**

Send $4.00 to: KARATE CONNECTION (PREVIEW VIDEO)

($10.00 International) **P.O. BOX 4067, SEAL BEACH, CA 90740-8067**

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How To Win Every Fight And Never Feel Fear... I Guarantee To Show You...

How To Expose 'The Biggest Lie Of Fighting' Plus! How To Eradicate The Paralyzing Emotion Of Fear Forever!

Reap The Benefits Of Scientific Research In Just Hours, Not Years And Be UNDEFEATABLE In Every Aspect Of Life!

Sounds Too Good To Be True? Call 800-724-9737 And Get Your FREE Report Now! You Have Nothing To Lose...Except Your Fear!!!
Warning: You must be 18 years or older to receive this Special Report

Dear Friend,

Did you know it is possible right now to possess MORE real fighting knowledge than the most 'Grandmasters' in any martial art? In fact knowing these closely guarded secrets instantly allows you to defeat any opponent... regardless of your size or strength. More importantly did you also know these secrets completely eliminate any feelings of FEAR? Yeah right, you say? Who could possibly have the balls to make that bold, seemingly outrageous statement? Well, I'm about to introduce you to a man who's made his livelihood for the last twenty years proving that the biggest lie out there is that it takes years to become a deadly fighter.

In Mere Hours My Men Were Destroying 'Gurus' With 20 Years In The Martial Arts

I'm a former Navy SEAL (the US Navy's Elite Commandos) and in 1987 we were introduced to one Jerry Lee Peterson. This guy came to us from some, let's just say, 'highly credible' sources within our government. At the time the SEAL's were searching to standardize the way they taught hand-to-hand fighting to the hard charging SEAL combat platoons. We faced the same problems you face today; we didn't have twenty years to become effective fighters. Our guys needed a program, which got them to fight with or without weapons and guaranteed they could not be defeated, no matter what the attacker knew about fighting. It needed to be quickly learned and easily retained, based on natural body movement and had to work **regardless of size or strength.**

Needless to say EVERY martial art and fighting system we tested (and we tested them all: Karate, Kung Fu, JKD, Jui Jistu, Sambo...) all failed the test. They either took way to long to learn, could not handle modern weapons, failed against multiple attackers or required excessive athletic coordination. More importantly these 'arts' or 'sports' were all DEFENSIVE in nature, a term we didn't know was a problem... until we met Jerry.

This guy comes in and takes 14 SEALs with very little hand-to-hand experience and announces after a few hours of training them we could put his guys up against the most highly experienced fighting gurus of the SEAL Teams. I mean some of these 'gurus' had been trained practically from birth in the martial arts. These dudes were feared within the tight community of the SEALs and anyone who has spent anytime around the "Teams" knows SEAL's fear next to nothing. But Peterson insisted and the demo went on; to the amazement of all in attendance the Peterson-trained SEAL operator DESTROYED each and every of the 'gurus' quickly and effectively. Not only that, these guys easily adapted whether the attackers used fists, kicks, grapples, chokes or weapons... it just didn't matter. Jerry's fighters seemed to just focus on taking out the attacker (more about this in the FREE report). And you too can be just like the Peterson-trained SEAL commandos, when your armed with the knowledge of his AMAZINGLY effective yet simple to learn fighting system (more on that later).

The One True Ultimate Fighting System

So who is this Jerry Peterson dude and what can his revolutionary fighting system do for YOU? ***Only give you the confidence to never waste another day of your life fearing another man.*** Ya see this system of his wasn't developed by some ancient 'grandmaster' with some mystical (or should I say questionable) background. Nor was it something that was watered down into some 'ultimate competition' that pretends to be real yet has rules and a ref. No this system was developed in the harsh jungle combat of the Vietnam War. That's where a 19-year-old soldier was literally dropped into a horrific firefight after only his 3rd day 'in country' (as they say) and what did he do? He felt the paralyzing fear of imminent death taking hold of him...why? Because the 'combat training' he had received failed him... he was waiting for someone, anyone to tell him what to do, to lead him, yet no one did. So if he was going to survive this, it was up to him and guess what he did? He got mad. I mean hellfire and brimstone MAD, and right then and there promised himself he would never wait for another man to tell him what to do. He then looked and found the enemy who pinned them down, CHARGED and took them out in one smooth action. That was the dawn of Special Combat Reactionary Systems (SCARS®).

You Now Live The Fearless Life With The Offensive Mindset™

That 19-year-old kid was Jerry Lee Peterson. He went on to serve 2 tours as a 'pointman' with 173rd Airborne Charlie Company. That unit is credited by historians as seeing some of the MOST fierce combat of that war and Peterson arguably held the most dangerous job at 'point'. It was in those jungles that he saw what a defensive mindset did to men, how it caused them to freeze and die. He survived numerous overrun situations (where the enemy outnumbers and actually overruns you) requiring hand-to-hand and hand-to-weapon killing. This was due to the revelation of what he was later to call the Offensive Mindset. *The ability not to worry or fear what your enemy may do to you and only focus on what you are going to do to him.*

Have You Ever Felt Fear?

If you have ever felt even a TWINGE of fear in any potentially violent confrontation, if you have been training in a 'sport-fighting' or a competition-based system, PLEASE don't risk freezing in a real life and death struggle. You need to see this FREE special report. You need to get the full story on SCARS and the *Offensive Mindset*. Because what your learn in martial arts or 'sportfighting' may get you killed. And for those of you who don't think they have time to learn to live a fearless life I'm here to tell you can, IN A FEW SHORT HOURS, completely change the way you view the world and never fear any man from that day on.

Fighting Is Fighting With Or Without Weapons

With SCARS you get THE complete fighting system. That's punching, kicking, throwing, grappling, joint locks that utilize ALL your natural body weapons. Standing up or on the ground, whether it's 1 attacker or 3, whether they or you have weapons... THE SCARS principles WORK regardless of the threat. You'll get the benefit of the $2.5 million dollars that was spent on the academic research and the empirical data from real combat that's behind the SCARS program. The SEALs thought so highly of SCARS they had Jerry design 3 official courses for the SEALs and create a trainer program, which produced over 200 military SCARS Instructors (get the FREE report for all the details). You'll possess more fighting knowledge less than the top two tenths of one percent of the fighting world currently has and you'll get it in a clear usable format. You won't need to rely on strength or athletic coordination when you combine the Offensive Mindset with the secrets of Autokinematics™ (sorry, no time to explain Autokinematics call for the report). This is what you want, this is fighting the way it should, and now CAN be quickly and easily learned. Maybe these claims are too much for you, maybe you think this is just advertising hype and SCARS is just a bunch of BS. Well we'll make it easy to find out for yourself because...

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Listen SCARS will change your life and to find out more all you have to do is call our **24hr toll free recorded message**

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and leave your name to get your FREE REPORT. International call 602-437-3143. Get what up to now only the elite members of the US and NATO Special Operations Community and Federal Agents and some big city SWAT teams have received (clients like: ***US Navy SEAL Teams, Army Green Berets, members of DELTA force and SEAL TEAM SIX, USMC Force Recon, FBI, DEA, Treasury...)*** You have nothing to lose and everything to gain. Become what most fighters can only dream of being; a true man of action, a man without the heavy burden of fear holding him back. Call NOW! You have only your life to lose if you don't.

If you are on the Internet check out our site at www.scars.com serving you the world over 24/7

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"Secrets of How I Tripled My Hitting Speed in Just One Evening!"

"There is TREMENDOUS power in SPEED and MOMENTUM!"
Dr. "Crash" Trujillo, M.D.

Dear Friend,

Look! I used to train hard. The 4-hour workouts, 7 days a week, every week!

Then a friend introduced me to The SPEEDMAN. The SPEEDMAN is a tall, lanky man with hawk-like eyes that bore right through me.

My friend told me how fast this SPEEDMAN was, but I thought he was jerking me around. I wanted proof.

The SPEEDMAN got this funny gleam in his eye and asked me if I wanted to play. I'd been around, so I told him "sure."

He did the "clap hands" drill. That's where I have my hands up in front of my face and he throws a punch between them. I'm supposed to either block it or catch it. I told him to "go ahead."

I felt a "sting" on my nose and I didn't see him twitch a muscle.

"You must have caught me when I wasn't looking," I told him. My buddy laughed.

"Are you ready yet?" The SPEEDMAN asked. "Sure," I replied.

My nose stung again, but much worse this time. My buddy was rolling on the ground, doubled up with laughter. Through his gasps of laughter he asked me, "Do you know how many times he hit you?"

"Three times," he yelled . . .

. . . then laughed some more.

I was "pissed off" now, so I threw a punch at his head, just to see what he could do.

The SPEEDMAN was **frighteningly** efficient.

Both of his hands were in my eyes, on my throat, all over my midriff, and at the same time his feet whomped on my legs.

"AND I COULDN'T STOP HIM!"

I couldn't turn from him, then he thumped me lightly on the brainstem, and I crumpled to the floor as he followed me down with a finger to my throat.

It was just a "friendly" demonstration of speed, but . . .

. . . It was frightening, because there was NO defense.

The SPEEDMAN had **"zapped"** me more than 12 times in less than a second. I know because my friend tried to count them.

This SPEEDMAN could move better than any of those movie clowns in The Matrix.

He could **"whomp butt"** on an entire football team without spilling his morning coffee.

That's when I knew **I needed to know more about "real" speed!**

Because I was a black belt in 3 different karate styles, The SPEEDMAN invited me to his **"insider's"** seminar, a **"behind closed doors"** class (with the doors locked) that he held for 9 of his own handpicked, **private** students. It was 5 days, 4 hours a day, and his speed trainings were out of this world!

Here's just a small sample of the closely guarded secrets he taught and captured on S-VHS video:

GUERRILLA SPEED SECRETS

- **A speed demo so awesome my friends pounded me on the back in their enthusiasm!**
- The single most important key to effective speed!
- A simple **"sanity test"** to validate your speed!
- How to compress **your power** so it goes off like a **stick of dynamite!**
- The **worst mistake** that causes **"leather hitting"!**
- A simple way to get more hits in a second than you can **legally** handle!
- The one drill that **gives you 12 hits** before he can blink an eye!
- After my demo the room resounded with a **sudden roar of applause!**
- How to **drop a bomb** on any target!
- The real secret behind **invisible strikes!**
- 56 secret spots that would drop King Kong!
- How to hide your attack against any opponent!
- **A speed discovery** so startling, it will have your friends **applauding you!**
- The **secret of guerrilla speed!** And when to use it!
- **How to triple the speed of your back knuckle overnight!**

Plus lots, lots more, so much that you must feel it to believe it.

This is a highly impactful **"Insider's Secrets"** video, and you get it all for **HALF PRICE,** or **$39.95 bucks,** plus $13.55 postage and handling **WHEN YOU ORDER WITHIN 30 DAYS!**

This material took 19 years to research and compile. It cost more than $27,789 in courses. Your cost **NOW** is just $39.95 + $13.55 P&H.

"AN UNBELIEVABLE BARGAIN"

Why? A couple of reasons.

First, I believe the average guy has been screwed, and they **are not being taught the "real" secrets.** The SPEEDMAN teaches the **real secrets,** so getting these videos out to you is my way of fighting back. Once you see them you'll know!

Reason two, soon The SPEEDMAN is gonna put on more seminars and release his newest project, and he's testing to see if you are ready for his **"little known"** information yet.

Now you're probably asking, **"If speed's so important, why haven't I heard about it before?"** Good question. Let me tell you what the Masters say:

MASTERS' SECRETS OF SPEED

- Train in the **real secrets** by the **light of the moon and behind closed doors. NEVER let the common ones know what you know!**
- Kaneshima Matsumora **NEVER** taught the secret speed principles of his Okinese boxing
- These (speed) techniques **were taught in secret** and do NOT appear in the Katas. Hohan So Kan
- **Always teach and practice in private,** telling NO ONE your secrets. Chinese boxing
- **Speed is the most important key** to winning a fight. Yang Jwing-Ming
- The man was KILLED on the spot by **a hand that no one saw.** Yang Lu-Chan
- Old SECRET. Should always **be relaxed to allow for speed.** Koyo
- Spring **like a panther** and DO NOT give him a chance. Ho Kama
- With only a strong punch you CAN'T TOUCH ME. **Speed is essential.** Matsumura
- Move as if you have springs on the soles of your feet. Kafu Kojo
- **Train in movement** so that you can AVOID any attack instantaneously. Nakama
- **Speed and accurate** target placement are MORE important than power. Hsing-I
- **Speed is ESSENTIAL.** Chi Bana
- If attacked, **a relaxed person** moves **more QUICKLY.** R. Smith. Chinese boxing
- To make techniques effective **speed is most important.** Yang Jwing-Ming

And lots, lots more.

FREE BONUS #1, a $69 VALUE!

When you order **before 30 days** from today's date I'll send you a **SURPRISE video** worth more than 69 bucks **FREE** . . . just for trying out **"Secrets of How I Tripled My Hitting Speed in Just One Evening."** How can you lose except by just sitting on your butt and doing nothing?

So order right now.

FREE BONUS #2, a $50 VALUE!

And IF you are one of the first 50 guys to order, you also get **FREE** a training manual, **"The Real Secrets Behind Invisible Strikes."** It's a rare manual on **covert striking,** and secrets of a skill even more awesome and **street effective** than even speed. You CANNOT buy this manual at any price. So you'd better hurry so you don't miss out.

"WARNING!"

These items are crammed full of really meaty, powerful speed secrets . . . attack strategies . . . little-known nerve cavities . . . lost information . . . **blunt talk** . . . real value . . . very impactful, and The SPEEDMAN was teaching **adults** and **using adult language.** He is known for **"Toilet Zen,"** so if you are not 18, or if you're offended by adult talk, then just don't order.

"TOTAL SATISFACTION GUARANTEED!"

"Secrets of How to Triple Your Hitting Speed in Just One Evening" is a sure-fire method, and you've got **90 days** to review the materials and learn for yourself. If you've not tripled your hitting speed by then, return all materials in undamaged condition and get a **no-hassle** refund (minus P&H).

"DON'T LOSE OUT!"

My advice to you is don't wait another minute. Send for The SPEEDMAN's amazing course and triple your hitting speed overnight.

When you pick up the phone and order right now, you'll get $199 worth of **Guerrilla Speed Hitting Secrets** for only $39.95 + $13.55 P&H. A savings of more than $160!

If you hesitate, you MIGHT NOT ever see this ad again or this offer again. THIS IS A MARKETING TEST, which could end tomorrow!

Stay safe! Your friend,

Dr. "Crash" Trujillo, M.D.

IMMEDIATE SHIPMENT!
Within 24 Hours

Warrior Publications & Productions
6252 Dark Hollow Road
Medford, Oregon 97501

☐ Sir! I really want your **"Secrets of How I Tripled My Hitting Speed in Just One Evening"** for a total of $39.95 + $13.55 P&H.

☐ I also want your FREE $69 BONUS VIDEO giving over MORE secrets of **Speed, Power, Nerve Centers,** and **Vital Areas.** I understand that if I don't order ASAP, I can lose this **FREE BONUS** at any time.

☐ And since I'm one of the first 50 to call right now, I also want the **2nd FREE BONUS, "The Real Secrets Behind Invisible Strikes"** worth 50 bucks. So, for $53.50 I'm getting more than $199 worth of secrets. Thank you

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Treacherous Fighting SECRETS Finally Revealed!

WARNING! It's Savage!

WIN ANY FIGHT!

Simple "Quick Learn" Moves That'll Drop Any Attacker In a Split Second!

By *Bill Shaw*

- ★ Founder: HanFooWa Combined Fighting Arts
- ★ World Martial Arts Hall of Fame Member
- ★ 3 Time "Instructor of the Year" nominee
- ★ Top 10 Rated Black Belt Fighter
- ★ Hollywood Fight Consultant & Coordinator
- ★ Instructional Writer for: *Inside Kung-Fu, Black Belt & Karate Illustrated* Magazines.

In Violent Times!

You realize that, these days, you're more likely to be attacked than ever before. Without warning, it happens! Will you be humiliated, beaten up, maimed, or worse? It's just good common sense. "If there's gonna be a fight - you wanna be the one that Wins!"

But honestly, **Are you ready for a Brutal Attack?** Have you ever even been in a real fight? Do you know what it's really like?

Just imagine yourself being attacked by a ruthless street thug, seasoned boxer, or renegade martial artist. You fight back with all your might. But nothing seems to work! He just keeps coming after you! Pounding your face into a bloody pulp with every blow! (Wow, now that s a scary thought! Hunh?)

Before It's Too Late!

Now, what if you knew the key secrets that gave you an **unfair advantage** over any attacker? What if you could **increase** the odds, in your favor, by **1000%** - and do so in just a matter of days, instead of years? Fact is, it's much easier than you might think!

Hi-Impact Training proudly presents: ***WINNING TACTICS!*** A Best Selling, time tested, *"learn it today & use it tomorrow"* video program by Bill Shaw. As one of the world's leading Instructors, he makes it all very simple. He'll show you how surprisingly easy it is to develop awesome fighting skills that will: astound you, amaze your friends, and terrify your enemies!

You Know It's True!

Fighting prowess isn't a matter of muscle. It's a matter of knowledge! Strength is great, but it's **no match for Covert Tactics!** Think about it! What is it you don't know, that'll make the biggest difference in who walks away from a vicious attack - and who is left, face down, in a pool of his own blood?

We're talking about when the stakes are for real, and lives hang in the balance. This is not the time for typical "self-defense course" nonsense, amateur boxing efforts, or fancy karate dreams. You're gonna need something **Dependable**, that **Works for Real**, is **Brutally Effective**, and has the **Devastating Stopping Power to put a man down fast! And keep him there!**

Now, when you get this program, you'll realize the awesome confidence of *Knowing* that you can easily destroy anyone (stupid enough to mess with you) into a helpless whimpering heap of paralyzed agony!

The Best!

For 29 years now, Bill Shaw has been **Combining, Enhancing & Improving** top aspects of the world's best fighting arts (some, so secret that you've never heard of 'em). From this extensive and diverse background he's discovered the **esoteric secrets** that, through the ages, have remained cloaked and hidden from all but a very select few! These key insights are not available anywhere else. Not self-defense courses, martial arts schools, gyms, back alleys, special forces, or any other program.

Before his videos, such high level instruction was reserved for Bill Shaw's most advanced personal students. (Like Dan Burk. Famous for stopping a million dollar armored car robbery, by **disarming a machine gun and a 45 automatic - with his bare hands!**) Now, through these unique videos, you too can learn to protect yourself and loved ones from the tragedies of violence.

Learn All This!

- ✔ 27 Ways to Drop a Man in a Flash!
- ✔ Escaping Holds, Locks & Chokes!
- ✔ Double Your Hitting Power Instantly!
- ✔ Crippling "First Strike" Leg Breaks!
- ✔ Body Smashing Street Throws!
- ✔ Blinding "Speed Hitting" Made Easy!
- ✔ How to ALWAYS Hit Your Target!
- ✔ 21 More Surprise Moves that Win!
- ✔ Martial Art's Best Fighting Kicks!
- ✔ Powerful Mind Control Tactics!
- ✔ Joint Breaks & Paralyzing Locks!
- ✔ How to be Ready for Anything!
- ✔ Nerve Attacks & How to Use 'Em!
- ✔ 8 Simple, Split Second, Moves!
- ✔ The Infamous "Sleeper" Holds!
- ✔ Devastating Hits, Kicks & Strikes!
- ✔ The Unblockable, Fight Finishing, "Easy Move" - Learn It in Just 5 min!
- ✔ 12 Mistakes You Must Never Make!
- ✔ Mental Keys to Winning Any Fight!
- ✔ And Far Too Much More to List Here!

BLACK BELT Recommended!

Worldwide, Bill Shaw's tapes are used by: Leading Black Belts, World Champions, Top Instructors, SWAT & Military Personnel. In fact, they're so good that 37.5% of his video students are **Black Belts or Combat Instructors!** Here's just some of their praise:

◆ *"Without a doubt, the Best instructor I've ever seen."* B.A., Saudi Arabia (31 yrs. exp. 3rd deg. Atemi-Jutsu) ◆ *"Incredible ...one of the most awesome martial artists I've witnessed. Ever!"* Al Farnsworth, NV (27 yrs. exp. 8th deg. Kenpo, Jiu-Jitsu, Boxing) ◆ *"...I find your knowledge unsurpassed...permission to teach your techniques."* B.W., KY (23 yrs. exp. 6th deg.) ◆ *"...what I've been looking for. I plan to start teaching your information ... it's the Best."* L. Cannon, GA (12 yrs. exp. Hapkido, Wing Chun, Thai Boxing) ◆ *"...never seen more realistic applications. Easy to apply & Very Powerful."* L. Diaz, Puerto Rico ◆ *"...I intend to incorporate your material into my advanced class."* K.S., CA (32 yrs. exp. 6th deg. Kenpo, Ju-Jitsu, JKD) ◆ *"Effective for real life fighting...* Great Stuff!" P.B. USAF ◆ *"Having these tricks up your sleeve doesn't seem quite fair!"* Rockwell Bothers MI. (State TKD Champions) ◆ *" I've implemented your outstanding techniques into my own arsenal...level increased two fold!"* Sgt. Taylor, Special Police, Wash. D.C.

Most Highly ENDORSED!

★ ***Steve Golden:*** Top Jeet Kune Do (Bruce Lee Method) instructor. *"I'm impressed. Bill Shaw's tapes are excellent! He presents practical & realistic applications of many little known principles."*

★ ***Mike Stone:*** Undefeated World Karate Champion, 1994 instructor of the Year. *"Some of the best I've seen. I Highly Recommend his tapes to anyone, regardless of their level of proficiency!"*

★ ***Earnest Hart Jr.:*** 4 Time World Kickboxing Champion & Shoothghting Expert. *"With his vast knowledge in the various arts, he gives great insight to anyone... His tapes are a Must!"*

★ ***Pat Johnson:*** 9th deg, Black Belt, 1995 Instructor of the Year. *"Just as I would expect, the techniques in his videos are outstanding!"*

★ ***Al Dacascos:*** WunHopKuneDo Founder. 1977 Instructor of the Year. *"Bill Shaw's tapes are the Best ...effective, practical & realistic....covers all phases of street combat! ...Priceless!"*

★ ***Dale Frye:*** 3 Time World Kickboxing Champion. *"...many new concepts. ...will add to anyone's arsenal, both mentally & physically!"*

★ ***Jim Harrison:*** U.S. Kickboxing & 3 Time U.S. Karate Champion. *"Good job. Very articulate and definitive ..some of the Best I've seen!"*

★ ***Karate Illustrated:*** *"...a martial artists most effective offense - as well as defense."*

Scientifically Superior!

Honored as ABC News Person of the Week and currently developing a NASA project, ★ ***Dr. Harry Kloor*** is the only person ever to earn two Ph.D.'s Simultaneously! (Physics & Chemistry) As a Black Belt with 21 yrs. experience, in a variety of arts, he offers this uniquely qualified endorsement.

◆ *Clear, Concise, Effective, and Devastating! Bill Shaw has brilliantly applied the laws of physics and kinesiology to the fighting arts. Thereby, creating a combative method of unsurpassed techniques, principles & strategies!"*

Any Questions?

There you have it! The reasons Bill Shaw's videos are in such high demand. Worldwide, fighters of all kinds agree. *"He Teaches What Others Don't - But Should!"*

Best of all though, in order for you to have this kind of **Unstoppable Fighting Power**, you don't need any prior training or loads of natural talent. You don't even need to be fast or strong. What you do need is some good common sense, a desire to learn, and enough initiative to simply **Take Action Now** and *Order This Program Today!*

Naturally, you would expect a program of this magnitude to cost a few hundred bucks. And of course, it would be worth every penny! But Relax, that's not the price. Actually, we're almost giving it away.

FREE $120 Bonus!

Okay, here's the deal! When you order *Winning Tactics vol. 1* now (within 21 days) you pay Only $59.95! **AND**, we'll also include the 2 companion programs: *Winning Tactics volumes 2 and 3.* **Both FREE!** You get 3 full length programs of hi-action & selected secrets for the price of just one. It's an absolute no-brainer. Your best chance to finally, *Learn Things You've Never Been Told and Shown Stuff You've Never Seen!*

Now, Think Ahead!

Think of a time in the near future. A time when you realize that getting this program was the **Smartest Thing You Ever Did!** See yourself, in action, as you effortlessly take out the "Jerk!" Feel the pride and honor of saving the day! Hear the admiration of others. Experience, the confident assurance of being a: Lightening Fast, Power Hitting, Bone Busting, Devastatingly Decisive Fighter! One that instantly takes charge, controls the situation, and - it need be - easily ***Wins the Fight!***

- You Must Be Over 18! -

Due to the vicious nature of these videos, you must be 18 or older to buy them!

Order Now! Offer Ends In 21 Days!

❑ Yes, please send me **Winning Tactics vol. 1** for Only $59.95. I'm over 18, and I promise to use this knowledge only in the most honorable manner.
❑ I'm ordering within 21 days, so be sure to include my **Free Bonus: Winning Tactics vol. 2 & vol. 3.**

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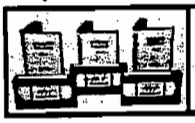

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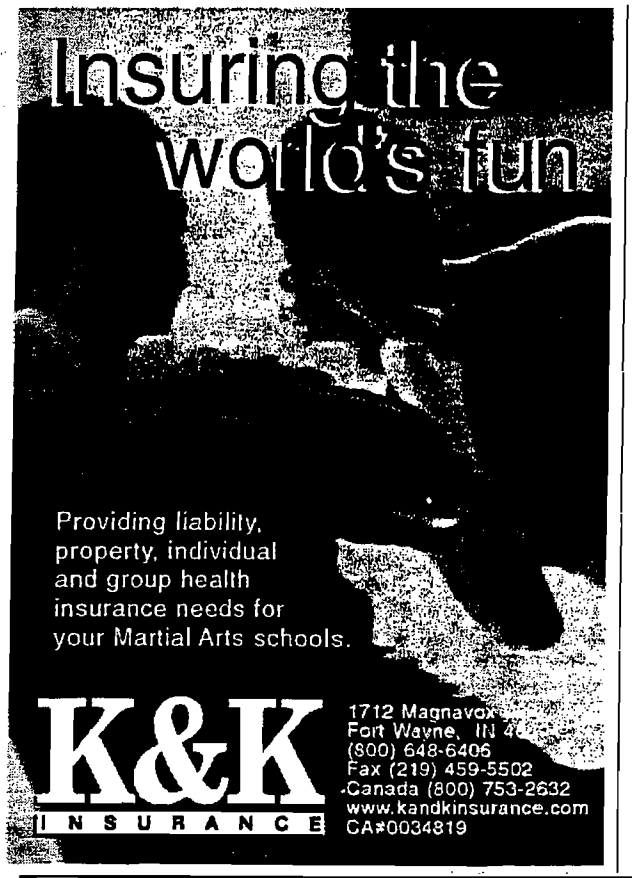
information, write to Richard Baptista, 24 Swan Avenue, East Boston, Massachusetts 02128. Or call (617) 567-4989 or fax (617) 561-0565. The e-mail address is KarateNE@aol.com and the Web site is located at http://members.aol.com/neokarate.

JHOON RHEE ONE OF TOP 200 U.S. IMMIGRANTS

WASHINGTON, D.C.—*Taekwondo* legend Jhoon Rhee was recently selected as one of the 200 most famous immigrants of all time by the National Immigration Forum in conjunction with the U.S. Immigration and Naturalization Service. Rhee was the sole Korean-American to receive the honor.

Rhee introduced America to taekwondo in 1956. Those with whom he worked, trained and taught include martial arts legend Bruce Lee and boxing champion Muhammad Ali. In 1991 Rhee introduced the martial arts to the former Soviet Union, where there are now 65 Jhoon Rhee studios. He is also a 10th degree

Continued on page 79



READY FOR THE REAL STUFF ?

All right then. Let's cut the crap!

You've seen all the ads out there claiming to make you "UNDEFEATABLE" in just hours through some magical system taught to the "NAVY SEALS" and other "elite military units". *Are you really that stupid?* If so, **STOP READING RIGHT NOW AND TURN THE PAGE!** This ad isn't for you. But if you've guessed by now that these claims are as ridiculous as they sound, and you're after the **real stuff**, then **PAY ATTENTION!**

When ***Bill Wolfe*** barks, you'd better listen because he's without doubt, the most highly trained military instructor of CQB on the planet! *(and since going public... we haven't heard any arguments.)* With four operational tours of duty as a **REGT. SGT. MAJ.** *(the most senior NCO rank for an infantry soldier in the Canadian and British Armies)*, official certification as a **Senior Unarmed Combat Instructor**, service as an **Airborne Commando**, service as an Instructor for one of the world's most highly classified **elite anti-terrorist teams** *(we can't even reveal the unit's name under authority of the O.C.S.A.!)*, and 10 years as an **ERT/SWAT team leader**, Bill has more real life experience and training than all of these other so called *"Hand to Hand experts"* put together!

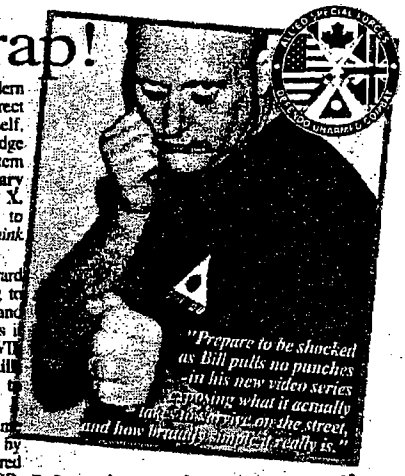
Find it hard to believe? **So did a well connected US military official** after hearing about Bill and this system. That was until he did his own background check and found out that it was all true! **Every aspect of Bill's history that this guy could access checked out!** *(There are some aspects of Bill's training that are so highly classified, even this guy's connections didn't work).* In his own words, *"Most guys out there are just blowin' smoke up your ass when they talk about their backgrounds... I'm amazed that Wolfe's credentials checked out 100%."*

Take it from Bill, who has trained in just about every system under the sun, and has literally had to bet his life on what he knows. **There is only one system of Unarmed Combat that actually works on the battlefield or the street, it's called DEFENDO.**

Originally developed by the "father of all modern unarmed combat" *(William Fairbairn of "Silent Killing" fame)*, for the deadly British Commando's and Allied Special Forces of WWII and highly classified for decades, DEFENDO is the one and only system proven battle worthy in modern military history. Through a direct training lineage to Fairbairn himself, MODERN DEFENDO is a cutting edge continuation of that same lethal system taught to Spec. Ops. at the **legendary and top secret spy school, CAMP X.** Any other fighting system care to compare their history? *(We didn't think so.)*

Today the battlefield is your back yard and the enemy is some puke trying to rob you at knife point. This life and death struggle is every bit as real as it was for those elite soldiers of WWII. **The question is, do you have the skill that allowed those soldiers to survive?**

Now remember, this is **NOT** some "miracle" method created over night by one person. And it's **NOT** some watered down sports style claiming to be CQB. DEFENDO is a real and complete system, *(including tactics, techniques and mindset skills)*, that is the end result of **millions of dollars in R&D and over 60 years of constant hardcore testing by the world's elite militaries.** This system is it! The real deal. No ridiculous claims, tough guy stories, or recycled martial arts. Just the real stuff. **The stuff that actually works!**



"If you're ready to stop wasting time with garbage that will never work, and want to see what it really takes to devastate and control your enemy. Then call *RIGHT NOW*, toll free, to find out how YOU can learn the most effective and well tested fighting system of all time! GUARANTEED !"

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Or write to :INTERNATIONAL DEFENDO FEDERATION, 101 Bowser Ave. North Vancouver B.C. Canada V7P 3H1

Force him to make the first move... dance him around like a girl... and TAKE HIM OUT like a rag doll!

Why Are Bigger, Stronger, Taller And Meaner Multiple-Black Belt Bad Asses Absolutely Terrified Of Challenging This Mild, Middle-Aged (And Undefeated) No-Rules Cage Fighter From Arizona?

It's because his amazing new "simple and vicious" streetfighting system – perfected in illegal (felony) no-rules "pit" fights – allows you to *instantly* dominate and humiliate even experienced black-belt opponents... no matter how over-matched you are in size, strength or skill. The fight is *over* before he can blink.

Best part: You can learn it *almost overnight*, even if you're out-of-shape and have no previous fighting skills at all... *guaranteed!*

(Dateline -- Visalia, Ca) My office has been "action central" in the streetfighting world for over 10 years now. I rub elbows with domestic and foreign special forces (**SEALS, DELTA**, Russian **Spetznaz**), federal agents (**CIA, FBI**), big-city **SWAT** cops, and "black bag" operatives from organizations most civilians will never, ever know about.

Any of these guys can tell you how to fight.

But... if you want to learn how to fight very ***quickly***... with an astonishing "short set" of viciously-*simple* secrets that will allow you to step up to *any* fighter, of *any* size and skill level, and ***instantly*** introduce him to a new world of **pain and fear**... then you **MUST** hear me out.

What's more... if you choose... ***I will pay for your entire lesson***, out of my own pocket.

What I'm about to show you will *change your life*... and the way you walk the earth, ***forever***.

Here's the story: The closest you will ever get to a real streetfight or combat situation is in the **illegal no-rules "cage" and "pit" fights** staged in underground arenas around the world. The only real difference is... in the street or battlefield, you can *run away*. In the cage...

There's No Place To Run!

Cage fights are bloody messes, and the losers often end up **permanently crippled**. In the cage, ***all the bullshit ends.*** You either win... or you lose. Period.

That's why I was so immediately interested when I heard about **Tom Proctor**. Out of *nowhere*, this unassuming guy is suddenly known as the fighter **no black belt will fight anymore**. He can't get guys to meet him in the cage. He is undefeated (17-0) in both legal cage fights (with the **International Sport Combat Federation**), and illegal "pit" fights (put on by private money). In the ***heavyweight*** division.

But here's the kicker: Tom is 45 years old, and about *twenty pounds shy* of actually being a heavyweight! By no means would you call Tom "big". Every opponent he faced in the cage ***outweighed him from 40 to 120 pounds or more*** (of solid muscle, mind you)... was ***taller*** by up to 8 inches... and *all* of them were young studs in their twenties. They were **bigger** (by far), **younger** and in their prime, and **more experienced in no-rules fighting.**

Tom Proctor may be 20-years older and 40-pounds lighter than any opponent he faces in the pit, but he is an undisputed and undefeated no-rules "cage" fighting champion. How is this possible? Tom finally steps forward and reveals his simple fighting secrets – and they're easier to learn than you can imagine!

And here comes Tom into the cage – shorter, old as dirt, looking almost ***frail*** next to the heavyweight monsters he was to fight, showing *none* of the prowess these "real" fighters expected. They licked their chops...

And The Cage Door Slammed Shut!

Results: Tom put them ***all*** down. **Fast.**

That 284-pound Texan, six foot eight, undefeated in 8 cage fights... ***begging for mercy after just 37 seconds.***

That 268-pound Mexican strongman, six-two, the favorite by 100-to-1... barely lasted a minute and a half before ***going out cold.***

That 22-0 Shoot-fighter from Canada... ***knocked out in under a minute***. And on, and on – the Ju-Jitsu wrestler, the Okinawa-style kickboxer, the Muay Thai experts, the streetfighters, the ex-Spec Op soldiers, the nastiest and biggest and most vicious headhunters on the planet... they ***all*** went down in record times. Every single one of them.

Even the professional bouncer from the Baltimore strip club (6'8", 290 lbs.) – a bad mo-fo so *huge* the ambulance guys *couldn't get the straps around his chest* on the stretcher when they hauled him off.

And you know what Tom Proctor won for all his hard work? *Not a single penny.*

He never did it for the money.

He did it just to *prove a simple point.* He just wanted to let the world know there really is a **simple fighting system for average guys...**

And NO ONE Can Beat It!

And Tom didn't stop with his *own* vic-

tories. He took a group of guys off the street, most with **ZERO** fighting experience, **NO** skills at all, and **NO** "killer instinct". These yo-yo's were out-of-shape, not muscular, not coordinated, not gifted, not *anything*. In fact, a couple of them were ***young women!***

Didn't matter to Tom. In the *shortest time* humanly possible, he used his teaching secrets to **"force-feed"** his simple, basic fighting skills into this motley group... and then sent them out to the cages for the *first fights of their lives!*

Result, as of Tuesday: A total of 68 no-rules cage bouts by 15 of his fighters. Record: **64 wins by knockout or submission**, 4 loses to decision. (Not a one of his guys has *ever* been knocked out or even hurt – the "decision" losses were actually "draws".)

In just an *amazing short time*, Tom took "lambs" and turned them into **fearless warriors.**

So what does all this have to do with you? Everything.

If Tom Proctor can take average Joes and turn them into vicious fighters who stare down and ***knock out*** meaner, heavier and more experienced opponents in no-rules cage fights (where there's *nowhere to run*)... just think what his techniques can do for a guy like ***you***!

Tom's been *aching* for a chance to show guys like you what he can do for you. It's his mission – to ***completely erase ALL the advantages*** that big, muscular, intensely-trained assholes have against normal guys. His single-minded goal is to make *every* bully, rapist, robber and thrill-seeking punk think twice before jumping a guy (or a woman) they "think" they can easily take.

He wants *every* bad-ass bad guy to see the inside of a hospital if they get out of line.

It's a program I'm behind 100%. I've sponsored a lot of other fighting systems, but I've **NEVER** seen *anything* like Tom's "forgotten" streetfighting methods. Neither have you – in fact, *no one has*, outside the small group Tom has chosen to teach. The system he's perfected has roots in the mysterious ancient art of **Tao Chi Do**... but even the ancient masters *never had to face attackers twice their size in a cage with no place to hide.*

Right now is when you...

Finally Learn To Fight For REAL!

The key to Tom's fighting art is its ***simplicity***. There is **no** intense training, **no** long months of practice required. The few skills you learn (quickly) ***easily adapt to any situation, against any kind of fighter.***

This is the **ONLY** set of fighting skills you'll *ever need* to win in hand-to-hand combat with another man. This is life-changing stuff. This will turn dangerous situations into *playtime* for you.

That's why it was so important for me to rush Tom into the studio, and get his **"learn it FAST"** single fighting lesson on videotape. I consider this video the most *important* fighting lesson I've ever witnessed... ***and I'm betting my own money that you'll agree.***

In just ***one short lesson***, Tom will show you:

• How to immediately ***pump 400% more raw power*** into every blow you deliver! (Tom has taught *78-year old women* to knock out grown men with a single strike – and they've *done it*, while being attacked in their homes at night!)

• How to create a **protective shield** that will **NOT ALLOW** *any* fighter to come close to striking you *at any time!* (The Muay Thai kickboxers who faced Tom call it **"voodoo"** defense because they are so amazed they *can't penetrate it*... but it's really just a *simple* secret – *easily* mastered once you know what to do — of ***redirecting incoming energy***.)

• **How to quickly make a strong opponent weak!** (You'll see his "will to fight" rush out of him like a punctured balloon, while he just *exhausts* himself with frustration and rage... turning him into a nice soft *punching bag* for you, no matter how big and pissed-off he was to start.)

• How to tap the astonishing **"hidden strength" inside you** that will *immediately* fill you with the **steel-eyed confidence and energy of a true warrior!** (Works so fast and so effectively, it's like *magic*. Tom himself has used this **"super-human power"** to take a bullet, finish the fight... and still leave the hospital *before the other guy was out of Intensive Care!*)

• And... **how to quickly *open up* a skilled attacker, knock him down and *finish him off* in seconds!** (*All* the options are yours... and he goes down when *you* decide to take him down!)

What's more... what you learn from Tom will **"fuse"** together *seamlessly* with any fighting skills you already have! (Unlike all other martial arts, where you must forget everything you know to learn new styles.)

But look – I don't care *what* your **current skill level** is... or what kind of **shape** you're in. Rookie or experienced fighter... this is a *once-in-a-lifetime opportunity* to learn a **few simple skills that will allow you to take on *any* fighter, *anywhere*, under *any* circumstances.**

And I don't care how *confident* you are with your current skills... once you know *these* secrets, you'll finally have the kind of **fearless nerve** that quiets a room when you walk in. People can *smell* this kind of confidence on you... and they give you a wide berth.

It's like being your own 300-pound bodyguard.

So here's the deal: Just call my office at **1-800-899-8153, Dept. CF-21** and tell whoever answers you want **"The Lost Art Fighting Video"**. You can use your credit card... or, if you prefer to pay by check or money order, just fill out the **"Priority Order Form"** and mail it to TRS. Either way, your video package will be *rush-shipped* to you by return mail.

The price for this amazing fighting video is **just $69**... *but you don't risk a penny.* It comes with an **unconditional 3-month Money Back Guarantee of Sat-**

Listen To What *Men Who Know* Are Saying About Tom Proctor's Fighting Secrets!

"This stuff really works! I defended myself against 3 bikers and got one guy with a Rhino move... I think I broke his nose and some other stuff... The other two backed off! " --Rodney Ratt, Sask Canada

"Tom Proctor is without a doubt the best all around fighter that I have ever seen in my 26 years of studying the fighting arts." -- Brad Elbricht, Ft. Wayne, IN.

"Thanks Tom! After learning your cage fighting secrets, my confidence has gone through the roof, I no longer walk the streets in fear anymore!" --Allen Wiedlen, Tulare, CA

"If you had one hour to prepare for the fight of your life, Tom Proctor would be the first call that you make." --Jim Hallford, Venice Beach, CA

isfaction – if you aren't *100% convinced* this video will quickly give you the fighting skills you want... for any reason or for *no reason at all*... simply send the video back (in any condition), and you will receive an **immediate and prompt refund**... *no questions asked.* That means – if you so choose — you'll have seen all the secrets Tom has to offer... absolutely for *free*. And that comes out of my own pocket.

Why am I doing this? It's a *serious financial risk* for me... and if I wasn't utterly confident in what we have here, I could easily go bankrupt overnight.

But I'm not concerned at all. You know why? Because, like I said, I've seen it all... *every fighter of any worth in the world* has been in touch with my office, and I've backed dozens of fighters who could tear the head off Godzilla.

Yet... **I've NEVER seen *anything* like this.** I love having a "**voodoo shield**" (as the Muay Thai kickboxers called it) that protects me from being hit even by a trained boxer or black belt... and I *especially* love knowing the secrets of **instantly demolishing bigger opponents**, no matter how overmatched I am "on paper".

I'm betting – *with my own money* – that you're going to be so amazed at what you learn... that sending the video back will be the *last thing* on your mind. Anyone who is ***serious about learning to fight***... *really* fight, and *win every time*... will understand why Tom's new "forgotten" system is causing such excitement.

But you must call today! My partners have put an absolute time limit on how long I can keep this offer on the table.

So, in **just 11 days**, this incredible opportunity goes away! I simply cannot financially expose my company any longer than that. But it's plenty of time for anyone who's *serious* about fighting, like you.

Call. You risk *nothing*... because if you're not completely convinced, **I will pay for your lesson.** You won't find a better deal anywhere in the fighting world.

Best regards,

Bob Pierce

President, TRS Direct

P.S. One more thing – *I almost forgot!* I will also rush you a **Free Special Report** by Tom Proctor called "**Advance Warning**!" In this free report, you'll discover *everything* Tom learned about "reading" an opponent in a glance – so you'll know ***before he makes a move*** if he's a boxer... a grappler... a kickboxer... or a karate fighter. This kind of "**early warning system**" gives you a ***HUGE*** advantage in a toe-to-toe no-rules fight, because you'll know *exactly* how he's going to come at you, while he won't have a clue what *you're* going to do!

Professional fighters have privately paid Tom *hundreds of dollars* for this information... and we were going to package it separately and sell it for $99 all by itself... but I changed my mind. I want you to have the ***entire arsenal of fighting skills*** Tom offers, *right away*. So I'm including this **Special Report**, absolutely ***free***, when you order his video. And it's yours to **KEEP**, too, even if you later ecide to return the video for a refund. Consider it my gift to you, just for trusting me on this amazing new fighting system.

P.P.S. Remember, ***you only have 11 days to call!*** Do it now, while this letter is still hot in your hands. If you're serious about learning to fight to win, you're going to love Tom's fast-learn system!

Tom Proctor's Personal GUARANTEE

"I tend to be a guy of all action and little talk... and, (as an undefeated NHB fighter, kick boxer, and Muay Thai fighter who *regularly* defeats opponents at least 20 years younger and 40 pounds heavier than myself), when I finally *do* talk about the secrets of self-defense -- people tend to listen.

If you're seriously interested in being able to walk the streets with total confidence knowing you can take apart 99% of the street thugs out there, then listen to this...

I am so *confident* that you will find this two-video package the *most* simple, easy-to-learn and highly effective material you've ever seen that I'm making it totally ***risk free to you!*** If you're not 100% satisfied (for *any* reason), just send the tapes back to TRS (in any condition) and I'll personally make sure you're rushed *every penny* of your purchase price. You've got my

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[ ] **YES!** I want to learn the simple skills Tom knows that will allow me to demolish bigger and better-trained fighters... instantly! And I have 3 months to decide if putting my money down was worth it... and if I don't agree, for any reason, I can simply send the video back for a complete refund – which means you'll have paid for my lesson in this amazing "forgotten" fighting art! That's a great, no-risk deal. Here's how I want to pay:

[ ] Enclosed is my check or money order (make payable to TRS) for $74 ($69 + 5 S&H)

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"Our walk-ins have increased at least 25-30%"

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Been a Hero Lately?

Writer wants to hear from martial artists who have defended themselves and/or others from violent criminal attack (especially against weapons or multiple weapons).

Sorry, not interested in bar fights, challenge fights, etc. We seek courageous acts that portray martial arts in a positive and inspiring light.

Preference given to accounts verifiable through police reports, newspaper clippings, etc. If you've been a hero, here's your chance to tell the world!

Send a brief, factual account to:

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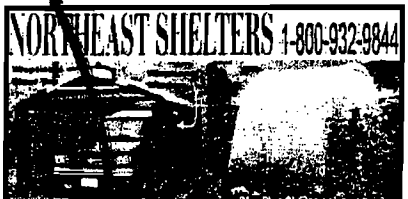
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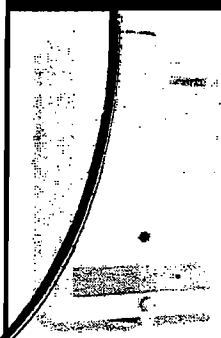
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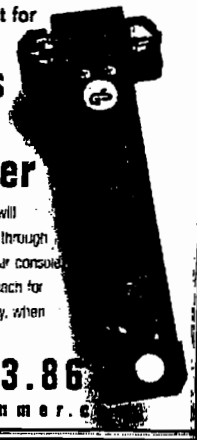

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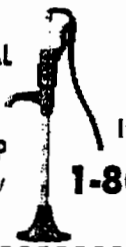

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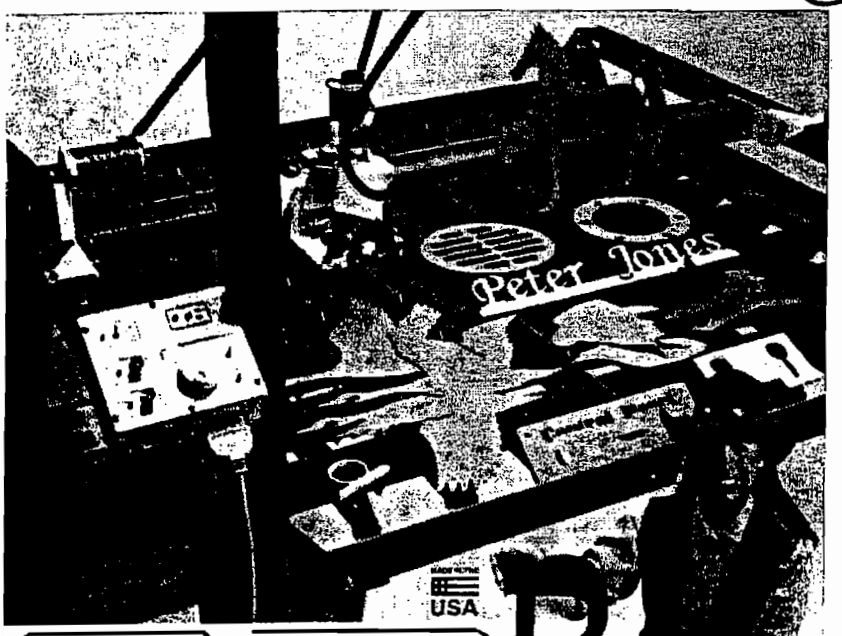

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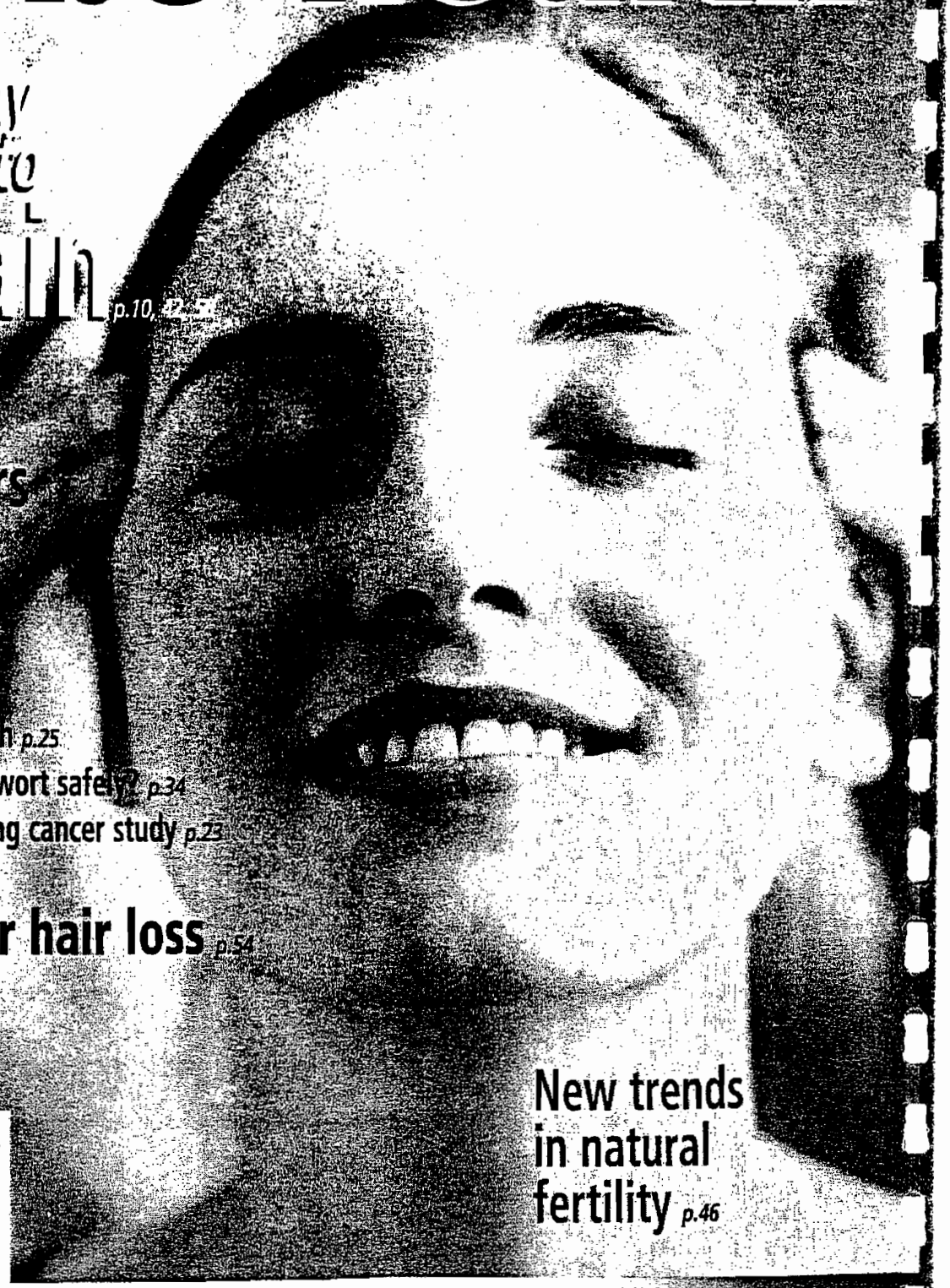

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REVIEWS

BOOKS

VACCINATION: The Right Choice?
by Maureen Hickman
Publisher: M. Hickman, Australia, 2000
ISBN: 0-646-38724-3 (246pp pb)
Price: from NEXUS, AUD$28.00 includes postage within Australia; NZ p&h add AUD$8.50; UK/Europe/USA p&h add AUD$10.00
Available: **Australia**—NEXUS Magazine, tel (07) 5442 9280; or Maureen Hickman, PO Box 274, Ettalong Beach, NSW 2257, tel (02) 4342 5294, fax (02) 4342 5379, e-mail acii@ozemail.com.au

The question of whether or not to have one's child vaccinated is a dilemma for parents; but the more information they have the more confident they can be in exercising their right to "informed consent". It is in this spirit of enquiry that Maureen Hickman has written *Vaccination: The Right Choice?*

Sydney-based Hickman has drawn on her 25 years of para-legal experience and her expertise in research for legal claims by vaccine-damaged individuals. Much of the data she presents relates to Australian cases and circumstances, but she also covers developments in the USA, UK and Europe.

Hickman addresses the confusion surrounding the withholding of child care payments to Australian parents who refuse to have their children vaccinated, and details consumer rights under the various applicable Acts in Australia, NSW in particular.

She looks at how the Australia Card we didn't want is in effect being revamped via the Australian Childhood Immunisation Register, and chides the government for its failure of duty in not establishing a system for reporting vaccine adverse effects. Most childhood vaccines, she says, are not put through proper clinical trials before being foisted on the defenceless, so the official line that "the benefits far outweigh the risks" is an untested myth until the benefits/risks can be accurately quantified.

With comprehensive information on the make-up and effects of vaccines as well as the vested interests in political, medical, pharmaceutical and media fields, Hickman's book is a great contribution to helping parents decide without feeling intimidated.

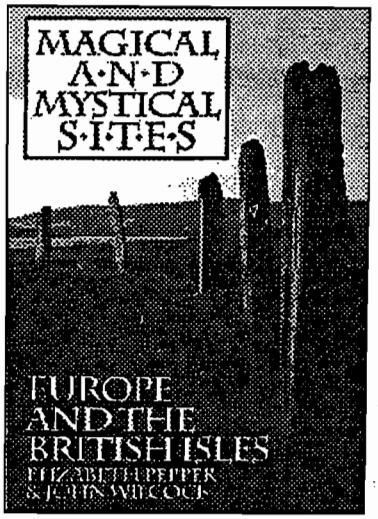
MAGICAL AND MYSTICAL SITES: Europe and the British Isles
by Elizabeth Pepper & John Wilcock
Publisher: Phanes Press, USA, 2000
ISBN: 0-933999-44-5 (300pp tpb)
Price: £13.99; USD$16.95 + p&h
Available: UK—Airlift Book Co., tel 020 8994 0400; USA—Words Distributing Co., 800 593-WORD; Phanes Press, tel (610) 456 5740, e-mail phanes@cris.com, website www.phanes.com

Most of us will never get to visit all the ancient, sacred places which are the foundation of Western occult traditions, but this book, *Magical and Mystical Sites*, is a suitable alternative for those who at least dream of undertaking such a quest.

Authors Elizabeth Pepper and John Wilcock take the reader on a magical mystery tour of Europe and Britain, starting in Ephesus, Turkey, then moving on to the Aegean islands and Greece, Malta, Italy, Spain and the Basque region, and then to France and southern Germany and over to the British Isles. They include a wealth of historical, archaeological, religious and cultural data but contextualise it within the mythical, folkloric and occult background.

The authors identify two major themes to Western magical thinking—one shaped and energised by the Greeks in the first millennium BC; the other, a much more ancient tradition extant thousands of years earlier. They found evidence of the latter on Malta in the Hypogeum subterranean temple, and in Ireland in the legacy of the pre-Celtic Tuatha Dé Danann.

Taking in the Temple of Artemis at Ephesus and the Oracle at Delphi; the cave art of Altamira and the menhirs of Brittany; Stonehenge in Wiltshire, England, and the raths of Ireland...this travelogue of sacred places, where the natural world meets the supernatural, conveys the message that Western heritage is far more esoteric than we generally acknowledge.



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GROUND CONTROL MANUAL

The only publication of its kind, this newly released manual took over 3 years to write and contains 38 of John's most important ground lessons. This manual is designed to take the guesswork out of training your horse. User friendly, with sequential lessons in a detailed format and plenty of photos to illustrate each step. Gain training independence while learning to solve problems yourself and refine your horse's performance – with help when you don't know what to do next. The training cards are a new and unique feature of this manual and are included with each lesson. Take these cards with you to the round pen, arena or trail for a convenient reference when working your horse. This manual can be purchased in sections, or all at once – but one thing is certain, it is an investment you will come to value as you see the results of John's training methods.

Ground Control Manual	#JL-0200-07	$149.95
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Something to take on the road from the Horse Show Audio Library with Rick Lamb – a new 3-volume audio set entitled "A Conversation With John Lyons." Topics discussed during these conversations give listeners John's insight and advice on a variety of subjects. $9.95 each.

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Customers ordering products on this page will be notified of freight charges. Please allow 4 to 6 weeks for delivery of round pens, portable stalls and trailer kits.

Training Tip: Gain control of your horse on the ground before getting in the saddle.

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18 Round pens and over 50 portable stalls make up John's certification training facility at his Cowboy-Up Ranch in Parachute, Colorado.

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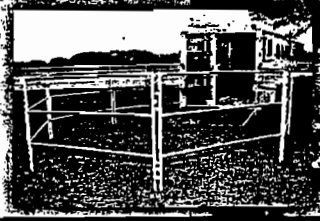

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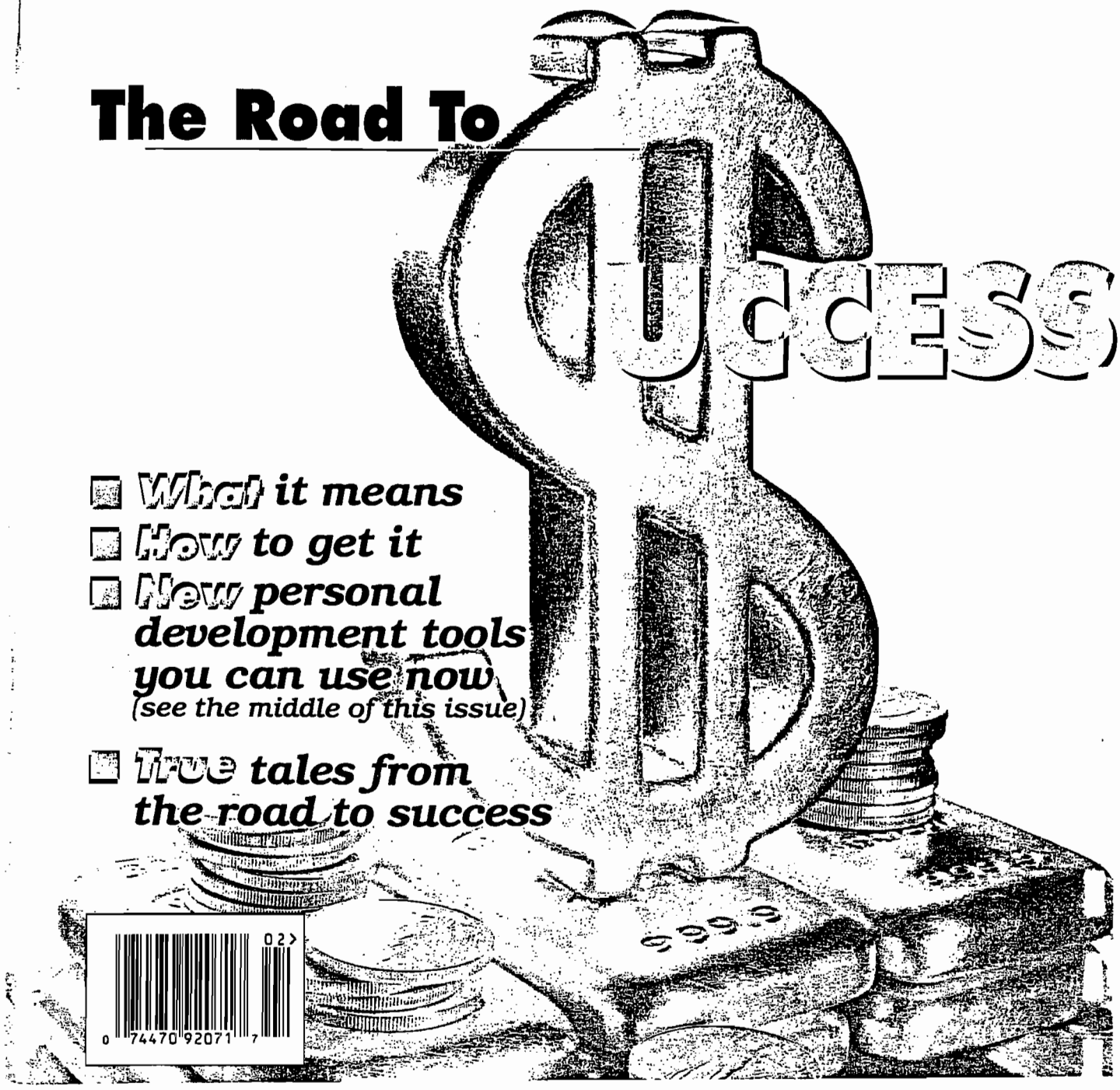

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JUNE 2000

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MAGIC

THE IN[illegible]AZINE FOR M[illegible]NS

THE PENDRAGONS

"They Laughed When I Said I Was Going To Be A Full Time Magician..."

but their laughter turned to amazement when I went from doing 3 shows a month to 25 shows a month in less than 90 days!

My parents said it wasn't practical ... my friends were skeptical ... and my neighbors thought I was wasting my time.

Yet, I was determined to make a living doing what I loved. I was sick and tired of working at jobs I hated. I was frustrated by not living out my dream.

So I said the heck with everyone else and decided once and for all to make my dream of becoming a professional magician a reality.

As you'll soon discover, it wasn't long before I realized I had made the right choice.

Frustrated & Scared

When I made the decision to make my living performing magic, I was $29,000 in debt and my wife was pregnant.

You better believe I was scared. It was do or die time. I had to turn my dream into reality very quickly or declare bankruptcy and get a regular 9 to 5 job.

I was also frustrated to no end because I knew that I had a good show, but I didn't know how to go about booking myself.

The Day That Changed My Life Forever

I discovered the power of direct response marketing. I didn't learn it in books written by other magicians. (I had all of those and they really didn't work for me.) I learned marketing from a true genius in the direct marketing field. His course cost me over $300 which, at the time, seemed like a million dollars to me. But it taught me an incredibly innovative marketing system. By following the principles outlined in his course, by painstakingly adapting them to show business (his course had nothing to do with magic and performing), and through grueling trial and error, I transformed my career and life almost instantly.

Results

So let me tell you exactly what happened to me, what can happen to you, and the reasons why you should pay very close attention to my suggestions for revolutionizing your performing career and generating a huge income.

- Went from doing three to four shows per month to averaging 25 to 30 paid shows per month.
- Increased my income over 1000% in three months time.
- Dominated two different markets in less than six months.
- Booked a $3,000 trade show one month after developing this system. (I was competing against an established trade show performer for the job as well!)
- Did $4,000 in school shows for a marketing investment of only $175. (By the way, I had never done a school show before and had zero visibility in this market.)

These and many more miraculous breakthroughs in my performing career virtually happened overnight. To put it into perspective for you, in six months I paid off the thousands of dollars in debt I had accumulated and within a year I bought a new home and a new car. Since then my wife has quit her job to be a "stay at home mom", I have a great monthly income, a super retirement account, and people calling me everyday to book shows.

Yes, it is an amazing, "unbelievable" turnaround. Yet, these kind of unbelievable results can be yours too by applying my strategies.

Free Report & Audio Tape

You can find out all you want to know about my unique show booking system for magicians without even spending one cent of your money. You can call my phone number toll-free and at my expense, listen to my free recorded message, leave your name and address, and I'll send you a complete 17 page report: *7 Steps For Making More Money With Your Magic - Quickly*, plus a collection of fascinating success stories from my students, and the amazing audio tape *The Secret To Being An Outrageously Wealthy Magician*, all free of charge.

Unless you're already booking all the shows you want....have zero worries about money...and are already living the life as a successful part time or full time magician... why wouldn't you call to get this huge FREE package of information?

Proof

535 magicians throughout the U.S., Canada, England, Australia, and even Malaysia have invested in my Program and turned into moneymaking, show booking, profit producing magicians. Can 535 people be stupid? Why not check out what so many of your peers and competitors have already discovered - maybe I can work magic in *your* performing career as well. Don't worry if you're in a dire, painful situation like I was, doing okay, or even doing well but would like to do better with less effort, in less time. My proven system will help you reach whatever your goals are.

No Risk

I know you've seen my previous ads (I've been running them for two and half years now), maybe you've heard some good things about my program or some bad, whatever. You have to judge for yourself. Don't let anyone or anything get in the way of making your dream a reality. As you are aware, it is very dangerous to close your mind to new ideas and strategies.

Heck, given the fact that I am willing to send you a juicy information package absolutely free, doesn't it make good sense to at least check it out? Don't you owe yourself at least that? You'll discover exactly how my program has helped magicians dramatically book more shows, make more money, and take control over their lives.

- *Are you sick and tired of having a good show but not be able to book it? (I'll put an end to that.)*
- *Aren't you tired of magicians who aren't as good as you booking more shows than you do? (You'll discover how to destroy them.)*
- *Wouldn't it be great to have hot, qualified people calling you everyday to book shows? (I'll reveal how you can make this happen.)*

Here's how simple it is: Just pick up the phone, 24 hours a day, and dial **1-888-667-1657**. The call is free. You will not have to talk to a pushy salesman. In fact, you will not have to talk with anyone. You'll hear a brief recorded message, then you can leave your name and address after the "tone". A few days later you'll get the bulky information package in the mail. No one will ever, ever call you. It's that easy. You have nothing to lose. Everything is free. Take action now. Call 1-888-667-1657

P.S. Maybe you're one of the people who got information from me a while ago but didn't take action on it. Well, we have some new and exciting information to help magicians-maybe even you. Why not take another look? Please feel free to call.

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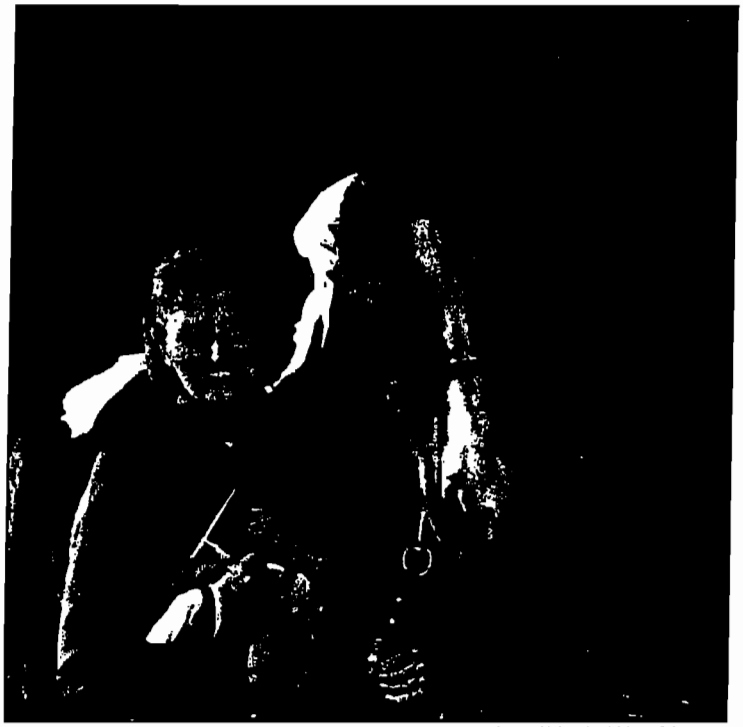
Riding Franchises Unite Beginners With Horses

New Article!

DAVISON, Mich. – Colleen Pace has always loved horses - so much that when she was 11 she left her own birthday party to watch her favorite TV western. But Pace was not born in the saddle. She grew up in a middle-class subdivision with five siblings. Her only childhood exposure to horses was her annual birthday stable ride.

Those fleeting contacts founded a deep-seated love for horses, and a loyal - if not uncritical - dedication to the horse industry. Now, this 48-year-old businesswoman has founded America's first franchised riding school. The American Association of Riding Schools (AARS) is uniting first-timers and horses in a nurturing, continuing relationship, and in the process offering the advanced horse industry an entirely new generation of better-educated intermediate horse industry consumers. She is accomplishing these goals by developing a comprehensive business network for novice-level riding instructors who want to own their own business.



THE AMERICAN ASSOCIATION OF RIDING SCHOOLS

Colleen Pace's company is America's first horse industry franchise and serves as a crucial link between advanced horsemen, industry professionals and first-time riders.

"My success comes from the fact that I still see the industry through the eyes of a beginner," Pace said. "I've developed a program that would have thrilled me when I was 11. And, I see a part of me in every novice adult that comes through my stable."

"I've developed a program that would have thrilled me when I was 11."

Colleen B. Pace
American Association of Riding Schools

Pace isn't interested in challenging the John Lyons or Helen Crabtree's for the nation's top horseman honors. She intends for her franchisees to become the first stop for novices wanting to enjoy horses without the costs and complications of ownership. Pace believes she can cultivate major industry growth by convincing advanced horsemen to target the beginner market by better supporting novice-level instructors - a new notion. The AARS is the first organization serving as the crucial link between the two sides. "Not every horse lover desires to be a world champion," Pace said, "and riding instructors who enjoy working with novices are not generally supported by the advanced industry."

The AARS, founded in 1998, is still developing. Pace has two general office employees collecting and organizing data. The cost of purchasing a franchise varies depending on the packages the franchisee chooses. End user costs for riding students vary between $20 and several hundred per month.

Pace, a magna cum laude graduate of the University of Michigan-Flint's School of Management, is tackling challenges in founding her system, including building a network of corporate partners and taking on franchising world and/or horse industry partners who share her philosophy. She must also prove to her (600+ warm-lead) potential franchisees that she does not disrespect their desire for "academic freedom" and will not dictate their teaching methods. The organization is rather a support system to keep the pulse pumping. It offers marketing, customer retention, and business management tools to instructors who have already proven their skill with horses and people.

Her ideas have caught on locally. Lisa Eschenweck, of Flint, went from waiting tables to owning a riding school with the help of the AARS. "Horses are my life," Eschenweck said, "(but) I have never been a great businesswoman. The AARS helped me become more organized and responsible and is teaching me how to get things done."

Additional projects include Pace's in-house Nicker! magazine, national RuntRiders club, full retail line for the mass market, and a horsey teen romance novel that can easily be transferred into a movie and weekly television series.

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— POSSIBLE INTERVIEW TOPICS —

•Animals •Parrots •Furniture •Pets •Importing •Women-owned •Manufacturing

Designing Unique Bird Cages That Suit Their Habitants

New Article!

DALLAS – Eighty percent of the nation's bird owners are women, yet the majority of birdcage designers and manufacturers are men, with one exception: Carol Frank, president of Avian Adventures, Inc.

"Carol brings a unique perspective to the birdcage business," says Rosanne Hart, president of The Hart Agency, Inc., an integrated marketing communications firm in Dallas, TX. "Her style encompasses a sensitivity to design and an incorporation of that design into a woman's home. When she makes the cage, she thinks first of the bird's safety, the quality of the cage and the ease of assembling it from a woman's perspective."

According to Hart, Avian Adventures is the only birdcage designer and manufacturer in the nation that's owned and managed by a woman, which puts Frank in the unique position of being able to cater to her large pool of female customers.

AVIAN ADVENTURES, INC.

Carol Frank's $2.5-million birdcage design and manufacturing company, is the only one of its kind that is owned and managed by a woman.

Prior to founding her company in 1996, Frank was a distributor of pet supplies and her current competitors' cages. "I noticed a demand for big birdcages," says Frank, 40. "I was also sitting

> *"Comparing our cages to our competitors' is kind of like comparing a Kia to a Rolls Royce."*
>
> **Carol Frank, Avian Adventures, Inc.**

on the board of our national distributors group when I discovered that many of my fellow distributor's didn't have a big bird cage line."

Frank says she prefers to brand her cages as "a piece of furniture that your bird just happens to live in." The cages are made of wrought iron, and retail for $299 to $799.

"Comparing our cages to our competitors' is kind of like comparing a Kia to a Rolls Royce," says Frank. "We devote ourselves to doing nothing but these big cages, and we even have an advisory board of bird store owners and breeders to consult with."

For 2000, Frank says her firm has a new marketing plan and a new birdcage that will simply "blow the competition away." "It's absolutely gorgeous, with a lot of new features," she says.

Featured in *Entrepreneur Magazine, The Dallas Morning News, Dallas Business Journal, Pet Age* and various other trade magazines, Avian Adventures employs three persons and expects $2.5 million in sales for 2000. The firm's birdcages are manufactured in Mexico, and Frank uses distributors and Web sites to sell her products.

According to Frank, one of her biggest business challenges came early, when she learned that when you come up with a new design, it must be protected immediately. "We sent our original design to a Mexican manufacturer to make," she says. "I didn't patent the design, and a year later he started making the same cage for my competitor." Frank then copyrighted the design and registered it with U.S. Customs, which offered her limited protection and some help. "We have actually had a competitor's shipment seized at the border," she adds.

At Avian Adventures, "we make the cage your bird would pick" is the company's motto. "We also make the cage that a human would pick, and we have a list of 20 features on our cages that are not available on any other cages," says Frank, adding that her own passion for birds sets her apart from the typical birdcage designer. "I strive to design what is absolutely best for the bird, and since I owned a bird store and a distribution company, I've also walked in my customers' shoes. No other manufacturer can say that."

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— POSSIBLE INTERVIEW TOPICS —

•Children •Parents •Home-based Business •Work-at-home Moms •Internet-based •Women-owned •Kids •Writing

New Article!

Web Site Offers Entrepreneurial Support for Busy Moms

NAPA, Calif. – Liz Folger, 30, wanted to be in business, but she also wanted to be home for her children. After a disappointing "learning experience" with a small business opportunity, Folger searched for a book to guide her. Finding nothing to meet her needs, she took matters into her own hands. After a night course in writing and instruction on writing publisher query letters from AOL, she sold her first book.

The *Stay-at-Home Mom's Guide To Making Money* was published in 1997. Prior to publishing the book, Folger launched a resource web site, bizymoms.com. Working capital was a problem until her husband finished school and they relocated the family from rural Northern California to Napa in mid-1999. Like her clients, Folger simultaneously thrives on creativity and flexibility and worries the kitchen table is always a mess. She says, "I thought when my two girls were in school I'd have four or five hours to work without interruption. Instead I work in their classrooms and go on field trips."

BIZY MOMS

Liz Folger took matters and technology into her own hands to form an Internet-based resource for women who want to earn an income from home and be available to their families.

"I was born to be a self employed, work-at-home mom."

Liz Folger, Bizy Moms

When Folger asked an AOL chat room acquaintance, Jen Czawlytko of Baltimore, to take over web design, Czawlytko hadn't worked for 11 years. She says the Stay-at-Home Mom's Guide reads like "sitting down and having coffee with Liz." The two have never met in person, but she understood Folger's vision to create a fun, mom-friendly site.

Bizymoms.com averages 250,000 hits per month. Folger's newsletter subscribers number more than 15,000 - and growing by 200 new subscribers each week. Her monthly investment of $400 on the web site quickly paid off, attracting Fingerhut and Spiegel as advertisers.

The site is a free resource for which Folger regularly receives appreciative email – "I joyously conceived and gave birth to triplet girls and your web site gave me the conviction to forge ahead to create and maintain the web site for a triplet organization." "Because of bizymoms.com I finally started my own home-based word processing business." "Your newsletter has changed my life! I quit my job to start a home-based business as an artist."

Folger is widely recognized as "The Work-at-home Mom Expert." David Richardson, acquisitions editor at Prima Publishing, believes parents want to be more involved in raising their families and, since few families can survive on one income, Folger's niche market is an excellent choice. Prima is publishing a series by Folger sold through amazon.com, Borders and Barnes & Noble. "Nobody should be turned off to Liz's books because they aren't a mom. The second edition of the *Stay-at-home Mom's Guide* focuses on Internet businesses. There is also a section on recognizing business opportunity scams."

Income from bizymoms.com was $19,000 in the last half of 1999 and Folger has plans in place with new advertisers, conferences, her syndicated column and consulting that conservatively place her income expectations for 2000 at more than $100,000. She currently advises 25-30 women at any given time, upgrading the web site, and hopes to take on other work-at-home moms to conduct seminars.

"Many women think their only option is to put the kids in daycare and go to work," she says. "If I wasn't doing this, I'd find another way to stay at home. I was born to be a self-employed, work-at-home mom."

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— POSSIBLE INTERVIEW TOPICS —

•Education
•Schools
•Home-based Business
•Training
•Internet
•Women-owned
•Online Services
•Women's Issues

Medical Transcriptionist Fosters the Work-From-Home Trend

PROVO, Utah – There are some people in this world who are born with the desire to run their own businesses, but Andrea Anaya wasn't one of them. Call her a reluctant entrepreneur if you will, but this owner and founder of Career Step, a developer of medical transcription courses, always thought she'd get a "normal job" after graduating from college. Boy was she wrong.

A medical transcriptionist by trade, it was Anaya's mother who convinced her to learn the business. Before she even had the basics down, her mother handed her an entire radiology contract. "She made me sit down and learn it; otherwise I probably never would have," recalls Anaya, now 29.

In 1991, because many people over the years had asked her to help them work from home, she decided to put her expertise to better use by developing a training course for medical transcriptionists. The "training manual" has taken years to research and complete, and today is a 16-volume, hands-on, comprehensive course.

MARTIN PHOTOGRAPHY

Andrea Anaya's medical transcription training firm has enrolled about 2500 students and is currently developing an online program that will help more people learn, then work, from home.

Founded in 1992, Career Step features a curriculum based on feedback, ideas and suggestions from other practicing transcriptionists. It teaches the three basic skill requirements: typing, grammar and medical terminology preparatory to doing transcription. However, the most useful and extensive part of the course is the practical experience, according to Anaya.

> *"Community colleges and trade schools usually have inadequate transcription programs."*
>
> **Andrea Anaya, Career Step**

"Community colleges and trade schools usually have inadequate transcription programs because educators think they know what is needed to do transcription, but they don't," Anaya says. "For instance, I read five different medical terminology textbooks while I was researching for my course, and 50 percent of what was in those books I had never even seen as a transcriptionist!"

With the help of another family member – her father this time – Anaya is taking her medical transcription courses onto the Internet. Her father, a former dean who developed the University of Colorado's online program, is handling the academic side of the Web site, which utilizes Real Audio and Real Video and instantly grades exercises and tests.

"Students can click on a word to have it pronounced for them," says Anaya, adding that the courses also feature a built in timeline, a chat room and a threaded bulletin board discussion. "It's also spelling-specific, so if they misspell anything, they know immediately that it's wrong, which is very important in medical records."

At Career Step, courses range from $900 to $1500, and the company posted sales of $550,000 in 1998. For 1999, Anaya expects revenues to reach between $750,000 and $1 million. In the future, she plans to diversify into nontranscription-related online courses.

Giving mothers the opportunity to work at home is what continues to drive Anaya. In fact, half of her staff of 12 are mothers who work at least part time from home. In addition, 98 percent of Career Step's graduates in 1998 found work, mostly from home. "I just received a score of 99 percent on my first random quality assurance check (with my only three errors being typographical) and a perfect medical score," says Heather Ruggiero of Everett, Washington, a recent Career Step graduate. "I was hired almost immediately after finishing the Career Step course (and before taking the final). As I had no previous medical background prior to taking the course, I feel that I owe much of my success to Career Step."

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— POSSIBLE INTERVIEW TOPICS —

•Automotive
•Husband/Wife-owned
•Distributorships
•Insurance
•Family-owned
•Minority-owned
•Home-based Business
•Small Business Services

Entrepreneur's Training Center Will Save Insurance Industry Millions Annually

PORTLAND, Ore. – It's no secret that cars get broken into, especially in the nation's major metropolitan areas. When radios get stolen, dashes get damaged, and for years, the insurance industry has completely replaced them. Dashes also get damaged during collisions – especially when airbags are deployed – and again, the insurance industry nationally forks over millions of dollars every year to replace them.

As the foremost authority in dash repair and owner of The Dash Master, Art Hoyt is determined to change all of that. He's been repairing automobile dashes for over 20 years, and founded The Dash Master in 1986, after noticing a tremendous need to handle dash-related insurance claims. "The response from the insurance and body shop industries was more than I had ever anticipated," says 55-year-old Hoyt.

THE DASH MASTER

Art and Calista Hoyt's mobile dash repair company saves the insurance industry about $40,000 a month in the Portland area alone.

Prior to founding The Dash Master with his wife Calista, Hoyt repaired car interiors. "I got a lot of experience, but nearly starved doing it," says Hoyt. "Then, one of my clients sent me four dash repair jobs in one week. When I asked him where they were all coming from, he replied, 'They're insurance claims.'"

"They can take this knowledge back to their hometowns and start up virtually competition free businesses."

Art Hoyt, The Dash Master

When he realized that body shops were completely replacing all dashes instead of repairing them, a light bulb went on over Hoyt's head. Armed with his expertise in repairing dashes, Hoyt says insurance companies welcomed The Dash Master with open arms. "We did $110,000 in sales during our first year in business," says Hoyt, whose company now averages around $75,000 a year in revenues. "We could be doing more but much of our time is devoted to developing The Dash Master Training Center."

Starting in May 1999, Hoyt began sharing his expertise with other entrepreneurs when he created the training center. It's located at one of Portland's largest body shops, and trainees can learn the business in less than two weeks for $16,500. "They can take this knowledge back to their hometowns and start up virtually competition-free businesses," says Hoyt, adding that average repair job runs $200 to $300 and that successful distributors repairing one dash per day can average $50,000 per year. "With training from our new training center, this can be duplicated by entrepreneurs in every major city across the country."

Hoyt adds: "We've addressed a very specific issue within the insurance industry. Our business is mobile, and it saves insurance companies roughly $1,000 on each dash we repair. In our area alone we save the industry about $40,000 per month."

With a corporate philosophy that states, "Why replace when you can repair?" Hoyt's business has been featured on three local television stations and in The Oregonian and The Hollywood Star.

Among Hoyt's major business hurdles has been the task of keeping the insurance industry educated about the value of his service. "We work for all of the major insurance companies and body shops, but there is employee turnover in those companies," says Hoyt. "By distributing 'brochures with before and after' photographs of our work and marketing ourselves aggressively, we've been able to keep them aware of what we have to offer."

Bill Turner, Internal Service Coordinator for Lexus of Portland, is one customer that doesn't need any reminders from Hoyt. "We've been working with The Dash Master for the last nine years and he's repaired vehicles in a way that no other company in our geographical location can," says Turner. "The quality is impeccable, and he does a top-notch job. Customers are ecstatic about how much money they save by repairing, rather than replacing, their car dashes."

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Fall 1982

CATALOG OF BUSINESS REPORTS FOR PROFESSIONAL SPEAKERS

By Dan S. Kennedy

MEMBER NATIONAL SPEAKERS ASSOCIATION

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WHEN KENNEDY SPEAKS, OTHER SPEAKERS LISTEN.

DAN KENNEDY has been a consultant to speakers and companies in the training industry for four years. During that time, over 20 speakers have attended his seminars for speakers (at fees of $675 to $1500 per person); more than a dozen speakers have utilized his individual consulting services, paying a total of over $80,000 in fees; and, **over 300 speakers have purchased his Business Reports, books and other publications for speakers. All of Dan's publications, seminars and services are backed by satisfaction guarantees and — in four years of delivering well over $150,000 in services to professional speakers — there have only been two refund requests.** These statistics should clearly answer any question you might have about the value of the Reports offered in this catalog. And, **the purchases you make are also guaranteed by full refund on request.**

Additional information about Dan Kennedy's background and qualifications appears on each catalog page, as it relates to each category of Reports.

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Dan Kennedy entered speaking, as a business, in 1978 with no mentor or training, in a new city with no contacts and with minimal capital. In his first three months, he successfully and profitably promoted four of his own open enrollment seminars. In his first year, he presented over 150 speeches and seminars, almost all in his own area – some fee-compensated, some product-sales compensated and some to sell seminar enrollments. His first-year clients included: Mountain Bell, two hospitals, a dozen associations, Century-21 Real Estate, Realty USA, many real estate brokers and several direct sales groups. Also, before the end of his first year, over 100 speakers had paid $120 each to subscribe to his marketing newsletter, to learn and apply Dan's successful techniques to their businesses. He is exceptionally well-qualified to advise the new, struggling speaker on practical business-building methods.

(50)

Dan Kennedy owned his own successful agency for several years (prior to selling it to move to Arizona). He was and is a specialist in the preparation of exceptionally effective brochures, sales aids and direct-mail materials selling educational materials, home study courses, seminars and professional services. His full-page direct-response ads for several different personal development programs (one with a $300 price tag) have appeared — and performed profitably — in over a dozen different national magazines, including "Success Unlimited" and "Salesman." Dan has provided advertising-consulting services to several large companies in the training business, as well as dozens of speakers, and continues to assist a number of clients on an on-going basis. He also now directs the extensive advertising and direct-mail campaigns of General Cassette Corporation. There is probably no other advertising professional with as much experience, expertise and success in assisting speakers with the marketing of their services, products and seminars.

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WHO ELSE DO YOU KNOW WHO ...

- *Designed a weekend seminar and its direct-mail campaign that pulled (at worst) a 5% enrollment rate to (in one instance) a 20% enrollment rate at a whopping $2500.00 per person?*
- *Has created and marketed over a dozen different seminars, for different markets, with enrollment fees ranging all the way from $95 to $1500 — and been profitable with every venture?*
- *Has consistently achieved a 25% or better sign-up rate at "free introductory sessions"?*
- *Took one seminar company from under $100,000 gross to almost $500,000 in just one year?*
- *Has helped dozens of beginners start successfully in the marketing of their own seminars AND been retained as a consultant by several of the biggest seminar organizations in the country?*

DAN KENNEDY is respected and widely recognized as a leading expert in innovative, high profit Seminar Marketing.

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Dan Kennedy has long been an advocate of comprehensive product lines and carefully planned, professional product marketing as essential ingredients of a speaker's business. Today the top pros in speaking earn 2/3 of their income from product marketing — using the techniques that Dan has assembled and reported on in these publications. Personally, as a speaker, Dan consistently experiences product sales volume substantially better than that reported by other pros willing to compare notes. He is also the cassette industry's number-one talent at creative, saleable product packaging.

REPORTS ON THE BUSINESS OF WRITING AND PUBLISHING

COMPREHENSIVE MANUAL ON SELF-PUBLISHING. (New Report) This incorporates a Report previously published separately at $10.00 plus in-depth information gained from attending over $1,000 worth of seminars presented by two of the leading experts in the field, other extensive research and personal experience. **Covers mechanics and costs of publishing; suppliers; profits; distribution, in addition to point-of-speech sales, via bookstores, wholesalers, mail-order and bulk sales to corporations. Discusses publishing of books, manuals, reports, etc.** You could easily spend several hundred dollars on various books, manuals and seminars and still not obtain this much information.

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Dan Kennedy has been writing articles, books and manuals — and getting paid for it by publishers — since 1973. He also spent two years working in marketing for a California-based book publisher. And, he has experienced exceptional success as a "self-publisher" of books, reports and newsletters in three different markets/industries for nine years.

FINANCIAL MANAGEMENT REPORTS

CASH-FLOW IMPROVEMENT FOR THE FEE-PAID SPEAKERS. (Revised, Expanded) More and more speakers are adopting some of these techniques, although some of these same people criticized the techniques when we first published and suggested them in 1979. The Report explains **six different tactics for improving cash-flow**; in some cases, enabling you to collect fees far ahead of the actual speaking date. All the methods have been proven and are in use by the shrewdest members of our profession. **K104** $10.00

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Dan Kennedy's cash-flow and profit improvement techniques have helped a number of speakers and seminar companies achieve substantial improvements in their financial positions. As a consultant, he has helped several speakers recover from severe financial difficulties...helped beginners, lacking operating capital, improve their cash-flow...and assisted many established speakers enhance their profitability.

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BOOKS FOR SPEAKERS

SECRETS TO SUCCESS IN THE SPEAKING BUSINESS. (Second Edition) Originally published in paperback (at $25.95) in 1980, this book has been purchased by several hundred speakers — and the praise has been unanimous. Now this book has been expanded with new chapters and information, and published in loose-leaf manual-format for easier note-taking. Contents emphasize all the business and marketing aspects of the speaking profession. New, final Chapter: "Defining The Successful Speaking Professional Of The Future." This is **the** (only) textbook of the speaking business. **M101** $30.00

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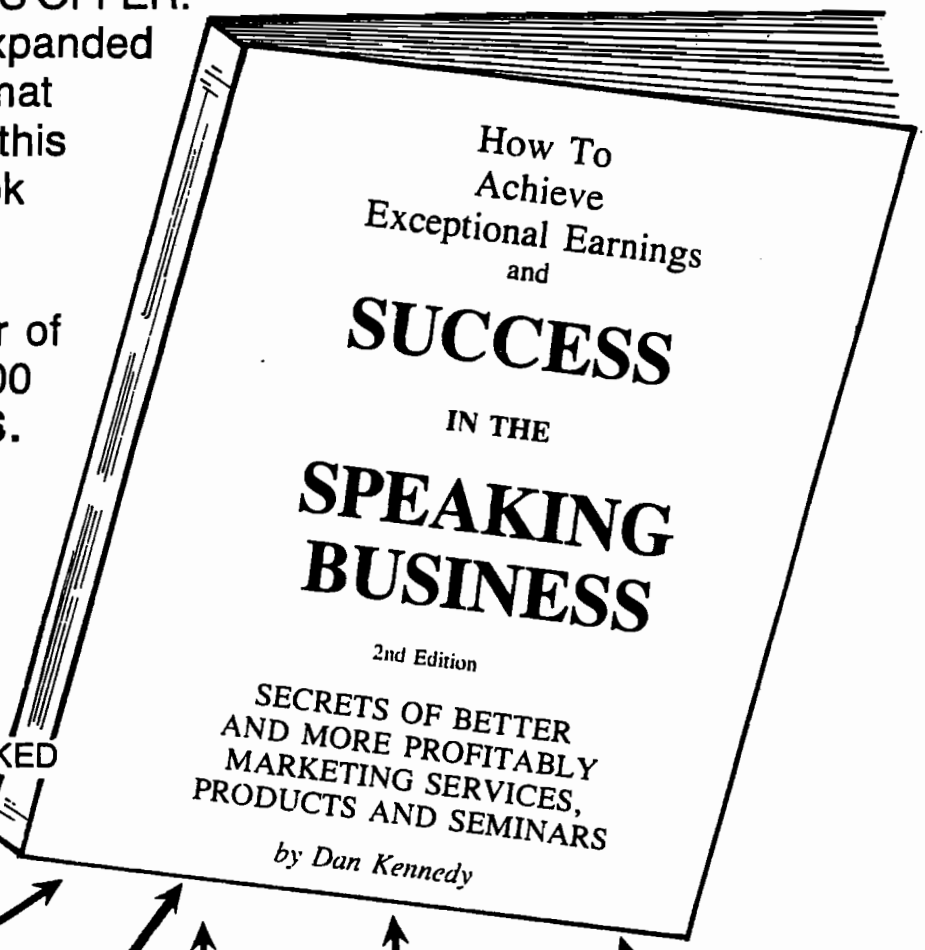

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(51)

If your income is smaller and less consistent than you'd like, and you're willing to admit it, I can help. FREE REPORT REVEALS:

"The Big Money's NOT In CLEANING Carpets— It's In MARKETING Carpet Cleaning Services— And That Discovery Changed My Life."

My SYSTEM evolved by going from $2,100.00 a month to $12,300.00 a month with only one van. Now I'm helping thousands skyrocket their earnings."

by the Original Joe Polish!

Phoenix, AZ - Here's the dirty little secret about making good money in the carpet cleaning business: it doesn't have a whole lot to do with how good of a job you do. You can be—technically—the very best carpet cleaner in your area, use only the highest quality chemicals, know more about stain removal than anybody and flat out do a super job and still starve to death. You're busy one week and lonely the next and always worrying about where your next job is coming from. I know, because at one time I nearly starved myself right out of this business by stubbornly believing that being good ought to be good enough; by getting better and better at the technical aspects, I'd automatically make more money. Wrong.

I also nearly went broke copying the ways everybody else seems to get their customers—wasting money on all kinds of dumb advertising or trying the "cheapest price approach" (which is actually the worst thing you can do). I survived by begging business from friends, neighbors, and by cold-call prospecting and door knocking, which is about as much fun as a tax audit.

Two discoveries changed my life. They might change yours too.

HOW TO MAKE MORE MONEY EACH WEEK THAN YOU NOW STRUGGLE TO EARN IN YOUR BEST MONTH, DO IT EASIER THAN YOU CAN IMAGINE, AND EVEN ENJOY BEING IN BUSINESS.

The first discovery was that hardly anybody in the carpet cleaning business has any background, education, or savvy in marketing, so everybody copies everybody else—the blind and dumb leading the blind and dumb—doing everything the hard way. My turnaround started when I turned my back on just about everything I saw everybody else doing in this business and went in an entirely different direction. That direction, by the way, was into what's called Direct-Response Marketing. I sought out some world class direct-response marketing experts, learned their best techniques, brought them to the carpet cleaning business, and had breakthrough results: like returns on ad dollars of 4-to-1, 6-to-1, and even 10-to-1; like a very simple strategy that delivers 11 or more new customers every single week as predictably as the sun rising or a politician lying; like five changes to make in a Yellow Pages ad that turns it into an unbelievable money machine instead of a grudging, defensive expense.

That was discovery #1.

The second discovery was a 100% paradigm shift in thinking. I changed from being a carpet cleaner to being in the business of marketing carpet cleaning services. And that's when I went from grossing a pitiful $2,100.00 a month, working myself half to death getting it, to $12,300.00 a month (with one van) in one big leap. In the subsequent months I kept making $10,000.00 to $12,000.00 a month and, frankly, I did it being lazy. People now using my SYSTEM who are willing to work harder are jumping up to even bigger incomes. And already successful, larger multi-person companies are instantly increasing revenues AND profits by 50% to 100%.

WHEN YOU LEARN AND IMPLEMENT A TRUE MARKETING SYSTEM LIKE MINE, YOUR PHONE RINGS PREDICTABLY EVERY SINGLE DAY WITH REALLY GOOD, DESIRABLE NEW CUSTOMERS.

I have now invested a lot of time and money to test, prove, and fine-tune an entire collection of advertising, marketing, profit improvement, and referral stimulation strategies. If you get your hands on 'em, you're instantly light years ahead of all your competitors. Many of my strategies are "poor boy marketing," because that's what I was—so I'm not asking you to spend a lot of dough. Most of my strategies are simple, because I'm no rocket scientist. Most can be put to use easily and quickly. And here are a few of the biggest benefits you'll get from my SYSTEM:

1. How to cut the waste out of your advertising.
2. How to "target" certain types of desirable customers and get them to call you—for example, how to attract upper-middle class homeowners to call you.
3. How to escape price competition and avoid the "cheapest price battle" altogether.
4. What "secret ingredients" to add to your advertising—any advertising: door hangers, Val-Pak coupons, Pennysaver, even dirt-cheap direct-mail postcards—that causes a flood of people to call you.
5. How to double response to Yellow Pages ads WITHOUT getting a bigger ad.
6. How to dramatically increase referrals.
7. How to target and get high-profit jobs and customers most carpet cleaners do not understand, are afraid of, and never go after—so you have no competition.
8. NEVER "cold call" again—set up a true SYSTEM that brings new customers to you EVERY day, like clockwork.
9. How to make the breakthrough, paradigm, life altering shift from "carpet cleaner" to "professional marketer of carpet cleaning services" and multiply at least ten-time your personal, take-home income.

THE DECISIONS YOU NEED TO MAKE NOW - THE INCREDIBLE PROMISE THAT I'LL MAKE YOU

Are you happy with "business as usual," things as they are? (If so, ignore what I've had to say and the offer I'm about to make.) If you ARE somewhat frustrated, then you need to choose what kind of business you want to be in: one that's really just "a job," a drag, that you have to force yourself out of bed in the morning to do—or an exciting, highly profitable, rewarding business that you can't wait to get at every day? If you are open-minded toward, and ready for transformational change, then I have a remarkable guaranteed free offer for you.

How can a free offer be guaranteed?

First, at your request, with no obligation, I will rush you a copy of my newest, up-dated, very provocative Free Report: "What 99% Of All Carpet Cleaners Don't Know And Will Never Find Out About Marketing Secrets Of A $100,000.00+ Yearly Income." You can get this report simply by calling my FREE RECORDED MESSAGE at 1-800-601-1825, anytime 24 hours a day, 7 days a week. (You won't have to talk to any pushy salesperson either, just my "robot.") Second, if you get this report, read it, and honestly can say that reading it was a waste of time, write and tell me, and I'll send you ten bucks OR I'll send twenty bucks to your favorite charity, your choice. I guarantee that reading this report will NOT waste your time! Yes, it takes some pretty big cajones to make that kind of an offer to tens of thousands of people. It *could* bankrupt me, but I know from experience it won't, because of the reactions of the carpet cleaners who've gotten my previous reports. (Wait until you see what *they* have to say!)

I now command as much as $15,000.00 a day (*incredible!*) in consulting and teaching marketing workshops to selected groups of carpet cleaners. But you don't have to ante up even a plugged nickel to get a good look at my SYSTEM.

Just call and get my free report. Still, a whole lot of folks'll read this and won't call. Why? Stubbornness. Laziness. Apathy. Skepticism. Resistance to change. Consider this: keep doing what you've always been doing and you are certain to keep getting only what you've been getting. In fact, a definition of insanity is: doing the same things over and over again but hoping for different results. Well, it's up to you.

JOE POLISH

Joe Polish

The Original!!!

PS: It doesn't matter whether you're a "little guy" dragging one machine around in the trunk of your car, a one man, one van operation, or a good-sized company. I've helped mom-n-pop'ers as much as triple their incomes in a couple of months. I've also worked with big companies to dramatically improve profits. My SYSTEM is valuable even if you're a franchise. It works anywhere, anytime, for anybody. Period. Proven. And I'll send PROOF with my free report.

PPS: When I started using these new strategies, I was barely grossing $2,000.00 a month. Some weeks I was starving. I was making it by running up credit cards and juggling one against the other. And the business I was getting, I was getting "ugly": by cold-calling, begging, occasionally getting a referral, and I hated what I was doing. I almost quit every day. These secrets quantum-leaped me to a $12,300 a month, single van business. Why not investigate what all this can do for YOU? Just call 1-800-601-1825. Don't procrastinate, though, because I'm not going to keep this free offer open forever.

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Free Recorded Message Reveals...

"The Amazing Seduction Secrets Of A Skinny, Ugly, 6 Foot Geek From Culver City California That Could Get You All The Girls You Want — *No Matter What Your Looks Or Age*"

Dear Friend,

Would you like to know how to get a woman into bed within 20 minutes of meeting her—without even having to bother going out on a date?

Would you like to be able to get a woman into bed fast and easy even if she already has a serious boyfriend?

How about getting that girl who's been your long time "friend" into bed within 2 hours, just by using a simple, easy technique?

What Would It Be Worth To You To Be Able To Have As Many Beautiful Women As You Wanted, Whenever You Wanted Them?—Call (310) 358-6823 For A Free Recorded Message To Learn How Now!

If all these secrets sound interesting to you, keep reading, because I'm going to tell you how you can learn amazing secrets that will *rocket you to sexual-superstardom!*

Listen—my name is Ross Jeffries (I'm the skinny, ugly geek in the headline) and you may have seen me on nation-wide T.V. shows like "Donahue" and "Geraldo", teaching thousands of men how to be more successful with women.

On those shows, I talked about my original, classic book, "How To Get The Women You Desire Into Bed."

But now I've come up with something new and better guaranteed to get *any* guy scoring!

Here Is The Secret To Having All The Girls You Could Ever Want!

Now look—here is the secret that will work for you no matter what you look like or your age:

"Whatever you can get a woman to imagine, is perceived by her as being her own thought, and therefore is not resisted. Therefore, first capture and a guide a woman's imagination and you can then get her to do almost anything you want, and she'll think it's her own idea!"

And that, my friend, is where these incredible Speed Seduction methods come in—teaching you how to use your language to create states of lust, fascination, and utter desire, in the hottest women around—*and do it so they think it's THEIR idea!*

Here's Exactly How It Works!

How will I teach you to do all this?

Simple.

Drawing on my 5 years of experimenting and researching, I'll show you how to use special patterns of words that are tested, proven and custom designed to:

1. **Capture a woman's imagination.**
2. **Lead her to quickly experience intense, positive emotional states.**
3. **Link them to you and ONLY you! You won't have to worry about your age or your looks ...because your words will working for you—*automatically reaching into the deepest parts of her mind!***

And here's a special bonus; these patterns are not only specially designed to cover virtually every situation and setting, but they are also designed to make it seem like you are having....

....*An Innocent, Normal Conversation!*

That's right—the real genius of my method ISN'T the suggestive language—*but the clever way in which it's set up to seem like a perfectly normal conversation, that can be started and applied in virtually any set of circumstances.* No matter where you find yourself, the street...a party...a restaurant..an airport...you'll be able to set her fantasy mechanisms into overdrive, guiding her into states of dripping wet, erotic arousal begging for satisfaction!

Here Are Just A Few Of The Unstoppable SECRETS YOU'LL LEARN!

- How To Have Her Begging For It Despite A Boyfriend! (We call this one "The Boyfriend Destroyer!")
- How To Turn 20 Minutes Over Coffee Into Hours Of Heated Passion! (You'll Never Have To Go Out On A "Date" Again, Unless It's What YOU Want!)
- How To Turn A Friend Into Your Willing, Eager Lover In A Little Under Two Hours Time!!
- How To Get Her So Hot She'll Beg To Go Home With You Within 30 Minutes Of Meeting You!
- How To Make Her Feel Like She's Known And Loved You Forever When You've Only Known Her For Half An Hour!!! ....and, much, much more!!

Here's Proof That It Will Work For Anyone!!!

"I met a girl in line to pay my electric bill, and within half an hour we were making out!! Another girl is begging me to marry her, and I just used your "quotes" pattern on an old female "friend" and within 2 hours we were in bed!! Dynamite!!" — *Taylor Nabakov, Long Beach, CA*

"Using your instantaneous connection pattern, I got a bikini model in bed the same night I met her. This girl was far better looking than anyone I've ever gotten before, and I feel you've put me in a whole new ball game!" — *John Kenz, Woodland Hills, CA*

"I used your 'Blammo Pattern' but it DIDN'T work like you said it did because it took 1 HOUR to get this girl to beg to go home with me, instead of 20 minutes like you promised, and this was the FIRST time I tried your stuff!" — *David S. Los Angeles, CA*

"Ross...I used your "have you ever" pattern to get my ultimate fantasy—two girls in bed at the same time!" — *Hayden Basanta, Winnepeg, Canada*

Aren't you the kind of person who wants those great results for yourself?

Sounds Great! But What's The Catch???

Listen—this mind-blowing, power-packed Home Study Course ISN'T for everyone. For one thing, it's the result of YEARS of research, so it ISN'T cheap.

Therefore, I have recorded a 5 minute message I want everyone to hear BEFORE you decide to order my Home Study Course.

What you should do is just call and listen to this FREE recorded message anytime NOW 24 hrs. a day.

If you don't like what you hear, just hang up.

On the other hand you just may *find yourself totally intrigued* and learning new secrets you can use right now!

Anyway, that number is 310-358-6823.

Remember, there's no charge to listen to this amazing recorded message so call before your competition does!

The secrets are waiting for you to use tonight!

library, can help. Check out the *Occupational Handbook*, the *Dictionary of Occupational Titles* and the *Encyclopedia of Careers and Work Issues*. The Internet also offers excellent sites for exploring general occupational fields, job descriptions and educational opportunities.

5. NARROW Your Options

Successful career management hinges on finding a position that's compatible with your personal qualities and goals. Do you have the necessary intelligence and skills to do the work? Can you afford the training required for the job? Might your shortcomings—health, vision, size or strength, for example—pose a problem?

To help narrow your options, draw a series of vertical and horizontal lines so that your paper is divided into squares. Across the top of the page, list the most important elements of your ideal job: income, responsibility, public image, creativity, challenge and so on (one in each square). Down the left side of the page, list each occupational option you're considering.

Next, for each alternative, place a -1 in the appropriate box if that job option doesn't satisfy the criterion listed at the top of the page. If the criterion is met, but not as much as you'd like, record a 0. If the criterion is well met, record a +1. Add the points for each job option and place them in a column labeled "total" at the far right. The job with the highest score meets the greatest number of criteria that you have deemed important.

6. Take ACTION

Once you've determined your occupational goal, take steps to realize it. You'll need a well-planned campaign to market yourself for the job, establish your own business or return to school.

Stay focused on your goals and believe you will achieve them. View failures along the way as learning experiences—detours that might offer an unexpected dividend.

7. EVALUATE the Decision

When you have worked hard at making a decision, take the time not just to enjoy the outcome, but to evaluate it. Ask yourself:

- Do I feel good about the move?
- What other gains did I derive from the move? What did I lose?
- What factors contributed to the success of my move?
- If could do it all over again, what would I do differently?
- Who was most helpful in the process? Who let me down?

Evaluation is a continuous process. Assess your needs, goals and job satisfaction periodically to determine if your developing personality fits your position and lifestyle. Don't wait for a crisis to clear your vision.

There really is no substitute for risk as a way to grow. Knowing you have honestly faced the painful struggle and accepted the trade-offs, and yet proceeded in spite of them, is extremely gratifying.

Melissa learned that the tremendous investment of energy a successful job search demands is exactly what enables people to look back and say, "Win, lose or draw, I gave it my everything." Being able to say with satisfaction that you risked for a dream may be the biggest prize of all.

To remain fulfilled, however, you'll need to risk again and again until you've created a life in which you feel comfortable being yourself, without apology or pretense—a life in which you can continue to have choices. ■

This article is adapted from the book Dare to Change Your Job and Your Life *by Carole Kanchier, Ph.D. (JIST Works Inc., 2000). Additional photocopies are strictly prohibited. Kanchier is principle of Questers, a career counseling company, and a faculty member of the College Admissions Counseling Program at the University of California, Berkeley.*

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So report the nation's leading authorities, Drs. Lee and Joyce Shulman, psychologists and authors of *Subliminal: The New Channel to Personal Power*. New brands spring up like mushrooms. The New York *Times* calls it a "brave new industry taking bookstores by storm."

Susannah Lippman

Many tape makers, too eager for profits, without expertise, fill the market with worthless tapes. Yet new technical breakthroughs now bring us the most powerful tapes yet produced.

That's why you should have this new report by Susannah Lippman, published by Alphasonics, the company that pioneered the new technology, whose tapes were chosen by the Drs. Shulman after comparison testing all the brands.

DON'T BUY A SUBLIMINAL TAPE UNTIL YOU READ THIS !

That old adage about not judging a book by its cover applies even more to tapes which can't be leafed through by curious shoppers. Some of the prettiest packaging covers the poorest tapes. Yet to dismiss subliminals is to deprive ourselves of amazingly powerful tools for self change.

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- How you can build confidence, reach peak performance in work, studies, the arts or sports.
- How you can conquer habits like smoking, alcohol and drugs without the struggle.
- How you can relieve stress, enhance healing, deepen relaxation and sleep.
- How you can attract more love and prosperity into your life.

If this sounds too good to be true, remember that it's usually only our own mental programming that holds us back.

ASK NOW FOR YOUR FREE COPY OF THIS 20 PAGE REPORT

The complete report, normally $10, is free when you mention *Psychology Today*. Plus you'll receive a valuable coupon worth $20 for the most powerful tapes on earth. Visit **www.alphasonics.com** or call **(800) 626-2574**. Alphasonics™ International, 35 Cuesta Rd, Santa Fe, NM 87505.

TESTIM. L.G.

(60)

How a 24 and 25 Year Old Alaskan Couple Went From Dead Broke To Making Over $250,000.00 A Year Cleaning Carpets (In Less Than 24 Months).

Remember that TV show, "Northern Exposure", that started out with the big moose wandering down the stree ?
Well, what do moose, bears, fish, lots of snow and carpet cleaning all have in common? Me, Joe Polish, that guy you keep reading about and wondering if he's for real. Here's an actual letter I got from Alaska:

* * * * * * * * * * * * * * *

September 1997

Dear Joe,

"Hi, Joe Polish! We just want to say THANK YOU. Your Marketing System is the best thing that has ever happened to us. We purchased your program out of desperation, on installment payments, hoping it'd be the life-saver thrown to us we needed – but, of course, worrying it'd just be another over-hyped collection of stuff we already knew, couldn't use or wouldn't do. At the time, we were so bad off we were paying our rent with our credit cards. Getting your System was our last hope for making our business work.

Now let me tell you what happened. Your System took us from a failing business to a thriving $250,000.00-a-year operation (with just 2 vans) in less than 2 years.

Thanks to your Fast Start Program, we got immediate results. We started making good money just as soon as we implemented a few of your strategies, and we've never looked back. Your marketing methods and advice caused our business to grow by leaps and bounds and, now, our business is a true Money-Making Machine, with systems in place that automatically generate tons of revenue every month, just like you said would happen. We no longer wonder or worry about where the next job is coming from – we know that a steady stream of good, new business is flowing in our direction.

Now instead of patching our rent together on credit cards we are building a beautiful, new, custom home. And we spend our time working on our business instead of in it. (No more cleaning for us - we have workers for that.) You not only taught us how to create a money machine out of a carpet cleaning company, but how to actually own a business instead of a job, which is what being an entrepreneur is all about. You have given us the ability to change our lives for the better."

Sincerely,
Julie and Joel Cohen
SteamTECH, Inc.
Anchorage, Alaska

CLNFX1197

Julie and Joel Cohen, in Anchorage. How did they go from "starving out of the business" to over $250,000.00 a year in just 24 months? Read this letter, then call 1-800-891-7151 to find out.

Now, please be smart and "adult" about this: Julie and Joel have a business to run and a life of their own, so don't bug them with your phone calls asking them about me. What more do they need to say? You can find out all you want to know about my unique business-building systems without spending even one cent of your money. You can call my phone number toll-free, at my expense, listen to my free recorded message, and then leave your name and address, and we'll send you a complete 24-page report: *What 99% Of All Carpet Cleaners Don't Know And Will Never Find Out About . . . MARKETING SECRETS Of A $100,000.00+ YEARLY INCOME"*, plus a collection of fascinating success stories like the Cohen's, plus a terrific audio cassette tape, all free of charge.

Unless you are already taking all the money you want out of your business...already have zero worries about keeping a steady stream of good new customers coming...and are already living a successful entrepreneur's lifestyle...why wouldn't you call and get this giant, FREE package of information?

Get this: 2153 carpet cleaners throughout the U.S., Canada, England, even Australia have invested in my Systems to give their businesses and incomes a "makeover", always with successful results guaranteed. Can 2153 people all be stupid? Why not investigate what so many of your peers have discovered - maybe I can work "magic" in your business too. Oh, and it doesn't matter whether you're "in pain", like the Cohens were, or doing okay, or even doing well but would like to do better, or want to work less, make more and enjoy it more. My proven strategies can match up with your goals and desires.

I know you've seen my previous ads, maybe heard about me, maybe some good, some bad, some gossip, whatever, I do offend some folks with my tell-it-like-it-is blunt approach. But you have to judge for yourself. Don't let anybody else or anything get in the way between you and what you want out of your business (and out of life). Don't let your own ego ("Mr. Know-It-All") get in your way either. Even if you've got a lot of experience in this business, it's very dangerous to close your mind to new ideas. Given that I am cheerfully willing to send you a fat package of information entirely for free, doesn't it just make good sense to look into it? You'll see exactly how I help so many owners of carpet cleaning businesses dramatically improve their marketing, clientele, income and profits, and control over their time and lives?

- *Aren't you sick and tired of wasting money on advertising that flops? (I'll put an end to that.)*
- *Aren't you tired of having to compete with those cheapest price, bait-n-switch advertisers? (I'll show you how to crush them.)*
- *Wouldn't you like to have lots of good, new customers calling you, who want your services, regardless of price - who never question price? (I can arrange that.)*

Here's all you have to do: Just pick up the phone anytime, day or night, and dial **1-800-891-7151**. It's a free call. You will NOT be connected to any kind of pushy salesman - in fact, I don't use any such people. You'll hear my brief recorded message, then you can leave your name and address when the little "robot" asks you to, and, in the mail, you'll get my Information Package. Nobody's ever going to call and bug you!

P.S. Maybe you're one of the people who got information from me one, two, even three years ago but didn't act on any of it. Well, a whole lot has changed for us, and how we help carpet cleaners, and maybe for you, too. Why not take another look? Feel free to call.

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TESTIM. L.G.

(61)

Exhibit #6

EXPOSED.

Small Town Carpet Cleaner Speaks Out And Reveals The Raw Truth About That Marketing Guy, Joe Polish, Who Advertises In This Magazine All The Time.

This guy, Joe Polish, promises all sorts of things to us carpet cleaners. Advertising ideas that really pay off. Ways to sell quality instead of price. How to never have a "no show" again. And so on. Every time I read one of his ads I thought, "Who could be dumb enough to fall for this guy's rap?" Now I'm going to tell you the raw truth about this guy and his "marketing secrets."

My name is Jim Wolverton and I live in a small city in Oregon. After knocking around carpet cleaning for ten years, working for other people, doing embarrassing bait-n-switch stuff, doing cut throat lowest-price jobs, I had a wealth of experience, no money saved, and a determination to go out on my own. On August 15, 1995, with a little money borrowed from my Momma, I bought an old van with a worn-out truck mount and a computer.

That month, after seeing it for months and laughing it off, I broke down and answered Joe Polish's ad. I figured now that I had to make it in this business or starve, it might be a good time to be a bit more open-minded about different ideas. So I got his Free Report, and to my surprise, it made so much sense that I turned around and bought his Marketing System. But I had every intention of going through it all and returning it for a refund. After all, after ten years in this business, what the heck could this loudmouth teach me? I knew every way there was to scrounge for or scare up a job.

What I found in Joe's materials actually scared me - most of it was so different from what I'd ever seen, heard, been taught or believed. As I studied Joe's information, I saw a whole different way to develop a high income business rather than just chase a job here, a job there. I saw integrity, service, smart targeted marketing, and freedom from cheapest-price, roll around in the mud, bait-n-switch ugliness. I even looked in the mirror and saw Jim Wolverton differently. So, skeptical and hopeful at the same time, I grubbed together about $500.00 for a "marketing budget", to try out some of Joe's "secrets."

I tried six different Joe Polish strategies, and for me, one far surpassed the other five. In fact, this one strategy worked so well for me - well, 1996 was my first full year in business and here's exactly how I did:

I started out in a city of 105,000 people, competing with 76 other carpet cleaners, and where I didn't have a single contact. I did no door knocking, no cold telemarketing, and I never advertised "cheapest price."

Jim Wolverton, Like New Cleaning

And I grossed $193,080.00. Oh, and by the way, that was all residential - no big, fat restoration job or apartment building contract or anything like that, $193,080.00 of residential carpet cleaning at excellent profit margins, with happy costumers.

How, you ask, could such a thing happen? The answers, simply, are learning how real direct response marketing works, from the "master", Joe Polish.

My business is booming. One Joe Polish strategy alone delivers four to seven new customers every week...over $1,000.00 a week...and it costs just a few bucks. Thanks to Joe's inspiration and encouragement, I've become such a good marketing "mind", Joe's even had me speak at his Boot Camps - but that's another story. What is important is that Jim Wolverton can get as many new customers as he wants, gets plenty of referrals, is unaffected by competition, and actually enjoys this business. I'll make more money in my typical 3-day work week that most carpet cleaners make from a full month of struggle and suffering. So, here's the raw truth about this Joe Polish guy: he's a bona fide marketing and money-making genius who can do anything from tweaking to transforming your business, so you not only make a lot more money but you make it easier and more enjoyably than you can imagine. And, in my opinion, you're a fool to ignore him.

You've seen his ads in this magazine month after month. If you haven't responded, I don't know why. Maybe you think you're too smart and know it all, like I did - but if you're so damned smart, why aren't you rich and happy? Maybe you are doing really well already - but you could do better (some of Joe's most ardent students have 1/2 million dollar a year + businesses). Maybe you just don't want to be "sold" something that'll be a waste of your hard-earned money. About that you can relax. Joe guarantees his stuff.

I've got 193,080 reasons why you ought to investigate what Joe has to offer. What reason do you have NOT to look at this?

And here's how easy it is: Joe has prepared a straight-talk, detailed Report– *"What 99% Of All Carpet Cleaners Don't Know And Will Never Find Out About Marketing Secrets Of A $100,000.00+ Yearly Income"* which you can have absolutely FREE of any cost or obligation. Get it, read it and decide for yourself whether or not you ought to try Joe's strategies in your business. It's that simple. To get your FREE REPORT, pick up the phone and call 1-800-891-7151 – you'll hear a brief, free recorded message and be able to leave your name and address, so your Report can be mailed to you. Or write "Report" on your business card or letterhead and pop it in the FAX machine. Joe's FAX number is 1-602-858-0004. Either way, you'll get his eye-opening Report rushed to you, free.

By the way, I wasn't paid even a penny or given anything to write this up about Joe. I'm the real deal. I did this just as a way of saying thanks to Joe for everything he's done for me. And I'm not the only guy who feels this way. With your Report, you'll get a book of letters and comments from the carpet cleaners Joe's helped all over the world. Many, like me, are now working less but making more money, with less hassle than ever before. More business than we can handle flows in every day. We never worry about where the next job is coming from. All I can say is: don't envy me. Join me.

Jim Wolverton
Like New Cleaning Co.
Dallas, OR

P.S. *Please don't get my number and call me. The last thing I need is a zillion phone calls asking about Joe. I've said what I have to say right here. What else could you possibly need to know?*

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TESTIM. & G.

(62)

EXPOSED:

A printer speaks out and reveals the raw truth about this marketing guy, Michael Kimble, who advertises in this magazine all the time.

You've seen this guy's ad every month. It's the one with the headline, "How To Get More New Printing Jobs In A Month Than You Now Get All Year." This guy, Michael Kimble, promises all sorts of things to us printers. Advertising ideas that really pay off. Ways to sell quality and service instead of price. How to use sample mailings to generate ideal new clients. Every time I read one of his ads I wondered, "Who could be dumb enough to buy this guy's rap?" After all, I'd tried this sort of thing myself before and failed miserably.

Well, let me tell you the truth about this Kimble guy's "marketing secrets" – it turns out they work. Here, briefly, is my story: because he offers all the details in a free Report, I finally gave in and called and got it. To my surprise, he made so much sense, I decided to actually try his "Systems." (Although I had every intention of looking through it all and sending it back for a refund.) But what I found in his materials amazed me. A lot of it was very, very different from anything I'd ever seen or heard about getting customers. So, skeptical and hopeful at the same time, I started testing a few of Mike's strategies.

For example, I sent out 150 of the exact letters he suggests to old customers who had not ordered from us in a year. I got 20 responses, and the immediate sales exceeded $4,000.00. Now I know $4,000.00 isn't a lot of money. But turning 150 letters, say $150.00 tops, into $4,000.00, that's multiplying $1.00 x 26 ... a 26-to-1 return on my money! I then tried another of Mike's strategies – a very simple one, and it immediately brought in three orders, one for just $210.00, one for $1,800.00, and another for $6,000.00. It also brought in a client we have $19,000.00 in bids out to. The $8,010.00 though, was against a cost of less than $300.00. Still pretty darned good.

There's also this incident: every morning as I drive to the shop, I listen to Mike's audio cassette tapes, and one particular morning, I was listening to a tape with ideas about handling customers in certain, specific situations. We were just getting started with a big job for a local plastic surgeon and he wanted to stop, hold up the job and re-think doing it. Using one of Mike's techniques I heard on that tape, I saved the job – a $17,000.00 "save."

By the way, I've been in this business for 15 years. I have 30 employees, 8 presses, and a pretty successful business. But, like just about anybody in this business, I'm always concerned about getting new customers, keeping the ones I've got, fending off cheap price competition, and maximizing my profits. I hate wasting money on advertising that doesn't work. My point is, I'm no neophyte. I'm experienced and successful, and I know what I'm talking about. And I can tell you from personal experience that Mike Kimble has real, practical, doable, profitable strategies for this business that I've never been exposed to anywhere else in my 15 years. He's a bona fide marketing and moneymaking genius and, in my opinion, you'd be a fool to ignore him.

As I said earlier, you've probably seen his ads in this magazine before. If you haven't responded, maybe it's because you think you're too smart, have seen everything and know it all, like I did – but I was proved wrong and only wish I'd taken an open-minded look at what he has to offer sooner. Maybe you are already doing really well – but could you do better? (Some of Mike's students as much as double profits in 90 to 120 days!) Maybe you just don't want to be "sold" something that'll be a waste of your hard-earned money or your time. Well, you can relax because Mike guarantees his stuff. Even the NAPL has recently endorsed it.

I've got 29,010 reasons why you ought to investigate what Mike has to offer – he's put $29,010.00 in my pocket so far. What reason do you have NOT to look at this? (By the way, there's a saying: a wise man investigates what a fool takes for granted.)

And here's how easy it is: Mike h prepared a straight-talk, detailed Repc *'How to Prosper Like Never Before In Your Printing Business"*, which you c have absolutely FREE of any cost or obligation. Get it, read it, and decide ror yourself whether or not you ought to try his strategies in your business, just lik did. It's that simple. To get your FRI REPORT, pick up the phone and call: **1-800-469-8954.** You'll hear a bri free recorded message and be able to leave your name and address, so your Report can be mailed to you. Or write "Report" on your letterhead and pop it the FAX machine. **Mike's FAX numb is 1-512-328-4464.** Either way, you'll get his eye-opening Report rushed to you, FREE.

By the way, I wasn't paid a penny to write this up about Mike. I did this just as a way of saying thanks to Mike for what he's done for me so far. It's very clear to me that Mike has answers, so we can work less, but earn more, have mo new business flowing in steadily and predictably than ever before, and never worry about where the next job is coming from. And it doesn't matter if you've got a business as big as mine o bigger, with salespeople out hustling, or a smaller shop, even a mom-n-pop – these strategies work for all types and sizes of printing businesses. Why wouldn't you want to learn more about them?

Eli Albek
Owner,
Printing Palace
Santa Monica, California

PS: Please don't get my number and call me. The last thing I need is a zillion phone calls asking me about Mike. I've said what I have to say right here. What else could you possibly need to know?

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How a 24 and 25 Year Old Alaskan Couple Went From Dead Broke To Making Over $250,000.00 A Year Cleaning Carpets (In Less Than 24 Months).

(63)

Remember that TV show, "Northern Exposure", that started out with the big moose wandering down the street? Well, what do moose, bears, fish, lots of snow and carpet cleaning all have in common? Me, Joe Polish, that guy you keep reading about and wondering if he's for real. Here's an actual letter I got from Alaska:

* * * * * * * * * * * * * * *

September 1997

Dear Joe,

"Hi, Joe Polish! We just want to say THANK YOU. Your Marketing System is the best thing that has ever happened to us. We purchased your program out of desperation, on installment payments, hoping it'd be the life-saver thrown to us we needed – but, of course, worrying it'd just be another over-hyped collection of stuff we already knew, couldn't use or wouldn't do. At the time, we were so bad off we were paying our rent with our credit cards. Getting your System was our last hope for making our business work.

Now let me tell you what happened. Your System took us from a failing business to a thriving $250,000.00-a-year operation (with just 2 vans) in less than 2 years.

Thanks to your Fast Start Program, we got immediate results. We started making good money just as soon as we implemented a few of your strategies, and we've never looked back. Your marketing methods and advice caused our business to grow by leaps and bounds and, now, our business is a true Money-Making Machine, with systems in place that automatically generate tons of revenue every month, just like you said would happen. We no longer wonder or worry about where the next job is coming from – we know that a steady stream of good, new business is flowing in our direction.

Now instead of patching our rent together on credit cards we are building a beautiful, new, custom home. And we spend our time working on our business instead of in it. (No more cleaning for us - we have workers for that.) You not only taught us how to create a money machine out of a carpet cleaning company, but how to actually own a business instead of a job, which is what being an entrepreneur is all about. You have given us the ability to change our lives for the better."

Sincerely,
Julie and Joel Cohen
SteamTECH, Inc.
Anchorage, Alaska

CLNFX1197

Julie and Joel Cohen, in Anchorage. How did they go from "starving out of the business" to over $250,000.00 a year in just 24 months? Read this letter, then call 1-800-891-7151 to find out.

Now, please be smart and "adult" about this: Julie and Joel have a business to run and a life of their own, so don't bug them with your phone calls asking them about me. What more do they need to say? You can find out all you want to know about my unique business-building systems without spending even one cent of your money. You can call my phone number toll-free, at my expense, listen to my free recorded message, and then leave your name and address, and we'll send you a complete 24-page report: *What 99% Of All Carpet Cleaners Don't Know And Will Never Find Out About . . . MARKETING SECRETS Of A $100,000.00+ YEARLY INCOME"*, plus a collection of fascinating success stories like the Cohen's, plus a terrific audio cassette tape, all free of charge.

Unless you are already taking all the money you want out of your business....already have zero worries about keeping a steady stream of good new customers coming...and are already living a successful entrepreneur's lifestyle....why wouldn't you call and get this giant, FREE package of information?

Get this: 2153 carpet cleaners throughout the U.S., Canada, England, even Australia have invested in my Systems to give their businesses and incomes a "makeover", always with successful results guaranteed. Can 2153 people all be stupid? Why not investigate what so many of your peers have discovered - maybe I can work "magic" in your business too. Oh, and it doesn't matter whether you're "in pain", like the Cohens were, or doing okay, or even doing well but would like to do better, want to work less, make more and enjoy it more. My proven strategies can match up with your goals and desires.

I know you've seen my previous ads, maybe heard about me, maybe some good, some bad, some gossip, whatever. I do offend some folks with my tell-it-like-it-is blunt approach. But you have to judge for yourself. Don't let anybody else or anything get in the way between you and what you want out of your business (and out of life). Don't let your own ego ("Mr. Know-It-All") get in your way either. Even if you've got a lot of experience in this business, it's very dangerous to close your mind to new ideas. Given that I am cheerfully willing to send you a fat package of information entirely for free, doesn't it just make good sense to look into it? You'll see exactly how I help so many owners of carpet cleaning businesses dramatically improve their marketing, clientele, income and profits, and control over their time and lives?

- *Aren't you sick and tired of wasting money on advertising that flops? (I'll put an end to that.)*
- *Aren't you tired of having to compete with those cheapest price, bait-n-switch advertisers? (I'll show you how to crush them.)*
- *Wouldn't you like to have lots of good, new customers calling you, who want your services, regardless of price - who never question price? (I can arrange that.)*

Here's all you have to do: Just pick up the phone anytime, day or night, and dial **1-800-891-7151**. It's a free call. You will NOT be connected to any kind of pushy salesman - in fact, I don't use any such people. You'll hear my brief recorded message, then you can leave your name and address when the little "robot" asks you to, and, in the mail, you'll get my Information Package. Nobody's ever going to call and bug you!

P.S. Maybe you're one of the people who got information from me one, two, even three years ago but didn't act on any of it. Well, a whole lot has changed for us, and how we help carpet cleaners, and maybe for you, too. Why not take another look? Feel free to call.

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(64)

They Laughed When I Ran That Little $30 Ad — But When I Got 97 Calls In The First 3 Days...!

I couldn't believe it! I'd been running expensive ads for years that never got these kinds of results. What's even better, almost everyone that called was ready to set up an appointment because my system actually sifted through the price shoppers. You know, the ones that waste all your time on the phone, expecting you to figure out what's wrong with their car and then quote them a price so they can call around to your competitors to see if they could get it done cheaper.

I'm as amazed as anyone! I stumbled across the idea for this ad from a guy in a totally different industry that transformed his one-man business into a multi-million dollar business based on this one idea alone. I found the guy, learned his secrets, tried them in my business, and...**my income exploded overnight**!

I used to avoid marketing like the plague. I hated to waste my valuable time trying to come up with new ways to get my phones to ring. And all those so-called experts didn't help me very much either. Their ads looked exactly like everybody else's...and got the same crummy results too! But now, I've discovered a simple and easy new way to attract all the new customers that I can handle.

I've spent the last 3 years testing and refining dozens of other strategies that keep an avalanche of customers coming through my doors. And many of them are so simple, you'll be mad at all those high-priced consultants for never telling you about them. Until now, I've kept these powerful secrets to myself — But now I'm ready to unleash them all, so you can put them to use in *your* business.

If you're really serious about turning your shop into a highly successful business and making the kinds of money you've always dreamed of making, **I've got a special FREE REPORT that will show you exactly how to do it**. Just call **1-800-949-3795** toll free, 24 hours a day, 7 days a week and listen to my free recorded message. I'll rush your Free Report to you ASAP.

I'm going to have to limit them to a select number of shops in each state, first come - first served, so don't wait — CALL RIGHT NOW!!!

SMALL LEAD GEN PD

for other close calls.

Now let's assume you are putting together a mailing on this product. You know you must grab the busy retailer's attention. Otherwise, the mailing will miss the boat (bad pun).

So you enclose...

"HONEST JOHN" LETTER #1.

You print on the folded-over part: "DO NOT READ THIS UNLESS YOU HAVE DECIDED NOT TO ORDER A SUPPLY OF THE NEW RUDDER POSITION INDICATORS."

Then on the inside, print: "Let me give you some statistics about the retail sales of this new product. Since this much-needed boating accessory was introduced two months ago, 254 retailers like you have sold their supply and already replenished their stock. That's how fast it's selling! In fact, a Michigan boat-supply store owner reports that..."

And this enclosure continues in the same vein.

What's being done here? The seller is reassuring readers-that countless other boat-supply stores are making huge profits and they will too. The result? Many will reconsider and order.

Next, also enclose...

"HONEST JOHN" LETTER #2.

Head it: "DO NOT READ THIS UNLESS YOU HAVE ALREADY DECIDED TO PLACE AN ORDER FOR A BIG SUPPLY OF THE NEW RUDDER POSITION INDICATORS."

Inside: "You have made a great buying decision. Why? Because the boating season is right on us and the new Rudder Position Indicator will really brings the crowds in your store. Simply put in your front window an eye-grabbing display sign that comes with your order and..."

"Aha!" exclaims the boat store owner. "Sounds tremendous! I'm running to my fax machine now!"

So much for readers who are not going to order (at least, that's their original thinking) and those who definitely are. What about the vast majority who aren't sure?

Enter...

"HONEST JOHN" LETTER #3.

Head it: "DO-NOT READ THIS UNLESS YOU ARE NOT SURE ABOUT STOCKING UP ON THE NEW RUDDER POSITION INDICATOR."

Inside: "I don't blame you for hesitating. That's the mark of a wise boat-supply retailer. 'What if this new accessory doesn't move well in my store?' you ask. If this question has crossed your mind, let me tell you about our unique Buy-Back-Guarantee - Yes, we will actually buy back from you all..."

From this point on, the reader is assured that he risks nothing by stocking up at once.

"I started my Laser Recharge Business at home and made $48,000.00

Next year I bet I make over $60,000.00 and I'm having the time of my life!"

You can too for only $487

- Ideal at home kitchen-table Business
- Huge demand! ● Growing like crazy!
- Customers flock to you
- $60.00 - $90.00+ per hour spare time
- Easy to learn System
- PLUS ▶▶ New Free Bonus Marketing System – effortlessly and quickly get as many customers as you could wish for!

"I started in my spare time"

"This business can skyrocket even with just 5 to 10 hours a week. My laser recharge business is going like gangbusters! The boom is here and I'm sure getting my share!

"I'm convinced that you can make $70,000.00 a year in this business. No, that's not right. You can make a whole lot more! There is no limit at all. If you want to make as much money as a plastic surgeon, you can do it. Or, if you just want to turn your spare time into an extra $1,000.00 each month, you can do that too.

When you own your own laser cartridge recharge business, you will say, "CAN DO!" to that kind of money! I know. I started on a real shoestring budget.. But oh boy, I'm thrilled that I got started!

It's exciting! Its Growing!

"It is fun too. No more boring ho-hum days! It was so easy to get started! I am ecstatic at the *huge* demand for this service PLUS, it's getting bigger every day. There are millions of copy machines and laser printers that all need laser cartridges! **That means I will never run out of customers!!**

"I have as many customers as I could ever want because **I save them a bundle.** After all, why would someone in a business pay $130.00 for a laser cartridge when I can supply it for only 65.00? **Best part is I make a hefty 400% profit at the same time!** And all of my customers respect me as a professional businessperson. I like that!

"I run my business from my kitchen table in my spare time. This is easy *and* fun. Best of all, I make about $60.00 per hour now! That's *four times* the money per hour than ever at my old job!

"LaserPro took me step by step to my laser recharge business. They made it easy! You owe it to yourself to look into this.

Ultra low investment just 487.00

▶▶ Free report reveals facts and tells of explosive growth ahead!

Free report & fact kit. Call 24 hours

Call now 757-259-0464 (WNR)

We've found that most fence-sitters actually want to order. They just need a kick in the pants. And that's what the well-worded "Honest John" Letter #3 provides.

Now here comes the neatest trick of all.

On the outside of the mailing envelope, print in bright red: "AS A BOAT SUPPLY STORE OWNER, YOU WILL FIND 3 SPECIAL NOTES INSIDE. ONLY 1 OF THEM IS FOR YOU. DON'T READ THE OTHER 2."

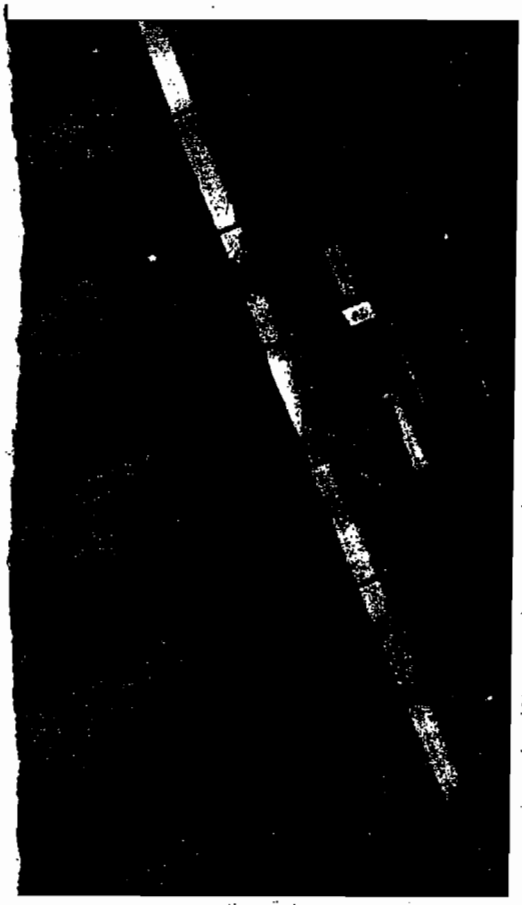
Crazy? Like a fox. Tell people NOT to do something and they will be bound and determined to do it. This is just human nature. What if your prospects read all three messages? Wonderful. Then your selling is reinforced over and over.

Now let me point out one important fact

These three inserts, powerful as they are, do not in any way take the place of a dynamite sales letter, per se. They just supplement it. They add to it.

The beauty is, enclosing these three inserts costs you little. Each could be no more than a 5 1/2" X 8" slip of paper folded to 5 1/4" X 4". With a grabber on the outside of each, every reader will look inside. And that's exactly what you want.

Luther Brock, Ph.D., "The Letter Doctor," is America's sales letter specialist. For over 20 years he has been writing highly successful sales letters and mail order ads for firms of all sizes nationwide. For information about his services, write to him at 2911 Nottingham, Denton, TX 76201. Or phone 940/387-8058.



towards certain skills, but they have to work to perfect them. Michael Jordan was obviously born with unbelievable basketball talent, but he became successful only because he worked very hard at developing the skills he needed to win. Likewise, business owners must work to develop Management and Visionary Skills and must continue the process throughout their business ownership careers.

Reason #6: Business owners do not completely consider the perspective and motivations of potential customers. Customer perspective must be addressed so owners can entice enough customers to buy their products or services at a price over their costs to produce the desired profits. From the very beginning, owners should be focused on enticing customers to buy. Owners who do not know, understand, or appreciate their potential customers' perspectives will most likely see their business fail.

Action: Learn as much as possible about your potential customers. Design and provide products or services, delivery methods, pricing, and ways to communicate with them around their perspective. This might require that you get help stepping out of your own perspective and into someone else's.

Reason #7: Business owners insist on going it alone without asking or accepting outside help. The sole business owner has one of the loneliest positions in the world. Many owners have difficulty confiding in their employees, vendors, customers, lenders, or competitors, for fear that any one of them will take advantage of revealed weaknesses. Most owners try to go it alone by working IN their business, and not near enough time working ON the business and are consequently not aware of what they are doing, where they are going, or why! (the "Trial and Error" method).

Action: Find and use Advisors, Mentors, Coaches, Teachers or Trusted Partners who have the knowledge and desire to educate and guide you, with your best interests at heart. All professional athletes have one, if not several, coaches, advisors, mentors, who help them become much more successful than they ever could be on their own. Coaches evaluate your ability to run your business. . They can bring you outside the stress, money, and time pressures you feel from working IN the business, to help you make the changes to result in improving your profits and reducing your pressures. Virtually all successful business owners have advisors. Asking for help is not a sign of weakness, but a sign of your desire to improve. Learning from the trials and errors of others is an enjoyable and profitable experience. Once you find the right advisors, you learn to prevent and correct mistakes you might otherwise make.

Jim Queease is a business owner who specializes in educating owners to increase profits, reduce stress, and gain control over their business to reach their life goals. He offers owners a free article: "8 Secrets to Marketing Success" by calling 800-789-6818 or by sending your request by e-mail to hawkeye@gate.net.

"MERCHANTS ACCOUNT RICHES

Millions of home business people, mail-order marketers, Internet sellers and MLM distributors desperately need to accept cre t card orders. Many would double their sa s and profits if they could only accept "Plasuc Orders" (Visa, MasterCard, Discover etc.)

THE PROBLEM

Most banks won't set up a home bas spare-time or full-time business with a Merchants account. This fact is killing small businesses nationwide.

THE SOLUTION

Now you can guarantee these people that you can get them a Merchants account so they can greatly increase business. Best of all, y only need to place a few dirt-cheap local cl sified ads, or mail some inexpensive postcards. It's Simple... Easy... And Very Profitable.

YOU OBTAIN ONLY "LEADS". TH COMPANY MAKES THE SALES AN PAYS YOU $100.00 PER SALE!

Marketing expert Russ von Hoelscher says "This is today's No. 1 low-cost, high profit opportun.

FREE REPORT!

To receive the FREE "Merchant Account Riches" Report, call (619) 588-215 or you can FAX (619) 588-9103 24 hours a day.

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"I started my cruise agency at home for $490 and made $47,300.00!"

"Next year I bet I make well over $60,000.00 *and* I'm having *Fun!*"

● ***Start in your spare time*** ●

"Who says you have to invest $50,000.0 to $100,000.00 to put yourself into booming business! I started small, *at home in my spare time*. Now my business is growing like crazy! The boom in cruising here and I'm sure getting my share! You agency will skyrocket too."

Now I cruise *Free!* YES – You can too

"Last year we took three cruises! Two were **absolutely free** -- courtesy of the cruise lines. The other one cost a token $40 a day This is a fun, prestige, exciting business! In your cruise agency you too will make money, have fun and enjoy life! I can't think of any business this much fun! Plus, I make four times what I ever made at my old job!"

No experience needed

Now *You* too can start for a only 490.00

Cruising is growing so fast, there is *plenty* of room for you too! I owe my success to the folks at **CruiseMaster System.**Call them now -- get their FREE cassette tape and Fact Kit. You too can start a fun new life for yourself!.

Call 24hours 757-220-4980 (DNR)

insulin resistance in people with Type 2 diabetes, it is natural to wonder whether they can help treat insulin resistance that hasn't yet developed into diabetes—ideally, helping to prevent diabetes. To try to answer this question, a large study called the Diabetes Prevention Program (DPP) is now under way. It is designed to test whether lifestyle changes, with or without insulin-sensitizing drugs, can prevent or delay Type 2 diabetes in individuals who have impaired glucose tolerance.

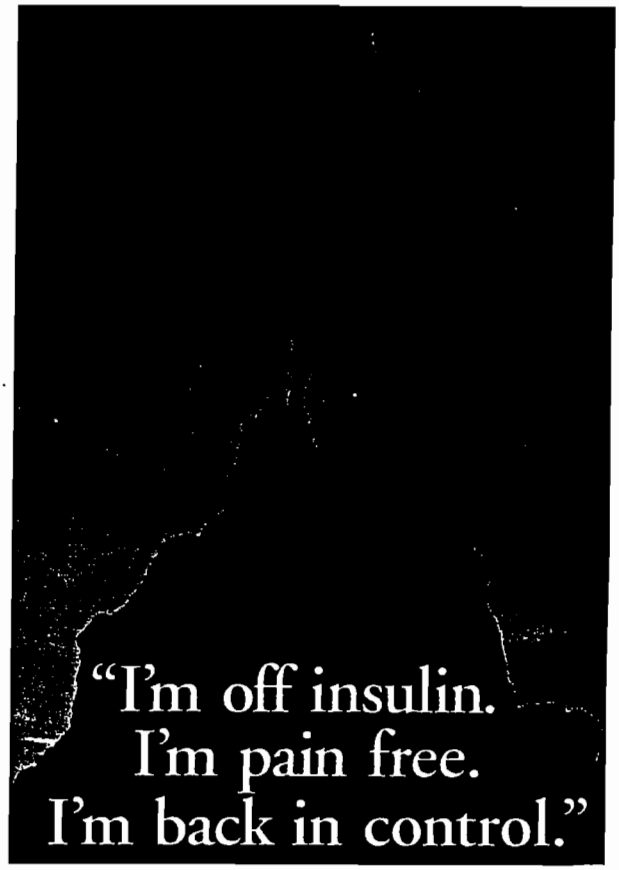
Originally, there were four separate study groups: one group receiving instructions on diet and exercise, aimed at weight loss; one receiving standard dietary advice and metformin; one receiving standard dietary advice and troglitazone (Rezulin); and one control group receiving standard dietary advice and an inactive placebo. However, after numerous cases of liver dysfunction and several deaths were reported among people taking troglitazone—and one person participating in the DPP died in the seventh month of taking it—researchers felt that it was unethical to continue testing a potentially harmful drug in people who don't yet have diabetes. The troglitazone group was discontinued in 1998, and Rezulin was subsequently withdrawn from the market in March 2000. (See the article "Rezulin Recall" on page 16.) It will be several years before the results of the DPP become available.

Insulin resistance and you

Now that you know about insulin resistance, what can you do about it if you have Type 2 diabetes? Well, you can't change your genetic makeup, but you can investigate ways to become more physically active and to lose weight if you are overweight. You can also speak with your doctor about trying one of the newer diabetes drugs if your blood sugar is not being adequately controlled by your current drug regimen.

Keep in mind that there is no one-size-fits-all diabetes plan. Your plan for increased physical activity needs to be enjoyable and reasonable for you—or you won't stick with it. Your weight loss plan also needs to be reasonable for you. And your doctor can tell you which drugs he thinks would be useful for you and why. (Not all of the new drugs work for or are appropriate for all people.) Changing your lifestyle and finding a drug combination that controls your blood sugar requires time, patience, and persistence. But the rewards can be great: lowered insulin resistance and a healthier you. □

Robert Dinsmoor is a Contributing Editor of Diabetes Self-Management *and a freelance writer based in Massachusetts.*



Laurence Bell of Mashantucket, CT has mastered his Type 2 diabetes—after spending just 19 days at the Lifestyle Center of America.

Laurence's story is typical of the people who come to the Lifestyle Center of America. We combine personal medical attention and lifestyle education in our unique diabetes program that literally changes lives.

If you're ready for lasting wellness, call us today and tell us about your needs.

Lifestyle Center of America.
Master your diabetes. Master your health.

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FREE Audio Tape
Diabetes Mastery – Step 1
from diabetes expert Dr. Zeno Charles-Marcel, MD
1-800-213-8955

Must Read

Secrets Of Skyrocketing Your Restaurant Business

By Rory Fatt

Would you buy a T-Bone Steak, cut out the tenderloin serve it to your customer and then throw the rest of the steak away?

Of course you wouldn't! If all you need is a tenderloin then that is all that you would buy. Right?

Yet just like the above example I see restaurants throwing their advertising dollars away every single day with the money they spend on advertising. So much time and effort goes into operations, food preparation, getting staff to do their jobs. Leftover time is allocated for getting new customers in the door.

Typically, restaurant marketing decisions are made when some advertising sales rep walks in the door and seems to give the restaurant owner a good pitch on why they should use his paper or coupon book. Since most restaurant owners are already overworked they rely on the sales rep to come up with the advertisement and the restaurant owner makes sure it "looks good". However, advertising sales representatives are selling space not results. What you bought is advertising space and what you want is results. You need a different kind of advertising.

There are two types of advertising. One is image or institutional advertising the other is direct response. Image advertising is what very large companies do. IBM, McDonald's and General Motors. Their advertising is designed to make you aware of their business and HOPE that eventually that awareness will translate into you purchasing their products. It's a very indirect method of getting results. With it comes lots of waste.

In 1996 it is estimated that McDonald's spent $599 Million on advertising. They have 12,000 restaurants in the United States alone. With those kinds of numbers, they can afford image advertising. However, most restaurant owners don't have the bankroll or the number of outlets to last long enough to see any benefits from image advertising. For the single or several unit operator, this kind of marketing is a recipe for disaster.

It is similar to going after a mosquito with a nuclear bomb.

Despite this fact, many restaurant owners continue to use image advertising. What restaurants need is direct response advertising. That is, marketing that is designed to produce measurable results every time. Marketing that pays its own way and targeted to reach only people that are similar to your best customers that you already have.

That is target marketing.

Focusing your marketing resources where it has the best chance of success.

If you can't measure the amount of business you get from some form of advertising then don't do it. You need to get hard nosed about this. This should save you thousands of dollars a year. Next, you need to reinvest the marketing dollars that were previously wasted into direct response marketing.

Find out everything about who your best customers are. Match this information with the media that closely resembles this group of people or businesses. Monitor the results. Remember you are paying for all the circulation or coverage of the media you choose. The less waste the better. The people that your advertisement reaches that are not likely to come to your restaurant, is wasted money. Shouldn't you stop throwing away your hard earned marketing dollars?

Rory Fatt is President of Restaurant Marketing Systems and the Controversial Critic of Normal Ways Owner's Promote Their Restaurants. To get a copy of his FREE REPORT "How To Double Your Restaurants Profits in 119 days Or Less" call his free 24 hour recorded message at -(800) 968-9625. Or simply write "Free Report" on your letterhead and fax it to 604-940-6902

How To Double Your Restaurant's Profits In 119 Days Or Less

Free Report Reveals

1. How a restaurant owner built a $2.8 million a year restaurant business from scratch!
2. Two ways to get people to flock to your restaurant that cost you nothing.
3. How to hire and retain a superstar staff.
4. How to double the profits on your existing customers.
5. How to get free publicity for your restaurant in the local media.
6. Proven advertising that pays its own way that brings especially good. new customers to your restaurant.
7. How to avoid price competition altogether.
8. How to find out who your best customers are and how to get more just like them.
9. How not to make the big mistake that costs restaurant owners thousands of dollars a year.
10. The four things not to have in your yellow pages ad and the five things that must be there.
11. How to build and dramatically increase your catering and takeout business.
12. How to get your customers to refer your restaurant to their friends and business associates.
13. Why boring, traditional advertising is a waste, how to avoid using it forever and how to quit becoming the prey of advertising reps.

And much more! To get your **FREE REPORT** that explains everything in much more detail call my toll free number **1-800-843-0547** anytime, 24 hours a day. You'll hear a brief free recorded message, and be able to leave your name and address so your report can be mailed to you. The call is free - so is the special report - so don't procrastinate. **Or** simply write "Free Report" on your letterhead and fax it to **604-940-6902** ©1999 RMS

tested different ads. Used unique #'s. Got surprising # of responses from article vs ad. Will tabulate

(9)

OVERSIZE POSTCARD

Group M Marketing, Inc.
3355 Bee Cave Road, Suite 202
Austin, TX 78746

"Crazy" Texas Mail-Order Publisher Is Giving Away All This -- FREE:

USE OF "FREE" YET CHARGE $15

1. ***FREE*** **-- Reprint Rights to his GIANT 264-page, best-selling book!**
2. ***FREE*** **-- Reprint Rights to a "killer" 4-page sales letter you can use to sell the book!**
3. ***FREE*** **-- "Certificate of Reprint Rights" giving you lifetime "rights" to make money with the book!**
4. ***FREE*** **-- Report titled, "How To Set Up Your Own Automatic Self-Operating Mail-Order Money Machine"!**

Here's What People Are Saying About The Book:

"We have been using Michael Kimble's book, 'The Ultimate Collection Of Winning Ads & Sales Letters' in one of our main direct mail marketing campaigns throughout most of 1998 and will continue doing so in 1999. The book is an outstanding resource for anybody investing in advertising and marketing. Combing through its examples is certain to yield profitable, adaptable ideas and strategies."

-- Dan S. Kennedy, Publisher, "The No B.S. Marketing Letter"

"The Ultimate Collection Of Winning Ads & Sales Letters' book is a valuable and outstanding resource of successful ads and sales letters that work. This book is worth every bit of $79.00. I cherish books like this because there is no better copywriting teacher than an ad or sales letter that has made money. By modeling the ads and sales letters found in this book, you shortcut the entire ad writing process and you'll make money easier and quicker than if you had to start from scratch. Plus, not only do you benefit by having this book, but you also get reprint rights to a 4-page sales letter you can use to sell the book! The sales letter alone is easily worth at least $800.00. Now that I own reprint rights to this book, I'm looking forward to selling it to my customers."

-- Brian Keith Voiles, Copywriter, Author, "Advertising Magic"

"Dear Michael: I just wanted you to know that my tests have confirmed what you predicted. After I invested in the reprint rights to 'The Ultimate Collection Of Winning Ads & Sales Letters' book, I bundled it with an information product that I was already selling for $850.00. And as a result, there was a 14.6% increase in sales! Needless to say, the addition of the 'bonus' book was extremely profitable. In fact, as of today, my calculations show that adding your book to my existing product has been worth $18,472.00 in additional net profits to me - money that I never would have seen had it not been for the reprint rights to your book. Not only has 'The Ultimate Collection Of Winning Ads & Sales Letters' book boosted my sales, it's also an excellent resource! I find myself constantly referring to it for ideas when writing my own ads and sales letters - and you can quote me on that! Please keep me informed of any other money-making products that you have to offer."

-- Terry Hunefeld, President, Real Estate Marketing Group

"Your new book, 'The Ultimate Collection Of Winning Ads & Sales Letters' has quickly earned a priority position in my Personal Marketing Arsenal -- for 'The Kitchen-Table Commando!' Actually, you should rename this book, 'The Ultimate Swipe File!' Using a few of the copywriting concepts that I gleaned from your new book....well, I just knew that I had found yet another source for writing killer copy. And I was right! I applied these concepts to a sales letter that I wrote for a new program. During the next 8 weeks, I mailed this sales letter....and sold 3,411 new programs....at $40.00 each! For the next 6 weeks after that, I was hopelessly snowed in....trying to get ahead of back-end orders. The letters in your book gave me a model for success. Thanks!"

-- Doug Dearing, Mail Order Entrepreneur

SELF-LIQ. LEAD GENERATION

Dan Kennedy
5818 N 7TH ST STE 103
PHOENIX AZ 85014-5810

To get FREE Reprint Rights to this book call: 1-800-522-4626, 24 hrs., right now!
(Mention Offer Code #182)

Group M Marketing, Inc. was founded in 1986 and is a member of the following:
Direct Marketing Association • National Mail Order Association • Better Business Bureau

OVERSIZE P.C.

Amazing FREE Offer:

Why Is This "Crazy" Texas Mail-Order Publisher Giving Away Reprint Rights To This 264-Page Book -- FREE?

(His daring wager could be your breakthrough opportunity.....)

AUSTIN, TX -- When you own **FREE "Reprint Rights"** to this book, you have an incredible money-making opportunity. You can print these books and use them just as Michael Kimble has to make huge sums of money as a "mail-order publisher".

What is the book?

This book, titled, "THE ULTIMATE COLLECTION OF WINNING ADS & SALES LETTERS," is a giant 264-page, 8½" by 11" book -- it weighs almost 2 pounds!

It features ads and sales letters that have been proven mail-order winners over and over again. For example, one of the letters in the book has generated over SEVEN MILLION cash-with-order customers! There's even a section in the book which includes "350 Of The Best Headlines Ever Written". Anybody and everybody who needs ideas for headlines, guarantees, offers, or sales letters can profit by having this book as a handy helper and reference tool. Think of it as the ultimate "swipe file".

By owning Reprint Rights, you can make money selling this book -- and thousands *have* been sold at $79.00 each. Or you can use the book as a premium or bonus, "bundle" it with your own products, or in other ways.

So why is this Mail-Order Publisher giving away FREE Reprint Rights to his book? This is particularly incredible when you understand that Reprint Rights have previously been sold for fees as high as $597.00! And Mr. Kimble doesn't mind you being skeptical about such a free offer. "You may think this is crazy," Michael Kimble explains, "but the simple truth is, that while playing a friendly poker game with a few local business buddies, I was asked, or challenged for the wildest, most unusual money-making ideas I could think of."

You see, Michael Kimble is very well known in his home town of Austin, Texas, as well as in the direct marketing industry nationwide as a "genius inventor" of unusual ways to make money in mail order. He currently has not one, but three different, thriving mail-order businesses. And he is the publisher of five newsletters, including "Marketing Nuggets" and the "Direct Marketing Strategies Newsletter".

So, the rest of the story:

"After I thought about it a bit, I told my buddies that I would show them how money could be made entirely based on giving away something of extraordinary value. That I could make a nice profit and help many others create big cash incomes almost overnight by giving away Reprint Rights to one of my most popular products (this book) **free**. They called me crazy that night. And a bet was made."

This situation isn't as goofy as it may at first sound. Did you know? - Frank Sinatra recorded the song, "High Hopes" on a bet! Anyway, it's still a mystery how Kimble can make money giving away these Reprint Rights, unless there's a "catch" hidden here somewhere, right?

"There is NO catch," Michael insists. "The Reprint Rights that have sold for as much as $597.00, **are absolutely free**. All I ask is $15 to cover my actual out-of-pocket costs to print the book, process the order, and for Priority Mail shipping and handling. And I'll even guarantee the $15 with a full one-year money-back guarantee. When I send out the book it comes with a Certificate Of Reprint Rights. Given those rights, the person can print as many copies as he wants, anywhere he wants, and sell or distribute them anyway he wants. So this is real. It is free.

"But there is even a bigger opportunity. I've actually figured out a way that I can help people create big cash incomes in mail-order fast and easily, using this book in a very unique way. We will make money together. I won't profit until they profit," says Kimble. "So I needed a way to grab the attention of people who sincerely desire the independence, pride, and excitement of making a lot of money in mail-order, and I decided to give away these valuable Reprint Rights free to do that.

"Now look, even if the individual never did anything with the Reprint Rights, just getting this $79 book full of great copywriting ideas and examples for the $15 cost is a terrific bargain. But with the Reprint Rights, a person can make some serious money. To make certain of that, I'm also going to give free Reprint Rights to a 4-page sales letter the person can use to sell the book; the exact same sales letter that I've used.

"However, there's more. I am looking for a few of the people who take me up on this offer to sort of rise up, or to step out from the crowd and identify themselves as VERY SERIOUS about very substantial success, to join with me in exploiting a particular opportunity. This is NOT anything to do with multi-level or network marketing, by the way. Or a "plan" like running a kazillion tiny classified ads in thousands of newspapers, like you see hyped on late-night TV. Nothing like that.

"I am a well-established, successful, respected professional in this field. And I have just invented my most powerful money-making opportunity ever. And, for a limited time, I'm going to send along a 16-page Special Report, also FREE, that reveals all the details of this new and unusual opportunity. The Report is titled, "How To Set Up Your Own Automatic Self-Operating Mail-Order Money Machine."

If you're in the publishing or mail-order business or just about any other business, or you'd love to have such a business, then why wouldn't you take Mr. Kimble up on this remarkable offer? Just getting "The Ultimate Collection Of Winning Ads & Sales Letters" book is, in and of itself, well worth doing. But with **FREE REPRINT RIGHTS,** you can use this book to pour money into your bank account by itself or as a premium to boost sales of your other products or services. (The book is designed so you can print them as needed, by the way, even one copy at a time.)

And you'll also receive Mr. Kimble's newest Report, free, that reveals details of his most unusual money-making opportunity yet. This is a man famous for inventing unusual, innovative ways to make money in mail-order, and he insists that this is his best yet -- from 14 years of experience.

Everything is sent to you for just $15 ($30 for international orders) which covers the costs of processing your order, printing, packing, and Priority Mail shipping.

Kimble needs only a certain number of people taking him up on this amazing offer to win his wager, so he has reserved the right to cancel this offer at anytime, without notice. You need to act on this immediately, to avoid being shut out.

If you wish to order by phone with your VISA, MasterCard, American Express or Discover card (sorry, no C.O.D.s), you can call Mr. Kimble's 24-hour toll-free number: **1-800-522-4626.**

Or you can simply write the words **"FREE REPRINT RIGHTS/ULTIMATE COLLECTION"** and **"OFFER CODE #182"** on a sheet of paper along with your name, address, city, state, zip and phone number, and your credit card number, expiration date and signature, and FAX it in, to this FAX number: **1-512-328-4464,** anytime 24 hours a day, 7 days a week. Or if paying by check, or money order, send it to: Group M Marketing, Inc., 3355 Bee Cave Road, Suite 202, Austin, TX 78746.

Your book, Reprint Rights Certificate, sales letter, and new, Special Report will all be sent to you immediately by Priority Mail, so you should receive it in 3 to 4 days. One way or another, you need to act quickly. This generous, free offer will end soon.

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NEW

an incredibly successful, innovative entrepreneur reveals his hard-learned lessons and secrets on

the **expensive experience**

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BY DAN S. KENNEDY

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- why most businesses fail
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- why you must have at least one business of your own to become wealthy
- how to program your subconscious mind's computer for success
- how to start or buy a business that fits your personality and goals — regardless of your present money situation
- what one single characteristic is common to almost all self-made millionaires
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Constance Horner, director of the Office of Personnel Management, is pushing a plan for converting some federal activities into private enterprises.

PHOTO: T. MICHAEL KEZA

ernment billions of dollars a year. Government experience with hiring private contractors shows that many services can be provided 30 percent cheaper by the private sector.

Just weeks after the OPM director floated her idea before a business audience at the U.S. Chamber of Commerce, it still is unclear whether her privatization proposal will take root or wither from neglect.

Horner pins her hopes for the proposal on reaction from the business community. "It cannot go unless the business community makes it go," she says.

To date, business groups have offered only polite interest. "It hasn't been positive reaction or negative reaction," says Frank Sellers, head of the Business Alliance on Government Competition, before which Horner floated her trial balloon. "I think the real reaction is found in continued interest. It's not being ignored; that would have been the death of it."

Leaders of federal employee unions have expressed skepticism. But no group has taken a formal position.

Says Robert Tobias, president of the National Treasury Employees Union: "I object to the assumption that the private sector can automatically do these jobs cheaper than government employees." A spokesman for the National Federation of Federal Employees echoes that thought, adding: "The General Accounting Office has said on numerous occasions that the savings you're supposed to get [from hiring private contractors] don't always materialize."

A spokesman for the American Federation of Government Employees tiptoes around the issue, saying the union wants to study the idea.

Reaction on Capitol Hill has been spotty. "The little reaction we've received has been favorable," says Thomas J. Simon, OPM's associate director for administration.

But an aide to Rep. Gary L. Ackerman (D-N.Y.), whose Post Office and Civil Service subcommittee would hold hearings on Horner's proposal, says it raises more questions than it answers. "The congressman is instinctively skeptical of attempts to privatize federal jobs," says the aide. As for the purported savings to be realized if the proposal is adopted, the aide notes that "every comparison I've read about wages says that federal wages lag behind private enterprise."

Horner says her proposal—the Federal Employee Direct Corporate Ownership Plan—was inspired by privatizations in Britain, where employees have purchased up to 96 percent of the shares in government-owned enterprises since 1979. British Petroleum, British Telecom and British Aerospace are among the companies that have gone private.

Though the U.S. government owns few newer major business operations, the Grace Commission reported that the government could save $7.39 billion over three years by shifting 500,000 jobs to the private sector.

Frequently mentioned potential targets for such privatization include military commissaries, the Government Printing Office, air traffic control operations, airports, the Tennessee Valley Authority, parts of the Coast Guard, federal data processing, building maintenance, car pool, public information and accounting activities.

Horner's proposal would work this way: An agency or group of employees would identify an activity to be conducted by a new private company. Up to 49 percent of the stock in the company would be given to the former federal employees. The majority share would be sold to the highest private bidder, with the government receiving the revenue.

The newly formed company would receive the same amount the government had been spending for the service for a limited time, perhaps three years. Then the contract would be re-evaluated and awarded competitively.

"We don't think there are any obstacles that can't be overcome," says OPM's Simon.

1991-1992

SELF LIQ. (72)
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Every once in a while, a really 'big' opportunity comes along. This is such an opportunity. Simply, we are ready to take you by the hand and put you into a ridiculously easy business, on a fully satisfaction guaranteed basis, that can realistically, ethically provide you with an income of $1,000, $3,000 or more part-time, two to three times that much, full-time, all from the comfort and convenience of your own home.

This is NOT 'multi-level.' Although you will have the potential of having hundreds or even thousands of like-minded entrepreneurs working for you through our exclusive S.I.R. (Supervising Independent Representative) Program. And we even recruit and assign them to work for you. Detailed for you in our comprehensive training program.

OUR AMAZING MONEYMAKING SYSTEM LETS YOU GET RICH BY SAVING PEOPLE MONEY ON A SERVICE THEY ALREADY BUY, EVEN BY GIVING AWAY FREE SERVICES!

This is NOT 'selling' like you've ever known it to be. Can you succeed at giving away 50-dollar bills? This is almost that easy. Simply put, you show business owners or homeowners how to save big money on their phone bills.

With our System, you offer people guaranteed savings, on a no-risk trial basis. Your customers do not have to give you a dime to try this service. You even get to give them FOUR FREE HOURS OF LONG-DISTANCE PHONE CALLS as a 'bonus.' There's no "hard sell." In fact, this is the easiest "sell" ever created. (We're the only company in America that actually pays our customers to try us out!)

YOU'LL BE PROUD TO BE IN THIS LEGITIMATE, RESPECTED BUSINESS.

If you've "chased rainbows", been 'scammed' by get rich quick schemes, hate trying to sell something people do not need or want....well, here, finally, is something really different AND real. People will THANK YOU for telling them about this service. You see, big companies like IBM and General Motors have been saving big money for years through this exact same method. Now we're making those very same savings available to small business owners, even "ordinary folks". People will be impressed with everything you offer them, all on a no fee, no up-front cost, no risk basis. And you'll be impressed by your earnings.

HERE'S THE TRUE SECRET TO FINANCIAL FREEDOM:

You get a commission, a percentage of all the long-distance phone calls made by every customer you sign up for this service. But that's only the beginning, because you get "passive, residual income" too. (You know, Jack Nicholson played 'The Joker' in the Batman movie once....he worked one time, making the movie...but he gets paid every time it's shown, every time a video of it is sold, even every time a related merchandise item, a toy, a T-shirt, is sold) — that's "residual income"...that's THE SECRET TO FINANCIAL FREEDOM AND SECURITY.

In our business, you keep getting commissions month after month after month, FOR LIFE, on every customer you matched up with our service. Do that 'work' once, get paid forever! This lets you "stack up" income, so that, after a year or a few years, you have big money coming in every month even if you do no work. (Travel. Play golf. Invest in real estate. Lay in a hammock. Whatever. And STILL GET PAID.)

However, while you are active in this business, you can also get a FREE CAR — we'll furnish you with a 100% paid-for 'company car' when you reach certain goals.

THERE'S EVEN MORE. THE BUSINESS GETS EASIER THE LONGER YOU'RE IN IT, BECAUSE YOUR CUSTOMERS BECOME "SALESMEN" FOR YOU!

Once your customers see their savings, they tell everybody they know about you! We even teach you a unique 'referral management system' that motivates your customers to refer others to you, so, quickly, you'll find your customers doing most of your selling for you!

WE GUARANTEE YOU'LL FALL IN LOVE WITH THIS BUSINESS

We've put EVERYTHING you need to know about this business in an incredibly exciting, step-by-step Manual, titled, we think appropriately, "UNLEASH THE ENTREPRENEUR WITHIN" — because it WILL unleash the successful entrepreneur in you! Mary Anderton, the Executive Director of the Direct-Mail Order Association said, "I'm constantly bombarded with new programs and, after reviewing 'Unleash The Entrepreneur Within', I personally rate it one of the best, if not the very best opportunity around today." Robin Seymour, host of The Opportunity Show, seen on TV, calls this "one of the finest opportunities I've seen in 25 years."

You see, we believe you are simply going to fall in love with this opportunity — so we're glad to **completely guarantee your satisfaction with everything we've put together for you. If, after studying the 'Unleash The Entrepreneur Within' Business Manual, you feel that this opportunity is not for you, for any reason, you can return the Manual within thirty days and we'll refund your money. Every penny.** Immediately. No quibbling. No hard feelings.

By the way, you'll learn a lot more from this Manual than just this particular business. For example, you'll learn about Residual Income, Multiplex Income, Referral-Type Marketing, and the real secrets behind most self-made, wealthy peoples' success. You'll also get FIFTEEN DIFFERENT WAYS to promote our service....including a simple, dirt-cheap postcard you can send out so people call you, eager for what you offer...a way to help church, civic or school groups do the fund-raising with you....and much more. If you are already in sales, you can, of course, sell this "the old-fashioned way" too: face-to-face. The 'Free 4 Hours Of Service' can also be used as a premium. Jim Straw says: "As the publisher of some of America's leading business opportunity publications over the last 20 years, I have seen almost every business opportunity. I must say that 'Unleash The Entrepreneur' is the cream of the crop, the best of the best."

THE ONLY OPPORTUNITY WHERE MONEY IS NOT A PROBLEM.

You do NOT need to ask customers to give you money. There's NO start-up fee, NO monthly fees. Y even GIVE AWAY four hours of service, FREE. T customer will never notice anything different in his phone service — the only difference will be his savings! (That he'll notice!)

And, YOU do NOT need to risk or invest your h earned money to get going in this business. You w from home. There's no inventory to buy, no costly seminars or 'boot camps' to come to, no franchise fees. We start you in this business for just $29.95, and th even guaranteed!

HOW BIG IS THIS OPPORTUNITY?

There are at least 20-Million potential customers our service, who WILL save money with us. And we on a mission to reach them all, to give each and every of them FOUR HOURS OF FREE LONG-DISTANCE SERVICE! We need you, right now, to get our message out. That's why we're willing to set you up in a busin equal in income potential to distributorships and fr chises requiring thousands of dollars, for just $29.95. A to give you a money back guarantee.

WHY SHOULD YOU TRUST THIS OPPORTUNITY?

Our company, Business Network Communicatio..., is located in a 4,000-square-foot office complex in Cherry Hill, New Jersey. Our Marketing Offices are at 5143 Cee Elizabeth in Waterford, Michigan. (We do not 'hi behind a P.O. Box, like some advertisers of get-rich inf mation.) We are a member of the Better Business Bureau. And, all of our commercial customers get genuine AT&T long-distance services. We have created the finest who wholesale, "group" long-distance service in America. We now building the finest national network of Associates, represent our services in their communities. We are interested in YOU, not your money — that's why we're putting you in business for just $29.95. And, we guarantee y satisfaction or your money back.

LET'S SUMMARIZE:

You can use any of our 15 different promotion methods to find business owners or homeowners interested in saving money on long-distance calls....let them try our services without paying a cent...even give them 4 hours' service FREE....and you'll receive a commission on every customer's activity not just the next month, b EVERY month, for life! EVERYTHING you need to st in this business is provided in our 'Unleash The Entrepreneur Within' Business Manual, for just $29.95.

THIS IS, HOWEVER, A LIMITED TIME OFFER.

Soon, we may change the way that people can g started. It will probably require considerably more th thirty dollars. In some areas, we may stop accepting new people altogether. This $29.95 offer is a limited time situation, so act now.

HERE'S HOW TO GET STARTED:

To order with your VISA or MasterCard, call Tol Free, 1-800-368-1277 Operator 255. Or, mail your check or money-order for $29.95 plus $4.50 shipping/handling to: BUSINESS NETWORK COMMUNICATIONS, 51 Cass Elizabeth #255, Waterford, Michigan 48327. C first, for even more information, call our Free Recorde Message at 313/458-1764. Do it now!

Advertisement

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The truth is stranger than fiction . . .
"How You Can Make $4,000.00 A Day,
Sitting At Your Kitchen Table, In Your Underwear!"

A COMPLETELY DIFFERENT APPROACH TO "MAIL-ORDER" TOOK ME FROM BROKE TO $4,000.00 A DAY, WORKING FROM HOME, IN ONLY A FEW MONTHS – AND I'M CONVINCED ANYBODY CAN COPY WHAT I'M DOING, ONCE THEY UNDERSTAND IT.

Why would any sane person reveal this kind of secret, if it was true? Read my message and find out.

Naperville, Ill. – My name is Jeff Paul. I'm 36 years old. My wife Peggy and I have 3 boys, all terrors. We live in a suburb of Chicago. I'm writing this article, sitting at my kitchen table in my boxer-shorts and a T-shirt, where I have made an average of $4,000.00 a day for the last 2 years, I have achieved the "fantasy" of making a ton of money from a home-based, easy, pleasant business. I know my story will be hard to believe. And it'll be even tougher for you to believe that you can do it too. But I hope you'll give me a chance. I just may be the guy to change your life around in a big, big way.

IF YOU HAD TOLD ME 3 YEARS AGO I'D BE WRITING ANYTHING LIKE THIS AND PUBLISHING IT IN A MAGAZINE, I'D HAVE LAUGHED IN YOUR FACE – BUT HERE I AM.

This is NOT "multi-level," NOT a deal where I show you how to get rich by selling some book that tells other people how to get rich; NOT a deal where you buy catalogs or products from me to resell, you lose money and I make money. Actually, this is NOT like anything else you've ever seen advertised. And my story is true and I can prove it. Peggy and I are real people. You may get to know us, even get our private phone number and talk with us. Ours is NOT some "made up story."

MAKE MORE MONEY EACH DAY THAN MOST PEOPLE SWEAT FOR ALL MONTH LONG, COULD MY INCREDIBLE STORY LEAD YOU TO AN AMAZING INCOME TOO?

I'm a self-confessed opportunity junkie. For years, I bought books, tapes, kits, opportunities, distributorships and plans. Why? Because I had a job I hated. Oh, I was a "good job," and we had a nice house, cars, but I had to be away from home all the time, wear uncomfortable suits and ties, and I felt depressed, "stuck." I didn't want to wait until I was 65 to have fun. I wanted to be home, go to Little League with my kids, go fishing – so I was searching, always searching for an "opportunity."

Most of what I sent away for was useless. Silly. Insulting. Or too complicated and difficult. Or required risking lots of money. I remember thinking then; if I ever actually stumbled across anything that was 'real,' I'd tell the world. But I'm ahead of myself.

I thought my job was lousy until I lost it. At the same time I was dumping money into "mail-order ideas," trying to get a home-based business going, my employer went out of business. Without that paycheck, I was in big trouble quick. You have to know how far down I was when I made my "discovery," so you can see that anybody can do what I've done. We had to move in with Peggy's sister, live in their basement. We were one step away from homeless. And I managed to pile up $100,000.00 in debt on our credit cards, failing with my attempts at selling various things by mail.

I went from a "young, bright, successful guy with a great job" to an embarrassment to my family, a mooch to my friends. I sat in that basement, after Peggy and the kids went to sleep, on one hand feeling like finding a bridge and jumping; on the other hand, more determined than ever to find some way to make my "dream" of a successful, hassle-free business of my own come true.

Now here's the unbelievable "punch line:" in just 2 years, I leaped from the basement to buying a $385,000.00 house with half down, no other debt, lots of dough in the bank, with a steady daily income of over $4,000.00 arriving here in the mail, over my FAX machine, and a little bit by phone. Peggy and I run the business. We have one woman who comes here and helps us. Several ladies in the neighborhood stuff envelopes for us in their homes. I have made the "fantasy" REAL.

AFTER YEARS OF BUYING WORTHLESS "JUNK" FROM OPPORTUNITY MARKETERS; AND AFTER GOING $100,000.00 IN DEBT TRYING TO MAKE MY IDEAS WORK – I FINALLY FOUND SOMEBODY WHO TOLD ME THE WHOLE TRUTH ABOUT MAKING MONEY WITH MAIL-ORDER AND DIRECT MARKETING.

After this REAL expert "tweaked" what I was doing –

Well, let me back up for just a minute. It cost an incredible $3,495.00 to go this guy's Seminar. Plus airplane tickets. And hotel. I had a little room left on my last good credit card, we borrowed some money from friends, and we went. At the hotel, we didn't join the others in the restaurant. We ate peanut butter and crackers for dinner.

At his Seminar, this remarkable guy sat down with us, told us we were 90% of the way there with our product and idea, he made a few suggestions, and sent us home. The month before, September, 1991, we had taken in only $1,090.00. Following his advice, our income exploded like a fireworks display. Here are the numbers, absolutely verifiable by my bank deposits: in October, we took in $13,400.00. In November: $26,200.00. December: $49,800. In 1992, I took in over ONE MILLION DOLLARS, and I kept about HALF AS PROFIT, after all my expenses.

We run the business from a little 400-square foot office on top of the garage. We have no fixed overhead and no employees to worry about. No joke, some mornings I've made over $1,000.00 while still sitting around in my underwear, reading the paper, maybe talking on the phone with a customer – if I'm in the mood. I'm home for my kids. I bought a boat to go fishing on with my buddies. And it gets even better – wait until I tell you about "Auto-Pilot." But, first:

I DON'T EXPECT YOU TO BELIEVE A WORD OF WHAT I'M SAYING.

Shoot, Peggy and I still have to pinch ourselves, to be sure we're not dreaming. The few friends I've told have called me a liar. Our neighbors devoutly believe we won a lottery somewhere.

Well, I hope you know that I can't LIE in print like this. I could get in big trouble. So I've got all the records, the bank statements, my accountant, my diary, to PROVE everything I've said here is true. And I'm prepared to send PROOF to you, too.

Now, what about what YOU can do, and how I might help YOU? And, why would I? Well, I'm going to explain that, and make it all COMPLETELY RISK-FREE TO YOU.

So, I continue; once taught the truth, the "underground secrets" about mail-order, I took off like a rocket. Now I've turned my business into a step-by-step SYSTEM that anybody of average intelligence can copy and use. So far, I've taught it only to about 20 people, in a little seminar I put together, where I charged them $795.00 to attend. I used these people as "guinea pigs," to be sure others could follow my System and make money just like I have.

IF I CAN REALLY SHOW YOU HOW TO MAKE $500, $1000 OR MORE BEFORE NOON EVERYDAY, WITHOUT LEAVING YOUR HOUSE – HOW MUCH SHOULD I CHARGE YOU FOR MY HELP? MAYBE A BIG, FAT "FRANCHISE FEE." NO, NOT EVEN CLOSE.

One couple went home and made $12,000.00 in 3 weeks. Another fellow took a simple product he'd been fooling around with and made $5,000.00 in just 19 days. Another is already making over $500.00 a day! So I guess I could do more seminars and charge $700, maybe more to teach this – but the last thing I want to do is WORK! I've decided to reveal it all in a simple little book anybody can afford.

WHY WOULD I SHARE ALL THIS WITH YOU? First, it takes nothing away from me to let you in on everything I've discovered. You see, each person applies my System differently, to different products and different markets. So I lose nothing by sharing. Second, Peggy and I are very grateful for the hand up we got – and he's said to us, "Don't thank me – give somebody else a hand up." As corny as it sounds, we're proof that the American Dream lives and can be yours, too. Remember, I know what it's like to be trapped in a depressing job. To be dead broke, scared, embarrassed. To see others do so much better and wonder: why them – not me? And to send away for opportunities," looking for help, but getting "trash." So I've decided to come into magazines like this with a very straightforward, FULLY GUARANTEED offer of real help, of a proven System, and see what happens. When I realized that anybody could use my System and quickly create home-based incomes of $1,000.00 or more PER DAY, I got excited about teaching people how to do that.

I WILL GUARANTEE EVERYTHING. YOU BE THE JUDGE. I KNOW, IT'S HARD TO BELIEVE, BUT WHAT IF I'M RIGHT?

With my book, "How You Can Make $4,000.00 A Day Sitting At Your Kitchen Table in Your Underwear," you are PROTECTED BY MY SIMPLE GUARANTEE. And I would be an idiot to risk ruining my $200,000.00-A-MONTH business to steal pocket change from you. Wouldn't that be incredibly stupid? So, you have TWO FULL MONTHS to use my System. Anytime during those 2 months, IF YOU WANT A REFUND, YOU GET A REFUND. NO hassles, NO questions, NO screwing around.

By the way, Peggy HATES the title I've put on this book. She says that it's bad enough that I do sit around the house in my underwear, why tell anybody about it? I embarrass her. I'm a little "unpolished." When I do talk with a customer on the phone, I may be laying in a lounge chair, in my shorts, using a portable phone. I've even taken one call sitting on the commode. Well, I guess I just want you to understand that I'm just a plain, ordinary guy. A long suffering Cubs fan. A thrilled three-peat 'Da Bulls' fan. I don't golf; I bowl. I don't drink wine; I'm a Bud man. I have absolutely no special education, training, experience or qualifications likely to make me a success in direct marketing or mail-order. EVERYTHING I've done to go from dead-broke to making over 2-million dollars from home in 3 years, YOU can do too.

WHAT WILL YOU DISCOVER? SOME OF THE THINGS I'LL REVEAL ABOUT HOW I MAKE $1,000.00 OR MORE BY NOON EVERYDAY, WITHOUT LEAVING MY HOUSE (OR EVEN WHILE SITTING ON MY BOAT).

- How I Got Started With A Little $138.00 Ad – That Made $3,240.00
- How To Follow My "Stepladder" Of Careful Re-Investment Of Profits (By the 3rd month, I took in over $50,000.00 from just $2,200.00 worth of advertising)
- THE "SECRET" PLACE TO ADVERTISE, where small ads produce giant response...over 500 places to advertise at dirt-cheap rates, virtually ignored by the entire mail-order industry... where you'll have little or no competition and rake in huge profits
- Why & How To Sell High-Priced, Big Profit Items: how I sell an item for $455.00 that costs me less than $40
- How to obtain THE PERFECT PRODUCTS for marketing with my System, without making any big investments
- The amazing "Triple Hoop" advertising secret that lets me keep using a small budget to get big results – so I can TAKE A LOT OF CASH OUT OF MY BUSINESS EVERY MONTH. You can too. (This year, I'm on schedule to TAKE $950,000.00 FOR MY FAMILY, to pay off my house, for vacations, for investments, for charities.)
- How to "LIVE THE FANTASY" –a home-based business that is worry-free, hassle-free
- The huge differences between my System and the tired, old, recycled, "unreal" 'plans' you keep seeing advertised
- How to start RIGHT NOW – without leaving your job, with just a few hours a week
- Get The Picture You're At Home While Everybody Else Fights Traffic Going To Work...The Mailman Arrives...Every Envelope You Open Has MONEY In It.

AND IT GETS EVEN BETTER – TWO ADDED BENEFITS THAT MAKE THIS THE ONLY HOME-BASED BUSINESS WORTH HAVING.

I've found the way to put my business on AUTO-PILOT. It virtually runs itself. We take days off, vacations, go fishing, goof off like crazy. And the money keeps flowing in. One person, who helps out (Jill – you may talk to her later) keeps everything on track. Next year, I'm taking the entire summer off! I'll teach YOU how to quickly create a giant income, then, take the next big step to 'Auto-Pilot'

EVERY GOOD THING YOU'VE HEARD, EVERY GREAT FANTASY YOU'VE EVER HAD ABOUT MAIL-ORDER IS TRUE, BUT...

Yes, mail-order IS the best business in the world. BUT, and it's a big but, the "tricks" are to know what products to sell (and what products to avoid); where to advertise (and where not to); the honest truth about 800-numbers, 900-numbers, sales letters, ads, radio, TV, classifieds; what LIES are being sold – in other words, you have to be able to sort out the "right stuff." Well, there may be other ways to make a lot of money in mail-order, I can't say. But I can tell you that MY SYSTEM lets you start as a "little guy," for small money, no risk, in your spare time, from home...MY SYSTEM contains THREE ENORMOUSLY IMPORTANT SECRETS (I've talked about one of them in this article) that can just about insure anybody's success...MY SYSTEM WORKS.

LET'S WRAP THIS UP:

I have perfected a very unusual Mail-Order Moneymaking System, the ideal home business, that gives me over $4,000.00 A DAY; that I really believe YOU can learn and use, too. I've described EVERYTHING in my book, and you can have your copy for just $19.95 – satisfaction absolutely guaranteed. This is, however, a limited time offer. I intend to raise the price of my book sometime soon. And to be totally, even "overboard" fair to everybody, I'm going to limit the number we sell this year. So, you need to respond now. TO ORDER WITH YOUR VISA, MASTERCARD OR AMERICAN EXPRESS, CALL TOLL FREE TO 1-800-721-8003, EXT. M169. She'll take your order and see that your book goes out to you immediately, along with my private phone number, proof of everything I've told you, and a lot more I haven't had room to tell you about. (Or mail your check or money-order for $19.95 plus $3.50 shipping/handling to: JPDK, Inc., 121 North Washington Street, Dept. M169, Naperville, IL 60540.) You can turn your back on me right now and ignore everything I've said – but why? Maybe my System can free you from money worries and day-to-day drudgery forever. Find out!

PS: WARNING: HILLARY CLINTON HAS BIG PLANS FOR YOU AND YOUR HARD-EARNED MONEY.

Forget all the hooplah: the "rich" are NOT going to bear the burden of Hillary and Bill's massive tax-upon-tax-upon tax plans. There aren't enough of us "rich." It's the middle-class, middle-income 'wage slave' that Hillary has her sights set on. YOU are the target. The only real way to fight back is to make so darned much money that what you have left over AFTER their damage is still fantastic. That's where I am. With $200,000.00 A MONTH coming in, I can let 'em take their best shots, tax me six ways to Sunday, and I still wind up with more "keep-sie money" per month than most folks earn in a year. My answer is THE only practical answer. So you can sit there and watch helplessly as the Clintons chew up your take-home pay...or you can chase after silly, pie-in-the-sky, unproven, unsubstantiated get rich schemes...or you can let me teach you a proven, truly practical way to jump up to such a huge income that you can sit back and laugh at Hillary. Which is it going to be?

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Amazing: Earn a ton of money GIVING AWAY FREE ADVERTISING to all kinds of merchants in your area and GIVING FREE MONEY to worthy non-profit clubs and charitable groups!

You can be in business, making very good money, in 30 days or less. You won't believe how easy it is to turn your part-time hours into a big income with our System. And everybody you do business with'll say "Thank you, thank you, thank you!"

Omaha, Ne - My name is Doug Nielsen. I'm (just) 27 years old. Three years ago, with no money, no business experience, and no contacts, my sister Julie and I started a unique, stress-free, high profit business right out of our little 2-bedroom apartment. Nobody we knew believed we'd make our "weird idea" pay off. Some friends actually laughed at us. But in just 3 years, we went from being two flat broke, peanut butter-and-jelly eating college kids to entrepreneurs with a fast growing business, turning an "odd" idea into a giant income. That first year, we made $55,352.37 PART-time. The next year, that more than doubled. And this business just keeps getting better and better!

What does this have to do with you? Right now, we are willing to "show-n-tell" everything we've done, so you can duplicate our very profitable business in your home city or town. And here are 8 reasons why you may want to:

1. NO "multi-level marketing" involved. You do NOT bother or aggravate friends and relatives.
2. NO "hard selling" required.
3. A fantastic return on time invested.....you can easily make more money part-time than most people make from full-time jobs or businesses. Want to spend more time with your family? Work four days weeks? Take a couple of MONTHS off every year? You can. *We do.*
4. Create REAL "security", equity and value. Almost every "account" we got in our first year keeps renewing automatically, so here's what happens: the work you do to get a merchant to participate in your program pays off the year you do it PLUS IT KEEPS PAYING year after year! You can ACCURATELY PREDICT your increasing income for next year and the year after that. In fact, we're in the process of selling the business we built here in Omaha after only 3 years for a really big amount because of this automatically renewing income. Want to "walk away" WEALTHY in 3 to 5 years? This is the way to do it!
5. It is EASY to get lots of merchants to participate because you do not ask them to pay - you actually give them FREE advertising. It doesn't cost them a cent. FREE. FREE. FREE. *Can you give away free advertising?* A few of the "brand name" merchants who grabbed this opportunity from us, in our city, include, Domino's Pizza, Western Auto, Burger King, Kinko's, Applebees, Wal-Mart, Wendy's, One Hour Martinizing Dry Cleaners, Boston Chicken, Arby's, and even America West Airlines.
6. There's NO big investment. It helps if you have an ordinary personal computer and a simple desktop publishing program for it (we'll tell you what software to get) - although you CAN get started "farming out" the computer stuff. And otherwise, you barely need anything to start this business! NO office, NO store, NO equipment, NO inventory, NO employees, NO experience/advertising. You do need a phone, an answering machine or voice mail, a desk or corner of your kitchen table, your local Yellow Pages phone directory, and it helps to have a fax machine. That's it.
7. In your business, you'll make it possible for worthwhile civic groups, school bands or teams, charities, etc. to easily and quickly raise needed funds. Optimists, Kiwanis, Jaycees, Rotarians, Lions Clubs, the Food bank, church groups, school choirs, on and on. There are thousands and thousands of clubs and non-profits that need money....and desperately need a new, different and better way to get it. We've got it. We've proven it. Groups LOVE our plan. You'll be given the "red carpet welcome" by these groups in your area too!
8. This is a Win-Win-Win business you can be PROUD OF. The merchants win with free advertising. The non-profits win with funds. You win with big profits AND continuing, renewing income AND prestige and respect in your community.

We worked very hard to put all this together. Only after trying 37 different "variables" did we finally perfect the BIG SECRET that makes this business so profitable and so easy to do.

Do You SINCERELY Want To Have A REAL, High-Profit Homebased Business You Can Be Proud Of, Start With Virtually No Risk - RIGHT NOW?

If you do, you can take our experience, our examples, our sales letters, our step-by-step instructions and, in ONE MONTH or even faster, you can have your own business up and running. How will we share everything with you? Why would we share everything with you?

Well, for starters, Julie and I do NOT want you to give us any significant amount of money until you have gotten all the nitty-gritty details of our business, how it works, how the money is made, and so forth. If and when you decide this IS something you want to do, we have "everything you need packages"

How Two Crazy College Kids Make $55,352.37 A Year (part-time) in the World's Most Unusual Business! Lately they've been helping other of all ages, backgrounds, educations do it too. If you keep looking for a real, practical, honest, proven, do-able way to make a top income from your own homebased business, Doug and Julie will show you how.

Even The Most Worthy Charity Cannot Do It's Good Work Without Somebody Somehow Raising Funds To Support It.

(Every worthwhile non-profit NEEDS what we offer.)

Even The Best Restaurant In Town, The Most Fascinating Store, The Best Dentist, Etc., Etc. Will Starve Without A Steady Stream Of New Customers -- Obtained Without Spending A Fortune On Advertising.

(Every good business in your town NEEDS what we offer.)

But We Will Not Take Even One Dollar Of Your Money Unless You Profit As A Result

If you go ahead and get a copy of our book: "The Secret of Making At Least $55,000.00 A Year Part-Time Giving Away Free Advertising", you are protected by our simple, no-questions-asked GUARANTEE: Use our book for TWO full months entirely at our risk. If you are not totally convinced you're onto something real and that you too can make $50,000.00 or more in the next year with this simple and rewarding business....I want you to send it back for a complete refund. NO hassles. NO questions. By the way, our how-to book only costs $19.95.

Look At Everything You'll Discover In Our Book:

1. How we got started by helping just one non-profit club and made over $2,500.00 from one project!
2. How to create the perfect Big Profit Products for marketing with our System, using simple examples we provide and a run-of-the-mill personal computer.
3. **WHERE TO FIND the most "in-need-for-funds" non-profit groups...HOW TO attract them to you and have them just about begging you to choose them to help.** (By the way, we make very good money working with only 5 groups.)
4. The amazing "Easy & Automatic Renewal System" that will keep bringing you cash year after year after year - enable you to sell your business and walk away RICH in 3 to 5 years if you want to!
5. How to easily get businesses like Domino's Pizza, Western Auto, Burger King, Kinko's, Applebees, Wal-Mart, Wendy's, One Hour Martinizing Dry Cleaners, Boston Chicken and Arby's as well as your local, independently owned businesses to line up, to get the FREE ADVERTISING you'll offer.
6. .....And all this is just the beginning! After reading our book, you'll know our big secret.

Now Let Me Tell You Something You're NOT Going To Like Hearing From A 27 Year Old "Smart Aleck" Kid

Yes, I realize you are probably older than I am and, in many ways, smarter than I am. But - to be blunt - I have succeeded at creating a $50,000.00+ yearly income from a business that gives me a whole lot of free time, has made me a 'hero' in my town, has automatically renewing income I get every year with zero work, and you haven't. I'm going to "retire rich" from that business in just 4 years. When will you be able to do that? You're obviously looking for a way to succeed in a business of your own. But you aren't going to make that happen just by answering a bunch of ads, reading magazines like this one month after month, thinking about it, making excuses why you can't act now and must wait, or by trying to get super-rich overnight with some goofy, untested, unproven "idea". Let's get real. Our book reveals the inside secrets of a real, practical, proven exciting business you can start cheap and really enjoy building. So, I may be a "kid" compared to you, but I have already blazed a trail to where you want to go, and I'm offering to give you my map. Turn your back on that and you ought to stop kidding yourself: that shows you really are NOT serious about putting yourself into a profitable, stable, growing business. So I urge you to have a little talk with yourself now and decide whether or not you are a "doer" or just a "dreamer."

Doug

A NOTE FROM JULIE.....

Doug and I really LOVE what we do! Unlike many people, we do NOT dread Monday mornings - in fact, we enjoy going to work. We also take a lot of time off. Were making more money working part-time than most people our parent's ages make working full-time, usually in insecure jobs, overworked thanks to corporate downsizing. Recently, we've been sharing our System with people like you.....people 20 to 70 years old, married and single, teachers, homemakers, executive, bus drivers, salesmen, and on and on. Why shouldn't YOU have the big income, freedom, time to enjoy it, and real independence that we have and that we're helping others achieve? I can understand you being skeptical and wondering if what we say is true. Well, we ARE very real people and are going to show you our REAL business in the book. Our Office is at 9001 Arbor Street in Omaha, Nebraska, about 15 minutes from the airport, near Interstate 80, diagonally across the street from a bank. We're in the office a few hours a day most days. We're very well known in Omaha, too. And we give you a TWO MONTH SATISFACTION GUARANTEE, so you can get and read our book and look into our business without risking or wasting a penny. On that basis, why wouldn't you? You can use your Visa, MasterCard, American Express, or Discover to order our book - call on our dime, toll-free: 1-800-598-9903 dept. X29. Or if you like, send your check or money order for $19.95 plus 4.00 shipping and handling to DOUG & JULIE NIELSEN, 9001 Arbor St. #206, dept. X29, Omaha, Nebraska 68124. Doug and I are happy to share our experience with you right now.

© *Doug and Julie Nielsen 1996*

(75)

An Open Letter From A Once-Flat-Broke Nebraska Housewife Who "Stumbled Across" A Business That Made Her Rich, One That You Can Start Too For As Little As $15.00,

To:

Good, Decent, Honest, Hard-Working Women, Men, Or Couples Who Are Frustrated With "Silly" Or "Impossible" Opportunity Offers, But Would Be Willing To Work If Given A REAL Chance To Create An Outstanding Income, Be Your Own Boss, And Build Up Security In What May Be The World's Most SIMPLE Business.

"There's Absolutely Nothing Glamorous About My Business. But The Need and Demand For These Simple Services Is Growing Like Wildfire. And Any Sincere Person Willing To Follow Simple Instructions And Do A Bit Of Work Can Quickly Be Out-Earning Most Doctors, Lawyers and Executives With A Home-based Business of Their Own."

Hello. My name is Louise Nielsen. I'm basically a "Mom", what used to be called a housewife, who started in this business with no experience and built it up to two million dollars a year. And I just sold it for a huge six figure profit. It happens to be a VERY SIMPLE BUSINESS that just about anybody can easily make lots of money in, doing what I did. (And it's every bit as good of a business for men as it is for women.)

Rip-Offs And Scams Are Everywhere. I Decided To Come Forward With Good Old Common Sense.

In the past year, before deciding to "tell my story" in ads like this, I took time to answer hundreds of "opportunity ads" and investigate everything out there being offered to people who want to be their own boss in one way or another. And what I found horrified me. It can be grouped into three categories:

One: The Ridiculous And Outrageous. Like "How To Sit On Your Duff While Watching TV. Write Down Names Out Of Your Phone Book And We'll Pay You $10.00 For Every Name." If you'll fall for this sort of thing, you might as well move on now and skip the rest of what I have to say, because I'll just bore you with common sense.

Two: The Impossibly Complicated. For example, all this get-rich-on-the-internet foolishness; you need a computer, modem, software, learn a new language...what will you sell? To who? Maybe this sort of thing is okay for some rocket scientists. But I think it's beyond the grasp of most people. Certainly beyond mine.

Three: Selling What People Don't Want Or Need. Wow!- there's a lot of this. For example, you can spend $5,000.00 to $15,000.00 for "training" and learn how to be in the utility or freight bill auditing business. But these businesses require lots of persistence, involve lots of rejection. If it requires superhuman selling skills, can you do it?

Is There Anything "REAL" You Can Do To Be Your Own Boss And Make Good Money?

I was encouraged by all that, because I believe there are lots of people who are like I was ten years or so ago: good, honest, hard-working folks who need a break, who would LOVE to be their own boss, but do not have a bundle to invest, are not super-salespeople and don't want to be, and if they are going to succeed, need to do something simple. If that's you, THEN you ought to read the rest of this message carefully.

At age 38, I was deeply in debt and seriously considering bankruptcy. After 9 years of struggle, my husband and I had failed - and sunk everything we had or could borrow - into a tavern. He had to go and get a "real job." I tried that briefly too, but quickly figured out I couldn't live long enough to pay off our debts from a "job." And we had two teenagers, how would we be able to help them with college? My options were pretty darned limited, too. I didn't have a college degree. My work experience was raising our kids and being a housewife, and doing a bit of everything at the bar, from flipping hamburgers to cleaning toilets. I wasn't likely to land a high-paying executive job. Conclusion: If I was going to make big money fast, it HAD to be in some kind of business of my own. Here's the little list I made then of what I had to find in a business - see how it compares to your "shopping list" now:

1. No college degree, advanced education, special knowledge or experience needed. It had to be SUPER-SIMPLE.
2. No superstar sales skills required.
3. Had to be a very, very easy to instantly get customers.
4. Had to provide good income right off the bat.
5. No overhead. (I had to be able to work from home.)
6. No investment. (I was very, very broke.)
7. Opportunity to make big money. (I had a lot of debt to pay off. The interest was piling up. Bill collectors were calling.)
8. I wanted the potential to build it into a real, big, high income, steady business I could be proud of.

Almost by accident, I found the business that met every one of those requirements. My business paid off our debts, got my kids through college, and provided me with two beautiful homes, two cars, a boat, even a Harley Davidson motorcycle - all 100% PAID FOR. Today, the business I built does several million dollars a year in sales, employs 200 people, and keeps growing. The first year I took over $60,000 out of the business, I was black and-blue from pinching myself to make sure I wasn't dreaming! Can you imagine what it's like to go from almost bankrupt to paying off all your debt and having a full bank account?!!

Good News For YOU And Your Family.

If my story interests you, I've got good news: still today just about anybody can take fifteen to fifty bucks, a hundred at most, start the exact same kind of business, immediately earn $100 or so a day, $500 or so a week, and then build up just about any size business you want - working from home, starting out part-time. (Oh, and just because I'm a woman - MEN, this is a great business for you or for a single woman or for a "Mom" who wants to be home when the kids get home from school or for husband-wife couples.)

So, what is this incredible business? I'm afraid you'll be a bit let down when I "reveal" how I went from broke to rich. But, please remember that your goal is to be successfully self-employed, making very good money, in a REAL business. There's absolutely NOTHING GLAMOROUS about my business. It just makes money.

Ten years ago I went into the "cleaning business." (Did you know that residential and commercial cleaning services are two of the fastest growing service type businesses in America today?) There are four basic ways to approach this business:

1. Cleaning Service To Homes - You Do The Work
2. Cleaning Service To Homes - You Manage, Others Do The Work For You
3. Cleaning Service To Offices & Businesses - You Do The Work
4. Cleaning Service To Offices & Businesses - You Manage, Others Do The Work

You can make thousands to tens of thousands of dollars a month in the cleaning business without ever touching a mop or otherwise getting your hands dirty. And for the past 8 years, that's what I've done; what I call my "White Collar Manager Plan". For Me, that Plan built up a multi-million dollar business with 200 people working for me. With just a handful of workers and the Manager Plan, you can make more money each month than most doctors or executives do.

Or, if you don't mind getting your hands on a mop handle, or if right now you happen to be really "broke" like I was and you need to make $100.00 cash, in your pocket, tomorrow and the next day, you can do what I did to get started; I call it my "Blue Collar Worker Plan". And you may be perfectly happy making $25 to $35 an hour part-time, putting together a "stable" of regular customers, doing the work yourself, keeping all the money and keeping things simple.

Getting Customers For This Service May Be The Easiest Thing You've Ever Done

If you choose "residential", you're really "selling time" - and everybody has run out of that. Husbands and wives both work - who has the time or energy to do housework? Customers are all around you. And, as incredible as it may seem, there is not a lot of competition doing simple "direct marketing" to them, like I teach you how to do.

If you choose "businesses", there are huge profits in supplying cleaning services to offices. In the 90's, companies are "down-sizing", focusing on their "core businesses". If a company makes widgets, they want to concentrate on widget making and not worry about anything else. It's actually hard for the small company: the doctor's or dentist's office, the retail store, or the small industrial "shop" to even find a cleaning service that wants their account and will do a good job.

Incidentally, I can show you how to get most of your customers by sending out simple letters - no "cold call selling" required!

The Best News: Make A "Sale" Once, Have Steady, Predictable Income Forever

Look, in most businesses, you've got to constantly get new customers, you're always chasing the next, new sale. But my desire was for stability, security, steady, reliable income And, as it turns out, building up this business with lots of steady, regular customers creates actual value that can be sold (that's how I just retired at age 48 a very wealthy woman!) If you carefully follow any one of my Plans, you "sell" your service once, but you keep providing it and getting paid week after week or month after month.

Wait! Warning! It's Not As Easy As Grabbing A Bucket And A Business Card And Then Getting Rich

Yes, I think that this is the most simple business on the planet. Still, there was a whole lot to learn, and I did make a lot of dumb, costly mistakes that could be avoided By trial and error and hard work, I developed a true, step-by-step SYSTEM for making the most money with the least time and least headaches. When I sold my company, the buyers valued my SYSTEM just as much as all my customers. In fact I was asked: why don't you "franchise" your System? And I could but I feel like I'd be taking advantage of people You CAN buy a "franchise", by the way, in this field - give some company $15,000.00 or $20,000.00 plus a piece of your income forever, in exchange for their cutesy logo, a training manual and a "system" that's not half as good as mine

Instead of investing $15,000.00, how would you like to spend just $15 --- to get a step by step insider's look at this entire business, all four of my Plans, I've taken my ten years of know-how and written a book, titled "Be Your Own Boss In The Booming Home Or Office Cleaning Industry"

Even If You Can Afford To Invest A Lot, Don't -Until You Read My Book

Maybe you have equity in your home or $10,000 00 saved up or a lot of credit, whatever. Don't waste it. Your success in this business has to do with simple marketing approaches and the ability to do or supervise and deliver a first rate service. It does NOT depend on a "franchise name." (This isn't the burger business!) So before you mortgage your house and kiss off ten or twenty thousand dollars, I urge you to get and read my book.

Why Would I Spill The Beans For a Measly $15?

As I told you, I sold my cleaning company for a big fat six figure profit and retired. But after spending 10 years accumulating all this valuable know-how and perfecting my SYSTEM, I hate seeing it "die." So I thought it'd be neat to put everything I know in a book and sell it by mail.

A Simple Money-Back Guarantee. Something No High-Priced Franchise Will Ever Give You.

I've been very fortunate. My cleaning business has literally made me rich and secure for life, sent my kids to college, given me houses and cars and all the material "stuff" I want. It'd be selfish not to share what I know. And even though I'm only asking for $15.00, I also NEVER want an unhappy customer anywhere in the world. So go ahead and get my book and keep it for up to TWO FULL MONTHS. In that amount of time, you can certainly read and digest it; you can even start your business and make money. Still, if anytime, when you get it or two months later, you feel that my book is not everything I promised, if you are unhappy with it, all you have to do is mail it back to me and I will refund your fifteen dollars instantly.

By the way, I canNOT guarantee you any certain amount of hourly, weekly, monthly or yearly income, and neither my own success (which is true and documented) or any of the income numbers quoted here should be taken as guarantees or even as representations of what you may or may not make in this business. There are just too many variables - including you!- for me to try and forecast your earnings. But I can and do fully guarantee the value of my information and your satisfaction with it. No one can ever say they lost or wasted even a penny with Louise Nielsen!

To order my book with your VISA , MasterCard, Discover or American Express, call toll-free 1-800-711-4463 dept K21. The call's free. Or mail in your check or money order for just $14.95 plus $3.50 for shipping/handling ($18.45 total) to Cleaning Consulting Services, Dept. K21, 9001 Arbor St., Suite 206, Omaha, Ne 68124. Please mark you envelope "Attention: Louise Nielsen." Remember, your are fully protected by my money-back guarantee.

© Cleaning Consulting Services 1996

SELF L.I.G.

2 YRS LATER- DIFF PHOTO (1)

An Open Letter From A Once-Flat-Broke Nebraska Housewife Who "Stumbled Across" A Business That Made Her Rich, One That You Can Start Too For As Little As $15.00,

To:

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"There's Absolutely Nothing Glamorous About My Business. But The Need and Demand For These Simple Services Is Growing Like Wildfire. And Any Sincere Person Willing To Follow Simple Instructions And Do A Bit Of Work Can Quickly Be Out-Earning Most Doctors, Lawyers and Executives With A Home-based Business of Their Own."

Hello. My name is Louise Nielsen. I'm basically a "Mom", what used to be called a housewife, who started in this business with no experience and built it up to two million dollars a year. And I just sold it for a huge six figure profit. It happens to be a VERY SIMPLE BUSINESS that just about anybody can easily make lots of money in, doing what I did. (And it's every bit as good of a business for men as it is for women.)

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In the past year, before deciding to "tell my story" in ads like this, I took time to answer hundreds of "opportunity ads" and investigate everything out there being offered to people who want to be their own boss in one way or another. And what I found horrified me. It can be grouped into three categories:

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By the way, I canNOT guarantee you any certain amount of hourly, weekly, monthly or yearly income, and neither my own success (which is true and documented) or any of the income numbers quoted here should be taken as guarantees or even as representations of what you may or may not make in this business. There are just too many variables - including you!- for me to try and forecast your earnings. But I can and do fully guarantee the value of my information and your satisfaction with it. No one can ever say they lost or wasted even a penny with Louise Nielsen!

To order my book with your VISA, MasterCard, Discover, or American Express, call toll-free 1-800-711-4463 dept N07. The call's free. Or mail in your check or money order for just $14.95 plus $3.70 for shipping/handling ($18.65 total) to Cleaning Concepts Unlimited, dept. N07, 9001 Arbor Street #205, Omaha, Ne 68124. Please mark you envelope "Attention: Louise Nielsen." Remember, your are fully protected by my money-back guarantee.

© Cleaning Concepts Unlimited 1998

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SELF LIQ L.G. / QUALIFYING L.G.

Paul Hartunian's
Million Dollar Publicity Letter
155 Bellevue Avenue
Upper Montclair, NJ 07043

Presorted
First Class Mail
US Postage Paid
MailShop USA
Mailed from 19399

Why pay big bucks for business-building advertising and publicity? Here's how to get all you want... FREE!!!

Dan S. Kennedy
5818 North 7th Street Suite 103
Phoenix AZ 85014-5810

POSTCARD

(78)

Accept A No-Risk Trial Subscription To PAUL HARTUNIAN'S MILLION DOLLAR PUBLICITY LETTER!

Regular cost: $197 a year. Special offer: $7 for 6 months!

We'll bet you've heard about – even seen – Paul Hartunian. But let world-renowned marketing guru Dan Kennedy remind you: *"Paul Hartunian has been on Donahue, Regis, Jenny Jones, all the major talk shows, CNN, thousands of radio stations, written up in Forbes and USA Today, sold everything from 'romance' to the Brooklyn Bridge with free advertising, and can do more with a one-page, dirt-cheap faxed press release than anybody on the planet. If you want to make yourself, your product or your business famous, in your town or worldwide, Paul's the guy who can tell you how to make it happen – fast!"*

In his secret-packed monthly newsletter, Paul reveals the powerful techniques you can put to work, right now. Proven approaches that wring a waterfall of dollars from low-cost, no-cost publicity.

Why waste money with expensive ads when you can do *more* with on-target press releases that only cost you *pennies*? Example? Forbes gave Paul two full pages in color. Cost? Zip. Zilch. Zero. If Paul had paid for that advertising, it would have set him back a cool $105,000. Interesting?

Then see how you can do as well. It doesn't matter what you are selling. Or what market's in your sights. Paul shows you exactly how to get powerful, sales-stimulating publicity in every medium: newspapers, magazines, radio, TV, the Internet. Step by simple step.

But you must act fast. This exceptional offer of 6 issues for $7 may be withdrawn soon.

And if you don't think those issues gave you more than you expected, your $7 will come back on the double. So see the box at the right for three easy ways to order. And do it now. Why would you spend thousands on advertising when you can get millions of dollars worth of *publicity* – sales-building, business-building publicity – the Paul Hartunian way: FREE!

3 EASY WAYS TO ORDER

1. Phone our office: **(973) 509-5244.** And have your credit card handy.

2. Mail: Send your check or money order for $7 to: Paul Hartunian, 155 Bellevue Ave. Upper Montclair, NJ 07043

3. Internet: Order from Paul's website: **www.prprofits.com**

DON'T WAIT. THIS SPECIAL, MONEY SAVING OFFER – 6 ISSUES FOR $7 – WON'T LAST LONG!

Insider secrets revealed! Now you can learn...

How To Become Wealthy

You can be earning $4,000 to $10,000 each month with U.S. Mortgage, in less than 30 days!

Did you know that 40 million homeowners are overpaying on their largest monthly expense . . . their home mortgage! As our agent, you can save them an average of $75,000 in interest charges by enrolling them into our mortgage reduction and auditing programs. We'll even help you hire agents to do the work for you . . . FREE! No mortgage experience needed. Call now and we'll send you our FREE color information package which explains how easy it is to get started! Agent enrollment fees start as low as $250.

LEARN THE SECRETS

As an agent, you'll show homeowners how to: *Save $50,000 to $200,000 in interest charges; Pay off 30 year loans in 19 years; Build equity three times faster and all, without refinancing!* Plus, we include mortgage auditing to discover lender errors which, by Government estimates, exceed $10 Billion! And all with just one simple form!

ASK ANY HOMEOWNER THIS QUESTION

"If I could offer you a program that was guaranteed to save you about $3,500 per year for each of the next 20 years, and it only cost $395, would you be interested in looking it over?" Homeowners know they'd be foolish to say no! You'll be a hero and, you'll be earning a large income in a prestigious position as a U.S. Mortgage agent.

MAKING APPOINTMENTS THE EASY WAY

With our advanced marketing strategies, you'll easily be able to set appointments by the dozens! Or, sell in volume using our Seminar Program with 40 slides. We also have access to 24 Million leads with detailed mortgage data for as low as 10 cents each!

YOU POCKET 100% COMMISSIONS!

The best part is that as a U.S. Mortgage agent, you can avoid paying the $50 to $95 fees our competitors charge to enroll each client! On a $395 sale, you keep $395! Wow, that's like receiving a $15,000 bonus each year!

WE'LL HELP YOU HIRE AGENTS TOO!

Want to hire an agent network to sell for you? No problem. U.S. Mortgage has an agent recruiting and management program which is the envy of our industry. You run the ads with our 800 number and we'll take your calls. We'll send a color information package and cassette to each caller and sign them up. Then, we'll pay you as they enroll clients. It's easy and, it's FREE!

WHY U.S. MORTGAGE?

When you join U.S. Mortgage, you're becoming a part of America's largest mortgage reduction and auditing organization. We have more successful agents than anyone. That's why we're the only nationally advertised company to *double* in size every year since 1991 while our competition lags far behind! We now have hundreds of millions of dollars of client mortgages on our program.

MAKE THE RIGHT CHOICE

To be ultra-successful, you need U.S. Mortgage. As our agent, you'll receive the finest color agent marketing and training kit in this industry. You'll also discover the secrets of why you'll be able to outsell the others by at least a 5 to 1 margin! So, if you're ready for unlimited success, U.S. Mortgage is the company to call!

CALL NOW FOR FREE INFORMATION

A pleasant experience awaits you when you call U.S. Mortgage. We're friendly, courteous, and we won't try to enroll you over the phone before you've had a chance to compare! Call right now for your FREE package.

1-800-743-0001 Ext. 350

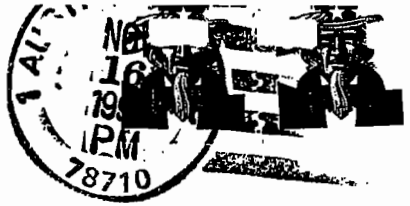
PS: When you call, we'll include a Special Report on the 5 secrets our competitors don't want you to know about their programs! Plus, we'll throw in a FREE 90 minute audio cassette which will give you an inside look at this industry. We accept all major credit cards for agent kit orders.

DISCLOSURE NOTICE: U.S. Mortgage Leaders, Inc. is a bonded mortgage lender, licensed and regulated by the Florida State Department of Banking. USML operates the Equity Acceleration Program in conjunction with its affiliates, U.S. Mortgage Auditors, Inc. in Georgia, U.S. Business Services, Inc. in Florida, and U.S. Mortgage Auditing, Inc. in Arizona.

E.C. LIVE CALL HANDLING

J.F. (Jim) Straw
9433 Bee Cave Rd. #2-110
Austin, TX 78733

OVERSIZE POSTAL



Own Your Own Mailorder Money Machine!

What People Are Saying About This Licensing Program:

"Just a quick note to give you the results of the re-print rights we just bought from you... As you know, you and your company, Group M, has always made us money... BUT THE LAST REPRINT RIGHTS PACKAGE WE BOUGHT FROM YOU PUT OUR SALES AND PROFITS THROUGH THE ROOF! We did a grand total of over ONE MILLION DOLLARS worth of business!!! Best of all, we did it in just nine months! The sales materials you gave us to use are awesome! You helped us make a FORTUNE! Thank you, thank you, THANK YOU!!!
– Eileen K. Rohleder, President and C.E.O., M.O.R.E., Inc.

"I want to thank you for giving me the opportunity to invest in a Marketing License for your products. It's only been 56 days since I acquired this license and as you know, I've already sold 19 'Business-In-A-Box' packages at $995.00 each and 4 'Business Six-Packs' at $4,485.00 each for **A TOTAL OF $36,845.00 IN SALES!!!**
– Chad Nelson, Nationwide Home Business Center

"In the first month, we mailed the sales letter for the 'How To Earn $30,000.00...' program, and made **$15,000.00.** And then, about three months later, we mailed the sales letter for the 'Direct Mail Bootcamp' and we made **$40,000.00** -- in one month -- from one mailing!!! It was like WOW!, this is a great business! Even my wife approved, and she was a bit skeptical at first. One of the best things about the whole deal was the sales letters we got to sell the programs. It's so easy because all you have to do is mail out the letters provided by Group M. You don't have to write your own letters, which saves you a lot of time. We are still mailing the letters and are making money each time we mail them! In fact, I've made well over **$350,000.00** from the 'Direct Mail Bootcamp' alone!"
– Peter Sun, Peter Sun Marketing

"I've made **$108,568.00** since acquiring the rights to your products! The sales letters and marketing materials you provided are 'killer' to say the least. Thanks for the opportunity to make some easy money."
– Don Farmer, CEO, Coupon Connection, Inc.

"In less than two months, I earned **$19,092.78** -- all via mail-order!!! The marketing literature you supplied is excellent. This has undoubtedly contributed to my success. I look forward to continuing to work with you and your company."
– Louis Ingram, Managing Director, Ingram Publishing Ltd.

FIRST CLASS MAIL

DAN KENNEDY
5818 N. 7th STREET
SUITE #103
PHOENIX AZ 85014

ENDORSED LEAD GENERATION

For FREE REPORT, call:

1-800-452-6162, ext. 3

(24-hour free recorded message)

Call Now!

J.F. (Jim) Straw

AMAZING NEW HOME-BASED, MONEY-MAKING SYSTEM.....

"How To Set Up And Own Your Own Automatic Self Operating Mailorder Money Machine"

Mailorder Entrepreneur Will Put You In Business Overnight -- If You Qualify!

Dear Friend,

Who wouldn't want to own a highly profitable mailorder/direct marketing business?

Think about it: ads, sales letters, and catalogs selling for you even while you sleep. Cash orders filling your mailbox, streaming in over your FAX machine, coming in via your very own Web site on the Internet. Making money everyday with NO employees, NO store or office, NO hassles. Who wouldn't want such a "lifestyle-perfect" business?

But you probably know: it's not as easy as it can sound. In fact, there are 4 big obstacles that kill most people's hopes of mailorder success:

1. the problems and costs of finding or creating "hot", saleable products
2. the problems and costs of getting ads, sales letters and other marketing materials written, typeset and prepared -- after all, if you aren't a skilled ad copywriter, how can you do this?
3. the problems and costs of operations, of answering phones, processing orders, stocking product, shipping, etc., and
4. simply knowing *exactly* what to do -- the costs of trail-and-error, starting from ground zero.

Well, what if all those problems could be instantly erased and you really COULD "jump into" an exciting mail-order business, literally overnight?

THE SECRET IS "CLONE-ING".

For the first time ever, a very successful Mailorder Entrepreneur is offering "MARKETING LICENSES" to a limited number of ambitious entrepreneurs and letting them "clone" (copy and use) his entire, million dollar mailorder business.

This Licensing Program includes: "Rights" to 161 hot-selling products, Reprint Rights to a mountain of ads and direct mail sales letters that sell the products for you, an "auto-pilot" Marketing Plan, a one-on-one Coaching Program, and even your very own Web site.

You get an INSTANT BUSINESS (with GIANT profit margins!) you can easily run in your spare time, from home. You might think of this opportunity like a McDonalds-type franchise for mailorder. But it does NOT carry a price tag anywhere near as huge as most franchises (although some investment is required).

If you are serious about success, freedom, and wealth via mail-order, get the details of this unprecedented Licensing Program in a **FREE REPORT: "How To Set Up And Own Your Own Automatic Self-Operating Mailorder Money Machine"**, by calling a free recorded message 24 hours a day, 7 days a week at: **1-800-452-6162, ext. 3.** Or write your name, address, and "Report - 3" on a sheet of paper and FAX to: 1-512-263-9898.

(The number of Licenses being offered is extremely limited, so immediate response is necessary.) Call Now! **1-800-452-6162, ext. 3.**

From: Bill Harrison,
Executive Editor & Publisher
Book Marketing Update

ENDORSED LEAD GEN.

(82)

Want to make more money – a lot more money – from every book you publish?

If so, I've got someone you should meet.

Dear friend and subscriber:

What's the secret to making money in the publishing business?

Why do some publishers make healthy profits every year ... while others work just as hard only to constantly struggle and lose money?

In 14 years of working with publishers, I've found that the most profitable publishers usually don't think of themselves as "book publishers," but rather as "information providers" who also sell their content in other forms. For instance, they'll expand and repackage the information from a $15 book into a $99 manual/workbook, $250 audio tape set, $500 seminar and $2,000 personal consulting service. If 10,000 people buy the book in stores, the profitable publishers try to get 500 to 1,000 of them to purchase at least one of these higher-priced follow-on items --- a strategy which makes a HUGE difference to the bottom line and converts otherwise one-shot buyers into customers for life. In fact, for many publishers these "back-end" profits are so large that they'll gladly lose money on the initial sale to a customer --- much like the book and music clubs.

So, how can <u>you</u> move beyond just books and re-sell your information in other forms? Who can teach you how to do so profitably – and avoid making a lot of expensive mistakes?

I'd like to introduce you to one of my teachers: Dan Kennedy.

Unlike a lot of consultants, Dan practices what he preaches. He has personally made millions with his own information products and over the last 20 years has authored or co-authored more than 125 different books, manuals, audio and video products. Dan is an absolute "genius" at helping authors, speakers and publishers leverage their information content into multiple products and full-blown direct marketing businesses. Over the last ten years, I have profited considerably from implementing Dan's ideas and gladly paid his $800/hour consulting fee as a private client. I also know of at least 20 different individuals who have followed Dan's strategies and created annual incomes exceeding $100,000

(please turn over...)

(sometimes over $1,000,000), some from "home offices" with no staffs!

Would you like to be Dan's next success story? If so, you should attend his upcoming, one-time only "Information Marketer's Boot Camp." I'll be there and you should be as well if you're serious about making more money from your books.

When you attend Dan's seminar, you'll learn all of his techniques for developing and marketing information products --- and you'll get all these strategies for a fraction of his $800/hour consulting fee.

Dan will send you a very detailed "package" about this upcoming Boot Camp, as well as his and his clients' experiences, free-of-charge. This is NOT for everyone. If you are content with your present income and marketing methods and/or not highly motivated to turn your "information" into a high-income business, then this isn't right for you. On the other hand, if having income streaming in everyday via your fax machine, web site, phone and mailbox is exciting to you, then you really should request, review and act on Dan's free information package.

A word of warning --- as of this writing, Dan's Boot Camp is already 45% full, just from the first round of invitations sent to his own newsletter subscribers. If it takes you very long to make your decision, you will probably be too late, and your registration refused. That happened with a different but comparable Boot Camp of Dan's last year. So if this interests you, get the Request Form below into Dan's office via fax immediately.

Sincerely yours,

Bill Harrison

Bill Harrison, Executive Editor & Publisher
Book Marketing Update

PS – Dan has agreed to offer a discount on the Boot Camp attendance fee for Book Marketing Update subscribers.

PPS – When you attend the Boot Camp, be sure to look for me. I love meeting subscribers in person and look forward to hearing how you'll be profiting from Dan's strategies in your own business.

Free Info Request – Fax toll-free to 888-212-8632

Dan, please me send the free invitation package for the "Information Product Marketing and Info-Entrepreneuring" Boot Camp immediately.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

(84)

L. G.
DIRECT
MAIL
FOUND
FAX

The Zig Ziglar Corporation
THE TRAINING COMPANY™

Please call as soon as possible. I have arranged an incredible opportunity that can help you achieve more than most people dare to imagine.

If you want to recapture the motivation, excitement and focus you experienced during my last visit to Seattle, this is my invitation to you! Now is your time! Call today! 1-800-333-4024 Ext 1850 Do it now and I'll see you Over the Top

Zig Ziglar

(85)

"I've Gone From 20 Referrals Per Month to Between 35 & 40 Per Month Now. The Direct Mail We Do With You Is Outstanding. The Customer Service and The Patient Acknowledgement of the Mail Out Is Tremendous!"

-Dr. John Tacheff
Escalon, CA

L.G. LETTER

*A Proven Program Specially Prepared for Your Patients by Our Expert Staff That is **Guaranteed** to Keep Your Existing Patients Coming Back for More and Generate More New Patients Or Your Money Back!!*

Dear Doctor,

The fastest way to boost your practice is to generate *tons of new patients* happily referred by your own regular patients.

Hundreds of doctors have been successfully using this program for almost six years and the results have been quite dramatic. For example, one of our doctors recently saw **47 New Referral Patients** and scheduled 57 units of crowns, bridges, veneers, onlays, etc., all from this program!

These were ALL referred to their office by their own patients, and not with a Yellow Page Ad, or TV ads, or Val-Pac coupons, or going door-to-door!!

Our specially prepared program works so well, that I'm going to guarantee using it will boost your Patient Retention, increase Word-of-Mouth, New Patient Referrals, your production, and your bottom line, or I'll refund every penny you've paid!

And better still, our program allows you to get your regular newsletter **and** most importantly, your marketing message to your patients while *saving valuable staff time* because we do everything, including printing, stuffing *and* the mailing (postage included)! **Everything!**

Most canned patient newsletters actually get thrown in the round file by your patients. But, not ours! It's 100% different, because we personalize it for you, and your patients will love it!

To learn more about this amazing program and how it can skyrocket *your* practice just call **1-800-311-1390** and ask for the FREE ***Healthy Wealthy & Wise* Sample Package**, and we'll rush it out to you today.

Inside, we'll include samples of *Healthy Wealthy & Wise*, plus all the other details of this powerful *New Patient Referral* program. Just call: **1-800-311-1390.**

Sincerely,

Jerry A. Jones, CEO
The Media Group, LLC

P.S. If you call right now, I'll make sure you get a FREE Audio Tape Program with Dr. Travis McFee interviewing Marketing Expert Dan Kennedy titled, *"Ten Dumb Things Doctors Do To Stunt the Growth of Their Practice,"* (Value: $79). I only have 47 of these tapes, and when they are gone, so is the incredibly valuable information about what you should *avoid* if you want a booming practice!

What Other Doctors Say About Using *Healthy, Wealthy & Wise...*

"My referrals have increased **50%**! It elevates patients dental IQ, educates on better quality care and it helped my office in the process of going insuranceless."

Dr. Edward A. Mathein
Jackson, MI

"Our referrals have gone from **20 per month to 40 per month**! The direct mail we do with you is outstanding. The customer service and the patient acknowledgement of the mail-out is tremendous!"

Dr. John Tacheff
Escalon, CA

"We have gone from 15 to 25 or more new patients per month. Also, I'm a specialist and I am starting to send it to referring dentists. I really appreciate working with you all, your flexibility and the affordability!"

Dr. James Eckhart
Manhattan Beach, CA

"It's that extra P.R. that keeps patients loyal to my practice..."

Dr. Richard H. Smith
Memphis, TN

"Our new patient referral count has doubled!"

Dr. Bill Brachvogel
Boulder, CO

"We like everything about *HW&W*... it's a great marketing tool & relationship builder."

Dr. Phil Perry
Wabasha, MN

"My patients really like it. They mention articles that they liked and look forward to the next one."

Dr. Morris Rosenthal
Cincinnati, OH

"It keeps my name in front of my patients more frequently which makes them think of referring patients more often. It also gives me the opportunity to tell my patients why my office is better than others out there. Our referrals have almost doubled!"

Dr. Robert Scheele
Fort Wayne, IN

"Great Service, nice people and a bargain for what you do! My patients love it!"

Dr. Ken Robertson
Brentwood & Fairview, TN

"*Patients now call us to schedule their next appointments instead of waiting for us to call*! Our referrals have gone from 10 per month to 20 per month on average!"

Roos Dental Care
Redwood City, CA

"Please note that we had been producing our own newsletter to help in patient retention for years prior to *Healthy, Wealthy & Wise*. *Healthy, Wealthy & Wise* has made it much easier for us, freeing up valuable time and providing for increased patient referrals. We now see at least one new patient per day (this is optimum for us)."

Dr. Andrew Petlak
Arlington Heights, IL

(81)

LEAD GEN POSTCARDS

8216 Princeton-Glendale Rd.
Suite #222
West Chester, OH 45069

Free Report Reveals:

"How To Quit Being At The Mercy Of The Glass Networks — And Get An Endless Supply Of Customers Calling Every Day"

(88)

They Laughed When I Ran That Little $30 Ad — But When I Got 97 Calls In 3 Days...!

Running a successful auto glass business used to be real easy a few years back. The only marketing that I needed to do was to call on a few insurance agents, drop off note pads, pens, calendars, and coffee mugs...and I was set. They'd refer tons of business to me. But then, the networks yanked the rug out from underneath me and took most of those referrals away. **It didn't take me long to realize that I needed to start to market my business to the public so I could get the work *BEFORE* the networks did.**

But all of my advertising efforts were failing. I was literally wasting thousands of dollars trying to 'get my name out there'. I copied all of the same dumb 'image' and 'cheap price' coupon advertising that my competitors were using... and I got the same *lousy* results too.

But Then It Happened...

While trying to figure out a marketing plan that *would* work, I stumbled across a guy in a totally different industry that transformed his one-man business into a multi-million dollar business based on a few simple ideas. I found the guy, learned all his secrets, tried them in my business, and...**my income exploded overnight**!

I couldn't believe it! My phones started ringing off the hook. I'd been running expensive ads for years that never got these kinds of results. I now have a simple and easy new way to attract all the customers that I can handle. And even better, because my system actually weeds out the "cheapest price" shoppers, almost everyone that calls me is ready to set up an appointment, and I get to spend my time dealing with better customers that aren't looking for just the lowest prices.

I've spent the last 3 years testing and refining dozens of other strategies that keep an avalanche of new customers coming through my doors as well as keeping my past customers coming back again and again. And many of these strategies are so simple, you'll be mad that no one ever told you about them before.

Until now, I've kept these powerful secrets to myself — But now I'm ready to unleash them all, so you can put them to use in *your* business.

In fact, **I've written a special FREE REPORT that's called *"How To Give Your Auto Glass Business The Unfair Advantage."* It details exactly how you can put all of my marketing secrets to work for your business.**

Just call **1-800-949-0028** toll-free, 24 hours a day, 7 days a week and listen to my free-recorded message. Leave your name and address after the tone and I'll rush your Free Report to you ASAP.

My strategies won't cost you a lot of money to use. They don't involve cheap coupon gimmicks. In fact some of the people using my System have actually slashed their advertising budgets and have doubled or even tripled their results with my 'poor boy' marketing strategies.

Consider this: If you keep doing the same things you've always done, you're only going to get what you've always gotten. The networks aren't going to go away. You must learn how to market your business if you want to survive.

Calling for this free report may be the first step towards making the change that will help you make the kinds of money that you've always dreamed of making.

Call For Your Free Report Right Now!

CinRon Marketing Group
8216 Princeton-Glendale Rd.
Suite #222
West Chester, OH 45069

Times Up!

"My System Will Put An Extra $5000.00 In Your Pocket In The Next 90 Days Or I'll Refund 100% Of Your Money!"

A few months ago you ordered my free report, *"HOW TO GIVE YOUR AUTO REPAIR BUSINESS THE UNFAIR ADVANTAGE"*. In that report I told you about my amazing customer attraction system that is absolutely GUARANTEED to get your phones ringing with high quality customers that are ready to set up appointments...But I haven't heard back from you!

Maybe you're skeptical and don't think that my System will work. Maybe you've 'heard it all before' from all those so-called 'gurus'. Or maybe it just comes down to money!

Well let me take just a minute to address those concerns. First, the very fact that you responded to one of my ads proves that my marketing system works. You read one of my ads and it motivated you to call me...Just as my marketing system will motivate customers to call you.

Second, I'm not like all those other self-proclaimed marketing geniuses that make promises that they can't guarantee. You'll pay them thousands of dollars - even if they don't produce any results for you. Because over 762 business owners just like you have already proven that my system works like gangbusters, I know I can put my money where my mouth is and give you an amazing **90-DAY MONEY BACK GUARANTEE.**

Third, maybe it just comes down to money. I'm so positive that my system works that I guarantee that you'll make at least 10 Times your investment back within the first 90 days or you'll get your money back. (That's a minimum of $5000.00 in extra income for you!) Your investment is 100% RISK FREE! If it doesn't work for you, you get your money back. But just think what will happen if it does? — You can pay off your bills. Buy that new piece of equipment you've had your eye on. Take a vacation. Enjoy your business again.

If you're really serious about your success, why not do what 762 shop owners have already done — Grab the Membership Enrollment form from one of my previous mailings and FAX it in, or give me a call at **1-800-797-0537**. I'll even extend the expiration date so you can take advantage of all the free gifts. CALL NOW!

(91)

I SAW THIS AD IN MOTOR SERVICE MAGAZINE AND ORDERED THE FREE REPORT THAT WAS OFFERED. THOUGHT YOU'D LIKE TO ORDER ONE TOO!

MIKE

BROADCAST FAX

They Laughed When I Ran That Little $30 Ad — But When I Got 97 Calls In 3 Days...!

I couldn't believe it! I'd been running expensive ads for years that never got these kinds of results. Until now, all of my advertising efforts were failing. I was literally wasting thousands of dollars trying to 'get my name out there'. I copied all of the same dumb 'image' and 'cheap price' coupon advertising that my competitors were using... and I got the same *lousy* results too. This trial-and-error advertising was costing me a small fortune.

I used to waste a lot of my valuable time talking with price shoppers on the telephone. You know, the ones that waste all your time expecting you to figure out what's wrong with their car and then quote them a price so they can call around to your competitors to see if they could get it done cheaper.

But now, because my system actually weeds out the price shoppers, almost everyone that calls is ready to set up an appointment and I get to spend my time dealing with better customers that aren't looking for the cheapest prices.

I'm as amazed as anyone! I've actually discovered a simple and easy new way to attract all the customers that I can handle.

I stumbled across the idea for this ad from a guy in a totally different industry that transformed his one-man business into a multi-million dollar business based on a few simple ideas. I found the guy, learned all his secrets, tried them in my business, and...**my income exploded overnight**!

I've spent the last 3 years testing and refining dozens of other strategies that keep an avalanche of new customers coming through my doors as well as keeping my past customers coming back again and again. And many of these strategies are so simple, you'll be mad at all those high-priced consultants for never telling you about them.

My strategies won't cost you a lot of money to use. They don't involve cheap coupon gimmicks. In fact some of the people using my System have actually slashed their advertising budgets and have doubled or even tripled their results with my 'poor boy' marketing strategies.

Until now, I've kept these powerful secrets to myself — But now I'm ready to unleash them all, so you can put them to use in *your* business.

In fact, **I've written a special FREE REPORT that details exactly how you can put all of my marketing secrets to work for your business.**

Just call **1-800-844-1243** toll-free, 24 hours a day, 7 days a week and listen to my free recorded message. (You won't have to talk to any pushy salesperson either, just my machine.) I'll rush your Free Report to you ASAP.

Please, only call for this free report if: (1) You're the owner or manager of a shop, (2) You're somewhat frustrated with any aspect of your business and you know you could be doing better, and (3) You're willing to make progressive changes in the way that you attract customers in order to turn your shop into a highly successful business.

Consider this: If you keep doing the same things you've always done, you're only going to get what you've always gotten. Calling for this free report may be the first step towards making the change that will help you make the kinds of money that you've always dreamed of making.

NOTE: I'm going to have to limit them to a select number of shops in each state, first come - first served, so don't wait — CALL RIGHT NOW!!!

(92)

Fax

To: From:

Re: CC:

*Comments:

Hey —
Here's the system that has given me more quality customers with less work & headaches. Call for the FREE REPORT. It will change the way you do business — for the better
Deb

Foodservice News Weekly

Test-proven Marketing System Guarantees Results

"You could drop me butt naked into any town in America, put me in charge of advertising and marketing of a restaurant and I'd generate thousands of dollars in extra profits in a few short weeks," claims Rory Fatt, President of Restaurant Marketing Systems, in an ad touting his restaurant success sytem.

After 14 years in the food business, including selling door-to-door, Rory Fatt has had some big successes. He became the number one food service sales person in the country for one of the largest food companies in the world. He has owned three different food companies, sold one to an international food company with sales in excess of $50 Million, been written up in numerous business publications, twice nominated for Entrepreneur Of The Year, rated the number one food company in his category by the top TV station in his market and consulted with and drove the marketing and sales of food businesses with sales over $15 million annually. He also writes marketing columns for several foodservice publications and is the marketing editor of another.

We asked Rory, "What is it you're doing differently?" Rory responds it's due to the success of what he's named the "Restaurant Marketing System". Rory remarks, "Over the years I've seen this industry go from lots of very successful restaurants, where all you had to do was serve good food and be polite to your customers, to a now more saturated market, where the "big boys" on television are scooping up the creme, and everybody else is just using the same old marketing techniques and finding it harder and harder to get new customers. So I decided to use my own company as a "lab" to find better ways of doing business, and in the process developed a revolutionary marketing system. Wouldn't everybody love a series of simple marketing strategies that when sent to the right people, as instructed, *always* caused good customers to come in. "We're not just talking two for one coupons here Rory emphasized."

The Restaurant Marketing System (Fatt's marketing system), is the offspring of that success...it is literarally a 'diary' on how to be successful in the restaurant business with out having to spend tons of cash on advertising. "I had to learn 'poor boy' marketing techniques because I didn't have a big budget for advertising".

Rory further comments, "In fact, I only place ads that are designed to pay their own way. It's even better when you have a system that runs on 'Auto-pilot'.

Imagine, having customers lined up for your restaurant even during the slow times. It sounds impossible but it's true. I guarantee my system will help you."

FOODSERVICE NEWS agrees that Fatt's system, "is well thought out and based on experience, not theory" and that "there's an enormous amount of quality material."

*Rory has put together a FREE REPORT that explains in detail how the Restaurant Marketing System can make getting new customers profitable for you and your restaurant. Just call the Free Recorded Message at **1-800-843-0547** any time you like 24 hours a day and leave your name and address. He will send the Report to you by first class mail, OR simply write "Free Report" on your letter-*

LEAD GEN - USE OF CELEBRITY (93)

Richard Petty says, "If you want to make money in automotive servicing, check out NRI's new home training!"

"Take it from me: NRI training is all you need to start making good money as a master auto technician or pick up extra cash working on your friends' and neighbors' cars."

"It's what they call 'bumper-to-bumper training.' You cover everything from basic mechanical work to advanced troubleshooting with on-board computers.

"But what I like best about this training are the 'bite-size' lesson texts and how NRI has built shopwork into them, so you can learn with your hands, lesson by lesson. All the professional tools you need are included, too—even a 2-hour live-action videotape on tune-ups and engine performance.

"I looked over NRI's course from start to finish. So you can believe me when I say NRI gives you the best training in automotive servicing going. Check it out."

Richard Petty, America's winningest stock car driver, with NRI graduate John Lowry using the Monitor 2000 to service an engine at Petty Enterprises.

Here's how NRI's complete, hands-on training prepares you to start a money-making automotive servicing career, even open a shop of your own

Right from the start, NRI gives you in-demand auto servicing skills. Quickly, you master all-important under-the-hood services—including troubleshooting and tuning typical engine problems—so you can start earning good money even while you learn.

Then NRI's newly expanded training goes on to show you how to service the latest advanced technology systems and devices showing up on today's newest, most popular vehicles:

- Computerized engine controls
- Antilock braking systems
- Fuel-injection systems
- 4-wheel drive and 4-wheel steering
- Turbochargers, superchargers, and more!

Step by step, you cover today's cars from bumper to bumper, getting all the servicing know-how you need to earn ASE (Automotive Service Excellence) certification, the true mark of a highly trained automotive professional.

Best of all—with NRI training in the newest automotive technologies, you can name your own price or even set your own salary in a business of your own.

Hands-on training includes professional auto servicing tools you keep

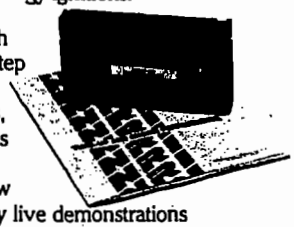
On the job as a professional automotive technician, your tools will be as important to you as your hands and mind. That's why NRI goes far beyond the books to give you hands-on training with quality equipment you can rely on throughout your auto servicing career.

Just look at all your course includes! The OTC Monitor 2000 electronic diagnostic tester and an automotive digital multimeter, precision instruments designed to keep you on top of today's computer-controlled automotive systems. Plus an inductive timing light, vacuum gauge, compression tester, remote starter. . . even an optional Autocraft Ignition Analyzer Oscilloscope, essential for tune-up and diagnostic work on older cars.

New! Exclusive live-action video sharpens your tune-up skills

Now NRI's complete, up-to-date training in automotive servicing even includes a custom-produced, live-demonstration 2-hour videotape on tune-ups and engine performance—yours to train with and keep.

Theory comes to life as NRI's on-camera team of professional automotive technicians shows you how to use the tools and equipment included in your course to fully service any engine—from 4 to 8 cylinders, domestic and foreign, conventional or high energy ignitions.



With the step-by-step instructions, photographs, and diagrams in your NRI lessons—now reinforced by live demonstrations on videotape—you're more than certain to get the know-how and the hands-on expertise you need to cash in on today's demand for tune-ups—and make money even before you finish the rest of your training. It's just one more way NRI ensures you get a fast start in a profitable automotive servicing career.

Send for your FREE NRI catalog today

For more from Richard Petty and all the details on NRI's at-home training in automotive servicing, send the coupon today.

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McGraw-Hill Continuing Education Center
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YES! Please rush me my FREE catalog describing NRI's at-home training in Automotive Servicing.

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DUMB CTA

IICRC president axes PR director

In a move that has caused dissention within the IICRC leadership, IICRC President Dan Bernazzani has terminated the contract of the organization's public relations director, Lin[illegible] Kanouse.

In a letter dated A[illegible]5, Bernazzani informed Kanou[illegible] his decision to terminate her firm's contract. The action was taken against the prior advice of the IICRC executive committee and without the knowledge of the board of directors. A month earlier, the board had given Kanouse a vote of confidence at its semi-annual meeting.

Bernazzani's action, which was subsequently upheld by a 3-2 vote of the executive committee, has resulted in strong criticism from some board members. Several members of the board privately expressed concerns about whether the IICRC president and executive committee had usurped the board's authority. Some members are lining up in support of Bernazzani, while others ponder ways to rescind his decision and re-exert the board's authority.

Cleanfax left telephone and e-mail messages seeking comment Bernazzani. We did not receive n

Kanouse told *Cleanfax*, "I am disappointed with the sudden t[illegible] tion of my contract after wo[illegible] in the IICRC for seven years. How[illegible] am more concerned about the re[illegible] this independent acti[illegible] president has brought to the I[illegible]

New association for disaste[illegible] restoration dry cleaners

The unique problems encountered by dry cleaners who do fire restoration work have prompted a New Jersey firm to form the International Association of Disaster Cleaners. Founded by Arthur Weiss of Betty Brite Cleaners in Mercerville, NJ, the association includes over 40 cleaners in the United States and Canada.

[illegible] addresses dry clea[illegible]r [illegible]rns encountered in fire resto[illegible] work, the association will se[illegible] work with other disaster r[illegible]c groups to the mutual benefit o[illegible] group's members, according to For more information, Weiss ca[illegible]t tacted at (609) 890-8787.

You May Have Seen This Ad Many Times Before...

...But These People ANSWERED It!

Mike Adams
Indiana
"I quickly added another truck just from one of Joe's strategies."

Robert Bagley
New York
"I received 58 calls in just 7 days as a result of the yellow page ad I got from Joe. In one week I more than paid for a years worth of advertising!"

Doug Meehan
Colorado
"I've been using Joe's techniques for two years and I've consistently doubled my business every year as a result!"

Kevin Stolicny
Ohio
"I've been in business less than a year and I've added $20,000 and one hundred twenty clients since I've been using Joe's techniques."

Frank Blake
California
"I am a Senior Carpet Inspector who thought I knew it all, until Joe taught me how to add 400 new clients and over $20,000 more per year."

Jim Wol[illegible]t
Oregon
"In the last 2 years, I've [illegible] le $560,000. [illegible] u Joe's stru[illegible]gie

Larry F[illegible]
Texas
"My 1st quarter [illegible] year was [illegible] higher than l[illegible] and that's wi[illegible]n or 5 of Joe's idea Joe and his enti[illegible] stuff are g[illegible]!

For information on how you can join these people
Call 1-800-891-7151

F.O.D. # 7036

You May Have Seen This Ad Many Times Before.

◄But These People ANSWERED It!►

Adalee Maxwell

FROM DESPAIR TO RICHES IN JUST MONTHS

I was out of work and took some of my savings to buy a starter kit. I knew others were making a lot of money at it. I now have U.S. Gold's complete line, a super income, a new car, money in the bank, and a mini-jewelry store.

Bob Mintz

CHAIN BY THE INCH HAS TAKEN HIM FAR

My location is a pushcart in a popular mall. My daily sales total has been as much $1,100. I retired after 44 years as a maintenance supervisor for a utility company. I've taken my family all over the world on money I've made from selling U.S. Gold's products.

Ken & Marilyn Jones

A WINDFALL EVERY WEEKEND

My wife and I spent $499 for U.S. Gold's starter kit and earn between $400 and $1000 every weekend. It pays for rent and other expenses while we are going to college. We are full time students so this is the perfect answer to our money problems.

Ed & Helena Thompson

THEY DISCOVERED GOLD

Our first weekend grossed $900 and we used only $70 worth of chain. It seems that everyone wears gold chain. Our customers appreciate the lifetime guarantee. We work year round in a mall. During the holiday season we were earning profits of over $3000 a week.

We Supply Everything You Need...
Gold chains, display, signs, jewelers' tools, clasps, instruction, and more. Set up and start selling right away. Simply measure and cut the exact size to create custom necklaces and bracelets—chains are easy to put together.

Your Jewelry Store in Only 18" of Space...
No previous jewelry-making experience is necessary. Our gold chain practically sells itself. Your inventory is easy to keep and inexpensive. Each spool offers an endless variety of lengths. No need to stock different size chains.

- The Highest Quality 14Kt. Hamilton Gold Layered Chain
- Buy at Our Low Factory Prices
- Manufacturers Lifetime Guarantee

Our video tape showing you how to make $3,000 with only a $499 investment is available to you for $10. After viewing, just return it within 30 days and we will refund your $10.

U.S. GOLD CHAIN MFG. CO.
11460 N. Cave Creek Rd., Phoenix, AZ 85020 • (602) 971-1243

Sell at Stores, Malls, Swap Meets, and Home Parties.

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RINGS & CHARMS

Best selling 14Kt Hamilton gold layered charms and rings to choose from.

FREE!
Velvet display with initial charm or ring starter kit order.

AS SEEN ON TV

FREE! WHOLESALE JEWELRY CATALOG

U.S. GOLD CHAIN MFG. CO. 11460 N. Cave Creek Rd., Phoenix, AZ 85020 Dept. MM-11

☒ Send FREE Wholesale Jewelry Catalog ☐ Enclosed is $10 for video tape, refundable within 30 days.

Name _____

Address _____

City _____ State _____ Zip _____

Charlie Sands

TOPS IN PROFITS

I started selling the full U.S. Gold Chain product line several years ago. It is the most profitable portion of my store, The Green Woodpecker. On any given month enough sales are made in chain, charms, rings, and bracelets that they alone actually pay my salary.

William Burnett

DOLLARS BY THE MINUTE

I'd never sold anything before but sold $900 of gold chains & charms my first weekend. The chain is an excellent value. I sell in restaurants, clinics, offices, flea markets, swap meets, malls, and anywhere there is a crowd. I have a good time and make a lot of money.

Dan Israel

BUY FOR PENNIES — SELL FOR DOLLARS

I've made as much as $3,200 in one week. It's like having a jewelry store in only 18" of space. I sell in malls and swap meets. The chain that costs me 10¢ per inch I sell for $1.50 per inch. Where else can I make that kind of markup?

Randy Gershaw

RECOVER YOUR INVESTMENT IN JUST ONE DAY

In just 7 hours I pocketed $655. More than enough to recover my original investment. It was all clear profit, except for gas and a cold pizza because of all the attention I had to give to the customers. Everyone bought the chain for themselves and as gifts.

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LEAD GENERATION BY ARTICLE

The Five Realities of New Patient Flow

Dan Kennedy

During a break at one of my seminars, a young doctor and his wife presented me with this problem:

"We don't have much money to advertise or promote, and we know next to nothing about doing that. Of all the things you teach, what is the one thing we might do, that doesn't cost much money, to get a lot of new patients?"

Their question controlled the second half of that day's speech, and here are the key ideas I talked about – the five big realizations that lead to lots of new patients:

1. There Is No Answer

I've met a lot of very successful chiropractors, and every time I discuss marketing with them, I'm struck by the diversity of the things they do to create new patient flow. I summarize this in seminars by saying: "Diversity is the creative opposite of laziness." Years back, a very successful book was titled *The Lazy Man's Way to Riches*, and you can clearly see why it was so successful – everybody dreams of getting rich without effort, thin without sacrifice. But the truth is that the lazy doctor's way to new patient flow just doesn't exist. In fact, there is no one big secret to getting 20, 30, 50, or 100 new patients this month. Don't hunt for it. You won't find it. It doesn't exist. But there are 30, 50, 70, even 100 different ways to get *a* new patient, and the more of those you put to work simultaneously on your behalf, the better off you'll be.

2. Focus on Referrals

I used to own an advertising agency, I understand advertising, I believe in advertising, and I spend a lot of time helping doctors with their advertising, but I want you to know that building and sustaining a practice mainly through advertising is a high-risk, high-pressure, low-profit approach. Getting new patients from advertising can easily cost $300, $400, even $500 each. Advertising that worked last month can mysteriously flop this month. Advertising that works marvelously for one doctor can fail miserably for another. There are so many variables affecting the outcome of each advertisement, each mailing, and each campaign that it can only be viewed as a risky means of building a business.

On the other hand, there's no risk and usually only nominal expense in obtaining new patients via referrals from existent, enthusiastic patients.

The smart doctor does everything he can possibly think of to facilitate this process. The long-term success of a practice depends more on its referral rate than on any other single statistic you might monitor.

3. Educate, Educate, Educate

I like to have doctors *memorize* this statement: The better informed – but never bored – a patient is, the better his follow-through and success, and the more referrals he'll generate.

Every day people flow through your office who in 20, 30, even 40 years of life, through high school, through college, on the job, even under treatment by other doctors, have never had anybody make them understand what their body is made of, how it works, why it malfunctions, and what they can do to help themselves get well and stay well.

It is my absolute conviction that those doctors who deliver the best, most thorough, most dynamic patient education programs have the highest referral numbers. The correlation is clear – and predictable.

4. Excellence Produces Excellent Results

Walt Disney advised, "Find ways to do what you do so well that people can't resist telling others about you." If you want an excellent income, being good just isn't good enough.

Many doctors are puzzled and befuddled when I ask them to describe their "unique selling proposition." That is the succinct, compelling answer to this tough question: "Why should I, your prospective patient, choose you versus any other doctor? Why you versus all the other doctors in the Yellow Pages?" You see, you need a package or a collection of "excellence factors" to warrant being a prospective patient's No. 1 choice.

Also, the newest, hottest marketing concept of the 1990s is the "value added selling proposition." This answers: "What do you do for me that is an unexpected, abnormal, pleasant surprise?" I love to see chiropractors with lending libraries of self-improvement and health-related books and tapes for their patients; fresh fruit and juice in the reception area; good, helpful products available – like low back supports and pillows; and all sorts of other "extras." I *know* their patients go to their next-door neighbors, their co-workers, and their friends and say, "Hey, you can't believe what's going on at my doctor's office" or, "Let me tell you about *my* doctor!"

5. Think – And Grow Rich

I've been privileged to work on a sequence of three made-for-television programs presenting audiotape courses based on the famous book by Napoleon Hill, *Think and Grow Rich*. I've also been privy to interviews with hugely successful people like Tom Monaghan of Domino's Pizza, W. Clement Stone, "Famous Amos," Walter Annenberg, and many others who credit their successes to the essence of Hill's philosophy: To grow rich, we must think rich, or, as Earl Nightingale put it, "We become what we think about most." I think this applies on three different levels to the issue of increasing new patient flow.

First, the creative invention and innovation process. I once asked the chief executive of a fairly large but severely troubled corporation who he had working on a particular problem. "Nobody," he replied dourly. When I asked why, he said, "Because there is no solution." You see, you have to "work on" ways to enhance your excellence, better educate your patients, and otherwise inspire referrals and attract new patients every day. That has to be a priority in your thinking. If you don't think about it a lot, in a positive, constructive manner, nothing will change.

Second, the mission. If you find two chiropractors of similar experience and skill located near each other in the same city and one is thriving while the other is struggling, you'll discover that the two doctors think differently about their missions. The thriving doctor will exhibit a missionary, evangelistic zeal for helping people get and stay healthy. The struggling doctor will be working for his checkbook only.

When we are "turned on" by what we do for its own merits, that sincere enthusiasm somehow – don't ask me to explain how! – acts as a magnet to attract the opportunities, people, and other resources we need to be successful.

Third is what I call patient perspective, or thinking like the patient thinks. It's empathy and more. You have to continually remind yourself of what it's like to be injured or in pain, confused, worried, intimidated, unsure of who to trust. Think like your prospective patients and new patients think and you'll be much more effective at securing their trust and cooperation.

The synthesis of all this is that the nature and quality of your thinking have enormous impact on your new patient flow.

Dan S. Kennedy is a popular speaker and seminar leader, the author of numerous books and audiocassette programs, and the editor of *The Practice-Building Secrets Letter*. He is the former owner of an advertising agency and for the last ten years has been a leading consultant in the direct marketing industry. His most recent book, *The Ultimate Sales Letter*, is now in bookstores nationwide. Mr. Kennedy is a repeat guest lecturer at Parker, state associations, and several different practice management companies, and the SuccessTrak Division of his publishing company has conducted over 200 seminars for chiropractors and dentists throughout the U.S. and Canada. Free information about his materials for chiropractors is available on request: 5818 N. 7th Street #103, Phoenix, Arizona 85014.

Copy for LEAD GEN AD Joe never ran (9)

Death Threats For Joe Polish!

An Open Letter To The Carpet Cleaning Industry

About Being On 20/20, Taking On Bait-N-Switchers, Death Threats, Success, Failure, Life, Death, Happiness, Masochism, The New Millenium, And, Oh By The Way, YOUR Future

Dear Colleague,

My name is Joe Polish. On Insert Date, I was featured in a segment on ABC-TV's news program 20/20, where I helped them expose a cheesy bait-n-switcher right in the act of ripping off an unwary consumer - and giving our industry another black eye. When I was first contacted about this by the people at 20/20, I agreed to help - and subsequently made two trips to New York at my expense and put in nearly 50 hours of time - primarily as a service to this industry. As a by-product, hundreds of my "Members" have followed a step-by-step publicity plan and "piggybacked" on this, obtaining lots of favorable TV, radio and newspaper publicity for their carpet cleaning businesses in their home towns. We even had over 300 of my Members hooked up on a telephone conference call, so I and a top publicity expert could coach them on doing this. Anyway, I certainly never expected that doing the 20/20 show would bring me a death threat.....

Death To Joe Polish!

. ..but that's exactly what's happened. The first and worst one came by e-mail two days before Halloween. Fortunately, the police responded quickly, and that's all I'm going to say about the outcome. The threat said that I'd angered some very "big players" in carpet cleaning by exposing bait-n-switch and that I would pay for doing so. The exact language used isn't important and, of course, can't be

reprinted here. But here's what I think is important about that; what I thought as a result of it:

Unhappiness Is A Choice

First off, I questioned whether I'd have been better off ignoring the 20/20 opportunity, just quietly going about my business, not worrying about doing anything "big" to improve and upgrade our entire industry. No, I told myself, living in fear isn't living at all. There's a character in a novel who tells another he's not interested in "adventures" because "they make you late for dinner." I think too many people fear and avoid "adventure", and wind up living lives of routine drudgery only occaisonally interrupted by something pleasant or fulfilling. Better to be "late for dinner" and live an exciting life.

Which brings us to the second thought I had as a result of the death threat: that life's simply too unpredictable and, often, too short to tolerate living unhappily. Fortunately, I've engineered my business and my life so I'm happy and having fun the majority of the time. And I try to teach that "model" to as many people as I can. One of the reasons I've attracted well over 4,000 carpet cleaners to my way of doing business, have over 000 in an on-going tele-coaching program, even more getting an audio tape-of-the-month from me, and often have over 100 in my special multi-day "Boot Camps" (each paying as much as $0,000.00 to be there) is because I don't just show them how to make more money....actually that's easy.....I teach them how to increase their income but also to increase their control, pride, and pleasure of owning and running their businesses AND how to increase their income while actually cutting back work hours and stress, so they're better husbands, wives, fathers, mothers, and have time right now to enjoy life.

Are You a Masochist?

A masochist seeks pain, repeats acts and behavior that bring pain, even revels in pain. When a carpet cleaner tells me how frustrated he is, one way or another ---- can't get or keep good employees; is working way too hard to make a living; hates his cheapskate customers; etc., etc., I have a little empathy; I once, briefly felt that way myself back when I was a "dead broke carpet cleaner". But the people who stay in that kind of pain year after year,

doing the same things that cause it yet somehow wishing their business and life will miraculously improve on its own amaze me. Look: "things" don't change. People change things.

What a shame, to go into a whole new millenium pessimistic, not optimistic; fearful of the future rather than excited by it; feeling like the huge boom in prosperity you see all around you is passing you by.

I Dare You....

If you're reading this, you've probably seen other ads I've run in this space. While there are over 4,000 carpet cleaning business owners who answered them and are glad they did, you haven't. So here's my dare: go stand or sit in front of a mirror and look yourself square in the eyes, and ask yourself - as we approach the end of another year, are you substantially better off than you were a year ago?

Has your income and bank balance increased? Do you owe less and have more saved? Did you take more time off this year than last for your family or your favorite pastimes? Did you give your spouse a better vacation this year than last? Are you honestly, deep-down-=inside satisfied with, even proud of what you've accomplished this year vs. last? Is your business worth a lot more? Did you get out of bed most mornings this year happy and optimistic and eager to get going?

Hey, if you can say yes to those things, then congratulations; welcome to the winners' circle; keep doing exactly what you've been doing (and feel free to ignore me entirely). But if you answered "no" to those things, then please don't be left out anymore. Please don't keep driving south hoping against hope you'll magically wind up north. Please don't toil in drudgery for yet another year. Here's what I'd like to do for you:

Free:

Free, I'd like to send you a mountain of proof that you *can* "re-engineer" your carpet cleaning business with my step-by-step methods so you easily attract all the really good customers you'd ever want, dramatically increase your income, solve whatever business headaches are bugging you, and create new pride and

pleasure for yourself as a business owner. Proof. For example, I'll send you, free, an audio-cassette tape where you'll hear many carpet cleaners tell you about their experiences in their own words. I'll also send you written, detailed "case histories." Also free, I'm going to send you a #-page up-dated Special Report that describes my whole story, the discoveries I made that turned my business around, the successes others are having, and exactly how you can "test drive" my entire Business System with zero risk or obligation. And after I send you all that - free - you can go through it and think about it and then either do something with it or not, your choice. No obnoxious telemarketer will ever call and bother you. You'll either call us or you won't.

Maybe I'm A Fake, Fraud Or Big, Fat Bag Of Gas.
But What If I Do Hold The Key To Tranforming Your Business?

So, you might get and review all this and decide I'm just a giant bag of hot air and b.s., throw it out, and keep doing things just as you've been doing them. Well, nothing lost. You won't have spent a penny. But you might, you just might be pleasantly surprised. You might, you just might discover a way to tranform your business into the "servant" it's supposed to be, providing you with the high income, financial security, bright future, pride, community prestige and satisfaction it's supposed to and that you deserve. You might, you just might even discover something bigger and more important than that, too. But you can't possibly discover ay of that if you don't call.

You can call my free recorded message anytime, 24 hours a day, 7 days a week, leave your name and address, and then watch your mail for a big gray envelope from me. The number is 000-000-0000. Or if you're on-line, you can go check out my website at www.cleanersnetwork.com., and request your free information there. Have it sent to your business or your home, as you please.

Oh, if in your little talk with that guy in the mirror, you grudgingly admitted, things are NOT dramatically better for you at the end of 1999 than they were at the end of 1998, then I've got one more question for you: is there any legitimate, logical reason to expect that they'll be a lot better at the end of 2,000, if you keep on doing everything exactly the way you've been doing it, if you keep thinking like you've been thinking? Hmmm.

Joe

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102

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THE MAGAZINE FOR ACHIEVERS

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MARCH 1982 $1.50

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A 16-Page Planning Guide by the Author of WHAT COLOR IS YOUR PARACHUTE?

HOW TO
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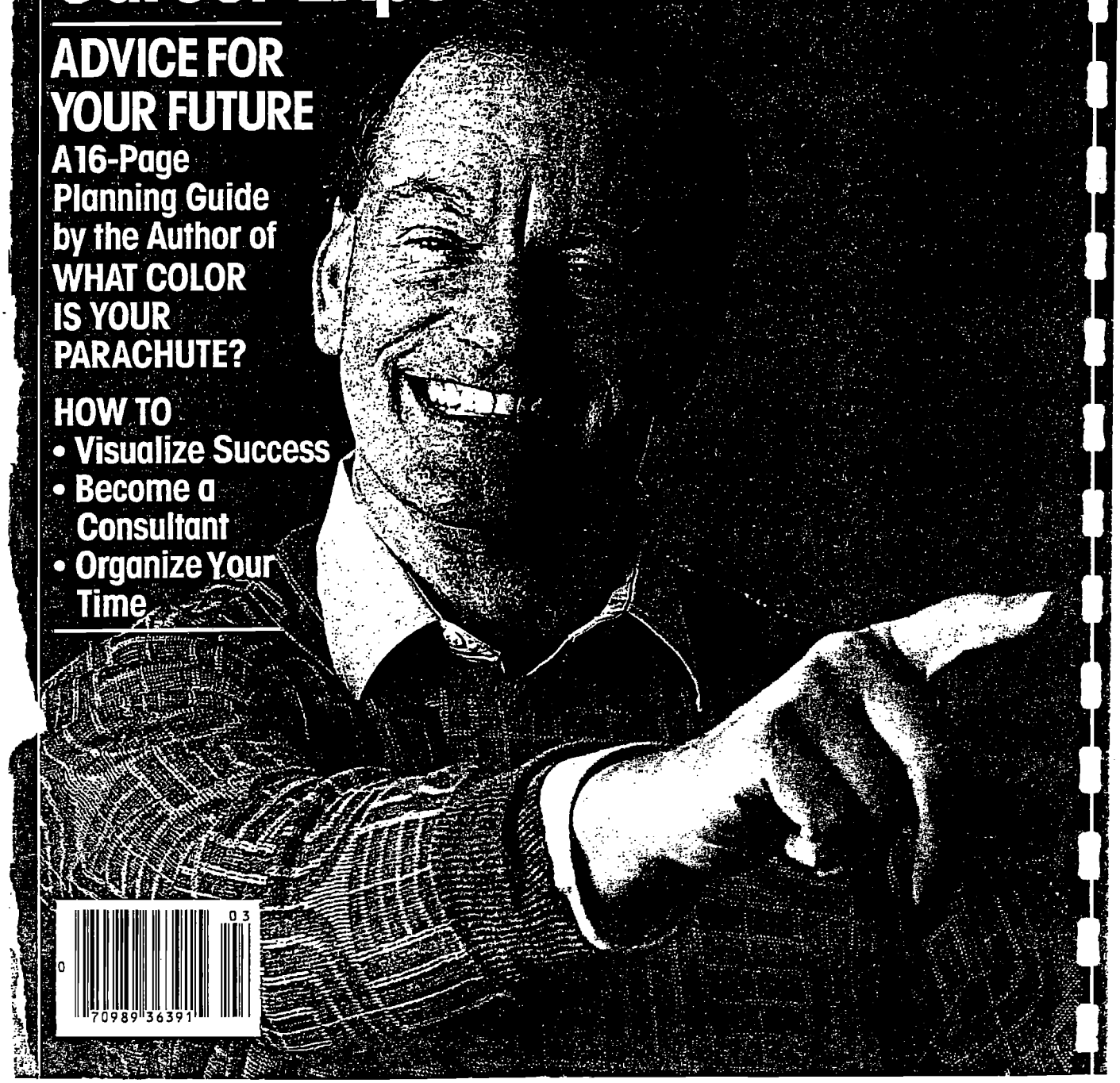
- Become a Consultant
- Organize Your Time



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THE 12-YEAR OLD, ESTABLISHED LEADER IN THE CASSETTE LEARNING BUSINESS, WHO PRODUCES AN
MORE SPEAKERS THAN ANY OTHER COMPANY — **GENERAL CASSETTE CORPORATION** — NOW ANNOUNC

EXCEPTIONAL OPPORTUNITY TO GO INTO BUSINES

At Modest Cost, Filling Real Needs, At High Earnings And Wi
IN THE MOST EXCITING BUSINESS OF ALL

5 BUSINESSES IN ONE!

As a General Cassette Distributor, (1) you can market our tremendous variety of Cassette Learning Programs to businesses and to individuals; (2) you also offer complete training programs and in-house seminars to corporations; and (3) you can promote and conduct public enrollment seminars. (4) We'll also show you how to enter a unique type of Mail-Order Business with our product line. And (5) you have the opportunity to represent our Custom Cassette Production Services to corporations in your area.

You may choose to concentrate on just one aspect of this business, or even just one program from our product line ... or to participate in all the opportunities of our business ... you may want to begin part-time, to develop a "second income" for the extras, luxuries and special goals you have ... or you may be ready for your own, full-time professional business. No other company or business opportunity in this exciting Success Education Industry offers you as many options as we do or as comprehensive a line of programs and services to represent as we do. We're talking to our full-time Distributors about $50,000 first-year income — and hope to tell you about it, too.

WE'RE RIGHT IN THE CENTER OF AN EXPLOSIVELY GROWING MARKET!

In the Corporate World, more and more companies are investing in "pre-packaged audio, video and seminar training programs." We have a select line of some of the finest programs of this type — that can easily produce sales of $1000 to $10,000 per corporate client, per year! Also, individuals investing in their own out-of-classroom education are now commonplace, and it's very profitable to offer them our programs. We fill the needs of time-honored markets like Salespeople, Managers, and Business Owners ... special growth industries like the chiropractic profession and multi-level marketing ... and the vast, growing public's interest in all types of personal development.

WE REPRESENT AMERICA'S LEADING SPEAKERS

We produce cassette programs for and represent the nation's most respected Speakers and Trainers, including Mr. Joe Batten (author of "Tough-Minded Management"), Joel Weldon, Thom Norman, Fred Herman, Michael Vance, Dr. Maxwell Maltz (author, "Psycho-Cybernetics"), Don Hutson and Zig Ziglar, plus hundreds more. In fact, no company represents more speakers' programs than General Cassette. We've got "hot topics," too ... like NO-FAIL FINANCING (for real estate) and CHIROPRACTORS ARE GROWING RICH IN THE 80'S ... classics, like BACK-TO-BASICS SALESMANSHIP BY FRED HERMAN ... and complete training programs like THE PACESETTER PROGRAM, by James W. Newman, author of the 6-edition bestseller "Release Your Brakes" and "High Performance Behavior." Our programs fill real needs and are backed by step-by-step, successful marketing plans.

YOU'RE SUPPORTED BY GREAT LEADERSHIP, TOO!

As a Distributor, you'll also benefit from our superb leadership. Our Chairman Of The Board, Dan Kennedy, has a wealth of experience in the successful marketing of Cassette Programs, Seminars and Training Programs. He is a Marketing Consultant to many professional speakers (at average fees of $2000 per day); author of the book SUCCESS IN THE SPEAKING BUSINESS; and a member of both the National Speakers Association and International Platform Association. Dan personally prepares the advertising, marketing and training assistance you receive as a Distributor based on practical, successful experience. You're also supported by a team of dedicated sales and marketing professionals — all with actual, in-field experience doing what you'll be doing in this business.

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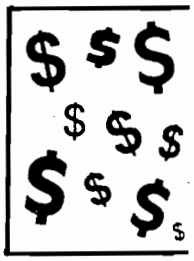

Best of all, your earning opportunities as a General Cassette Distributor are exceptional! ***We'll teach you not one but a number of practical plans for developing good customers and clients, repeat sales, and a growing, secure income in your area. Literally, whatever your financial goals are, you can achieve them in our business — while at the same time, enjoying your business; legitimately helping others; and being involved with excited and exciting people.*** Our programs are priced from as low as $20 to $60, for individuals' use, to as high as $1000 to $5000 for business and corporate use. Individual sales of over $100; sales at group presentations or seminars of over $1000; and corporate account sales of several thousand dollars are customary, and you can earn as high as 60% in profit. Our relationship with you is simple, straightforward and helpful, too: there are no franchise, training or other fees; no restrictions on how you conduct your business; you can get started with a simple inventory purchase of as low as $499 to $1500 (backed by full refund privileges); and you receive free, comprehensive training via an in-depth home study course, toll-free telephone consulting, and an optional Distributor School in Phoenix.

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FOR YOURSELF

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This is a business you can earn income from almost immediately ... operate from home (at least in the beginning), gaining tax advantages and incurring minimal costs ... a business so diversified you'll never be bored, never have slumps or slow seasons, and never run out of interested new clients ... that you can work together with your spouse, if you like ... that you can grow and advance in without limit ... and a business you'll be proud of. If you've read this far, you must be sincerely interested in finding such a special opportunity. ***Please take the next step right now to hear our whole story.***

☐ YES, I want the 3-Cassette OPPORTUNITY ANALYSIS KIT, explaining this opportunity and introducing me to your programs and speakers. My cost is $15.00.

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☐ PAY BY CHECK ☐ BY VISA ☐ BY

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2311 N. 35th Ave.
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This is the spirit of our company! At a recent anniversary celebration, we buried these three negative words forever! If you're a positive-minded, goal-oriented person, you belong on our team, too!

GENERAL CASSETTE CORPORATION

IF YOU'RE NOT INTERESTED IN OUR BUSINESS OPPORTUNITY (DESCRIBED AT LEFT), YOU SHOULD BE INTERESTED IN THE CASSETTE LEARNING PROGRAMS WE HAVE AVAILABLE TO HELP YOU GET AHEAD IN YOUR PRESENT BUSINESS OR CAREER. HERE'S A SPECIAL OFFER TO INTRODUCE YOU TO OUR PROGRAMS:

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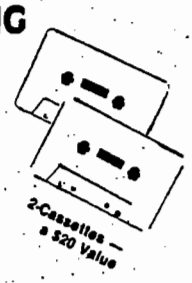

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PLUS A SPECIAL INTRODUCTORY CATALOG PAK

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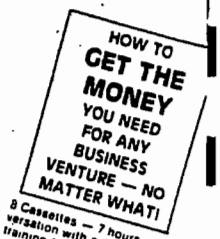
A NEW CASSETTE SELF-STUDY COURSE OF EXCEPTIONAL VALUE TO ANYONE PLANNING TO START A BUSINESS OR IN NEED OF CAPITAL



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- 7 Primary Types of Money Sources
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- ***How you can keep up to 90% of yo business while putting little or r money of your own in*** — it can be done with our formula.
- ***How to use less cash buying existing business than starting one*** how we bought a Million Dollar bu ness with no money down.
- ***Bonus Cassette: for your investors to listen to:*** "HOW AND WHY YC SHOULD INVEST DIRECTLY WITH A ENTREPRENEUR."

This Course was prepared by The Fin cial Secrets Consulting Group — C.P.A. specializing in small busine two of the nation's highest paid consultants specializing in new business and "problem" financing; and an exp in recruiting private, individual lend and investors ... over 50 years' co bined experience; millions of dollars of capital raised.

Your satisfaction is guaranteed by refund, by General Cassette Corp tion. And this Course is endorsed by ...e National Network of Small Business Consultants. Retail Price is $149; this month only, to SUCCESS MAGAZ E readers, it's available for only $95. Toll-Free: 1-800-528-5341 and speak ... Mr. Pete Lillo to order with Master Charge, VISA or American Express o send your check to: General Cass Corporation, 2311 N. 35th Ave Phoenix, AZ 85009.

GENERAL CASSETTE CORPORATION

ADDITIONAL INFORMATION AND LITERATI IS AVAILABLE ON REQUEST.

Town, Ltd. The company's colorful letterhead proclaimed Chicago Pizza Pie Factory to be "Purveyors of Chicago Pizza to London and the World." Its sales last year exceeded $4 million.

A principal characteristic of Payton's, recalls a female executive who once worked for him, was that he "was always thinking about business. You could be having dinner or dancing—he's a bear of a man but light on his feet and a fantastic dancer—and he'd be talking about some great idea for the account he was working on. Oh, he had other interests and was a great conversationalist, but a real workaholic."

That intensity of interest, applied to the restaurant, appears to be responsible for much of Payton's success. He refused to do every job in the place himself, from busboy to bartender to cashier, and prided himself on being better than everyone else. He still pitches in once or twice a month and does one of these jobs, just to keep the staff on their toes.

Getting good service is tougher in England than in America, he says. "I figure it's a throwback to the *upstairs-downstairs* days when waiting on tables was considered a subservient thing. It's hard to motivate them in a service business—the English aren't real good at wanting to be successful."

He handled the business-management part of the operation less personally. "I know my limitations," he says. "I'm no good at accounting or finance, so I went out and got a good accountant. I pay him a lot of money, but that's OK because I know he's going to make me a lot of money."

Payton has internalized his goals and works steadily at achieving them, but he has never set down a one-, two-, or five-year plan on paper. "I just keep saying, 'Let's go back to basics and work to the original contract.' This is hard to do when you are serving 1,500 people a day.

"I recommend two books to anybody who wants to go into the restaurant business: Ray Kroc's *Grinding It Out: The Making of McDonald's* and David Ogilvie's *Confessions of an Advertising Man*. They both show how to keep it simple. They stress having one good idea and sticking to it."

That philosophy is one reason Payton has resisted many overtures to franchise the Pizza Factory throughout the United Kingdom. He has, however, traveled to Bombay and Singapore and Paris recently and is considering opening branches in those cities.

Another reason is his new venture, the Chicago Rib Shack in Knightsbridge on London's southwest side. It is too soon to tell how the English will react to grappling with juicy American-style racks of ribs, but Payton is hopeful that big protective bibs bearing the restaurant's motto "Bone Appetit" and steaming hot towels to wipe sticky fingers and chins at the end of the meal will overcome any reservations.

But the real source of Payton's resistance to long-range goal setting is his view that "An important part of being successful is enjoying it. You have to have a good time along the way, because you may not be around to enjoy it tomorrow."

That outlook stems from an automobile accident he was in about six months after opening his first restaurant.

"I was clipping along thinking how great life was, how I was going to make $2 million that year, how I had this really neat, fast little car, and life was really terrific—and bang!—a head-on collision. I could have been dead right there. After that, I began looking at life as being real temporary; you've got to get on with it and do what you want to do right now."

What he wants to do personally, Payton says, is "own a big manor house in the

Continued on page 52

THE 12-YEAR OLD, ESTABLISHED LEADER IN THE CASSETTE LEARNING BUSINESS, WHO PRODUCES AND MARKETS MORE PROGRAMS FOR SPEAKERS THAN ANY OTHER COMPANY — GENERAL CASSETTE CORPORATION — NOW ANNOUNCES A NEW

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At Modest Cost, Filling Real Needs, At High Earnings And With Full Support IN THE MOST EXCITING BUSINESS OF ALL

5 BUSINESSES IN ONE!

As a General Cassette Distributor, (1) you can market our tremendous variety of Cassette Learning Programs to businesses and individuals; (2) you offer complete training programs and in-house seminars to corporations; and (3) you can promote public enrollment seminars. (4) We'll also show you how to enter a unique type of Mail-Order Business with our product line. And (5) you represent our Custom Cassette Production Services to corporations in your area.

You may choose to concentrate on just one aspect of this business, or even just one program from our product line . . . or to participate in all the opportunities . . . you may begin part-time, to develop a "second income" for special goals you have . . . or you may be ready for your own, full-time professional business. No other company in this exciting Success Education Industry offers you as many options or as comprehensive a line of programs and services to represent as we do. We're talking to our full-time Distributors about $50,000 first-year income — and hope to tell you about it, too.

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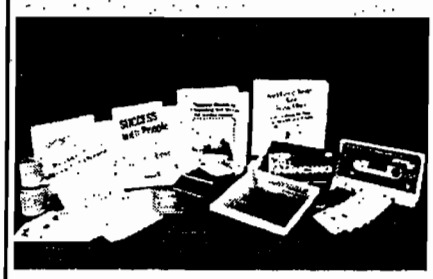

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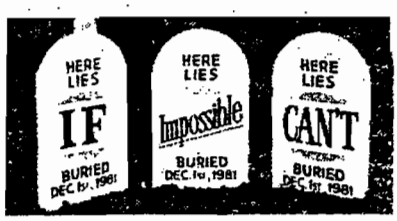

This is the spirit of our company! At a recent anniversary celebration, we buried these three negative words forever! If you're a positive-minded, goal-oriented person, you belong on our team, too!

(106)

fr. Success Unlimited 1975 one of my first spec ads

Yes, The Professionals DO Have Secrets.

$20,000 In 14 Months Possible, Privately, In Mail-Order . . . If you're "in the know."

Are you curious, maybe even fascinated with the possibilities of the mail-order business?

The field of mail-order, including both direct-mail and direct-response advertising, has been termed by experts as the last frontier for real entrepreneurs. Mail-order still offers the opportunity to realistically enter business on a shoestring and pyramid earnings into wealth.

Well, we've "cracked the nut!" Yes there **ARE** Big, Big profits for anyone in this business! Yes, you **CAN** operate from your home; with complete privacy; low costs! Yes, you **CAN** start for as little as $100... and no more than $1,000! **Yes, you CAN profit the first month!**

We have searched for and discovered the professionals' secrets. (And, yes there are secrets.) Think! You've seen "the pros" running the same full page ads in magazines like this one, month after month. Are they making any money doing it? Of course they are — big money! They are, in fact, becoming wealthy. Now you can learn exactly how they're doing it...and how you can, too.

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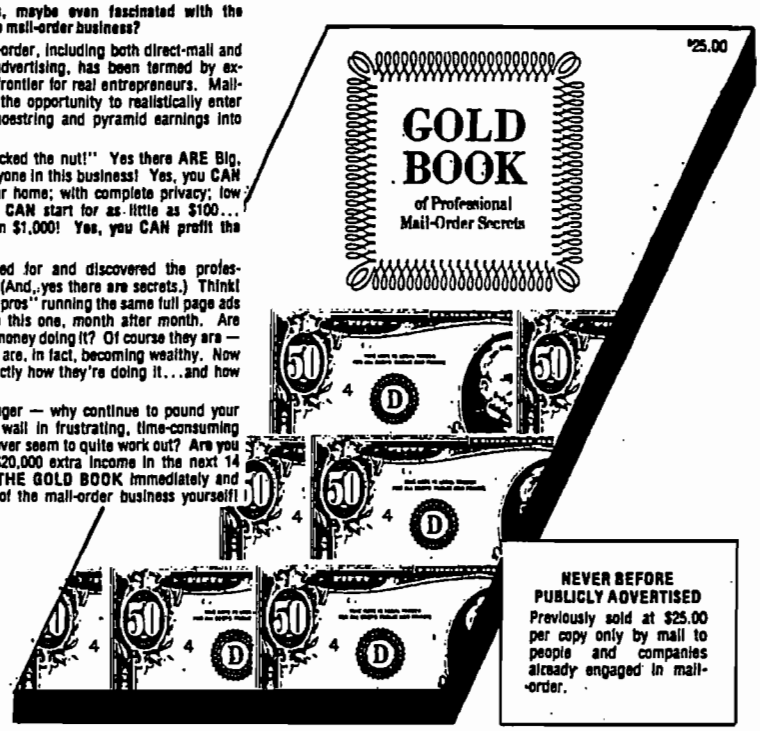

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Speaks Out And Tells All

"IT IS STILL POSSIBLE TO MAKE A MILLION IN AMERICA TODAY!"

"THERE IS A MILLIONAIRE EXPLOSION GOING ON IN AMERICA!" In the past 24 hours, 27 more Americans have become Millionaires. This year there will be at least 10,000 new Millionaires. These Millionaires are just average people who thought and believed they deserved their fair share of this nation's wealth. Millionaires are from all walks of life and all age groups.

If you compare your life to the life of any Millionaire, the first thing you will think is: "If he can do it, why can't I?" The answer is that you can.

If You are a salesman...
If You are a small businessman...
If You are an executive, climbing the corporate ladder ...or just an ambitious man or woman...
YOU CAN TAILOR-MAKE YOUR OWN BUSINESS EMPIRE.

Start now by reading this amazing, factual story with an open mind:

In 1967, a 9th grade dropout with a harelip, borrowed $5000 to start a new, unusual business. It was his 4th attempt at succeeding on his own. **24 months later his business was worth over 100-Million Dollars.**

And that was only the start. This man continued to develop his own business empire. In 3 years, he had 60 companies. His business covered 50 states and 11 countries. His empire involved 500,000 people...and was worth more than 200 Million Dollars.

Is it really possible for you to aim at such big goals?

"Yes", says Glenn W. Turner.

You can use the same one-of-a-kind success techniques he did to improve your own career, finances and personal life as much as you desire.

You may have read or heard about the highly unconventional, uncommon, controversial businessman Glenn W. Turner. But you may not have heard the whole story. Mr. Turner's story is important to your future. So, I am going to send you two full-length books by Pulitzer Prize winning investigative reporter John Frasca...two books that tell the full story of Glenn W. Turner's rags-to-riches empire building.

BUT RIGHT NOW, AS I TALK TO YOU...THE IMPORTANT FACT IS THAT GLENN W. TURNER HAS KNOW-HOW AND METHODS WORTH MILLIONS. Of course, you may not want to build a multi-million dollar international business empire. But you can use these unique methods in whatever you are now doing, or to start the new career or business you've dreamed about.

You'll learn from Mr. Turner how to —

- Cope with problems
- Think bigger
- Recognize the right opportunities
- Manage yourself and others easily — get things done!
- Own the grocery store instead of worrying about the price of a loaf of bread!

To spend just One Hour with Mr. Turner would be worth $1000 to me", wrote an Ohio businessman familiar with the Turner methods.

We know you'll soon feel the same way. Our firm, SUCCESS EDUCATION CORPORATION, is a highly respected, professional marketer of the finest business and personal self-educational programs ever produced. But the fortune-building know-how of Glenn W. Turner is the most valuable and powerful material we have to offer!

LET ME TELL YOU WHAT HIS TEACHING HAS BEEN WORTH TO ME, JIM TOLLESON. I was raised on an Alabama farm. I left the farm at a very young age and went into business, buying and selling used cars. When I first met Mr. Turner, I was earning $50,000 a year. In fact, I had made over $9000 the month before! You'll agree, I think, that I was doing pretty well.

But Mr. Turner blew my mind! When I saw what that sharecropper's son was accomplishing, I felt like a money-making bum by comparison. I said to myself: "Jim Tolleson, that Glenn Turner sure does know something you don't. And if he's willing to teach you, you have got to be willing to learn. All I have to do is learn what he knows, and I can do everything I want to do."

37 MONTHS LATER, USING THE METHODS REVEALED IN THE EMPIRE BUILDER'S PROGRAM, I HAD EARNED OVER ONE MILLION DOLLARS! I even made $54,050 in a single month! Great things have been happening ever since! Today, I am President of SUCCESS EDUCATION CORPORATION. I enjoy a level of personal freedom and enjoyment in my work that most men only dream about. I've dedicated myself to showing those open-minded enough to listen...those not too old for a new idea...those not too "smart"...**just how amazingly easy and simple it can be to really take charge of their lives.** Will you listen? You can live as you want to...not as others say you have to live.

SUCCESS EDUCATION CORPORATION has purchased exclusive rights to market Mr. Turner's and Dare-To-Be-Great, Inc.'s most valuable materials. I've hand-picked from them and put together the **Empire Builder's Program.**

The **Empire Builder's Program** includes a full **fifteen hours** of intensive cassette-tape training — 7 hours of Glenn W. Turner, Live! There are also step-by-step written supplements. Together, these materials can help you "design and build" your own empire of personal and financial freedom...exactly as you see it in your mind...freedom from worry about bills, rising prices...from wasting your life on things you don't enjoy doing. **The Empire Builder's Program is a must for the person ready to reach out for the financial success and security that does exist in great abundance.**

The only difference between the new Millionaires and you is their use of certain basic success principles best taught by Glenn W. Turner in the "Winner's Success Program." Just a week or so from now, you can know what they know.

The price for the complete **Empire Builder's Program** is only $300. In one way, that's a big price. (In fact, this is the most expensive success program ever offered privately by mail.) But in another way, the **Empire Builder's Program** is the greatest buy of your life. To have the man who averaged $20,000-per-hour in his career as your private, personal consultant for only $300, makes that a very, very small price, doesn't it? Of course it does.

America is the richest country in the world, but most people go through life never learning how simple it is to step up and enjoy the wealth that exists all around them. The **Empire Builder's Program** gives you, and the members of your family, that ability...for a one-time cost less than 3 college credit hours or a good TV. There is no other program like the **Empire Builder's Program.** I know that only 2% of the readers of my message are ready to accept its challenge and make an investment in themselves. 98% of the people say, "I wish I could...I'd like to...I may someday." One excuse after another! **If you are one of the 2%** who will say, "Man, I'll bet I can get thousands — maybe millions of dollars worth of great ideas from that Program!" — then, I have a unique Guarantee for you:

I PERSONALLY GUARANTEE YOUR HAPPINESS WITH THE EMPIRE BUILDER'S PROGRAM BY GIVING A FULL REFUND ON REQUEST. But more than that...I urge you to experience the **Empire Builder's Program** in your home or office for 30 days. If, at that time, you don't feel it will be worth at least 100 times its cost...or $30,000...to you in the next 5 years, return it at once. SUCCESS EDUCATION CORPORATION is in the Results Business. Your prosperity is our business. If you're not going to profit ...greatly...from the **Empire Builder's Program**, we simply do not want you to have it.

I know you've never heard of a Guarantee like that. But then, there has never been anything like the **Empire Builder's Program** before, either. SUCCESS EDUCATION CORPORATION will have no part of any get-rich-quick, something-for-nothing gimmicks. We endorse and market only proven methods that require honest effort on the student's part. When you apply yourself to the **Empire Builder's Program**, you'll profit more than you ever believed possible.

So order now. Mr. Turner has said, "Show me a person who can make an immediate decision, after getting the facts, and I'll show you a winner every time." You have heard the facts and the strongest guarantee of results ever offered. Now make the right decision.

Emerson said, "A wise man investigates what a fool takes for granted." This is your real chance to investigate your potential. Do you dare to compare your abilities and future with the man who became a money-making legend? Can you accept this challenge and **Dare To Be Great?** Sure You Can — **Do It Now!** Order the **Empire Builder's Program** at once.

Yes

Mr. Tolleson, have SUCCESS EDUCATION CORPORATION send me my own **EMPIRE BUILDER'S PROGRAM** now! I know it worked for you — it can work for me. (And if I don't feel it will be worth $30,000 or more to me in 5 years, I'll return it, get my money back and keep the books for my trouble.)

Name _____

Address _____

City _____ State _____ Zip ____

☐ $300 check or money order enclosed
☐ Charge my ☐ Master Charge ☐ VISA
☐ I am enclosing $5.00 to cover shipping and handling Air Mail — Please **Rush.**

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"It Is Still Possible,"
Says This Century's Greatest Business Empire Builder

"THERE IS A MILLIONAIRE EXPLOSION GOING ON IN AMERICA!" In the past 24 hours, 27 more Americans have become Millionaires. This year there will be at least 10,000 new Millionaires. These Millionaires are just average people who thought and believed they deserved their fair share of this nation's wealth. Millionaires are from all walks of life and all age groups.

Unless you're a negative, know-it-all loser . . . when you compare your life to the life of any Millionaire, the first thing you will think is: "If he can do it, why can't I?" **The answer is that you can.**

If You are a salesman . . .

If You are a small businessman . . .

If You are an executive, climbing the corporate ladder . . . or just an ambitious man or woman . . .

YOU CAN TAILOR-MAKE YOUR OWN BUSINESS EMPIRE.

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In 1987, a 9th grade dropout with a hardly borrowed $5000 to start a new, unusual business. It was his 4th attempt at succeeding on his own. 24 months later his business was worth over $100,000,000.00.

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"Yes," says Glenn W. Turner.

You can use the same success techniques he did to improve your own career, finances and personal life as much as you desire.

You may have read or heard about the highly unconventional, uncommon, controversial businessman Glenn W. Turner. But you may not have heard the whole story. Mr. Turner's story is important to your future. So I am going to send you two full-length books by Pulitzer-Prize winning investigative reporter John Frasca . . . two exciting books that describe Mr. Turner's shack-to-castle; mule-to-Lear jet; rags-to-riches empire building story!

BUT RIGHT NOW, AS I TALK TO YOU . . . THE IMPORTANT FACT IS THAT GLENN W. TURNER HAS KNOW-HOW AND METHODS WORTH MILLIONS. Of course, you may not want to build a multi-million dollar international business empire. But you can use these unique methods in whatever you are now doing, or to start the new career or business you've dreamed about.

You'll learn from Mr. Turner how to—

- Cope with problems
- Think bigger
- Recognize the right opportunities
- Manage yourself and others easily—get things done!
- Own the grocery store instead of worrying about the price of a loaf of bread!

"To spend just One Hour with Mr. Turner would be worth $1000 to me," wrote an Ohio businessman familiar with the Turner methods.

We know you'll soon feel the same way. Our firm, SUCCESS EDUCATION CORPORATION, is a highly respected, professional marketer of the finest business and personal self-educational programs ever produced. But the fortune-building know-how of Glenn W. Turner is the most valuable and powerful material we have to offer!

LET ME TELL YOU WHAT HIS TEACHING HAS BEEN WORTH TO ME, JIM TOLLESON. I was raised on an Alabama farm. I left the farm at a very young age and went into business, buying and selling used cars. When I first met Mr. Turner, I was earning $50,000 a year. In fact, I had made over $9000 the month before! You'll agree, I think, that I was doing pretty well.

But Mr. Turner blew my mind! When I saw what that sharecropper's son was accomplishing, I felt like a money-making bum by comparison. I said to myself: "Jim Tolleson, that Glenn Turner sure does know something you don't. And if he's willing to train you, you have got to be willing to learn. All I have to do is learn what he knows, and I can do everything I've ever imagined!"

37 MONTHS LATER, USING THE METHODS REVEALED IN THE EMPIRE BUILDER'S PROGRAM, I HAD EARNED OVER ONE MILLION DOLLARS! I even made $54,050 in a single month! Great things have been happening ever since! Today, I am President of SUCCESS EDUCATION CORPORATION. I enjoy a level of personal freedom and enjoyment in my work that most men only dream about. I've dedicated myself to showing those open-minded enough to listen . . . those not too old for a new idea . . . those not too "smart" . . . **just how amazingly easy and simple it can be to really take charge of their lives. Will you listen?** You can live as you want to . . . not as others say you have to live.

SUCCESS EDUCATION CORPORATION has purchased exclusive rights to market Mr. Turner's and Dare-To-Be-Great, Inc.'s most valuable materials. I've hand-picked from them and put together the **Empire Builder's Program.**

The Empire Builder's Program includes a full fifteen hours of intensive cassette-tape training—7 hours of Glenn W. Turner. Live! There are also step-by-step written supplements. Together, these materials can help you "design and build" your own empire of personal and financial freedom . . . exactly as you see it in your mind . . . freedom from worry about bills, rising prices . . . from wasting your life on things you don't enjoy doing. **The Empire Builder's Program is a must** for the person ready to reach out for the financial success and security that does exist in great abundance.

The only difference between the new Millionaires and you is their use of certain basic success principles best taught by Glenn W. Turner in "The Empire Builder's Program." Just a week or so from now, you can know what they know.

The price for the complete **Empire Builder's Program** is only $300. In one way, that's a big price. (In fact, this is the most expensive success program ever offered privately by mail.) But in another way, **The Empire Builder's Program** is the greatest buy of your life. To have the man who averaged $20,000-per-hour in his career as your private, personal consultant for only $300, makes that a very, very small price, doesn't it? Of course it does.

America is the richest country in the world, but most people go through life never learning how simple it is to step up and enjoy the wealth that exists all around them. **The Empire Builder's Program** gives you, and the members of your family, that ability . . . for a one-time cost less than 3 college credit hours or a good TV. There is no other program like **The Empire Builder's Program.** I know that **only 2% of the readers of my message are ready** to accept its challenge and make an investment in themselves. 98% of the people say, "I wish I could . . . I'd like to . . . I may someday." One excuse after another! **If you are one of the 2%** — the will say, "Man, I'll bet I can get thousands—maybe millions of dollars worth of great ideas from that Program!"—then, I have a unique Guarantee for you:

I PERSONALLY GUARANTEE YOUR HAPPINESS WITH THE EMPIRE BUILDER'S PROGRAM BY GIVING A FULL REFUND ON REQUEST. But more than that . . . I urge you to experience **The Empire Builder's Program** in your home or office for 30 days. If, at that time, you don't feel it will be worth at least 100 times its cost . . . or $30,000 . . . to you in the next 5 years, return it at once. SUCCESS EDUCATION CORPORATION is in the Results Business. Your prosperity is our business. If you're not going to profit . . . greatly . . . from **The Empire Builder's Program,** we simply do not want you to have it.

I know you've never heard of a Guarantee like that. But then, there has never been anything like **The Empire Builder's Program** before, either. SUCCESS EDUCATION CORPORATION will have no part of any get-rich-quick, something-for-nothing gimmicks. We endorse and market only proven methods that require honest effort on the student's part. When you apply yourself to **The Empire Builder's Program,** you'll profit more than you ever believed possible.

So order now. Mr. Turner has said, "Show me a person who can make an immediate decision, after getting the facts, and I'll show you a winner every time." You have heard the facts and the strongest guarantee of results ever offered. Now make the right decision.

Emerson said, "A wise man investigates what a fool takes for granted." **Are you ready to investigate your potential?** Do you dare to compare your abilities and future with the man who became a money-making legend? Can you accept this challenge and **Dare To Be Great?** Sure You Can—**Do It Now!** Order **The Empire Builder's Program** at once.

Yes,

Jim, have Success Education Corporation send me my own **EMPIRE BUILDER'S PROGRAM** now! I know it worked for you—it can work for me. (And if I don't feel it will be worth $30,000 or more to me in 5 years, I'll return it, get my money back and keep the books for my trouble.)

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January/February 1978

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TEN OUTSTANDING YOUNG MEN SELECTED

GLENN W. TURNER SPEAKS OUT AND TELLS ALL

HE DID IT.

In 1967, with a borrowed $5000, Glenn Turner started his 4th attempt at business success. 24 months later his business was worth over $100,000,000.00! In 3 years, Turner Enterprises operated over 60 corporations (although you probably only heard of one or two of them), covered 50 states and 11 foreign countries, involved 500,000 people and had doubled in value to over $200,000,000.00!

POWER MOTIVATION, TACT AND SKILL IN HANDLING PEOPLE TO GET RESULTS.

Mr. Turner got results! And his one-of-a-kind success techniques can be used by anyone in a position of leadership — to improve their own career, finances and personal life as much as they desire. With Mr. Turner's philosophies and methods you can discover new, unlimited ability in yourself and everyone you need results and cooperation from.

"To spend just one hour with Mr. Turner would be worth $1000 to me," wrote one of our customers. We know you'll soon feel the same way. The fortune-building and people-handling know-how of Glenn W. Turner can place you firmly in control of every area of your life, and every person who shares your environment. In effect, you will become the absolute ruler of your personal empire...with all of your subjects willingly and enthusiastically accepting your leadership.

Glenn W. Turner is one of the most controversial business figures of our century, receiving recognition as an outstanding humanitarian, a nationally sought after public speaker and motivator, and unconventional but dramatically successful empire builder.

NOW AVAILABLE!

SUCCESS EDUCATION CORPORATION has acquired exclusive rights to Mr. Turner's and Dare-To-Be-Great Inc.'s success training materials. These materials were formerly available only on a very limited basis at a cost of thousands of dollars. Now we're making Mr. Turner's teaching available to the leaders ready for it, exclusively by mail, at an affordable cost.

Our **EMPIRE BUILDER'S PROGRAM** is made up of the best, most powerful Turner materials and includes a full **fifteen** hours of intensive cassette tape training — 7 hours of Glenn W. Turner **live**! There are also written supplements and three full-length books.

This is a complete kit for the design, building and management of your own empire. Its price is only $300.00. You'll benefit from its teaching tremendously. You'll share it with family members and associates. You will use some part of your **EMPIRE BUILDER'S PROGRAM** almost daily! And you'll refer to it for assistance with difficult people situations as they come along. It's exciting to be able to offer all of that, on a guaranteed basis, for a one-time cost equal to a few college credit hours or a good television set!

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THE EVOLUTIONARY PROGRESS OF SUCCESS EDUCATION

Andrew Carnegie first asked Napolean Hill if he would be willing to spend twenty years or more interviewing the great achievers of the world about the secret principles of success and prepare these principles so that they could be taught to all the men and women of the world.

In 1928 Napolean Hill first published the 8-volume "LAWS OF SUCCESS" revealing the success secrets used by such men as Henry Ford, Charles Schwab, Theodore Roosevelt, John D. Rockefeller, F. W. Woolworth, Dr. Alexander Graham Bell and Clarence Darrow.

In 1937 Napolean Hill's now immortally famous book "THINK AND GROW RICH" was first published. Glenn W. Turner credits his development of desire, purpose and persistence to "THINK AND GROW RICH." Using the principles taught by Dr. Hill, Glenn Turner built a multi-million dollar international empire in a few short years.

Then Glenn Turner founded Dare-To-Be-Great, Inc., a company totally dedicated to making the understanding of how to actually use the principles of success known to everyone serious about improving their lives. "Glenn Turner is not the inventor of motivation. But he is the first who not only applied motivation to himself but interpreted it so everyone could use it."

And now, in 1977, the ultimate development in the evolution of success education — the most complete, dynamic program for personal and financial self-improvement —

The Empire Builder's Program

3-Full-Length Books tell the entire dynamic inside story of GWT's amazing rise to success, how he overcame great personal and financial handicaps and won the admiration of hundreds of thousands of people around the world — a $5000 to $100,000,000, a business empire under attack, a 12-million-dollar legal battle, the whole story is here in over 600 exciting, revealing, helpful pages! Learn the ultimate in turning every adversity into the seed of greater achievement, from the inside story the world has been waiting to hear!

☆

"You Can Better Your Best!" "Challenge to America!" 2 super-powerful 60-minute cassette recordings of Glenn W. Turner at his highest peaks of excitement, delivering his most dynamic motivational messages! Hundreds of thousands cheered these speeches and used Glenn Turner's message to unlock their achievement potential.

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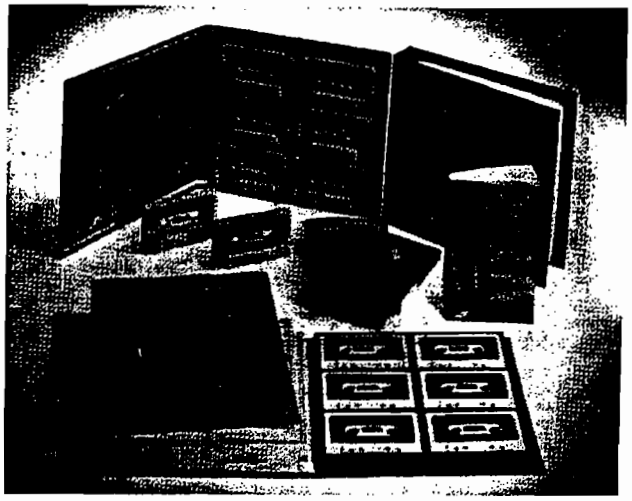
Salesmanship Adventure Course and **Sales Bible.** Six hour-long cassettes providing a complete course in effective salesmanship, from the ground up. The written companion to the cassette course has over 120 large-format pages divided into six sections for easy use and quick reference.



Leadership Adventure — Handling People. Six one-hour-long cassettes of Glenn W. Turner himself, speaking out on the true secrets to motivating yourself and others to accomplish Big Goals. This course is a pathway to personal power unlike any other program ever made publicly available.

An Important Message
From The President Of
Success Education Corporation

When I first met Mr. Turner, I was earning $50,000 a year in the automobile business. In fact, I had made over $9000 the month before. You'll agree, I think, that I was doing pretty well. But Mr. Turner warped my mind! When I saw what he was accomplishing, I said to myself: 'Glenn Turner sure does know something I don't. And if he's willing to teach me, I have got to be willing to learn! All I have to do is learn what he knows and I can do anything I want to do!' 37 months later, using the secrets revealed in the **Empire Builder's Program,** I had earned over one million dollars! Today, I am President of SUCCESS EDUCATION CORPORATION and enjoy a level of personal freedom and enjoyment in my work most men only dream about. In fact, as this advertisement is being put together by my advertising agency, I am completing a combination business and vacation trip in Florida, taking a weekend holiday in Nevada and then going home to Alabama for Thanksgiving. I'm proud that my company can make Mr. Turner's teaching available. Do you feel in complete control over your business, personal and financial situations? Think about it — wouldn't you love to? I sincerely believe **The Empire Builder's Program** is your opportunity to have that power, and I hope you take advantage of it.

Sincerely

James E. Tolleson,
President

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ONE STEP BEYOND "Think And Grow Rich" - - -
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Footsteps Program®

Created by Dr. Sidney Bremer, close business associate of Napoleon Hill and past-President of The Napoleon Hill Academy

What it has done for others it can do for you too!

Never before in the history of the world has so much power-packed wisdom been organized into a single package-program as Successful Achievement's **Footsteps Program.** Twenty-four years of research and almost a million dollars went into the development and organization of this remarkable self-improvement program.

The **Footsteps Program** contains the success secrets of five hundred and eighty-eight men and women of "genius," the outstanding historical greats of recorded history. In school we learned **what** they did. In this program we learn **how** they did it. "What they did" is mere information of a general nature. "How they did it" is practical knowledge of priceless value which each of us can appropriate and use in our own individual lives for successful achievement, for getting what we want out of life.

"There is no surer way to success in life than to follow in the footsteps of those who have successfully journeyed before us." That is why we call this program our **Footsteps Program.** It is a priceless guide for each member of your family. To the youth of the world it gives practical guidance and direction. It opens the door to self-discovery and establishes self-identity. It points the way to enduring happiness and peace of mind. It teaches each of us to look forward and live upward and gives us the formulas for working our way up the ladder of success and winning the prizes of life by the most ordinary means.

Health, wealth and happiness are our birthright but to know the way we must learn the way. To this end our **Footsteps Program** is dedicated to you and your loved ones.

THE FOOTSTEPS PROGRAM photographed in front of the "Phoenix Bird Ascending" at Phoenix Civic Plaza in Arizona. As the Phoenix once rose from ashes, you can rise from whatever level of achievement you're presently at; even rise from great adversity to new successes far greater than you've ever previously imagined!

The Original Retail Price of THE FOOTSTEPS PROGRAM was $399.50. By ordering now, from this special offer, you receive the complete Program at only $299.50 - a one hundred dollar savings.

This recorded Program is packaged in a handsome, embossed-vinyl briefcase.The audio portion is recorded on 18 hour cassettes, contained in three library-albums. The written transcripts are also included, in three bound albums.

The 5-volume ENCYCLOPEDIA OF SUCCESSFUL ACHIEVEMENT (1,492 pages!) provides a thorough study of Dr. Bremer's analysis of all the greatest, historically proven, success principles. This is also a truly great reference encyclopedia on all aspects of personal and business success. These 5 volumes are beautifully bound and embossed; contained in their own library slipcase.

Supplemental study aids include PORTRAITS OF GREATNESS, a Personality Development Chart and an Action Assignment Booklet.

Also included is the 365-page daily guide to achievement: "HEALTH, WEALTH AND HAPPINESS." And you'll also receive Dr. Bremer's bestselling book: "HOW TO GET WHAT YOU WANT."

This is truly the most complete, self-study course for personal and financial improvement ever offered!

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INCORPORATE YOURSELF

Now more than ever, Still America's most powerful tax shelter

"About 70,000 people a month are incorporating themselves and gaining tax benefits others only dream about. And it's remarkably easy to do..."

by Ted Nicholas

Imagine having all your family's medical and dental bills paid for *tax-free*. Or owning two family cars *tax-free*. And how about tax-free life, health and income protection insurance? Or would you enjoy tax-free trips, a boat, plane or summer home... or meals at fine restaurants, 80% tax-free?

These are just some of the remarkable advantages and fringe benefits that can be yours through the most powerful tax shelter still available in America—owning your own corporation.

Throughout history, Congress has chosen to fill the tax code with clauses that richly reward those who form small corporations. Why? To encourage overall economic growth via small business start-ups. As a result, more than 70,000 people each month form corporations. *And 98% are small businesses, often one-person operations.*

What these people have discovered is that it's incredibly easy to start your own corporation and begin claiming the vast array of tax privileges. Indeed, you can start your own corporation simply by filling out a one-page form and mailing it to the proper agency.

Contrary to what you might think, you don't need employees. You don't need a lawyer. You don't need an office or a big company. You can do it with zero capital, without changing your full-time job or even leaving home! I know because I've helped thousands do it prudently, legally, and ethically.

My name is Ted Nicholas. Twenty years ago, after successfully launching more than a dozen corporations myself, (and paying my lawyer a pretty penny each time!) I decided to I write a book called HOW TO FORM A YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $75. Written in no-nonsense terms, this do-it-yourself handbook on incorporation became an instant hit and has gone on to become one of the best-selling business books of all time, helping more than 900,000 incorporate easily, quickly, and with little expense.

Completely revised and updated each year, my book explains in easy-to-follow language all the latest tax advantages, and helps you determine if incorporating is right for you.

Everything you need is here in this comprehensive handbook. All the necessary forms (in convenient tear-out format) have been included. Just fill them in according to my simple, step-by-step instructions, and mail. Right off, you'll save from $300 to $2,000 in legal fees and, in a few days, you'll have your own legally recognized corporation.

My book also reviews the pros and cons of different types of corporations, including Subchapter S, non-profit and professional... How to operate a corporation anonymously... how to turn an existing business into a corporation... and much more.

If you've dreamed of having your own business but don't know where to turn for ideas...if you're a professional, consultant, free-lancer, partner or small business proprietor... if you want to start several companies without getting soaked with legal fees...or if you're simply fed up with oppressive taxes and want a safe, legal way to slash them, this is the book for you.

As a bonus for ordering now, I'll also send you, absolutely free, a copy of an exclusive report called *The Income Plan* (normally $19.95). It tells how to convert almost any job into your own corporation and increase your tax-home pay by up to 31% without a salary increase. For employers, the plan shows how to operate your business with independent contractors rather than employees. It complies with all IRS guidelines. The report also lists 277 frequently overlooked ways to reduce your taxes.

Finally, let me say that I personally guarantee your purchase in the fairest way I know. If you feel my book is not all I've described, return it undamaged within 30 days, and I'll promptly refund your money, no questions asked. In any case, please keep the bonus report, a $19,95 value, free for your trouble.

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Please rush me a copy of HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $75, by Ted Nicholas, at $19.95 plus a $2.95 shipping and handling. I have up to 30 days to review the book. If for any reason I don't feel it's for me, I may return it for a full, prompt refund. In any case, the bonus *Income Plan* will be mine to keep free.

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Wage Your Own Personal Tax Revolt

Like the early pioneers who started this country, many people are rebelling against the near confiscatory taxation at all levels of government. The federal government consumes the taxpayer's cash at the rate of over $800,000 per minute, and the amount that is wasted is scandalous. The citizens are mad as hell and they're not going to take it any more.

There is but one answer left!

The U.S. was founded by a group of individuals who rebelled against the oppressive policies of King George in England. Today, this same spirit of independence, a uniquely American phenomenon, underlies a growing displeasure with government tax and spending policies. This viewpoint is a healthy sign. Our society can remain the freest and most prosperous in the world if government power is held in check by us, the citizens who make up the country. Recent passage of laws (such as Proposition 13) are an indication of a growing wave of protest against wasted tax dollars. The effort is getting stronger and more vehement every day.

The largest tax each one of us pays is Federal Income Tax. Yet, the largest corporations and the wealthiest individuals often pay the least amount of tax. According to an article in a leading newsletter, 17 huge corporations paid no federal income tax in a recent year, although they had a world-wide income of $2.5 billion. Numerous tax loopholes were used. The list includes United States Steel, Bethlehem Steel, Armco Steel, General Dynamics, Singer, Phelps Dodge, American Airlines, Philadelphia Electric and The Chase Manhatten Corporation. The burden caused by these non-taxpayers must be assumed by "somebody." "Somebody" is always the wage earner. There is, therefore, a major inequity under the law which favors the wealthy and, most especially, corporations. In America today we have what could be called a "Corporate Society."

Some individuals have become so upset with these startling inequities, they have stopped paying taxes and have in many cases even ceased to file tax returns. This approach, however, is frought with danger and has resulted in stiff fines or prison sentences when the government locates and prosecutes the courageous individuals.

You Can Become Part of "The Corporate Society"

Rather than break the law and suffer serious consequences, there is a safer and more viable alternative. You can use the same type of smart thinking as those who own and control great wealth. The big corporations are not necessarily immoral. However, they do get the best advice available on tax matters.

You, as an individual, can now use all the tax loopholes for your own self interest. Thus, you legally gain the advantages yourself as do the huge corporations. Rather than break the law, you can use it to your advantage. Perhaps the best way to accomplish this, as well as reduce your tax burden is through incorporation, the legal form of tax rebellion.

Surprisingly enough, the government encourages incorporation with a number of favorable laws, especially in the area of taxation. In fact, it is rare to find a successful individual who is not incorporated. Incorporation is favored by nearly all millionaires. It is one of the causes of wealth, not its effect. Think about it. Can you think of a single wealthy individual who doesn't own and control his own corporation? It is rare indeed. Let's face it, the first step toward achieving the American Dream in our corporate society is probably incorporation.

To add even more impetus to the idea of starting your own corporation, passage of the recent Revenue Act makes incorporation the ultimate tax shelter. This act and the earlier ones close the door to practically all other tax shelters and loopholes. The tax rate on corporations (especially smaller ones) has been substantially reduced, to as low as 17%.

Favorable laws such as the investment tax credit are most helpful when buying equipment. Even if you incur losses in one year you can deduct those losses over several profitable years.

More Advantages . . .

You can set up a corporate medical plan wherein you deduct from your taxes every dollar spent on medical and dental care, drugs, and health insurance for yourself and your family. You can also get tax deductible group life insurance even if the "group" consists of only one person.

It is important to note that potential tax savings are not the only reason to incorporate. Another chief value is that it limits your liability to the assets of the corporation in the event of a lawsuit. If you do business as an individual or partnership, you can be sued personally, which could put your house and other assets in jeopardy.

"Over and over again courts have said that there is nothing sinister in so arranging one's affairs as to keep taxes as low as possible. Everybody does so, rich or poor; and all do right, for nobody owes any public duty to pay more than the law demands: taxes are enforced exactions, not voluntary contributions. To demand more in the name of morals is mere cant." **Judge Learned Hand**

You can put more money (25% and more of income) into your corporation pension plan. This is more than a traditional "Keogh" plan which has a maximum contribution of $7,500 a year, or even an I.R.A., where the maximum that can be sheltered under special circumstances is only $1,750.

In these times of growing inflation and periodic ups and downs of the economy, your own corporation is probably the only way that you may maintain control over your economic destiny. And you can often benefit from incorporation without leaving your present job. More about that in a moment.

You Can Incorporate Simply, Easily and Inexpensively.

Up until now, throughout the majority of history, incorporation had one major drawback: high legal fees. Lawyers today charge stiff fees, up to $2,500 for incorporation. The truth is that you can easily incorporate yourself for under $50. A remarkably easy and inexpensive method of incorporating is contained in a book called *How To Form Your Own Corporation Without A Lawyer For Under $50.* It comes complete with all the tear-out forms required to start your own corporation . . . minutes . . . bylaws . . . everything you will ever need. The author, Ted Nicholas, has helped thousands of people start their own corporations and has saved them millions of dollars in the process – and many millions more in taxes.

It is very easy, and we will show you how. We'd like to send you a copy of *How To Form Your Own Corporation Without A Lawyer For Under $50* for a free thirty-day trial – without risk or obligation on your part. If, for any reason, you're dissatisfied, simply return it for a full refund of your purchase price. We'll also send you a free bonus: The Income Plan – an astounding report that tells you exactly how to turn your present career into a tax-sheltered corporation. The Income Plan – a $9.95 value – is yours to keep *absolutely free*, even if you decide to return the incorporating system.

To receive your copy of *How To Form Your Own Corporation Without A Lawyer For Under $50*, write your name and address on a piece of paper along with the words "Corporation Book & Bonus" and send it with your check or money order for $14.95 to Enterprise Publishing, Inc., 725 Market Street, Dept. , Wilmington, Delaware 19801. Send for the system now. Let us help you wage your own personal tax revolt. Important note: The full price of the book is tax deductible. Act Now!

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Only Way Left for Little Guy to Get Rich

HERE IS THE UNCENSORED MESSAGE MY WIFE ASKED ME NOT TO WRITE

I love my wife. And I understand why she wants me to keep my mouth shut. She just wants to protect me from the IRS.

But I can't be quiet any longer. I'm angry. We are really getting jerked around. And I'm tired of it.

The government says one thing. Then does the opposite. Especially Reagan. And I even voted for him. One of my biggest mistakes.

First the feds talk tax cuts. Then they pass the biggest tax increase in history. Who are they kidding?

Average taxpayers, you and I, are getting screwed.

The new law doesn't bother the rich fat cats much. They still have loopholes galore. Let's face it. They always will.

But recently I ran across a workable angle. It's cheap. And it's legal. It's meant for the rich. But it's perfect for us little guys. You don't need any money. And we can get the same breaks the rich get.

I can hardly believe it. Catch this. I formed a corporation. Of my own. For peanuts.

It's my way of fighting back.

Now I have a small, one-man corporation. I operate out of my apartment. My work? I'm a commercial designer. Freelance. Brochures, fliers—stuff like that. On my income, I didn't think I could save much. But I'm paying almost zero taxes. And it's legit. Just like the fat cats do it. I have no guilt. Uncle Sam already gets plenty. Too much from all of us.

One thing the feds didn't bother much under the new tax laws—corporate tax goodies. Guess they figured right. Burden business too much. Result? No jobs for anybody. Including them. Not to worry. They know better.

From a buddy, I heard about this unusual book. It's called HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $50, by Ted Nicholas. Damnedest book I've seen. Has the forms right in it. Pages are perforated. You just fill in some blanks and rip 'em out and mail them in. A couple of days later you've got a corporation. No wonder it's a best seller. (They tell me over 650,000 copies have been sold.)

No need to bring in other people. You can be President, Vice President, Secretary, Treasurer all by yourself. Just like me.

You know, lawyers charge $300 to $2,500 for incorporation. Talk about rip offs! And their secretary fills in the form—a single page with two blanks. Now you don't need a lawyer. And there is no hassle at all. It's simple. No wonder lawyers like you to think everything is so complicated.

You don't have to employ anyone either. Just by your lonesome. And I always thought corporations had to have lots of employees.

Oh well. Now I know.

Let me tell you something. I'm a skeptic. I like to shop by mail. But I've been ripped off in mail order. So, before I sent my check, I checked out the company. Called consumer and business bureaus. And the Chamber of Commerce. Found out publisher has a good record. And the book is guaranteed. So, what the hell. I spend that much on a few beers. That's how come I ordered it.

Damned if it didn't come in a couple of weeks.

I expected a shlocky-type mail order book. What a shock. Instead the book was typeset. Has a silver cover. And it's big. 8½ x 11.

I've had it for only three months. Already I've given myself all kinds of fringe benefits. Kind employer I am! Put in a medical reimbursement plan. A one-page form did it. Makes all my doctor, dentist and medical bills tax deductible—for me, my wife and my kids.

Now, my wife has been seeing a shrink. Guess living with me is no picnic. We deducted over $600 in the last two months alone. Also just got myself new teeth. Caps, I should say. Cost me $2,500. My son's braces figure to cost $2,000 next year. I can deduct it. Right off the top. And my wife and I are into special vitamins. Heavy. Those pills cost over 400 bucks. Couldn't get into them before because of cost. Tax-deductible now. Imagine this too. Right off the top!

Savings have been scarce for me. I have a helluva time saving bread anyway. But, with this little corporation, I'm really socking it away. How? First, I tax deduct any cash I don't need. A corporation makes this easy to do. And then I invest it. Interest and dividends are completely tax-free. Until I retire. In the meantime, I can even borrow the money back. So I don't lose the use of it like in an IRA or Keogh. This gimmick is called a Pension/Profit Sharing Plan. Again, I just filled in a couple of blanks on a standard form.

Now, I'm no financial genius. But I'll tell you this. I'll be a fat cat myself soon at this rate. It may not be as bad as I thought. Incorporation is the only way left. Now little guys like me have a shot at the big money.

This little corporation even covers my rear end. I could get sued. Everybody likes to sue these days. Something for nothing. And some judge might not like me. But you know what? The only thing anyone can get is what's in my little corporation. Big deal. A drafting table. A desk. And a little paper. Nobody can touch the real bucks. My home, cash, cars—even benefit plan monies are protected.

Maybe you've got some little business deal going. Or maybe you can get something started. Even a part-time business. This book can help. It can make the difference between just making it or operating just like the big boys. Even better, since you don't have their expenses.

For a real shot at big bucks, isn't it time you looked into incorporation?

It worked for me. So well that I wrote a fan letter to the company. They asked me to write this message. In my own words. But I did ask them not to print my name. Who knows? Maybe my wife is right. You can't be too careful. The IRS might want to hassle me. Even though everything is 100% legal. They may not like my message.

If you order now, the publisher will throw in a free bonus. A report called The Income Plan. Worth 10 bucks by itself. Shows you how to turn most jobs into a corporation. Outlines how to operate as an independent contractor instead of an employee. You can increase take home pay up to 40%. Taxes will no longer be withheld before you get your hands on the money.

Here is how to get your copy of HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $50. And remember. Get the book. Look it over for 30 days. It will give you ideas. Lots of them. If you don't want to keep it for any reason, return it for a full refund. And keep your bonus. No questions asked.

Please rush me a copy of HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $50, by Ted Nicholas, at $14.95. I have up to 30 days to look it over. If, for any reason, I don't feel it's for me, I can return it for a fast refund. And the bonus Income Plan is mine to keep, regardless.

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Only Way Left For Little Guy to Get Rich...

Here is the uncensored message my wife asked me not to write

"I love my wife. And I understand why she wants me to keep my mouth shut. She just wants to protect me from the IRS.

But I can't be quiet any longer. I'm angry. We are really getting jerked around. And I'm tired of it.

The government says one thing. Then does the opposite. Especially Bush. And I even voted for him. One of my biggest mistakes.

First the Feds talk tax cuts. Then they increase taxes. Remember the "read my lips" promise? Who are they kidding?

Average taxpayers, you and I, are getting screwed.

The new law doesn't bother the rich fat cats much. They still have loopholes galore. Let's face it. They always will.

But recently I ran across a workable angle. It's cheap. And it's legal. It's meant for the rich. But it's perfect for us little guys. You don't need any money. And we can get the same breaks the rich get.

I can hardly believe it. Catch this. I formed a corporation. Of my own. For peanuts.

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One thing the Feds didn't bother much under the new tax laws—corporate tax goodies. I guess they figured it would burden business too much. And with what result? No jobs for anybody. Including them. But not to worry. They're not that stupid.

From a buddy, I heard about this unusual book. It's called HOW TO FORM YOUR OWN CORPORATION WITHOUT A LAWYER FOR UNDER $75, by Ted Nicholas. Damnedest book I've ever seen. Has the forms right in it. Pages are perforated. You just fill in some blanks and rip 'em out and mail them in.

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How to form your own corporation without a lawyer for under $50(00)

By Ted Nicholas

You may have considered incorporating. I'm sure you want to accomplish this in the most economical way. You may already be in business and are looking for ways to save tax dollars or limit personal liability.

You can benefit from this report if you are planning a one man business if you are associated with a partner or are the owner of a large company.

This exciting report shows you step by step how you can accomplish this for less than $50.00. It It contains tear-out forms for everything that is needed! This includes minutes, bylaws, and the actual certificate of incorporation!

It is presented in simple, clear language.

You'll learn of the many benefits of incorporating either an existing business or one that is planned.

Some of the features of the 8½ x 11, 30,000 word, 103 page report.

How you can incorporate without any capital requirement with zero capital.

The many personal tax benefits of incorporating.

How a corporation limits the personal liability for the owner(s) of a business, to the investment in the corporation. (Except for taxes)

How to actually form a corporation step by step. Included are instructions on completing the forms.

How to own and operate a corporation anonymously if desired. This assures maximum privacy.

How to form a non profit corporation. How to utilize tax "gimmicks" to personal advantage.

Find out why lawyers charge huge fees for incorporating services even when often times they prefer not to.

Learn how and why you can legally incorporate without the services of a lawyer. There is a fallacy in that most people feel it is necessary to have a lawyer to incorporate.

How to form an "open" or "close" corporation and the difference between them. Report contains tear out forms.

Sub Chapter S Corporations. What they are. How to set one up. How to operate a business as a corporation, yet be taxed on individual tax rates if more advantageous.

Learn about the many dangers and hazards of not incorporating partnerships and proprietorships.

What a Registered Agent is. How assistance is provided to individuals who incorporate. The most economical company to use. A complete section on this.

How to cut out all fees of the "middle man" normally involved in forming a corporation.

How a "*professional*" can benefit from incorporating

How to save from $300 to over $1,000 in the formation of the corporation alone!

What a "*foreign*" **corporation is.** A State by State list of the filing fees involved in registering a "foreign" corporation.

Learn how a corporation can sell its stock to raise capital at any time.

How a single individual can be President, Secretary and Treasurer. There is no need to have anyone involved except a single stockholder although, of course, as many as desired can be included.

How to arrange for any stock sold to an investor in a corporation to be tax deductible to the investor's personal income in the event of loss. This makes the sale of stock in a corporation far more attractive to an investor.

An outline of the many situations where an individual would benefit by incorporating

How to legally incorporate and sell stock in a corporation without "registering" the stock.

What par and no-par value stock is and which is the most practical.

How an existing, unincorporated business anywhere in the United States can benefit by incorporating. Also included are the steps to take after incorporating

The reasons why ⅗rds of the corporations listed on the American and New York Stock Exchanges incorporate in Delaware—the State most friendly to corporations—and how you can have the same benefits as the largest corporations in America.

What to do if you are already incorporated in another state and want to take advantage of incorporating in Delaware, without ever visiting the State.

Learn why many "side" businesses and investments should be separately incorporated.

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"If I'd known about this I would have incorporated years ago." - Salesman
"This report is a handy reference for me." Lawyer
"The author is experienced in the corporate world, giving him the qualifications to write this book." Judge
"Fantastic! Do you want a partner?" Lawyer
"Good idea. Brings the concept of being incorporated within the reach of anyone."—Artist
"I was quoted a price of $1,000 each for 3 corporations I want to form! This report saves me almost $3,000!"—Business Owner
"Excellent! Written so that anyone can understand it."—Secretary
"Takes the mystery out of forming a corporation."—Printer
"Very well written. Will encourage many small businesses to incorporate."
—Housewife
"Well written. Will eventually produce more business for lawyers." Lawyer
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"Should be in every business library."—Executive
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Mr. Nicholas has been to the White House to personally meet with the President of the United States after being selected as one of the outstanding businessmen in the Nation. © Copyright Enterprise Publishing Co. 1979

(120)

Switched back end to front end

Eleven Minutes From Now You Can Be The Proud Owner Of Your Own Corporation

You can now incorporate, including name reservation, instantly by telephone while you hold the line. Think of it. In 11 minutes or less you'll be the owner of a corporation, without red tape, large legal fees, or hassle. Even lawyers are amazed. Incorporation can often take weeks through law firms at costs from $500 to $2,500 or more. Through us your total costs are only $35 (not a misprint) plus filing fees – usually $71.

The Company Corporation (TCC) has been established since 1973 and during this last sixteen years has set up over 70,000 corporations. TCC is the number one organization of its kind and nationally known for its ability to establish corporations in any state, including the well known Delaware corporation.

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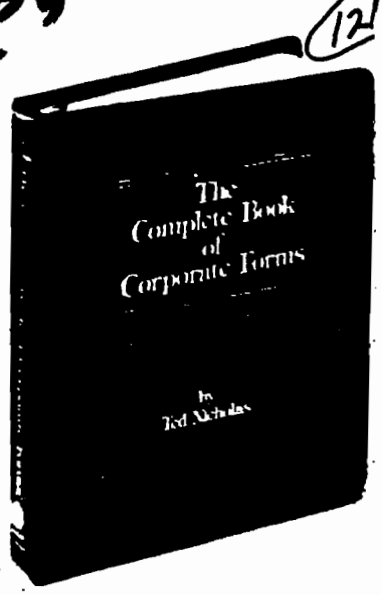
Protect Your Corporation's Tax Shelter Status Without A Lawyer



All your many tax benefits of owning a corporation could be wiped out overnight. How? The I.R.S. could visit you and claim you have not kept proper corporate minutes. You could lose the very tax benefits to which the law entitles you.

Banks, insurance companies and various state and federal agencies, besides the I.R.S., all require notarized authorizations to grant loans, buy property and equipment, enter into leases and even to sell assets.

Keeping records has always been a bother, and an expensive one, especially for small companies. Most entrepreneurs do not like to spend time keeping records. Probably because no one ever became rich by keeping records. And in a small, one-person business, it seems downright silly to keep records of stockholder meetings and board of directors meetings ...keeping minutes...taking votes... adopting resolutions...isn't it all just a waste of time?

Not if you ask any of the thousands of entrepreneurs who have lost fortunes because they failed to keep records. You should look at corporate record keeping chores this way: *It's part of the price you pay to get the tax benefits and personal protection from having a corporation.*

A corporation does not exist except on paper, through its charter, by-laws, stock certificates, resolutions, etc. Anything you do as an officer or director has to be duly authorized and evidenced by a resolution of the stockholders or the board, or by both in some cases. It makes no difference if there is only one stockholder or one million stockholders. The rules are basically the same.

You can hire a lawyer, like the big companies do, and pay $100 or more just to prepare one form. But you may need, at minimum, a dozen or more documents to keep your corporation alive and functioning for just one year. This type of work is the bread and butter for many corporation lawyers. Most of the work can be done by their secretaries, yet they will charge you enormous sums because they know how important the forms are to you and your business. Lawyers know that the I.R.S. will insist that you have the corporate records to prove that you are entitled to all the tax breaks from having a corporation.

There is now a way for you to solve your corporate recordkeeping problems. Without a lawyer, without paying big fees, and without spending a lot of time. It is truly **The Complete Book Of Corporation Forms**. It was prepared by Ted Nicholas, author of the best-seller, *How To Form Your Own Corporation Without A Lawyer For Under $50*. This book has become the largest single source of new corporations in America. His book has revolutionized the business of forming new corporations by making the process simple, easy and inexpensive.

But forming a corporation is only the first step toward building "the ultimate tax shelter." Through carelessness or neglect, many people are denied their rightful benefits from owning their own corporation. Ted Nicholas saw that many many business owners needed more help *after* they incorporated. They didn't know how to follow through, how to turn their corporation into the ultimate tax shelter.

And so, he prepared **The Complete Book Of Corporate Forms**. Virtually all the forms you will ever need are all ready for you. Everything is simplified. Either you or your secretary can complete any form in minutes. All you do is fill in a few blanks and insert the completed forms in your record book. When you own this book, you are granted permission to reproduce every form. If you are behind on keeping good corporate records, now you can catch up in no time. Just complete a few blanks for the things you've already done in the company. It's legal and it works. Best of all, the price is less than you would pay a lawyer for one hour of counseling.

Here is just a sampling of what you'll receive:

Minutes of Stockholder Meetings
Minutes of Directors Meetings
Minutes of Special Meetings
(any of these can be used if you are the only stockholder and director)
Amendments to Articles of Incorporation
Amendments to By-Laws
Changes in Membership of Board

You will also receive all the stockholder and directors resolutions you will need to take any major business action, including:

- Negotiation of contracts
- Authorizing loans to corporation
- Approval of corporate loans to you
- Designation of purchasing agent *(some suppliers may want to know who is authorized to buy from them)*
- Setting your salary
- Directors fees
- Authorizing your expense account
- Mergers
- Sale of corporate assets
- Dissolution
- Bankruptcy
- Declaring dividends
- Appointment of attorney or accountant

Plus, you'll receive the forms needed to authorize any of these tax-saving fringe benefits:

- Pension or profit-sharing plans
- Medical and dental reimbursement plans
- Sick pay plans
- Split dollar life insurance
- Educational loan program
- Scholarship aid program
- Stock options
- Group life insurance
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Just one of the above forms can cost you hundreds of dollars in legal fees.....

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What Will You Do When Your Personal Assets Are Seized to Satisfy A Judgement Against Your Corporation?

(122)

All your many tax benefits of owning a corporation could be wiped out overnight. How? The I.R.S. could visit you and claim you have not kept proper corporate minutes. You could lose the very tax benefits to which the law entitles you.

Banks, insurance companies and various state and federal agencies, besides the I.R.S., all require notarized authorizations to grant loans, buy property and equipment, enter into leases and even to sell assets. And other problems can be equally devastating. The reason? The owner didn't document important transactions. The small business owner simply has to "Get It In Writing".

Here are some recent "horror stories" direct from actual court cases.

Joseph P. obtained a loan from his corporation without the proper loan documents and corporate minutes. As a result, the court required him to pay additional taxes of $27,111.60. He narrowly escaped a penalty of $13,555.80.

B.W.C., Inc. was forced to pay $106,358.61 of accumulated earnings tax because its corporate minutes were incomplete. They expressed "no specific, definite, or feasible plans" to justify accumulating earnings, according to the court.

Keeping records has always been a bother, and an expensive one, especially for small companies. Most entrepreneurs do not like to spend time keeping records. Probably because no one ever became rich by keeping records. And in a small, one-person business, it seems downright silly to keep records of stockholder meetings and board of directors meetings . . . keeping minutes . . . taking votes . . . adopting resolutions . . . isn't it all just a waste of time?

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A corporation does not exist except on paper, through its charter, by-laws, stock certificates, resolutions, etc. Anything you do as an officer or director has to be duly authorized and evidenced by a resolution of the stockholders or the board, or by both in some cases. It makes no difference if there is only one stockholder or one million stockholders. The rules are basically the same.

You can hire a lawyer, like the big companies do, and pay $100 or more just to prepare one form. But you may need, at minimum, a dozen or more documents to keep your corporation alive and functioning for just one year. This type of work is the bread and butter for many corporation lawyers. Most of the work can be done by their secretaries, yet they will charge you enormous sums because they know how important the forms are to you and your business. Lawyers know that the I.R.S. will insist that you have the corporate records to prove that you are entitled to all the tax breaks from having a corporation.

There is now a way for you to solve your corporate recordkeeping problems. Without a lawyer, without paying big fees, and without spending a lot of time. It is truly The Complete Book of Corporate Forms. It was prepared by Ted Nicholas, author of the best-seller, *How To Form Your Own Corporation Without A Lawyer For Under $50.* This book has become the largest single source of new corporations in America. His book has revolutionized the business of forming new corporations by making the process simple, easy and inexpensive.

But forming a corporation is only the first step toward building "the ultimate tax shelter." Through carelessness or neglect, many people are denied their rightful benefits from owning their own corporation. Ted Nicholas saw that many business owners needed more help *after* they incorporated. They didn't know how to follow through, how to turn their corporation into the ultimate tax shelter.

And so, he prepared The Complete Book of Corporate Forms. Virtually all the forms you will ever need are all ready for you. Everything is simplified. Either you or your secretary can complete any form in minutes. All you do is fill in a few blanks and insert the completed form in your record book. When you own this book, you are granted permission to reproduce every form. If you are behind on keeping good corporate records, now you can catch up in no time. Just complete a few blanks for the things you've already done in the company. It's legal and it works. Best of all, the price is less than you would pay a lawyer for one hour of counseling.

Here is just a sampling of what you'll receive:

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Minutes of Directors Meetings
Minutes of Special Meetings
(Any of these can be used if you are the only stockholder and director.)
Amendments to Articles of Incorporation
Amendments to By-Laws
Changes in Membership of Board

You will also receive all the stockholder and directors resolutions you will need to take any major business action, including:

• Negotiation of contracts • Authorizing loans to corporation • Approval of corporate loans to you • Designation of purchasing agent *(some suppliers may want to know who is authorized to buy from them)* • Setting your salary • Directors fees • Authorizing your expense account • Mergers • Sale of corporate assets • Dissolution • Bankruptcy • Declaring dividends • Appointment of attorney or accountant

Plus, you'll receive the forms needed to authorize any of these tax-saving fringe benefits:

• Pensions or profit-sharing plans • Medical and dental reimbursement plans • Sick pay plans • Split dollar life insurance • Educational loan program • Scholarship aid program • Stock options • Group life insurance • Financial counseling plan • Group legal services • Christmas bonus, special bonuses

Just one of the above forms can cost you hundreds of dollars in legal fees . . .

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(A Selection of MacMillan Book Clubs)

By Midas Malone

HIGHLIGHTS OF THIS BOOK

- A thorough explanation of what and where tax havens are.
- How tax havens are applicable whether income or assets are modest or substantial.
- How you can operate your life and pay little or no tax.
- How tax havens apply whether you are salaried or self-employed.
- Mysteries of tax havens removed.
- How to set up a family trust to protect your savings and earn income tax free.
- Buy securities and earn income tax free.
- How to set up your own corporation by mail.
- How to open a foreign bank account.
- How to maintain maximum privacy.
- Two tax havens of special merit.
- Important features of every major tax haven.
- Which tax havens maintain strict bank secrecy laws.
- How to use your tax haven completely legally.
- How you can become a multinational individual.
- How to use several tax havens at once.
- The importance of and how to keep informed of tax haven matters.
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- How to use the secrets millionaires use to legally reduce or eliminate tax.
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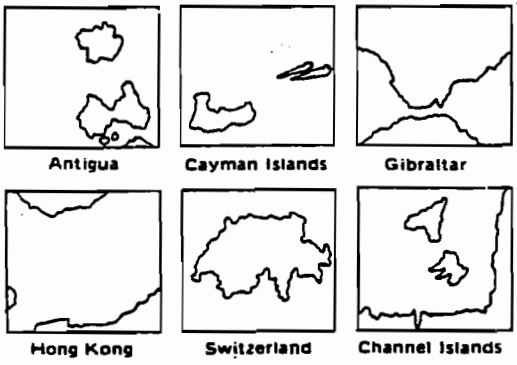

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Woman Doctor's Discovery

A woman who looks 15 years younger reveals her formula for looking younger and losing weight.

Luanne Rona, M.D.

Luanne Rona is 37 years old. She looks like a woman of 20. Although she's an M.D., she's spent most of her last ten years studying an area of medicine most doctors don't study—how to stay young.

She studied the people in the State of Hunza in Kashmir who grow to the ripe old age of 150 and look younger than many 50 year old Americans. She studied the Chinese and their philosophies and solution to premature aging. From teachers of yoga she learned meditation and relaxation. From Europeans she investigated methods of staying young and their known diets. She also examined methods they used to increase sex drive. In the United States, tested discoveries in all the health fields were researched.

Combining the latest knowledge with her own ideas she developed a health program oriented to staying young and wrote a book about it. The title is *Total Glow*. *Total Glow* is a state of optimal health that reflects an "inner peace and outer radiance".

A Total Health Program

In it she brings together the three vital health forces. Nutrition, exercise and relaxation are combined effectively for the first time.

This book is complete and applies to you whatever your age or condition. It provides a guideline for prospective parents. Not only for the mother but also the father whose important role is often neglected. Suggestions are given to start children on more nutritional foods without resistance. There is even a section on pet nutrition. You will learn how to keep your favorite pets young and healthy.

Program Is Simplified

Many are confused about health programs. You'll love the easy to follow approach. A self test helps determine the state of your health. Then over a program that is divided into four days. Dr. Rona shows you what to do. She knows that if the program is too strenuous you will not complete it. She provides alternates for exercises such as running and swimming for those who do not enjoy them. Clear drawings illustrate toning exercises. Each is designed for a special area of your body.

Whether or not you have been on a health program the book will help you. You may be taking the wrong vitamins, or taking them in the wrong combination. Your exercises may be harming rather than helping you. Complete vitamin guidelines are included.

Which chemical additives are harmful and how to go about removing them from your life are discussed. To avoid toxins you'll learn which is the only safe drinking water. Why enzymes may be the key to a longer life will be revealed, and you'll find how you can get them into your diet. Discover how to handle sugar and salt.

Stress can age you in a hurry. She has developed a complete relaxation program. It's so simple. You can learn in just one evening. Then in minutes anytime you wish, you can feel alive, refreshed, and relaxed. You'll build a growing feeling of inner peace as a result.

Look Better

How to improve appearance and add a healthy blush to your skin is described. Her natural skin treatment is effective, for both men and women of all ages. A formula for a super massage oil is revealed to you which also improves circulation.

Perhaps losing weight is your chief concern. Losing weight is not easy. But keeping weight off is the hardest part. Crash diets do not have lasting results and can be dangerous. The *Total Glow* program will help you lose weight gradually and safely or gain until optimum weight is reached. Then you will have a better chance to maintain your weight. In 30 days your weight loss could be as much as 20 pounds. Some lose more, others less. Your weight loss comes as a result of the impact of the total program.

An Answer to Cancer

Cancer is today's dreaded disease and rightly so. One out of four Americans is presently dying of cancer and this figure is on the increase. For protection against cancer this book may be invaluable. More and more doctors feel cancer is diet related. Here is what Dwight L. McKee, M.D. has to say, "Professor Wrba, head of the Austrian Cancer Institute, stated to the Austrian Government that he could cut the incidence of cancer by 50% in that country within two years, if they could change the diet of the entire nation. The dietary changes he recommended *are precisely those outlined in this book*."

There have been documented cases of recoveries from all types of degenerative disease. Multiple sclerosis, heart ailments, arthritis, skin problems and numerous others have responded to natural methods. A healthier life style is the best insurance against all disease.

For the Whole Family

The approach is safe and gradual. You'll have more energy than ever, and so will your children. The program includes the use of 100% natural products—no drugs or chemicals of any kind. You will become a member of a unique society of people throughout the world who are enjoying vibrant health.

One section includes 85 recipes. Dr. Rona's hobby is cooking and the recipes show it. Most are low in calories and can be prepared at low cost. One of the most nutritious foods *costs under 80 cents a day*. You could live on this super food and be healthy. The recipe ingredients are readily available. You will also get help in starting a healthier kitchen in your home.

About the Author

Dr. Rona is an M.D. specializing in psychiatry. She has degrees from the University of Michigan Medical School and the George Washington University Medical School where she did her internship in internal medicine as chief resident in psychiatry. She has been a consultant on drug abuse to the U.S. Civil Service Commission. At present she conducts a private practice in Washington, D.C.

Her book is a 6" x 9" hard cover with 288 pages and a full color dust jacket. It contains diet awareness questionnaires, recipe conversion charts, drawings, charts, conversion tables for food values, self tests, a health questionnaire, calorie tables, bibliography and other aids. The foreword is by Ted Nicholas.

The start of any program is vital. You will be guided over a 4-day plan as you begin. Your most precious asset is your health. We urge you to at least give the *Total Glow* program a test in your own home under your everyday conditions. Order your copy without risk. Prove to your own satisfaction how much better you will look and feel.

Order Information

Order directly from America's leading "How To" publisher without risk. If for any reason you are not pleased with your purchase after having it for 30 days, simply return the book for a prompt and courteous refund. To order write the words "*Total Glow*" and send along with your name and address along with a check for $9.95 plus $1.00 for postage and handling.

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Four days to a vibrant new you!

When was the last time you felt *really good* about yourself? Full of energy and vitality? Content with your figure? Relaxed and cheerful? If that question makes you stop and think—you're not alone. But now you *can* feel good again—as you streamline your body and subtract years from your appearance—with the help of a remarkable health breakthrough that takes just four days to master. It's called *Total Glow*—a vital new volume no home should be without.

How Dr. Rona's unbeatable health program works:

Dr. Luanne Rona, M.D., developed her extraordinary health program after years of careful clinical research in her own practice. From her years of observation, she has developed the first and only step-by-step health system to incorporate advanced nutritional concepts . . . body-shaping exercises . . . and exciting new relaxation techniques—in one easy-to-follow plan.

Shed pounds...look younger... increase your energy

From proven techniques for taking off weight *safely and naturally* to dynamic new methods that can dramatically increase your energy level . . . from soothing massages that can revitalize your skin to fun-to-do exercises that will firm you in less time than you ever dreamed possible, Dr. Rona's *Total Glow* system offers the most important health-restoring information ever published. Step-by-step, day-by-day, you'll discover:

100% Natural Diet Techniques: Which little-known "miracle" trace mineral can help retard the aging process—and what foods you can find it in. How to lose weight overnight by eliminating one simple substance from the diet. Which commonly consumed food can cause rapid heartbeat . . . headaches . . . acne . . . and insomnia. How proper nutrition may lessen your chances of getting certain kinds of cancer. Which additives you should remove from your diet (one of them is used as an emulsifier—and in paint thinner as well!) How you can improve your sex life by including certain foods on your menu.

Vitalizing Relaxation Methods: How to create your "focus" for relaxation (this information would cost more than $100 in many meditation "schools"). How to release tension from any area of your body. How a simple "imagination" exercise can bring you instant tranquility day or night. How relaxation can enhance sex . . . improve relationships—even help you lose weight.

Dr. Rona's definition of *Total Glow*, "It is a state of optimal health that reflects an inner peace and outer radiance."

Dynamic Body-Shaping Exercises: How to trim inches from your waistline with a stomach-firming exercise selected for its rapid results. How to rid yourself of fatty deposits in the thighs, buttocks, calves and legs. How to get maximum benefits from jogging and tennis. Which simple muscle-toning movement can alleviate most lower back pain.

Secrets for Maintaining a Youthful Appearance: How to improve your complexion with a sensuous, invigorating massage. Which simple ingredient added to your bath will help maintain optimum acid/alkaline balance for your skin. How to create a homemade massage oil to nourish your skin from head to foot. How a delightful massage technique can increase blood circulation and rejuvenate your entire body. Which products to avoid to keep yourself as youthful looking as possible.

Full 60-day Money Back Guarantee

Dr. Rona's complete *Total Glow* program, now available in book form, comes to you with a 60-day Money Back Guarantee. It includes clear explicit diagrams that *show* you how to put the system to work for you . . . scores of special recipes chosen for their nutritional value . . . as well as self-tests and worksheets formulated by Dr. Rona to help you select the right foods and exercises for *your* needs—and evaluate your own progress. The cost of the complete *Total Glow* system? A very reasonable $9.95. We even pay the shipping and handling.

Start feeling better . . . looking better . . . living better *in just four days* with the *Total Glow* system. And keep on getting healthier and healthier as you follow Dr. Rona's program—or return the book within 60 days for a total no-questions-asked refund. Fill out the coupon below *now*. Mail it today—it's your ticket to a *new you* tomorrow.

IMPORTANT NOTICE:
From the Foreword to Total Glow:

"Professor Wrba, head of the Austrian Cancer Institute, stated to the Austrian Government that he could cut the incidence of cancer by 50% in that country within two years, if they could change the diet of the entire nation. The dietary changes he recommended are *precisely those outlined in this book.*"

Dwight L. McKee, M.D.

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NOTE: Results of the *Total Glow* program will vary from individual to individual—depending on such factors as age, prior physical condition, metabolism and the like.

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When was the last time you felt *really good* about yourself? Full of energy and vitality? Content with your figure? Relaxed and cheerful? If that question makes you stop and think—you're not alone. But now you *can* feel good again—as you streamline your body and subtract years from your appearance—with the help of a remarkable health breakthrough that takes just four days to master. It's called *Total Glow*—a vital new volume no home should be without.

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Every fight is Bam-BAM and you're done!

"All Your Fancy Fighting Skills Won't Earn You An Extra *Second* Against This Devastating New Natural Streetfighting System!"

Why are black belts, boxers, Ju Jitsu wrestlers... and *especially* those silly macho "military" guys who *claim* to be so tough... scared to *death* when faced with this amazingly *simple* new fighting secrets?

Dear Friend,

My name is Bob Pierce... and I have *serious "inside" knowledge* about every "new" fighting system that's ever been "hyped" in this magazine. I have *financed* the marketing for many of these systems... I'm well-known in all the important military, martial art and military circles. (My contacts include former Navy SEAL and Army Special Forces, plus guys who train SEALs, FBI and CIA agents, big city SWAT police, and special "black bag" operatives the government doesn't want you to know about.)

I don't seek these men out. These hotshots come to *me*... often begging for a chance to show me their" stuff".

Well, let me tell you something. You need to hear this: Almost *all* those super-hyped fighting systems are...

Pure Over-Rated *Garbage!*

Real fighting... especially the vicious, no-rules attacks and fights *you're* every likely to see in the street... has changed forever! Almost *everything* you know is obsolete, and I don't care how long you've been training or who you've trained with.

Worse... if you are ever forced to actually use anything you've learned — and if you're like 99% of the guys out there trying to put together a few "guaranteed" skills to protect yourself and your family — you will likely get hurt if you attempt to use any *fancy stuff* against an experienced streetfighter or mugger.

Every fighting system I've seen is just too damned complicated to *master* in a reasonable time (and they're just *lying* to you if they say different)! Those military guys are the *worst* too... anyone who *knows* the SEALS and Army "elite" special forces work knows these soldiers use *weapons* to fight with... NOT their hands! Hand-to-hand streetfighting is the *least important skill* they need or seek... and they learn a few "basic" hand-to-hand skills almost as an *afterthought*!

The truth is, when these "elite" soldiers are pitted against an experienced, world-class streetfighter...

They Lose!

I'd almost *given up* trying to find an *honestly* simple fighting system that was easy to master (not just "learn")... and that I could *count on* if I was forced to defend myself.

And then I stumbled on something... I think you'll find it interesting, also.

Let me tell you a very short story that may be the most important one you ever hear in your life: Just outside of Tulsa, Oklahoma, there's a beat-up warehouse where certain "unusual" types of people like to gather. If you're a stranger out here, you're not just unwelcome...

You're *Meat!*

And it's very easy to tell if you're not one of the "in" group: These guys shave their heads and tattoo *swastikas* on their scalp. They're permanently pumped with a steroid-and-amphetamine rage. They wear jack boots, carry chains, knives and baseball bats... and they never, *ever* fight fair. All fights are three, four, or a *dozen* to one.

They're Skinhead Neo-Nazi's... probably the most *vicious* and *dangerous* punks roaming America. (Compared with Skinheads, an inner-city Compton gang of Crips or Bloods look almost like *Boy Scouts*.) Skinheads never need a *reason* for violence — just being alone and close enough to jump will make you an instant victim.

These Sick Jerks Actually *Enjoy* Hurting And Humiliating People!

Anyway, on this particular night an ordinary-looking man named Chris Clugston made the mistake of driving out to this isolated warehouse. He thought he was going to see a band play music, maybe find a nice girl to dance with, have some fun on a hot summer night. He didn't have much money on him — after paying the "cover" to get inside and ordering a beer, all he had left was *one little nickel* in his pocket. Remember that — a single nickel. Not even enough to leave as a tip at the makeshift bar.

Chris didn't know what to make of all the skinheads giving him the "evil eye". He thought they just had really bad haircuts and silly taste in clothes. He felt no fear... in fact, as he passed a table of them, he reached out and good-naturedly rubbed one of them on the scalp. "Nice haircut, fella," he said.

Three skinheads stood up and quickly cornered him. The band played on.

Now, you have to get this scene right to understand the *importance* of what happened next: The *smallest* of the three Skinheads coming at Chris was his same size; the others were taller, more muscular, heavier. They were reaching for objects in their pockets (it was too dark to see clearly) smiling with relish for the stomping they expected to hand out. No one in the warehouse had the slightest urge to help or stop the fight. There was nowhere for Chris to escape.

In less than a second, he suddenly realized he was about to be jumped by three experienced streetfighters... and if he didn't do something right *NOW*...

His Life Wasn't Worth Much More Than That Nickel In His Pocket!

Well, what would *you* have done? You know, in your heart, you run the risk every day of being in the same situation... cornered by punks who want to do you (and your *family*, too, if they're nearby) serious harm! It's not even connected to robbery anymore — they don't want your nickel, they want the thrill of stomping your face into hamburger.

It could be in a parking lot downtown, in a movie theatre, outside your local Seven-Eleven...

Or In The Cool Darkness Of *Your Own Bedroom*, Late At Night!

Have you *seriously* thought about what will happen to *you* during real-life crunch time... where *your* life (and that of your loved ones) aren't worth a plugged nickel?

Back in that lonely Tulsa warehouse, Chris didn't have *time* to think. He didn't *need* to... in a *blink*, he turned that nasty situation around 180 degrees... and those three Skinheads, *even though they were poised and ready to attack*, found themselves suddenly thrust into a world of pain and confusion. But Chris didn't use anything that even *remotely* resembles karate, or Judo, or Tai Kwan Do, or even boxing or wrestling. No. Instead...

Chris Did Something These Experienced Fighters Had *Never Seen Before*... And *Hope* They Never See Again!

There were other Skinheads in that old warehouse that night... *but they didn't bother Chris!* Not after they saw what he did (with an absolutely chilling calm and sense of confidence) to those three streetfighters who cornered him! There was something in his eyes... something the *first* 3 punks missed in the dim light... that now warned the rest of them away.

The fight didn't take three seconds... because while two of the Skinheads went down hard *immediately*, the third broke and

ran, and Chris couldn't catch him! These guys have been spotted around Tulsa occasionally since then, and they're still "jumpy". There isn't a *flicker* of that punk fire left in their eyes. Even the guy that got away (thanks to his reflexes of sheer, pants-wetting FEAR) won't go near anyone who even vaguely *looks* like Chris anymore.

The people who saw what Chris Clugston did that night all report the same thing: It was like nothing they'd seen before... the quick moves looked *too easy and simple* to have actually worked...

And Yet The *Results* Were Instant And Devastating Beyond Belief!

What Chris (the most normal-looking and *likable* guy you'll ever meet) used is the *strangest* fighting technique imaginable — unlike anything you have ever seen before... and yet (for guys like you and me) it is absolutely the most *ruthless and effective fighting style ever devised!*

- Hard-core streetfighters end up being *bullied* by people half their size using this system!
- Trained boxers *can't land a punch!*
- Wrestlers the size of Jabba the Hut get tossed into walls like puppies by women!
- Karate black-belts *never get a chance to strike*... and any *defensive* move they make only gets them hurt more seriously!
- Even the *highest-level* "elite" training in the U.S. military won't help a soldier last beyond a *few seconds* in hand-to-hand combat against this new, utterly-*unique* fighting system!

I never, *never* want to feel what it's like to be on the *other end* of this amazing stuff! Nevertheless, once you see how it's done, you'll see that this new fighting system is:

- Incredibly easy to master in short time! (People who have only been *shown* these moves — and never actually *done* them — have nevertheless had tremendous success in "crunch time"... with *devastating results* for their attackers!)
- So simple you can actually "learn it and forget it"... and yet it will be there for you whenever you need it! (There are only 6 components to the *entire* system... *less* to remember than most karate schools have for *one fancy kick!*) In fact, you can learn more intense fighting skills in one short hour than you'd learn in a *month* of "formal" martial arts!
- And yet these fighting secrets require no special strength, speed or coordination to get started! (*Everything* you need, Chris can teach you in about the time it takes to eat a big meal!)

I knew this was something you'd want to know about right away. This new system — Chris calls it "Combat JKD" — is *nothing* like those complicated "official" fighting systems... you know, the kind of "altered self-defense" used by guys in uniforms (who do all *their* fighting with automatic weapons in desert battlegrounds and jungles, and almost *never* hand-to-hand on pavement or on a porch or from inside a car... where *you'll* be needing the best skills you can get!). No. This is a *completely different way of fighting in the street*, where *you'll* likely be if you ever need help.

I think what Chris has is just perfect for guys like you and me. Perfect because you don't need to train much... you can use what you learn immediately... and (because it's so incredibly simple)...

You Will Face Any "Situation" With A Steel-Eyed Calm Confidence You've Never Experienced Before!

In fact, this "Combat JKD" Chris teaches is *so* different that the results of *real encounters* I've discovered by his students (so far he's only taught about two dozen people) are almost too amazing to be real. For example:

- A young man named Mike Farrell (who *maybe* weighs 160 pounds soaking wet) begged Chris to teach him his fighting secrets after Mike was jumped and beaten senseless by a gang of 20 black guys in a Denny's parking lot. Mike wasn't what you'd call a "good student"... but he learned enough so that, when a 230-lb. truck driver tried to take him down, Mike instinctively reacted with a single, indefensible move that sent the monster flying (literally, feet, body, hands off the ground!) backwards and into a steel door. People inside later said it sounded like a canon going off. *There was no need for any other action* — one quick move and the "fight" was over. "Hey," Mike told me, "this stuff really works!"
- A bouncer called "C.C" in a Mid-West bar was pushed outside by 3 drunks who didn't like being told to quiet down. Ordinarily, even an experienced bouncer would have had trouble in that situation, but in this case C.C. mangled the first drunk so quickly, and with such *off-hand viciousness and authority*, that the other two ran off. (A lot of would-be fighters run when faced with the terrible certainty of Chris's new fighting methods!)
- Recently, at a local "hip" hangout, a couple of steroid-pumped fraternity boys decided that because they were young, privileged and beefy and this one scraggly-looking guy *wasn't*, he deserved to be beat up. Wrong — the frat boys picked on one of Chris's students... and now they don't talk so loud anymore, don't strut like roosters. Two jerks, two simple moves (that didn't look like much, and certainly didn't cause Chris's student to break a sweat)... equals one fight *over with* in a couple of seconds!
- Perhaps *more relevant*, however, than all the stories I could tell you... is this: When Chris recently trained alongside a group of U.S. military Special Forces soldiers... I can't use their names (security reasons), but they represented the top schools of the Army, Navy... he received the *highest compliment* ever paid to a civilian by these hard-ass soldiers. One of the super-elite "18-Zulu" Group sergeants took the others aside (after watching Chris train for a bit) and told these top soldiers to never, *ever* mess with this guy... because...

All Their Fancy Hand-To-Hand Combat Training Wouldn't Earn Them An *Extra Second* In A Real, Balls-Out Fight With Chris!

I know what you're thinking — if this "Combat JKD" is so great...

Why Is It Still Such An Astonishing *Secret*!

The answer's easy. It's *not* secret — this new fighting system simply did not exist until a few short years ago... and the few people who do know about it are in no hurry to share their unique, viciously-effective secrets!

Chris Clugston — as far as I know — is the *ONLY man in the world* who was in a position to take modern fighting methods... and create new "twists" to them that are so innovative... so amazingly natural (you'll never feel awkward or have trouble learning *any* of it)... and so *instantly devastating*... that what he wound up with is an entirely NEW way to fight. *None* of his methods would be allowed in the boxing ring, or in a karate match, or in *any* kind of fight...

Where The "Rules" Say You Must At *Least* Give The Other Guy A *Chance* To Hit You Back!

This is the most honestly brutal, bam-*BAM*-and-you're-*done* kind of fighting you could ever imagine... and the best part is, it's *especially* easy for "non-fighting" types of people to master quickly!

That's because Chris Clugston spent a *lifetime* searching where no one thought to look for the simplest fighting secrets of the world. Here's the story:

- Streetfighting has been his overriding passion since he was 12 years old. (He earned black belts in 5 different martial arts before he was 20!) He even learned 7 languages so he could travel the world and uncover new styles of fighting and techniques *that hadn't reached the U.S. yet!*
- In East Germany, he worked his way inside the *most elite scientific-research organizations in the world.* The Soviets have training systems for hand-to-hand combat that are *light-years* ahead of us... with amazing techniques...

That Actually "Imprint" Brutally-Effective Fighting Skills *Directly* Into Your Nervous System!

- It's like *loading a computer with raw data*... so, *without conscious effort*, you can "download" amazingly advanced skills straight into your body's muscles and nerves in an incredibly short time!) The result is a shortcut in your "learning curve" — which means you can learn in *hours* what others need *years* to master!
- Chris fought professionally for over 8 years (*twice* as long the average pro)... becoming one of the world's most *accomplished* fighters! (He was Number One World Rated in Shoot Boxing for 1991-1992... American Kickboxing Colorado Champ for 2 years... as well as Maximum Total Light Heavy Champ, *despite* fighting in a higher weight class!)

He also won over 50 vicious, no-rules streetfights during this time. This is how he realized how *stupid* it is to master any martial art style that has rules (no kicking in boxing, no strangling in wrestling, no head-punches in karate... and ridiculous time-limits in all of them!). The *real* world of streetfighting *has no rules!* Even the most brutal-looking "official" fighting systems can actually get you *killed* in the street... and the "confidence" you get from years of dedication to any formal training...

Is A Total Sham!

- And then, about a decade ago, Chris was invited to "try out" with perhaps the most secretive group of people in the U.S. — a small,

almost fanatical "fringe" bunch of fighters who had developed a combat-oriented system that emphasized simple moves... and brutally-quick endings to every fight. (This is about as far from "sport" fighting as you can get!) *No one* gets into this "secret society" without a personal invitation... and the initiation rites are too astonishing to even talk about here.

Nevertheless, this "over-the-top" fighting style was what Chris had been searching for! But because of his travels... his Soviet training... and all his professional insights... plus all the "official" martial art know-how he had... Chris brought something NEW to the table that even these hyper-secret fighters didn't understand.

What Chris discovered was this: Even the most *cutting-edge* fighting styles (like the ones used by the military) were still shackled with moves based on centuries-old situations involving fencing, stick-fighting and ritualized combat! These systems, though seemingly "modernized", still use only about 75% of your maximum fighting ability!

So he really had no choice. He was *forced* to create an entirely NEW fighting system... one that took the simplest moves of the best styles... and "blended" them with the scientific insights of the last few years to make...

A Natural, Utterly-*Simple* Fighting System That Can Defeat Any Other Fighter Instantly!

Of course, using this new system is not going to make you any friends. Everyone, it seems, *hates* Chris — martial artists hate him because he shows their formality up as *total B.S.*... boxers and wrestlers hate him because all their neat skills *vanish* before the onslaught his new style throws at them... the military guys hate him because they're embarrassed that a civilian "aced them out" on the advanced Soviet fighting technology (which they *still* don't understand)... and other streetfighters hate him because they *can't strut their stuff* around him.

No one argues with Chris anymore. Not elite military soldiers... not thick, muscled boxers... not murderous street-gang fighters. Because Chris doesn't like to "talk", he likes to "walk". He only has one thing to say to anyone who challenges him:

"Let's Go Outside And Fight Right Now!"

And, for the last few years, *no one's* had the guts to *do* that. He as an OPEN CHALLENGE out to *anyone* who thinks they've got a better system. Come on out and scrap with me, he says. They refuse. Chris Clugston's "Combat JKD" has changed streetfighting *forever*.

You will understand *why* when you see — for yourself — just what this amazing new system is all about. It's the chance of a lifetime for anyone interested in learning fighting skills that immediately "catapult" you in the *highest levels* of the fighting world, practically overnight!

This is what's in it for you: Chris has instructed me to give you an opportunity *no one else in the United States* will be offered, *ever*. He wants you to see his new "Combat JKD" system in action... in a complete, "uncensored" form that the rest of the world will never even hear about... learn the basic (simple) moves yourself... see how it "fits" on you, and if you like it... *and do it all without having to risk a nickel of your own money!*

He's doing this because, finally, he's fed up with all the "hype" and hysteria out there about the "military-oriented" fighting systems now flooding the market. He knows his new stuff will make those Navy and Army-sponsored systems look *silly*... with less fuss, less learning time, and more power than anyone would believe. He wants to show *you*... so there will be *no doubt in your mind whatsoever*... that "Combat JKD" has changed fighting forever. And all the secrets of it can all be yours... *as soon as you want it!*

Here's how it works: A few weeks ago, Chris submitted himself to a grueling week-long video session, where he revealed — *on tape* — all the most closely-held secrets of his new fighting system. It's the best I've ever seen.

Now, I've been producing self-defense tapes for several years now — including ones by the guys who train the U.S. Navy SEALS, Army RANGERS, big-city police SWAT teams, and even agents in the FBI and CIA. I've used the same film crew for most of these videos. They've seen the BEST... but they were *totally unprepared* for what Chris had to show them. My crew couldn't get enough. (They even stayed after-hours — without pay — just to get a few personal tips from Chris!) I've never seen such intense interest by jaded, "seen that, done that" cameramen and sound guys before!

Most of the crew were *NOT* avid karate or self-defense fans themselves... but when they saw Chris in action they all told me, at the same time...

This Was, Finally, The Simple Yet Utterly Effective "Lazy Man's" Answer For 100% Self-Defense They'd Been Looking For!

They saw — as you will, too — that what Chris teaches can be mastered in the *shortest time humanly possible*... and yet obviously has exactly the kind of vicious fight-ending skills a "normal" man could ever hope for.

You'll see what I'm talking about. Even if you only "scan" these videos once, you'll be changed forever! There are nearly 4 hours of tape here, on two power-packed video cassettes. It's information that was completely unavailable just a few weeks ago, to anyone except the few "insiders" who knew Chris personally. Yet, with the advantages of slow-motion, rewinding and multiple camera angles (we used a state-of-the-art recording studio down in San Diego)... you actually get a better and more complete education, in a *shorter* time, than any of Chris's personal students!

You'll get it *cheaper*, too. Chris only takes a few students on every year, and they pay outrageous fees to get their personal education in "Combat JKD". It's an enormous risk, financially, for him to offer his secrets so inexpensively to you... but, frankly, he's so angry at all the bogus fighting information out there, he doesn't care about his high fees anymore. This is now a matter of pride... as a man, you can *easily understand* where Chris is coming from.

Look — here's just a "taste" of what you're about to learn:

- How to use the *billion-dollar secret training technology* developed by the Soviets (which put their athletes light-years ahead of anyone else) to put your fighting coordination and speed "over the top"... even if you haven't got an athletic bone in your body! ■■ Why you should *never* use your fist in a real street fight! (Even trained fighters make this crucial mistake... and risk serious injury that's 100% avoidable!) There's a *better* way to do more damage, quicker, with *no risk of hurting yourself* at all! ■■ A "lazy man's" training technique that's so simple, you can *master devastating moves* while watching TV! ■■ How to "expand" your 5 senses so you see *everything* happening around you, *all the time* — it's like having eyes in the back of your head! (This trick can save you enormous amounts of danger and trouble... and make you virtually *undefeatable* in any head-to-head fight!) ■■ Secret "2-minute" training techniques (that's all it takes!) that are guaranteed to make you look ridiculous... but which will pump up your fighting ability (and confidence) 1,000% almost overnight! ■■ New (and *simple*) exercises that actually *install* animal quickness and viciousness directly into your muscles and nerves... leaving it *locked* there until you need to spring it loose! (Go from calm to *frightening* in a split second, whenever you choose... or whenever you're threatened!) ■■ The "energy conservation" rules of fighting almost *every* street fighter breaks... leaving you a devastating opening *10 seconds* into any fight no one else will see! ■■ How to use the "two second" stalking test to see how trained your opponent is... and *what* he's trained in! (Crucial information to end the fight when you choose!) ■■ The hyper-advanced new fighting stance that *negates all others*... putting you in a position to keep boxers, wrestlers, and even the dirtiest fighters on the planet off-balance until you decide to strike! (They'll *never* get "settled" enough to hit you!) ■■ How to *never again* feel uncontrollable emotion (or even sweaty palms) in a tight situation... and how to channel all your adrenaline into purposeful energy that will charge you up like a *bomb*! ■■ Why your *best fighting moves* will come completely naturally... forget all that martial art nonsense about needing to train for years to do complicated moves! (The best fighters in the world use only a few simple moves... and routinely knock around karate dudes like they were children!) ■■ How to use the devastating "pop up" push taken from the way tigers hunt in the wild... so effective a *90-lb. woman* can use it to send a Sumo wrestler tumbling! ■■ What to watch when you're eight feet apart (it's NOT his eyes — a terrible mistake most fighters make that gets them hurt)... and what to watch inside the two feet "crunch time" zone... to keep you a precious step ahead of even *superbly-trained fighters!* ■■ The number one "Dirty Trick" of fighters who want to *decisively* end a fight as soon as possible! ■■ A ridiculously-simple two-finger takedown that will instantly bring any opponent, of any size and weight, to his knees! ■■ Leverage secrets (known *only* by students of Clugston's) that multiply every

pound of your weight ten times, giving you "Godzilla" advantages against even a much-heavier opponent! ■■ How to correctly use the "scissor choke" — which 99 of 100 fighters do so incorrectly it actually puts them at risk (instead of providing the fight-ending *certainty* you can have doing it right!) ■■ A 1,000-year-old move (which all but a handful of martial artists never learn about) that will end the fight instantly once you get to the ground... even faster than the most *famous* ju-jitsu move! ■■ How to handle worst-case scenarios: when you're surprised, caught in completely undesirable places, outnumbered... and *worse*! ■■ How to easily and *effectively* destroy your opponent's "wheels"... and why the *standard* karate knee kicks are doomed to fail 7 of 8 times (leaving you exposed and ready to go *down*)! Chris's understanding of "knee take down" fighting is *unsurpassed* by any other fighter on the planet... and he can show you how to *never* be without this fight-ending "out"! ■■ How to master the unbelievably-devastating secrets of the "Axe Kick"! ■■ Instant arm-locks that disable your opponent and let you decide what's next! (Including how to master the *most painful and effective arm lock* a human can suffer!) ■■ The secret of correct head butts — it's *not* what you've seen the military guys doing! (If you ever use the *wrong* method, you'll *split your head open*... proof most of those military guys have *never* been in a real hand-to-hand fight!) ■■ The one take-down move you will have open to you *every time* a attacker strikes... so simple, so easy to remember, it's like walking around with a cocked and loaded gun! ■■ The "can't lose" kick that does incredible damage *even when you miss completely!* (One of many "fail safe" moves Chris teaches!) ■■ Head-on moves that will *separate you from the boys* in the first second of the fight! (And send even the craziest attacker *running*!) ■■ How an untrained fighter tips himself off! ■■ Your single best "one answer" move in *any* confrontation — if you never learn anything else from Chris, *this* move will assure you survive almost any one-on-one fight you get into... even with trained fighters! (*And it's so simple you don't even have to practice it very much!*)

And more... including details so "sensitive" I wouldn't dare list them here for you!

PLUS... you get a very special FREE bonus that Chris wants you to have and KEEP as his gift. It's a hour-long video he shot about knife-fighting — and, just like everything else he teaches, it's unlike anything you've ever seen before. Chris has been in knife fights... and he learned crucial new information that no other knife-fighter on the planet even has a clue about! No one wants to get in a knife fight... because your chances of surviving without getting cut are not good. But the knife has become such a common "tool" of the criminal attackers, *you absolutely need this advanced look at fighting with knives*... including bare-hands against a knife, and knife-against-knife.

The hyper-advanced fighting skills you learn from Chris have *already helped other people just like you*... in the most dangerous, out-of-control situations you're ever likely to face in the street! You can't walk around in a suit of armor, bristling with guns and knives and hoping you "look" threatening enough to avoid trouble. However, with Chris's help...

You Can Have A "Built In" Protection Device More Powerful Than Guns and Knives... Your Own "Inner Bodyguard" Trained To Devastate Anyone Who Attacks You!

People who have experienced Chris's training methods report a deep and permanent change in their lives. It's as if Chris has helped *install another person* inside you... a stronger, more *vicious* and unafraid warrior who won't hesitate a second to eliminate (with all the force necessary) any danger to you!

This is not like the training terrorists go through, however — that turns them into savage beasts that cannot be absorbed back into civilization again. Far from it... Chris's training techniques leave you normal and centered (much like a fighting master should be)... your same old lovable self...

Until The Time You NEED To Unleash That Brutal Warrior Inside You!

It's not even a conscious process! Imagine having little *danger-sensing antennae* (like a Geiger counter) inside you that leap into action even before you consciously understand you are in trouble!

Imagine having the *inner peace and confidence* to be relaxed anywhere in the world... knowing your training and mastery has placed you among the most viciously-effective fighters on the planet if trouble occurs!

You can't *buy* that kind of confidence for any amount of money...

But You CAN *Earn It*... With Chris's Help!

So how much is Chris's video course going for? It's cheap — *less than you'd pay for two lousy lessons at the local karate school*... less than a big meal for two at a fancy restaurant... less, even, than a decent pair of cowboy boots! Ask anyone who has trained with Chris... they'll tell you how foolish it is to quibble over a few dollars when the result is *learning the most effective fighting skills on the planet!*

Here's what you need to do now: Call 1-800-294-9602 and tell the operator you want to order Chris Clugston's "Combat JKD" video course, Dept. CG-65. It's important to tell them that code, too — *don't forget!* You can use your credit card. The price for this amazing 2-video tape package (plus your FREE bonus tape on knife fighting!) is just $97 plus $4.50 shipping and handling. (Total: $101.50) Or, if you prefer to pay by check or money order (payable to Underground Streetfighters Association), simply fill out the enclosed Priority Order Form and send it with your payment to the USA offices at 606 East Acequia, Visalia, CA 93292. Either way, your tapes will be rushed out to you by return mail as soon as we receive your order.

But remember — you get Chris's personal guarantee on this: Watch the tapes, at your own pace, in your own home, and learn everything he has... for a full 3 months without risk. Treat the tapes as hard as you like — they're yours for the entire 3 months. If, at the end of that time, you aren't 100% convinced you've just been training in the most advanced fighting skills you could ever have, simply return the 2 tapes and Chris will see that you get an *immediate refund* of your purchase price. No questions asked. No nonsense... and Chris will still consider you a friend. He respects you enough to let you decide for yourself.

But — even if you decide to return the tapes for a refund, you can still KEEP the bonus tape on Knife-Fighting (worth the price of the entire package just by itself!)... as Chris's gift to you, just for giving his videos a look.

That's more than fair... and if you're *serious* about learning fighting skills you can use, wherever you find yourself in trouble... *this is a must-have course!* So far, only a handful of "insider" students (with deep pockets) have gotten this kind of acute attention from Chris.

Here's your chance... if you believe you've got what it takes... to become a master of that same secret fighting technique. Call now.

Sincerely,

Robert Pierce
President,
Underground Streetfighters Association

Priority Order Form For *MUSCLE & FITNESS* Readers Only!
For The *Fastest* Service Use Your Credit Card And Call Toll-FREE
1-800-294-9602 (Ask For Department CG-65)

❑ **YES!** This sounds *exactly* like the kind of fighting system I've been searching for — easy to learn, simple to execute... and so *brutally-effective* that my confidence levels will soar beyond anything I've ever dreamed! Plus, I have nothing to lose by ordering now — with your **100% Money-Back No-Risk Guarantee**, I get a *full 3 months* to use these videos as my own... and if I'm not *completely and utterly satisfied*, all I have to do is return them for a total refund of my purchase price! That's a great deal. So please *rush* me the 2-video set (*over 3 hours of intense fighting secrets!*)... plus my *FREE bonus tape* on knife-fighting (which I get to KEEP as a gift even if I decide later to return the rest of the set)! Here is my address and how I wish to pay:

❑ I prefer to pay by credit card. Please charge my:
❑ Visa ❑ MasterCard ❑ American Express ❑ Discover

❑ Enclosed is my Check or Money Order
(Make payable to Underground Streetfighter's Association)

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"You'll Gain New Muscle Size and Strength, or This Book Is Free!"

Now, here's a deal you simply can't refuse! *Muscle Media's* strength-training guru, Charles Poliquin, has recently completed his best weight-training book ever—it's called ***The Poliquin Principles: Successful Methods for Strength and Mass Development***, and it contains some of the most amazing information on training for greater size and strength you'll find anywhere!

Coach Poliquin is so confident his techniques will help you make greater gains in size and strength faster, he's putting his money where his mouth is! He's giving you a 30-day no-risk opportunity to review his book, apply his principles to your own workouts, and then judge for yourself how much size and strength you gain.

If you're not absolutely amazed by how much *The Poliquin Principles* helps increase your bodybuilding gains, keep the book, and you'll receive a complete refund of your purchase price—you risk absolutely nothing! (Obviously, Coach Poliquin feels *very strongly* about the cutting-edge information in his new book, or he wouldn't even make an offer like this because he'd lose money!)

For over 15 years, Charles Poliquin has coached elite world-champion athletes of all kinds, including: bodybuilders, football players, ice skaters, skiers, basketball players, hockey players, etc. He currently trains 120 world-class athletes. His list of VIP clients has also included world-famous celebrities, royalty, and hundreds of fitness buffs from all walks of life. He's lectured extensively at international conferences for the National Strength and Conditioning Association, the Australian Collegiate Strength Coaching Council, the Australian Institute of Sport, the Canadian Olympic Association, the New Zealand Coaching Foundation, the World Swimming Congress, and the International Skating Union. Coach Poliquin's national seminars regularly sell out, and his clients gladly pay up to $300 an hour for his expert tutelage!

Here's an Example of the Type of Information You'll Learn by Reading *The Poliquin Principles*:

- Confused by how many sets and reps to do? If so, carefully review Chapter 1; you'll discover amazing new facts about the science of sets, reps, and workout design! If you're a "3 sets of 10" kind of guy, you definitely need to read this chapter, now!
- Discover *exactly* how long you should rest between sets—is it one minute, two minutes, three minutes, or more? Coach Poliquin tells you the answer!
- How often should you train each body part—once a week, twice a week, or every other day? Read Chapter 4, and you'll know!
- Discover how you can apply an ancient Japanese philosophy to make your modern workouts even more effective!
- Confused about which supplements might boost your exercise performance and recovery? If so, check out Chapter 7! (Yes, creatine works, but that's not all!)
- Frustrated by slow-growing calves? If so, give the workout in Chapter 10 a try! Coach Poliquin reveals his secrets for turning calves into cows!
- Discover how a basic, almost forgotten exercise "smokes" virtually every new-fangled lat-training machine you've ever used! Now you can build a wider, thicker, more muscular back in record time!
- No matter what your goal—whether you're looking to build wider shoulders, thicker pecs, more muscular arms, or rock-hard abs, Coach Poliquin gives you step-by-step instructions on how to achieve your goal—how to build the body you want!

Here's what *Muscle Media* Executive Editor, Bill Phillips, has to say about Coach Poliquin's new book:

"There are a lot of self-appointed weight-training experts around today; in fact, there are literally hundreds. Many of them are full of hot air, to say the least. Coach Poliquin, on the other hand, truly is an expert!

"In actuality, he's more like a magician than a strength coach—his weight-training tricks are truly amazing!

"After having the chance to train with him, one on one, and learn his Poliquin Principles, I've been able to increase the effectiveness of my workouts, which has resulted in significant gains in size and strength.

"Coach Poliquin was even able to teach me how to not just work through training injuries but actually *cure* them!

"After you have the chance to apply the cutting-edge Poliquin Principles to your workouts, I think you'll be amazed by how prehistoric your workouts have been!

"I enthusiastically recommend *The Poliquin Principles* to every serious weight-training athlete and bodybuilder. Coach Poliquin is one of only a small handful of weight-training mentors who I believe truly deserves the title of *expert!*"

Remember, Coach Poliquin is so confident his new book will help launch your gains in size and strength to the next level that he'll give you the book **FREE** if it doesn't help you make amazing gains!

So, what are you waiting for? Pick up the phone and order *The Poliquin Principles* today! The number is **1-800-615-8500** (Dept. #8844). (Even the call is free!) ***The Poliquin Principles*** is a 151-page book which features 73 photographs and costs only $39.95 plus $3 shipping and handling. Remember, if you aren't amazed by the way ***The Poliquin Principles*** boosts your bodybuilding gains, this book is free! With an offer like this, you can't lose!

YES! Send me a copy of Coach Poliquin's book ASAP! I understand I have 30 days to give Coach Poliquin's techniques a "trial run," and if I haven't gained new muscle size and strength after giving his programs a solid effort, I can keep the book and get all my money back! On that basis, here's my order!

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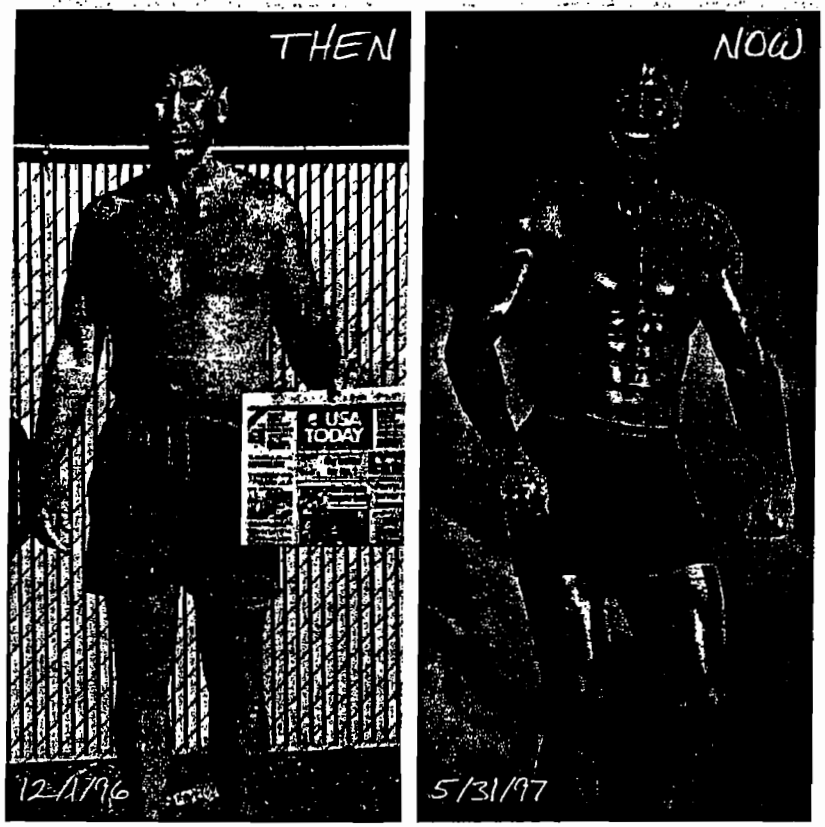
"How I Lost 22 lbs of Fat, Gained 10½ lbs of Muscle, and Completely Resculpted My Body!"



If I CAN DO it, SO CAN you!

Dear Friend,

Have you ever wondered if it's **really** possible to make **phenomenal** changes in your physique—to build a lean, strong, muscular body? If so, I'm telling you now, loud and clear, the answer is...

Yes! It is possible to strip off virtually all your unwanted bodyfat!

Yes! It is possible for you to pack on slabs of ripped muscle mass!

Yes! It is possible for you to completely change your body, no matter what shape you're in now!

I'm living proof!!

Hi, my name is Drew Avery. Those are my "before and after" photos above. I'm a 34-year-old financial officer from Albuquerque, New Mexico, and until recently, I looked like "Mr. Ordinary." I was a total "Average Joe" who had never been in good shape before.

The truth is, I hated the way I looked. I was embarrassed to take my shirt off in public. I was afraid people would laugh at me. I desperately wanted to improve my body—to look like an athlete.

Looking at my before picture, you might have a hard time believing I had been working out for over four years! (Yeah, yeah... I know... **it didn't show.**)

I was exercising, using supplements, and **trying** to build a lean, muscular body, but I was getting nowhere. Once in a while, I'd try something new and "kind of" notice a difference—I could almost see my muscles, but within a week or two, the gains would fade and so would my enthusiasm.

A month or two would go by, then I would try again. I'd buy some new supplements and follow one of the "champion's workouts" promoted in the popular muscle magazines. Each time, despite my efforts, I would get frustrated with my lack of progress and lose focus.

But, I'm not writing this letter to tell you about my failures...

I'm Writing to Tell You How I Finally Achieved Success! How I Dropped 22 lbs of Fat While Gaining 10½ lbs of Solid Muscle Faster Than I Ever Thought Possible!

Listen, I realize I'm still far from being the best-built guy in the world, but that's not important. **What matters to me is I achieved my goal of building a lean,**

(continued)

muscular body—one that stands out in a crowd! A body I can be proud of. (I can actually see my abs now. I didn't even know I had any!)

I've never had so many people compliment the way I look and ask how on earth I made such an extraordinary change in my physique in such a short period of time. I'm guessing you might be wondering the same thing. If so, please read the rest of this announcement very carefully. **I'll tell you how my "secrets to success" may very well help you build more muscle, lose unwanted bodyfat, and transform your physique too!** (I'm almost certain what worked for me will work for you!)

Here Are the Three Keys to My Recent Bodybuilding Success:

First, I set a realistic, specific goal. I didn't just say, "I want more muscle and less fat." I determined exactly what I wanted and wrote it down. (At the beginning of my recent program, my goal was to gain 10-15 lbs of muscle and get my bodyfat down to 6%. And, that's almost exactly what I achieved!)

Second, I found something to get me motivated. What really got me fired up was competing in the EAS Grand Spokesperson Championship (a self-improvement contest sponsored by Experimental and Applied Sciences). What gets you fired up might be a contest of some kind, or **maybe you're just fed up with not having the body you want and are ready to do something about it!**

Third, I developed a good plan. I learned the hard way that even if you have a goal and you're "on fire with desire," if you don't know what to do to reach your goal, or **if you follow the wrong plan, you'll end up disappointed and frustrated.**

Believe me on this one, folks—for years, I could have been the "poster boy" for bodybuilding failure. I was beginning to lose all hope I'd ever get in great shape. In fact, I was on the verge of giving up. But, fortunately...

I Recently Discovered a Plan That, Combined With Goal Setting and Desire, Produced the Amazing Results You See in My After Photo!

My "plan of attack" for stripping off slabs of ugly bodyfat and gaining muscle mass is basically a training, nutrition, and supplementation program I learned from reading this magazine, and Bill Phillips' book the Sports Supplement Review™, with a few little twists of my own.

Through reading Bill's material, **I discovered that the program I was following was all wrong.**

Recognizing this was very important—it helped me understand why I was not making progress on these routines. (I was beginning to think there was something wrong with me!)

Bill advised that I follow the training routines in Muscle Media®, which were designed for drug-free bodybuilders. I gained invaluable advice from Muscle Media writers, like Keith Klein and Charles Poliquin, that enabled me to devise an effective program.

Bill's Sports Supplement Review helped me understand the very confusing world of bodybuilding supplements. After reading this book, I could see why all the "weight gainers," amino acid tablets, "fat burners," and "steroid replacements" I had been taking over the past four years didn't work.

I also learned a lot about EAS and how they invest hundreds of thousands of dollars in university research to investigate the effectiveness of their supplements. Once I had access to the facts, it was easy to understand why EAS is now the #1 sports supplement company in America, **but I was still confused about which EAS supplements to take, when to take them, and how to get the most "bang for my buck."**

So I wrote to Bill and explained my situation. I let him know that although I made a pretty good living and was very serious about building a better body, I could spend only so much money on supplements.

Also, sometimes I have to work 12 or more hours a day, and I knew from past experience, if my supplement program gets too complicated, I can't follow it regularly. (I'm not a full-time bodybuilder, so I had to make this program simple and easy to follow.)

Bill Suggested I Try These Three Supplements:

- **Myoplex Plus Deluxe™**—EAS' new total-nutrition supplement which is **five supplements in one: a meal-replacement powder, a whey protein** supplement, **CLA™, V2G™,** and **GKG®.**
- **Phosphagen HP™**—EAS' popular high-performance **creatine** supplement. (By the way, despite the ridiculous claims you see being made by some other creatine distributors, **Phosphagen HP is the ONLY creatine supplement which has been shown in university studies to increase size and strength and improve athletic performance above and beyond regular creatine!)**
- **BetaGen™**—EAS' unique drink mix which contains **HMB, creatine,** and the amino acids **glutamine** and **taurine.** I had read about HMB; I was aware numerous scientific studies have shown **it helps increase the positive effects of exercise—accelerating gains in lean body mass, and it may very well accelerate fat loss too.**

This seemed like a logical program, so I decided to give it a try. I called EAS and ordered a supply of each of these supplements. I was optimistic but figured if the supplements didn't work, I could get a refund because...

EAS Is So Confident About the Effectiveness of Their Supplements, They Offer a Lifetime Money-Back Guarantee!

Just two days later, the order was delivered to my doorstep by Federal Express. After experimenting with these products for a while, I had an idea—**I decided to try mixing all three of these supplements together.** I put a serving of strawberry cream **Myoplex Plus Deluxe** in my

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Second half of Re-elect America tour cancelled

Dr. Balint Vazsonyi has cancelled the second half of the Re-elect America tour. Sponsored by the Potomac Foundation, the nationwide bus tour was visiting every state capital to promote a national discussion on the principles that have made America free and prosperous.

Vazsonyi will now devote his energies to production of a special documentary, which will have the same objectives as the tour and reach many more Americans than is physically possible in the course of a bus tour.

The tour visited Indianapolis, Apr. 12, an event hosted by the Indiana Department of The American Legion. During his visit, Vazsonyi expressed his firm conviction that "the principles that unite us are stronger than the issues which divide us."

After fleeing his native Hungary in 1956, Vazsonyi went on to become an accomplished historian, author, professor, concert pianist, entrepreneur and now civic leader in America. Vazsonyi jokes that he's "still trying to figure out what to be when I grow up."

But if he's uncertain about his next vocation, there's no doubt in his mind about what makes America great – the rule of law, individual rights, security of property and a common identity. These comprise what Vazsonyi calls the "compass points" of the United States of America.

The Indianapolis tour stop opened on the steps of the state capitol building, where Gov. Frank O'Bannon and other local officials joined National Adjutant Robert Spanogle and Department Commander Richard Tonkel in applauding Vazsonyi for his work on behalf of America.

The tour's red-white-and-blue bus then headed to the Hudson Institute, which held an academic roundtable with Vazsonyi as its keynote speaker. Vazsonyi weighed in on the emotional issue of flag desecration at the Hudson forum. "Saying and doing are not the same thing," he said. "The Supreme Court has no authority to declare that something people do is the same as something people say."

The civic activist finished the long day of events by leading a "We the People" Forum at the Indiana War Memorial. Representatives from the Indiana Civil Liberties Union, National Association for the Advancement of Colored People and the Indiana University-Purdue University faculty joined Vazsonyi at the meeting.

National Adjutant Robert Spanogle expressed both disappointment and optimism upon learning that the tour had been canceled. "While it is regrettable that many Department will not have the pleasure of working with this distinguished American," Spanogle said, "I have no doubt that each of you will continue to work to foster the goals of the Re-elect America tour."

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Amazing Diabetes Improvement

(SPECIAL) – Here's important news for anyone with diabetes. A remarkable book is now available that reveals a medically tested method that normalizes blood sugar naturally...and greatly improves the complications associated with diabetes. People report **better vision, more energy, faster healing, regained feeling in their feet**, as well as a reduction of various risk factors associated with other diseases.

It's called the *"Diabetes Improvement Program"* and it was researched, developed and written by a leading medical researcher. It shows you exactly how nature can activate your body's built-in healers once you start eating the right combination of foods. It works for both Type I and Type II diabetes and it can reduce, and in some cases even eliminate, the need to take insulin. It gives diabetics control of their lives and a feeling of satisfaction that comes from having normal blood sugar profiles.

The results speak for themselves. The *"Diabetes Improvement Program"* is based on research that is so new most doctors aren't aware of it yet. It tells you which delicious foods to eat and which to avoid. It also warns you of the potential danger of certain so-called "diabetes" diets. It's been proven amazingly effective time and time again...and works so fast you can begin to feel improvement in a matter of days. The *"Diabetes Improvement Program"* is based on documented scientific principles that can:

- **Eliminate ketones and give you more abundant energy**
- **Make blood sugar levels go from High Risk to Normal**
- **Stimulate scratches and scrapes to heal faster**
- **Improve eyesight**
- **Improve your balance**
- **Help numb feet regain a level of feeling**
- **Reverse neuropathy and resultant heel ulcers**

Improvement can be seen in other areas as well, such as **lower blood pressure, lower cholesterol** and **reduced triglyceride levels**. There has also been a reduction of other risk factors associated with: **heart attacks, stroke, retinopathy, kidney damage.**

What's more, it can help improve **short term memory** and make you feel **more alert** and **no longer chronically tired.** Improvements and even total cures of **double vision** or *diplopia* may also be experienced.

If you or someone you know have diabetes, this could be the most important book you'll ever read. As part of a special introductory offer, right now you can order a special press run of the *"Diabetes Improvement Program"* for only $12.95 plus $2.00 shipping. It comes with a 90 day money back guarantee. If you are not 100% satisfied, simply return it for a full refund...no questions asked.

Order an extra copy for family or friend and SAVE. You can order 2 for only $20 total.

HERE'S HOW TO ORDER:

Simply PRINT your name and address and the words "Diabetes Improvement" on a piece of paper and mail it along with a check or money order to: THE LEADER CO., INC., Publishing Division, Dept. , P.O. Box 8347, Canton, Ohio 44711. VISA or MasterCard send card number and expiration date. Act now. Orders are fulfilled on a first come, first served basis.

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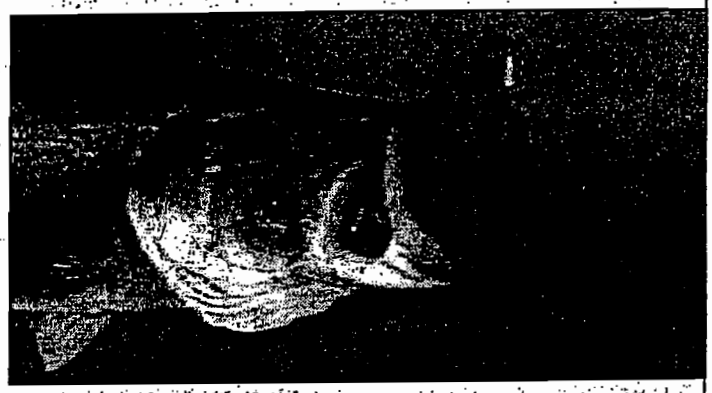
New lure out-fishes live bait 3 to 1; could be banned from tournaments.

Automatically simulates movement of a live worm

Size of prizes may spur regulation against it



One bass tournament recently awarded a first prize of $600,000 for a catch much smaller than what the new lure caught in its first contest. Another tournament offers a first prize of $1,000,000. Champion bass fishing has gotten so rewarding tighter controls on equipment may be required to isolate a fisherman's skill.

By Charlie Allen

VERO BEACH, FL — In a recent bass competition near this Florida coast town, a champion fisherman used an imitation lure not yet on the market and humbled another champion who was using live bait. Both were in the same boat under the supervision of official observers. The new lure caught three times more bass than the live bait.

The size of the lure's win is great news for anyone who loves fresh-water fishing, but because bass tournaments are getting richer and richer, a new issue arises. Should such a lure be allowed in competition where prizes have reached the $1,000,000 level? Most tournaments already prohibit live bait, and this new lure out-fished live bait three to one.

I asked one of the sponsors of the Vero Beach contest why the lure was so effective, and about its future in tournaments.

The key to $1,000,000 – constant movement

"The Walking Worm™ (the lure's name) works because fish love worms more than any other food. Worms are scale-less and easier to digest than other live bait. To a fish they're a treat. But they must be alive, and that means movement. If a worm or any other prey stops moving for a moment, as regular plastic worms do, fish smell a rat. They know it's a fake. Even if the prey resumes moving, say, when a fisherman reels in a regular plastic worm, it's too late. Their mind's made up.

"Ichthyologists—a fancy word for a fish professor— say that constant movement excites a predatory response in a fish. They strike because they're programmed that way. Constant movement presents a temptation so overwhelming it triggers larger, less aggressive fish to strike, even fish that have just fed.

"The Walking Worm's genius is a multi-flex construction that traps air between tail segments. This causes the worm's tail to constantly curl, as if it were strolling across the bottom or through middle or top water. To a bass or other predatory fish, this constant curling is ice cream. They go berserk.

"I was recently down in Alabama where I saw three imitation lures – crank bait, a plastic worm and the Walking Worm – dropped in a huge fish tank with bass in it. They swam right by the other two then darted for the Walking Worm. Why? Well, the crank bait was moving, but it wasn't a worm. The regular plastic worm looked tasty, but it stopped moving for awhile when it hit the bottom and that convinced the fish it was dead. To the bass, the Walking Worm was a juicy live worm, and they went for it hook, line and sinker, literally.

Inventor Scott Wilson and a young friend display their catch. Scott's new lure releases more energy than exists in still water, causing it to constantly curl like a live worm.

Some feel it could be banned from bass tournaments.

"Yes, I suppose the Walking Worm could cause some regulation. The money is so big now fisherman will look for any advantage. The Walking Worm caught more bass today in an hour than the winner of a $600,000 prize caught over in Cypress Gardens. Now there's a $1,000,000 prize coming up. If I were eligible for that tournament, I know what I would use."

The Walking Worm™ can be Texas or Carolina rigged. It's not on the market yet, but if you contact the factory direct, they will send you a box of 30 worms in either June Bug, Pumpkin Seed, Electric Blue, Red Shad/Green Fleck, Black/Red Fleck or Watermelon Seed/Red Fleck. (One color per box.) One box costs $19.95, two or more cost only $18.00 each. All six cost only $89.00, a $30.70 savings off the single box price. Shipping is only $5.00 no matter how many boxes you order.

To order call **1-800-873-4415** anytime or day and have your credit card ready. Or send your name, address and a check (or your cc number and exp. date) to NGC Sports **(Dept. WN718)**, 60 Church St., Yalesville, CT 06492. Specify the color(s) you want. CT and NY add sales tax. There's a money-back guarantee, if you return your purchase within 30 days.

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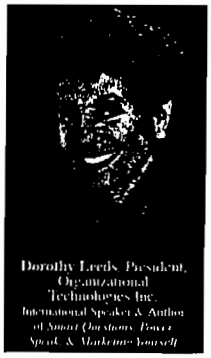

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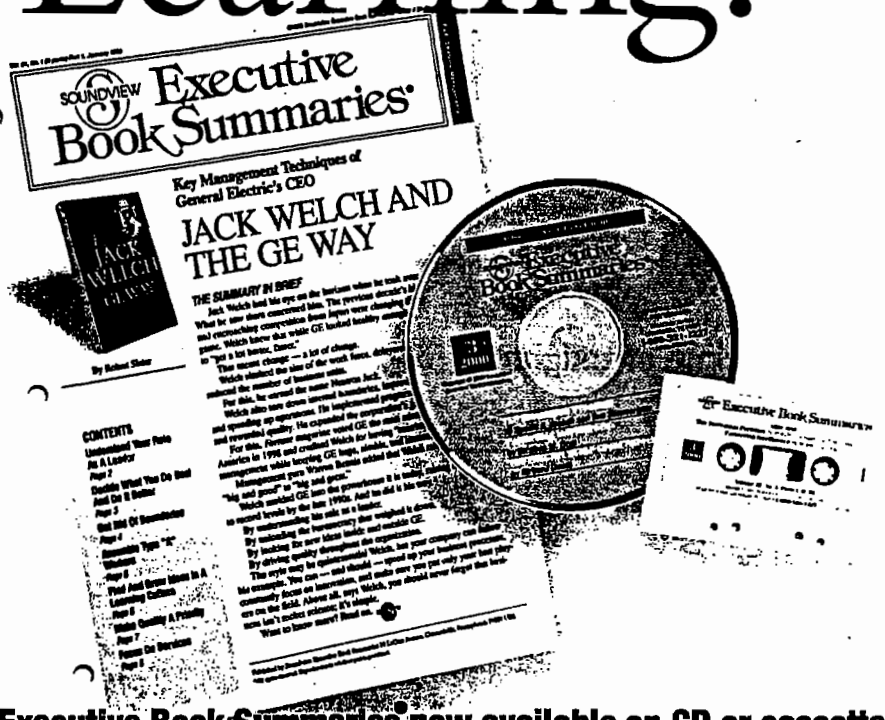

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SUCCESS CIRCUITS

type of information that was demanded—that is, whether the request was for verbal concepts, visual images, auditory memories—the eyes naturally and subtly shifted in particular directions, although this movement aided the accessibility of the data.

A similar study at Yale University asked volunteers questions like: "What color was your first bike?" "How many rooms in your apartment?" "Picture how Lee Harvey Oswald was shot." Once again specific eye shifts were noted by psychologist Bonnie B. Meskin and Jerome L. Singer, the researchers.

When you wish to activate visual memory, you can do so most effectively when your eyes are in the upper-left position. For auditory memory, look laterally left.

DeVore synthesized the findings from studies like these, and concluded that since the eyes apparently act as a trigger to open up certain types of sensory recall, then by consciously and intentionally moving the eyes in particular directions, you could fortify and strengthen your ability to instantly recall certain types of information. In "The Neuropsychology of Achievement," DeVore defines nine specific eye positions which arouse the nervous system and allow a person to fine-tune and tap into the images he has already created.

If you're right-handed for example, DeVore has discovered that when you wish to activate visual memory, you can do so most effectively when your eyes are in the upper-left position. For auditory memory, the eyes should look laterally left. Emotions and feelings can best be tapped with the eyes in a lower left position. Body motions are accessed when the eyes are shifted lower right, and on and on. Thus, when you're trying to conquer that fear of speaking, for example; if you precede your trip to the podium with the proper eye movements, you can instantly draw upon your storehouse of positive imagery of a successful, confident public address.

"We have the university research and our own experience to prove that the eye movements work," says DeVore, speaking from his spacious offices in San Leandro, California, about two miles from the Oakland Coliseum. "We know that eye movements are regulated by the ocular motor nerves, which work closely with the brain's 'reticular formation'—the part of the brain that governs consciousness and acts as a sensory filter. It filters out everything but the relevant information at any particular moment, and we've learned that with the proper eye movements, we can open up specific channels to the brain to both input and access the most pertinent recall and behavioral information."

To maximize the potential of DeVore's eye movement program, the brain must be thoroughly saturated with positive images of the behaviors typically associated with success. So with the assistance of research conducted at Stanford, Yale, Harvard, and the University of California, DeVore narrowed down the characteristics of America's so-called "Super Achievers"—the chief executive officers of the major U.S. corporations—to 25 of these distinct behaviors, including mental, physical, emotional, spiritual, and financial ones.

"I noticed an almost universal trait among Super Achievers," recalls DeVore, "and it was what I call Sensory Goal Vision. These people knew what they wanted out of life, and they could sense it multidimensionally before they ever had it. They could not only see it, but also taste it, smell it, and imagine the sounds and emotions associated with it. They prelived it before they had it. And that sharp, sensory vision became a powerful, driving force in their lives."

DeVore's approach is intended not only to incorporate the 25 positive behaviors into a person's life—through strong imagery techniques assisted by the proper eye positions—but also to identify and eradicate negative habits that may be getting in the way.

Like it or not, the self-defeating, inappropriate behaviors which may bog an individual down are not easy to conquer. As determined as we may be to change, it's hard to get that message to those far reaches of the brain. We are all creatures of habit and, as any psychologist will tell you, making the breakthrough into meaningful change is extremely difficult. Negative behaviors become automatic through repetition, and it takes more than simple desire to alter one's course.

Visualization is one practical approach that many people are using to turn aspirations into concrete sensory goals, by incor-

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by the Editors of Entrepreneur Magazine

How many times have you thought to yourself, "I'm going to do it, I'm going to start my own business," only to shuffle that ambition into the recesses of your mind.

The thought of starting a business is frightening for many people because it forces them to come to grips with the feasibility of their own strengths and ideas, which can lead to self-doubt and second-guessing in regards to success, financial security, and failure.

And yet, all across America, people from all walks of life are enjoying the tremendous personal and financial rewards of owning their own business.

Now you can enjoy the rewards... now you can *be your own boss!*

Whether you're just starting or already managing a full-time or part-time business, here's the ideal information "consultant" you can rely on for virtually any and all issues you're going to run up against.

The editors at *Entrepreneur* magazine have spent 17 years compiling this invaluable information on what you need to start and succeed in your own business. *Be Your Own Boss* gives you the knowledge many business owners spend years trying to obtain.

Even experienced businesspeople are guaranteed to find many new ideas and methods among the thousands contained in this program—ideas that will lead to hundreds, perhaps *millions, of dollars* in savings and profits!

For example, you'll learn:

- How to choose the business that's right for you
- How to easily get information about your industry and your competition
- How to write a business plan
- Sources of financing
- Important tax and legal information
- How to avoid the most common business mistakes
- Successful marketing and advertising strategies
- Proven techniques for hiring and managing people
- How to sell your business
- And much, much more...

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and having a team of super-qualified sharing their secrets of success!

Anthony Robbins
World-renowned author and consultant to companies such as AT&T, American Express and IBM, as well as organizations such as the Los Angeles Dodgers and gold-medal winning Olympic athletes.

Fran Tarkenton
Familiar to millions of Americans as the record-breaking Hall of Fame pro quarterback, Mr. Tarkenton is now a successful entrepreneur and chairman of five major companies. He is author of *How to Motivate People* and *Playing to Win: Fran Tarkenton's Strategies for Business Success.*

Dan Kennedy
An international speaker, consultant and owner of several businesses himself, Mr. Kennedy has assisted individual entrepreneurs as well as companies of all sizes in raising capital, inventing new businesses and developing innovative marketing strategies.

With this expertise at your fingertips, you'll be in business *for* yourself, but not *by* yourself!

This is the "age of the entrepreneur." People are becoming millionaires at the rate of about one every 58 minutes in North America alone. You could be one of those if you follow the path of determination...using the knowledge, help and expertise provided in *Be Your Own Boss.*

Tony Robbins, along with Fran Tarkenton and Dan Kennedy, three of the nation's most successful consultants, give you the insight and the advice you need. This is a powerful and practical course in "entrepreneurship" that will give you hundreds of ways to get you started, and keep you going, the right way.

It's everything you need to launch the business of your dreams.

Whether you're an entrepreneur or an entrepreneur-to-be, this program is a must-have!

The six-cassette audio program provides you with powerful information on selecting, starting and developing the business of your choice. Each cassette features dynamic interviews and commentary from an inspirational panel of entrepreneurial experts—many of whom are regular contributors to *Entrepreneur* magazine.

These business experts will share with you their proven strategies for creating a successful business on your own—strategies that have worked for hundreds of thousands of people, and will work for you!

Cassette One:
Be Your Own Boss: You Really Can Do It!

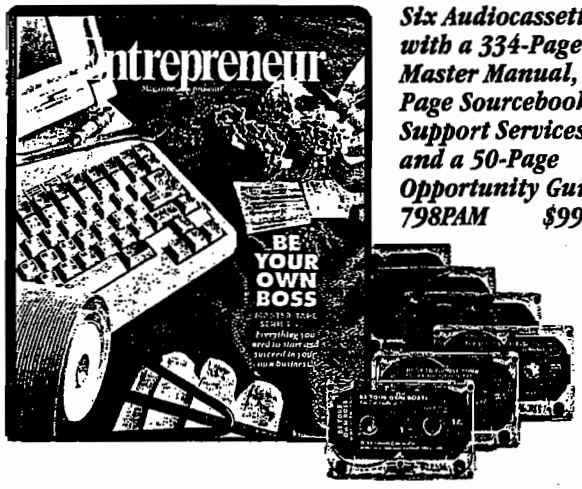
Cassette Two:
How to Choose Your Ideal Opportunity!

Cassette Three:
The Start-Up 1-2-3: How to Research and Plan Your Business.

Cassette Four:
How to Get the Money You Need to Start or Expand Your Business.

Cassette Five:
How to Create Low-Cost/No-Cost Advertising and Promotion.

Cassette Six:
Turning Mistakes into Opportunities: How to Create Long-Term Success for Your Business.



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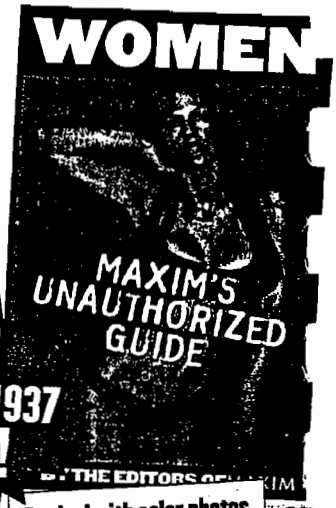

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"How I Went From An Unemployed 46-Year-Old, With Almost Zero Money, A Whopping Mortgage, And A Pile Of Unpaid Bills To A *Multi-Millionaire* — And How You Can Do It Too!"

By Gordon Pape

"When I lost my job at age 46, I don't mind telling you I was *terrified.* I had almost no savings and no job prospects. I also had three teenagers, a loving wife, and a beagle named Snoopy to support.

"My best salary before I got 'downsized' was maybe $75,000 a year *before* taxes. Now I often make $75,000 in a single *month.* You can too, if you let me show you how.

"Now I know that you probably don't believe what I'm saying. Frankly, why should you? So all I ask is that you give me 5 minutes of your time and I'll PROVE to you that *I can help you build a million-dollar net worth with almost no risk.*

"If, after you read my enclosed letter, you still don't believe me, toss it in the nearest trash can. BUT, if you're as smart as I know you are, then get ready to start planning a rich (very rich) future..."

— Gordon Pape

WHEN GORDON PAPE WAS "DOWNSIZED" FROM HIS JOB, he had little money, BIG bills, and a family to support. Then he discovered a simple, yet profoundly powerful secret that made him a millionaire in only 9 years.

Today, he is an internationally-acclaimed financial expert and author. His straightforward approach to wealth building has led countless thousands to *permanent* financial security.

INSIDE THIS ENVELOPE, he will reveal the single secret (which can be used by *anyone*) that *inevitably* leads to great wealth.

"IF I HAD PASSED UP THIS OFFER ...I WOULD HAVE MISSED OUT ON OVER $150,000 I'VE MADE IN JUST 12 MONTHS..."

—Easton Howell, New York

WHAT THE ENCLOSED MATERIALS ARE NOT:

- NOT a 'get-rich-quick' scheme
- NOT a "pitch" for some risky investment
- NOT a franchise offer
- NOT a pyramid ploy
- NOT an invitation to 'sell' anything
- NOT a promotion for a bank or broker
- NOT even remotely illegal or unethical

WHAT YOU WILL FIND INSIDE is a simple demonstration of how you can start from ZERO and build a net worth of a million dollars or more—without great risk. Without special connections. Or fancy gimmicks.

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Envelope Front

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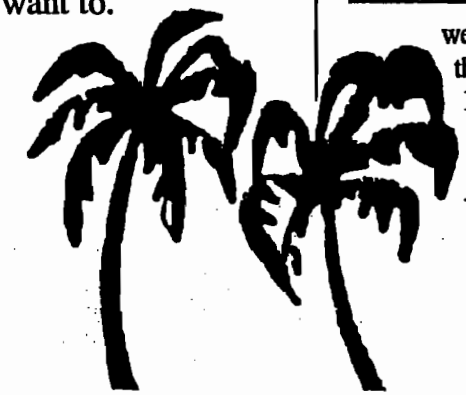
Gordon Pape, Ex-Victim Of "Downsizing" Who Is Now A Completely Self-Made *Multi-Millionaire* Says...

"If You Can Answer One Easy Question Inside, You're Already 90% Toward Making Your First Million!"

AS I WRITE THIS NOTE I AM looking out of my living room window at the blue-green waters of southwest Florida's Estero Bay. Porpoises play here. Pelicans soar overhead. And the soothing Southern winds sway the palm trees in my yard.

It's hard to believe that not so long ago I had almost no money, no prospects, and no future. *But here I am.* I'm financially set for life. I work only when I want to. I spend more time with my family. And I never, ever worry about 'making ends meet.'



What happens when ordinary people apply the simple, wealth-building principles inside:

"During the last twelve months...our net worth has increased in the neighborhood of $75,000 to $80,000."
—Randy C. Wilson, Texas

"I worked my tail off all my life and I've never made money so easy as this.
It has worked for me...I bought some stocks—made money...my mutual funds went from $47 to $62. There's no flies on that. I worked my tail off all my life and I've never made money so easy as this. It's great!" (See E. Mack Bell's Complete Story INSIDE.)
—E. Mack Bell, California

"Within about 9 months of starting the program, I was able to put a down payment on a house."
—Deborah Imondi, Rhode Island

"I should leave behind somewhere between $9 million and $14 million."
—Alan Smith, Florida

"My income has improved 100%...I'm very close to financial independence right now."
—George Stephenson, Illinois

"A BMW was my goal. And I'm driving it today."
—Norman Thomas

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Hear What These Tax Business Owners Had To Say About Chauncey Hutter, Jr. -- The Nation's #1 Marketing Consultant Specializing In The Electronic Filing And Tax Preparation Industry ...

Chauncey, I had the best tax season ever! I advertised everywhere and the phone never stopped ringing! Just to let you know, when I used one of your ad critique coupons for a newspaper ad, the headline you gave me really boosted response. During tax season, I'd run that ad twice per month and I'd consistently get 20 to 30 calls per day!

Kathy Bylkas, Business Helper
Salem, OR

You helped me increase my business by 50% in one tax season! I WAS SWAMPED! (I'm opening another location next tax season for sure.)

I followed your referral program just like you said. It was HOT! One lady referred 76 new paying customers to me all by herself! Your membership course is simple and down to earth and easy to use. I've got all the answers right there in front of me. It's well worth the money I paid!

I even have a masters degree and your Million Dollar Tax Course has helped the most ... I can't believe it! Thanks. I look forward to meeting other tax business owners in the membership group.

Carlos Gutierrez
Oxnard, CA

This is my second year using Chauncey's materials and I've seen an increase in new customers as well as bringing back customers from last year. My income during tax season increased over 80% from last year and the work load was easier thanks to Chauncey!

Nestor Bello, Houston, TX

We got signed up with you late in the year so I decided to try one idea. (The idea) generated $2212 in additional revenue!

Joe Goff, Accurate Bookkeeping & Tax Service
Tustio, CA

I used your newspaper ads and had great success! I feel that I am learning how to market my tax business better. I did more returns by 2/20/99 than I did all last year! All the other tax businesses in my town stopped advertising in the paper. (including the national tax franchise businesses) They didn't want the taxpayer to compare our ads to theirs!

Ray Whisenant
Arab, AL

Having access to your marketing tools is what worked for me this past tax season. (25% new clients!)

Steven Broadbent, CPA
St. Clair, MO

Your "Million Dollar Tax Course" helped me get 371 NEW clients this year! That one advertising tip you gave me increased my response dramatically in ALL of my ads! My tax office ran so much smoother this tax season even with the increased business.

That office set up and training video you have in your package saved us too. Our paperwork problems disappeared! Our compliance with the IRS is now worry free. Overall, we got a really efficient tax office in just one season.

(I don't know what I liked better, making more money during tax season or having the office run smoothly without a lot of stress. I guess it doesn't matter -- I'm getting BOTH!)

Gary Burger
Kokomo, IN

I am in the process of making my tax business my only job -- Currently, I work 40 hrs a week as an accountant for a manufacturing firm and have slowly built my business (UNTIL THIS YEAR!) I made a flyer out of one of the ads in the manuals I received. Sent them out the last week in January and WOW! -- what a response -- this year my business TRIPLED! 1/3 of the increase is a direct response to my flyer ads. I got all information from Chauncey's materials. I can't wait to see the TV and listen to the radio ads ... thanks for the help!

Becky Collin, Accounting & Tax Solutions
Mankato, MN

The Million Dollar Tax Business Builder Course was a valuable resource for us during this past tax season ... In 1997, we used your information to improve our systems within our tax office, and realized a great increase in efficiency and a corresponding decrease in normal problems. (Our) staff did more and more of the work and my dad and I were able to concentrate our energies on (a second tax office) ...

Charles Conrad III, CPA
Tax Savers, Inc., Spartanburg, SC

We QUADRUPLED our tax preparation business this tax season! We also DOUBLED our year round write up work in the first month! I was not ready for all of this business. I expected my tax business to grow, but not this fast!

We're still getting business from that PR strategy you talked about in your advertising course. And the best part is, it's all FREE! Thanks!

Kathy Sturm, Progressive
Business Services
Cookeville, TN

The materials for marketing helped us develop and market to a "target" group. With your help, our newly opened office in Okeechobee prepared approximately 600 returns this year!

Corey Miller, Okeechobee, FL

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Greg Montoya
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ENVELOPE front Bud

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(ALL DETAILS INSIDE...)

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Here's What People Are Saying About "Licensing" Products From Group M & The Money They're Making:

"Just a quick note to give you the results of the re-print rights we just bought from you... As you know, you and your company, Group M, has always made us money... BUT THE LAST REPRINT RIGHTS PACKAGE WE BOUGHT FROM YOU PUT OUR SALES AND PROFITS THROUGH THE ROOF! We did a grand total of over **ONE MILLION DOLLARS** worth of business!!! Best of all, we did it in just nine months! The sales materials you gave us to use are awesome! You helped us make a FORTUNE! Thank you, thank you, THANK YOU!!!
-- Eileen K. Rohleder, President and C.E.O., M.O.R.E., Inc.

"Dear Michael, I want to thank you for giving me the opportunity to invest in a marketing license for your products. It's only been 56 days since I acquired this license and as you know, I've already sold 19 'Instant Publisher Business-In-A-Box' packages at $995.00 each and 4 'Business Six-Packs' at $4,485 each for **A TOTAL OF $36,845.00 IN SALES!!!** Needless to say, my investment in your license has paid off BIG-TIME! Now I'm looking forward to marketing some of the other products, too. Thanks, again. PS: I really appreciate how quickly your staff and fulfillment center get the products shipped to my customers."
-- Chad Nelson, President, Nationwide Home Business Center

"I've earned **$108,568.00** since acquiring the rights to your product! The sales letters and marketing materials you provided are 'killer' to say the least. Thanks for the opportunity to make some easy money."
-- Don Farmer, CEO, Coupon Connection, Inc.

"Michael Kimble has developed an innovative, streamlined shortcut for people who are serious about getting into the information publishing and marketing businesses as he and I are. Clearly, this particular opportunity is not for everyone. Anyone already involved in information marketing interested in easily expanding their product offerings or anyone seeking new opportunities in direct marketing should give this serious consideration. Had an opportunity such as this been available to me early in my career, I'd had leapt at it and it clearly would have sped up my progress and increased my income."
-- Dan S. Kennedy, Publisher, "The No B.S. Marketing Letter"

"When I first started my Mail Order business, I was having such a hard time, I could not even buy food. The real change came when I bought reprint rights to some of Group M's products: 'How To Earn $30,000.00 A Month With Direct Mail' and the 'Direct Mail Bootcamp. In the first month, we mailed the sales letter for the 'How To Earn $30,000.00...' program and **made $15,000.00.** And then, about three months later, we mailed the sales letter for the 'Direct Mail Bootcamp' and we made **$40,000.00 in one month -- from one mailing!!!** It was like WOW!, this is a great business! Even my wife approved, and she was a bit skeptical at first. One of the best things about the whole deal was the sales letters we got to sell the programs. It's so easy because all you have to do is mail out the letters provided by Group M. You don't have to write your own letters, which saves you a lot of time. We are still mailing the letters and are making money each time we mail them! In fact, **I've made well over $350,000.00** from the 'Direct Mail Bootcamp' alone!"
-- Peter Sun, President, Peter Sun Marketing

"Investing in a marketing license for the advertising course from Michael Kimble and Group M was one of the smartest moves I ever made, because I've already earned over **$13,000.00!** Not bad for a part-time, sideline business that only takes an hour or two of my time per week!"
-- Robert Scheer, Vancouver, BC, Canada

"The Direct Mail Bootcamp Business-In-A-Box is exactly that. I immediately (using your instructions) made **$3,621.00** selling the Bootcamp tapes within my first three weeks! And, I see no end to it. This is truly an exciting business!"
-- Jim DuBois, President, J. DuBois & Company

"In less than two months, I earned **$19,092.78** -- all via mail-order!!! The marketing literature you supplied is excellent. This has undoubtedly contributed to my success. I look forward to continuing to work with you and your company."
-- Louis Ingram, Managing Director, Ingram Publishing

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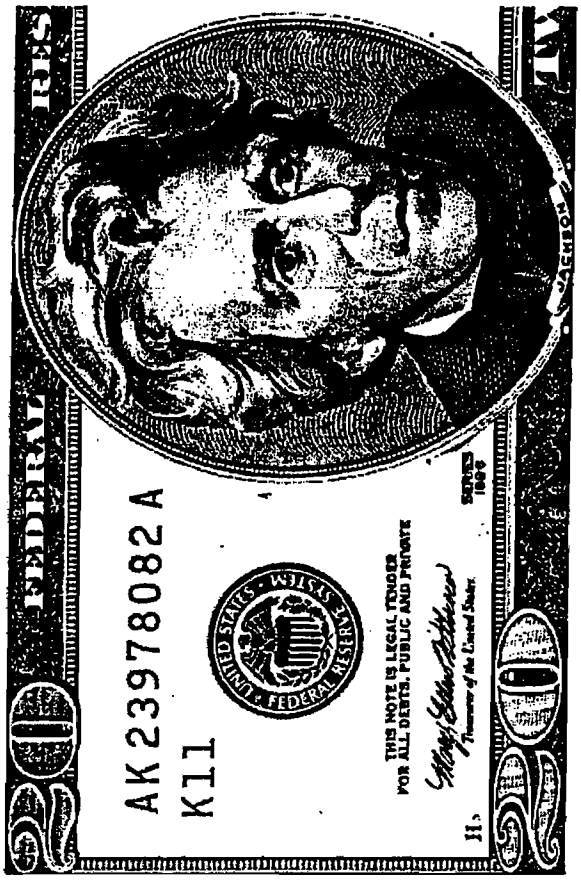
This Letter Is Guaranteed.

How can a letter be guaranteed? If you carefully and thoroughly read this entire letter and honestly feel it was NOT extremely relevant to your printing business, just send me a note to that effect and I'll pay you $20.00 for taking the time to read the letter. This letter proves itself important to you OR I PAY YOU TWENTY BUCKS.

Lick Not

Michael Kimble



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Copy for NSDA long sales letter

FROM THE DESK OF JAMES E. TOLLESON

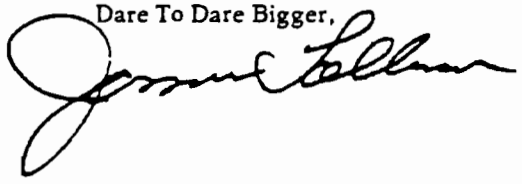
THE NEXT 30 MINUTES COULD BE WORTH A MILLION DOLLARS TO YOU!

If you are like me — on the move so much and your head so full of priorities needing done, I urge you to **put this Extremely Important Letter in your pocket over your heart until you can take time to spend 30 minutes or even 60 minutes to get its full meaning** to you and yours . . . even if you have to read it 7 times before you have yourself sold, it will be the most profitable and productive time you spend all year!

WHY?

. . . Because I know the hardest part about becoming a Millionaire is believing it can happen to you.

Dare To Dare Bigger,



1st pg - lift note style

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If you absolutely want to dead solid *kill* your tee shots and blow it by <u>everybody</u>, you need to field test a *hot* new driver from a sports research institute in South Carolina. It's called *The National*™ and the robotic tests are scary. It blows 23 yards by Great Big Bertha. No other driver even sniffs *The National*. All the reasons why are described in my letter. Read the facts for yourself.

If you're looking for 20 to 40 more yards off the tee, the research engineers from The National Golf Instructional Research Institute <u>guarantee</u> it... or you pay <u>nothing</u>!

Office of the National Director,
Client Services

Dear Fellow Golfer:

It's 46 inches of raw power. I can't say it any simpler.

If you want to blow it 20 to 40 yards by your buddies and hit it longer than you ever thought possible, we've got something to talk about.

No driver - no Bertha, no Bubble, no nothing - has ever tested longer on robotic or human equipment. Frankly, there's nothing in the same landing zone.

I'll even <u>guarantee</u> you 20 to 40 yards or I don't want a dime of your money.

Okay. I can feel a snicker of skepticism crossing your mind. Fair enough. Give me five minutes and I'll give you the facts. Then you decide.

over please...

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An Important Message From
Joseph P. Truncale, Executive Vice President
National Association of Printers and Lithographers

"New Solutions To Printers' Sales & Marketing Problems Stuns Even This NAPL Veteran..."

Dear Printing Colleague,

As NAPL's Executive Vice President, helping printers develop successful businesses is one of my major commitments. I take my responsibilities to the printing industry very seriously.

The reason I'm writing this note is to call your attention to - and lend **my personal endorsement** to something new and different, that I believe can be of enormous benefit to you. When I saw this "Sales & Marketing System" I was in awe.

"Sales & marketing", as you know, is the most frustrating part of this business for many, so it is too often neglected, ignored or put off until there is a desperate need for new clients. Some printers think throwing a sales rep out on the street is marketing; it is not. But this new system even goes beyond marketing and provides direct marketing. That means methods, strategies, and tools that directly reach out and bring ideal new accounts to you. There is nothing else like this in our industry - and I ought to know!

Giving your careful consideration to the enclosed 14-page Report could not only work magic with your sales and profits, it could improve your entire experience of doing business. I urge you to find a quiet, private place, barricade the door, have your calls held, and read it.

Sincerely,

Joseph P. Truncale, CAE

Endorsed by Nite-Lite

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Enclosed Lift Note

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CROWN CLOTHING CORP.

Manufacturers of Men's Clothing, All Weather Coats and Topcoats

425 Providence Highway Westwood, MA 02090-1927

Tel: 617-329-6300 Fax: 617-329-6132 Wats: (Outside MA) 1-800-225-8950

Dear Preferred Client and Friend,

Enclosed you will find a FREE 20-page report developed by Bill Glazer, Owner of Gage Menswear in Baltimore, Maryland.

You're probably wondering why we are sending you this information. Well quite frankly, we are concerned about the decline in menswear retailers (ten years ago, there were more than 30,000 men's stores in the U.S. and today there are only a little more than 11,000 left). That's where Bill Glazer is different. He's setting a new standard. We've known Bill for nearly 20 years and have watched his business grow--despite the national decline. We know he's doing a lot of things right. We sincerely trust his judgment and business sense...and here's why...

After realizing outstanding performance in the menswear industry over the last decade (last year, in fact, his stores' sales and profits were about 250% better than the national average) Bill Glazer decided that his retail statistics were, indeed, unique. So, he set out to develop a packaged system that other menswear retailers could use to achieve similar results.

Bill has done something that few retailers ever do-go outside the norms to find, collect, test, refine and prove very different, very powerful marketing techniques. His system comprises a personally filtered collection of the most successful methods and strategies of industry experts, entrepreneurs, and marketing professionals from dozens of non-industry-related fields. Glazer has tested them in a "lab-like" setting (e.g. Gage Menswear's two locations), identified the methods that performed, weeded out the ones that didn't. The end result is a ready-to-use system that any menswear retailer can employ with GUARANTEED results.

For years, menswear retailers have increasingly been calling Bill trying to get him to do consulting, or to train their staff--or even create advertising for them. Unfortunately he doesn't want to work that hard--he has his own stores to run.

As industry colleagues, we're excited that we can tell you all about how he achieved his success--and more importantly--that now he's found a way to "clone and can" his experiences, strategies, ads ...everything! And the result is the BGS Marketing System.

So, for the next 20 minutes, we urge you to find a quiet, private place, barricade the door, have your calls held and read the enclosed report to discover how Bill Glazer's Marketing System has substantially increased sales and profits for other clothing retailers...IN NO TIME AT ALL.

Warmest regards,

Roy Ruggiero
National Sales Manager

P.S. You still get Bill's 90-day Money Back Guarantee... So you can examine, study, and actually test his System for 3 months. If you're not satisfied, return the System for a full "no-questions-asked" refund. WHAT HAVE YOU GOT TO LOSE?

New York Sales Office:

1350 Avenue of the Americas, 29th Floor New York, NY 10019 Tel: 212-541-6713

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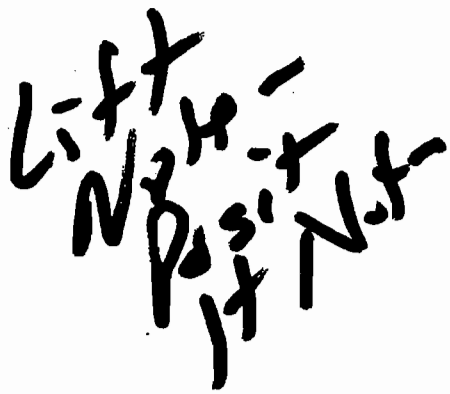

— Latest update —

$6,000 in just a few days working from our dining room! We are now 100% home-based, making our overhead just about zero.

AND I CAN'T THINK OF ANY GOOD REASON WHY YOU CAN'T DO THIS, TOO — it's a great way to make money and have fun doing it.

(OK, we did have to eat dinner in the kitchen a couple of times — *nothing's perfect, but this is getting pretty close.*)

Not Your Normal PHOTOGRAPHY•

"HOW I MAKE $2,970 IN A WEEKEND, PRETTY MUCH WHENEVER I WANT TO, AND HOW YOU CAN DO THE SAME..."

Lift Letter

It's really a great feeling to know you can pick up your camera and make close to THREE GRAND IN A COUPLE OF DAYS, photographing people and pets, — pretty much whenever you want to — and **all while working from your home.**

But I have to tell you, while the money is nice, the best part is being able to make it doing something you love doing. (Absolutely, I love what I do, and more importantly—MY CLIENTS LOVE IT.)

It's funny, a short while ago, my husband, Jeff, was talking to another local photographer who was complaining about how there were "too many photographers in the area." I hadn't noticed. And I don't care *how* many photographers move into the area because I've developed a style of photography that people are literally lined up for. I have a *waiting list.* When I want to do some work, I let people know, and my sessions book up instantly. Pretty nice, and **I'll show you how to do the same thing.**

O.K., we may have a *waiting list*...but *here's what we don't have* — a full-time studio with constant overhead and fixed working hours. We don't have employees. And we don't have a yellow pages ad or a business phone. For that matter, we don't have just about everything everyone says you need in order to have a vibrant business. Jeff and I will show you how to get started without all those things, too. We'll even show you how you can **get all the business you want** without spending hardly any money on advertising.

I really hope you'll take a look at the enclosed book *carefully*. I know it sounds corny, but what I have to share with you **could very well be a turning point in your life.** You have an opportunity to build a business (doing something you love doing) around *your life-style* — instead of letting your business — or your job — dictate to you how to live. *And you don't have to quit doing anything you're doing now, to get started.* **You can start like I did, part time,** in our basement, with a borrowed camera.

By the way, the $2,970 is what I make photographing people and pets in one weekend (2 days). I gave you that figure in case you're thinking of starting out part-time, like I did (I was working as a flight attendant when I first started doing this). However, because I no longer have a "normal" job, I usually tack on a few sessions Friday and Monday (afternoons & evenings) which brings the total up to $4,950. But that's not all, because it's not uncommon to sell another $1,000 in reprints...in total, about $6,000 for one "batch" of sessions.

Now, I want to tell you up front (you can always count on getting the straight scoop from us), that besides the actual photographing, you'll need to spend some time putting the session packages together. This can be done easily during the week, or on "off" weekends and, to me, this is one of the most enjoyable and relaxing parts of the business. You can do it when you feel like it (I always tell my clients it'll be 3 weeks until they get their package) — you can watch TV or play music while you "work" — and there's certainly no dress code.

You should also know that when you *first* start out, you probably won't be able to charge as much as I do. Like anything worth doing, you'll have to start at the beginning — only in this case — we will help you to leap frog to the top as quickly as possible.

So enough of the introductions, it's time to get to the "meat of the matter." I know you're anxious to find out how you can make $2,970 in one short weekend photographing people and pets and I am just as excited to tell you about it. **The enclosed book will explain everything to you**, including how I got started, how you can follow in the same path — in a fraction of the time it took me (This is the information I wish I had when I started) — and why I'm now willing to part with my hard-won trade secrets.

Photographically yours,

Pam Farr, *Not Your Normal* photographer

P.S. The book is written by my husband, Jeff, who put together the automatic paint-by-numbers-near-zero-cost marketing system that caused my business to go from a *very low, almost-had-to-get-a-real-job, level* to having to *turn people away*. (Being a *great photographer* without being a *great marketer* won't do you any good!) Jeff's marketing system, plus my unique style of photography, is the perfect way to get started making money doing what you love to do!

P.P.S. During this last batch of mini-sessions, I actually had someone call up for a photo session and say *"I don't care what it costs."* I'll have to admit, that was fun to hear. Take a look at the enclosed special report. It will put you on the path to having the same thing happen to you!

6 DIFF COVER TO SAME SALES LETTER (160)

2nd Notice: Being "too busy" or "too smart" to read every word of this right now could easily cost you $100,000.00 or more in the next 12 months alone.

"Maybe I Didn't Make Myself Clear.....

I Absolutely GUARANTEE That
YOU Are Working Much Too Hard
To Make A Top Income In This Business.....
And You Are In Danger Of Being Left In The Dust
As Dramatic Change And Upheaval Leaves
Only The "Marketing Tigers" Alive In The Jungle.....
And, Given My Unmatched Track Record,
I'm THE "Guide" You Ought To Look To,
To Get Through The Jungle
To The "Golden City".....

READ THIS REPORT CAREFULLY, IMMEDIATELY*:

(Be sure to read my "warning" in the box with little stars around it on page 14.)

How To Prosper More And Enjoy It More In The NEW Mortgage Brokering Profession

by Reed Hoisington

©Copyright Midstate Financial Services, Inc 1998

(161)

READ THIS ONLY

2 sided enclosure

if you recieved information from other people selling marketing infomation to carpet cleaners!

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CAUTION! ALERT! WARNING! CAUTION! ALERT!

If "imitation is the sincerest form of flattery", I ought to be ego-inflated like a Thanksgiving Day Parade balloon with all the flattery I've been getting lately. You are receiving this special message because you may have been confused by a "competitor's " advertising.

The first thing you ought to know is *about* me: I have no problem at all with honest, legitimate, spirited competition. If somebody has a product to compete with mine, let's go. Such competition is good for everybody but especially good for you, because it offers you options. Different strokes for different folks. But I detest scum bag, non-creative, blatant copycats, impostors, pretenders and rip-off artists.

The second thing you ought to know is *about them*: there are several of these people who have simply sat down and outright imitated my manuals, my tapes and, most of all, my advertisements in the industry magazines. They have very consciously and deliberately tried to look and sound like me, in order to confuse you. They canNOT compete with my experience, so they resort to being knock off artists. Here's why they can't compete: (1) they have NOT invested the years and hundreds of thousands of dollars in developing and perfecting the kind of strategies I now teach. (They've just quickly and sloppily imitated mine.) (2) They have not used these strategies to build their own successful carpet cleaning business as I have. (One copycat hypes his being in the carpet cleaning business for 11 years. But a close look at his advertising and marketing for those 11 years reveals that he has only been using the kind of stuff I teach for the past year - since buying my program. Before that, he was just another "my price is cheaper" guy chasing jobs. And he is still running "bait & switch ads) (3) They cannot and do not provide the guaranteed support services I provide. (4) They do not have the qualified team of experts I have working on your behalf. (5) They have a copycat product.

Yes, I am following through with legal action against these scumbags. But that's my problem, not your concern.

When Is The Cheapest Price Too Expensive?

You must be concerned with how you can get the best, only PROVEN strategies, to improve your business and income as quickly and CERTAINLY as possible. You must focus on who you can trust to provide follow-up support. You must also be concerned with VALUE. A couple of these copycats are naturally offering lower prices. Cheaper prices. Right out of the gate, they have fallen into the same trap that most struggling, unhappy carpet cleaners fall into in their businesses: trying to compete as the cheapest option. This reveals several things about them. First, it tells you they know their product is inferior. Second, it tells you they do not hold themselves and the service they provide in high esteem. Third, they will probably put themselves out of business in short order, as they each discount each other to death...so they may not be around to honor their guarantees or provide promised services.

Here Are My FACTS:

1. I actually developed the strategies in my Marketing System in my own carpet cleaning business, and went from dead broke to $12,300.00 + a month with only one van in just 4 years. There is nothing in my System that I swiped or copied. (See "$10,000.00 CHALLENGE below.)

2. I have been providing my Marketing Systems to this industry for 2 years. I have over 700 clients' members. My full Report "Secrets Of a $100,000.00 + Carpet Cleaner" includes comments from many of them.

3. Because of the actual results users of my Systems have achieved, I've come to the attention of big companies in our industry. As a result, I am being paid as much as $10,000 a day (!) to conduct seminars and workshops or to consult and teach my methods first-hand.

4. I'm "real" accessible, here to honor every promise and every guarantee. I didn't jump into this yesterday by quickly copy-cating [illegible] way, you're welcome to drop in and see us. Our offices are in remodeled railroad cars (kind of like those guys in the old TV show "Wild Wild West") right smack in downtown Tempe, about a mile from where the Fiesta Bowl and this year's Super Bowl took place. My team is here most days from 7:30 am to 4:30 pm or so. Or you can call us just to get your questions answered any time you like at 602-858-0008. And our clients have telephone consulting privileges.

5. I just got done completely revamping, improving and adding enormous value to my System - without increasing its price. The copycats have copied what I had over a year ago. I - and users of my System - are so far ahead of them, they're still pushing Model-T's.

6. Nobody else can give you "Joe Polish." Its that simple. They may be able to copy some of my ads, some of the tools I include in my Systems for you to use. But they can't clone me. And I'm increasingly working on "The Whole Carpet Cleaner" - the entrepreneur and businessperson, sure, but also dealing with esteem issues, lifestyle issues, the works. See, making a big income in this business is actually pretty easy. But ALSO creating precisely the kind of business you really desire is very important. Having you business give you the enjoyment, satisfaction, lifestyle, security and independence you desire is important. And only I have the actual experience making those things happen in the carpet cleaning business. I am an American original. One-of-a kind. Who do you want as YOUR coach? - someone who KNOWS by Doing, or someone who COPIES and just teaches? (if you wanted to break into movie acting, would you rather take lessons from a bit-player who *observed* great actor, and put together classes based on that... or take you lessons from, say, Sean Connery or Gene Hackman or Robert DeNiro? And would you cheerfully pay a little more for DeNiro?)

To demonstrate that I am the original, by the way, I offer my "$10,000.00 CASH REWARD " to anybody who can come forward and prove that I copied or swiped any of the Strategies in my System.

(And I dare any of these johnny-come-latelys to offer up the same Challenge-cuz' I'll show up and take their ten thousand bucks in a New York Minute.)

7. I have **NEVER** refused a refund to anybody. I scrupulously honor my guarantees.

8. I have **NEVER** sold untested ideas.

9. I did not build my own carpet cleaning business by playing the cheap price wars game: I don't think you should either; and I refuse to be sucked into a cheap price war now. If you are a cheapest price person, you ought to be driving a Yugo.

Finally, consider this: Character **does** count. Integrity **does** matter. If somebody will rip me off, what makes you think they'll treat you any better?

If I could repeat the "horror stories" we're hearing from their customers calling us without opening myself up to making a bunch of lawyers' boat payments, I would. Instead, I can only ask that you apply logic and common sense to this. Evaluate both the **QUANTITY** and **QUALITY** of my customer testimonials. Decide whether you want to be coached by #1 or also-ran.

Sincerely, Joe Polish

Joe Polish
The First,
The Original.
The Best.
Always Light Years Ahead Of My Imitators

P.S. You can get a straight, blunt answer from me about ANYthing. Call me 1-602-858-0008.

Enclosure

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The SUCCESSFUL PRACTICE

"BUILDING YOUR PROFESSIONAL PRACTICE THROUGH INTELLIGENT MARKETING AND MANAGEMENT"

NUMBER 16 NOVEMBER 1998

QUICK TAKES

➔ Growing Pains
You say your practice is growing but you're still strapped for cash. Here are five practical ideas that can help you survive those difficult times.
Page 3

➔ Writing & Reading
Let's face it – the written word is the way to marketing success for the professional practice. In ads, in personal letters, or in direct mail, the written word is how you get your message across.
Page 4

➔ Profitability & Stress
You can zoom profits and stall stress by engineering your work day using special systems.
Page 5

➔ Going Retail
Doctors in some specialties do very well with retail shops in the front office. Is a retail operation right for you, or is it more trouble than the profits are worth?
Page 6

➔ Bringing 'em Back
Are you losing patients to managed care? You can get those families back again, if you let them know you're there for them.
Page 8

Picking Your Guru

In practice development, marketing and management, the right advisor is everything

By Karen Murray

Maybe she's a well-known practice consultant. Maybe he's a guy who designs ad campaigns. Doesn't matter. What does matter is whether the advice you're getting is working for you.

See, you probably need mentors in the practice building, marketing and management areas if you're looking to have a larger practice. That's not an insult – it's a simple recognition of the fact that you're a doc.

You've spent years learning to be a doc and do doc stuff; how much time have you spent learning marketing? management? practice building? The fact that there are advanced degrees in the first two of these (and the third is a mixture of them) tells you that they are fairly complex topics, not one of those little skills you can pick up at a two-hour workshop or by reading a newsletter (ahem) however brilliant it may be.

Are you a business school graduate?

Unless you were one of the very few doctors who spent his or her undergrad years in business school, you emerged from your postgraduate professional school filled to the brim with the finest, most up-to-date clinical information... and almost no information at all about how to run a practice, and how to make it successful, or even how to make a living practicing your profession.

Once you've hung out that shingle, after all, some patients are necessary. Clinical work is pretty uninteresting without at least a few patients. And it's easier to pay the light bill and make your college loan payments if you've got some income.

Even if you're ready to go back to college for another advanced degree, this one in marketing and management, you're going to need some help figuring out how to get those patients in your door.

The best way to map out your plan for growing and managing your practice is to enlist the help of someone who actually knows how it's done.

And there are lots of people out there who are willing to do that for you.

But how do you figure out which of those potential mentors is the right one for you? Here's a brief guide to picking a guru that might do you some good:

1. Find someone you like

If you're going to be following someone's advice, get someone whose advice you can stand to hear. If your chosen mentor is too cranky, too jumpy or too esoteric for you to bear, look for someone else to be your main guide.

2. Use your common sense

If a particular guru's wisdom doesn't seem to make sense to you, ask for details.

If the background philosophy behind any one genius's program for success rings false, then select another genius. A guy with nothing but one swell idea is great as a source for that one idea – but not as your general guide to marketing and management.

3. Look for cross-disciplinarians

A guru has to be a generalist in fact, even if not by title.

Dan Kennedy, our #1 pick as an overall practice growth guru, is brilliant at advertising – but he'll also tell advise you on how to treat your patients once they're inside your door. Cathy Jameson, the incredibly successful consultant who's our favorite management guru, is also extraordinary on the topic of marketing.

A marketing guy or gal has to show clearly that he or she understands more than simple rates of response – management makes a huge difference in the success of marketing efforts.

Continued on Page 2

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The IRS Has Had You Long Enough!

Classic Edelson cartoon mocking fraud

Dear Friend,

Did you know that the typical family pays more in taxes than it does for food, clothing, and shelter <u>combined</u>?

That's right. If you add up every dime you've ever spent on mortgage and rent...and every nickel you've ever spent to feed and clothe your family...it <u>won't even come close</u> to the amount of money you've paid the government!

With that kind of money being siphoned out of our wallets, it's no wonder so many struggle to get ahead...with both husband and wife working long hours just to pay the bills.

And for what? So wasteful bureaucrats can throw our money down a rat hole? So moneygrubbing politicians can use it to pay back political favors? So IRS agents can hound you and harass

(over, please...)

you whenever they think they can squeeze even more out of you? So they can intimidate and abuse you and treat you as "guilty until proven innocent"? I say enough!!!

In this exclusive magazine, you'll hear from David Ellis, a sharpshooting attorney and our senior tax editor here at Boardroom Inc.

David has put together the greatest collection of tax experts ever assembled -- 97 lawyers, CPAs, and former IRS agents!

Together, they show you how to get back some of the money that's been taken by the feds...

...how to legally slash your taxes by thousands of dollars every single year (no matter what your income or profession)...

...how to use the IRS's own rules to turn the tables on them...

...and how to make sure you never get audited!

I think you'll find this information as exciting and as useful as I have. I remain...

Sincerely yours,

Martin Edelston

Martin Edelston
Publisher

BOARDROOM CLASSICS
P.O. BOX 11400 • Des Moines, IA 50381-1400

BOTTOM LINE FINANCIAL

Winter 2000 ☐ $4.95

(166)

BOMBSHELL from top tax attorney...

The IRS Owes YOU $10,470!

■ Here's how to get your money in as little as 90 days!

PLUS...

■ **Build a Million-Dollar Nest Egg—Even If You Know Nothing About Investing!** Secret of the wealthiest Americans. Page 10—INSIDE!

■ **The Ultimate Tax Shelter: YOUR FAMILY!** How your parents, your children and even your in-laws can save you thousands on taxes this year. Page 6—INSIDE!

■ **Tax-Free Income!** The Tax Code lists 21 sources of income you do NOT have to pay taxes on! Page 11—INSIDE!

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BOTTOM LINE FINANCIAL

The IRS Hopes You Never Read This...

The "Reverse Tax Audit" that gets the IRS to send YOU money!
How to get thousands of dollars in as little as 90 days. 6

Deduct thousands of dollars a year without a single receipt! 100% legal! 5

Reduce your risk of an audit by nearly 90%—automatically! Secret info straight from the IRS. 12

Start your own business with tax-free money from your boss! 14

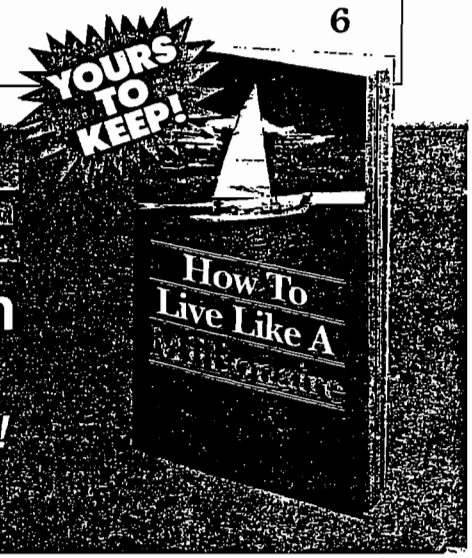
Buy a new boat or RV— and charge it to Uncle Sam! 4

Magic words that instantly cut your taxes! 11

Pay NO taxes on stock profits—now or ever! 6

Make all your vacations tax deductible! 11

Create tax deductions out of thin air! 100% legal! 6



YOURS FREE

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YOUR Hidden Wealth

Thousands of your hard-earned dollars are sitting in an IRS bank account, just waiting for you to claim them.

But you won't get any of this money unless you know how to ask for it!

by David Ellis, Attorney-At-Law

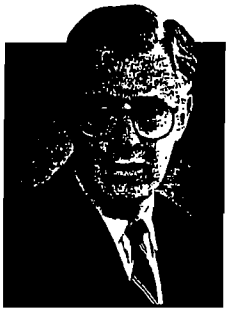
Did you know that you can get the IRS to send you thousands of dollars just by filling out a simple form? And that filing that same form can actually prevent the IRS from auditing you?

It's true!

My name is David Ellis. I'm an attorney and the senior tax editor here at Boardroom Inc. And in the next few minutes, I'm going to show you a hassle-free way to get a big, fat check from the IRS in as little as 90 days.

Almost anyone can use these strategies, but most have never even heard of them! I'm also going to tell you about some simple, "no-brainer" strategies you can use to slash your tax bill by thousands of dollars every single year!

Finally, I'm going to show you how to get the IRS to help you live



the good life—with tax-deductible vacations... tax-deductible cars...tax-deductible motorboats, and more!

All the strategies I'm going to reveal are 100% legal. They've been approved by Congress, the courts and the IRS itself. That means no hassles...no worries...no nasty visits from IRS agents.

In fact, these strategies will help make your tax return positively audit-proof! Because they'll mark you as a "low-percentage" audit candidate—someone whose return is so airtight it's not worth the time and expense of an audit. (IRS agents won't want to waste their time fighting you when they can go after "easy pickings" instead!)

Where did I get these strategies? From scores of the shrewdest, toughest, most experienced tax experts in the country—pros who advise the wealthiest Americans and the largest multinational corporations.

These experts include lawyers, CPAs, financial specialists and even former IRS agents. They have agreed to reveal their most powerful secrets in an amazing book called *TAX LOOPHOLES: Everything The Law Allows.* **And the book is yours to use FREE for 14 days!**

Just flip through the pages of your trial copy and you'll discover 1,252 ways to chip away at your tax bill until you're paying practically nothing!

Even if you use just a handful of these strategies, you can save thousands. In fact, according to our estimates...

(continued on next page...)

■ How to deduct 100% of the cost of business meals. Page 147

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The AVERAGE Reader Of TAX LOOPHOLES Saves $10,470 A Year On Taxes!

That's an extra $10,470 each and every year. Think of what you could do with that extra money! You could use it to pay off debts...

...or drive around in a brand-new car...

...or take the vacation of a lifetime...

...or help build your retirement nest egg.

You can do all this and more... with the powerful information you'll find in *TAX LOOPHOLES*. I'll tell you how to get your copy of this remarkable book later in this magazine. But before I do that, I'd like to reveal some powerful money secrets you can start using right now!

Free Money From The IRS In As Little As 90 Days

Most people don't realize this, but you do NOT have to wait until tax time to benefit from these tax-cutting secrets. You can use them right now to lower your withholding and increase your take-home pay.

Best of all, you can use them to get a big, fat, retroactive check from the IRS! And you can get that check in just 90 days!

All you have to do is use the tax-cutting secrets in this magazine to *amend* your previous years' tax returns.

When you do this, it's like having a...

(continued on page 6...)

Buy A New Boat Or RV—And Charge It To Uncle Sam!

If you've always dreamed of setting sail in your very own boat... or hitting the open road in your new Winnebago... then I have some very exciting news for you. According to a little-known provision in the Tax Code, you can deduct 100% of the interest payments on your boat or recreational vehicle! How? By calling it a second home!

As long as your boat or RV has sleeping space, cooking facilities and a toilet, the IRS will recognize it as a residence. Which means you can deduct the interest payments as mortgage interest!

And even if you already have a second home, you can still deduct the boat or RV. Simply rent it out part of the time, and you'll be able to deduct insurance, depreciation and maintenance expenses against the rental income.

Added bonus: The rental income can pay for most or all of the cost of the boat!

More money-saving secrets in your copy of *TAX LOOPHOLES: Everything The Law Allows!* To try it FREE for 14 days, return the Risk-Free Trial Certificate between pages 14 and 15.

Relying On Your Tax Preparer To Save You Money? You Could Be Making A HUGE Mistake

Are you relying on your tax adviser to handle your taxes? Then you should know about a little experiment conducted by a leading financial magazine.

Every year, this magazine asks a number of professional tax preparers to do the tax returns for a hypothetical American family. And every year, the results are the same: No two preparers come up with the same tax total!

In the latest study, 45 different preparers came up with 45 different answers...and their answers varied by a whopping 160%! But here's the worst part: The average preparer *overpaid* the family's taxes by $8,270!

The lesson is clear: If you want to protect your money, you have to get involved in your tax planning.

Fortunately, it's a lot easier than you might think! All you have to do is spend a few minutes skimming through *TAX LOOPHOLES* — your eye will be drawn to those items that apply to you, and you'll be able to show those items to your tax adviser. To try it FREE for 14 days, simply return the card between pages 14 and 15 of this magazine.

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Deduct Thousands Of Dollars A Year Without A Single Receipt!

Don't let missing receipts keep you from taking the deductions you're entitled to!

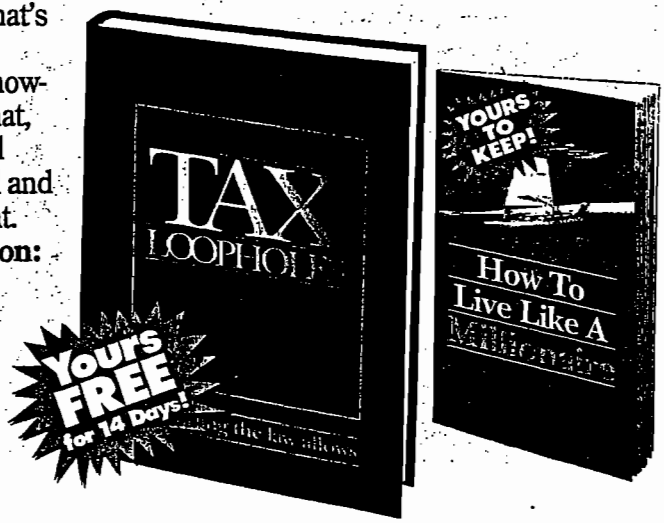
According to the IRS's own regulations, you can take a whole myriad of deductions without receipts or canceled checks. And these deductions can add up to a hefty amount! For example:

❑ **Auto expenses.** You don't need any receipts at all. The IRS will allow you to deduct 32½ cents per mile in 2000 for business only...plus 10 cents per mile for medical, and 14 cents for charitable use. (This includes driving to the drugstore or to the Salvation Army clothing drop.) Just keep a detailed log showing the car's usage. **Typical deduction: $3,000 with NO receipts!**

❑ **Business meals and entertainment.** No receipts are required for any expense under $75! All that's required is an expense diary showing the "who, what, when, where and why" of the meal and the dollar amount. **Typical deduction: $900 with NO receipts!**

❑ **Charitable contributions.** No receipt is required for any donation under $250. Just keep a log of your donations. **Typical deduction: $750 with NO receipts!**

But that's just the beginning! By using a little-known loophole called the Cohan Rule, you may be able to deduct even more! For details, see page 307 of *TAX LOOPHOLES.*



Save Thousands Of Dollars A Year With These

Legal Loopholes Your Accountant Never Tells You About

- File under lower head-of-household rates even though you have no children! Perfectly legal! Page 14
- **Offshore bank accounts you don't have to report to the IRS.** 100% legal! Page 26
- Deduct the cost of a party at your home even if you don't invite clients. Legal! Page 114
- Deduct business entertainment expenses even if you're unemployed. Legal! Page 119
- **Your parents pay their medical expenses but *you* take the deduction.** Legal and upheld by the courts! Page 97
- You own just 50% of a business ...but take 99% of its tax losses. Legal! Page 131
- **Deduct a portion of your rent even if you don't use your apartment for business.** Legal! Page 219
- Deduct kickbacks as a business expense! Legal! Page 156
- **Donate $12,000 worth of equipment to charity, but deduct $17,000.** Legal! Page 151
- 72 years old and still making tax-sheltered contributions to your IRA. Legal! Page 75

Much more in your copy of *TAX LOOPHOLES!*

■ How your in-laws can save you over $3,000 on your taxes. Page 99

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(...continued from page 4)

"Reverse Tax Audit" That Gets The IRS To Send YOU Money!

Imagine a review of your finances where *you* were the one in control and the feds were the ones that had to shell out the money! Imagine an "audit" that actually made it *impossible* for the IRS to impose additional taxes!

Well, that's exactly what happens when you follow these simple steps, taken directly from page 30 of *TAX LOOPHOLES:*

Step 1: Use IRS Form 1040X to reclaim the thousands of dollars you've been overpaying.

Step 2: To avoid further IRS scrutiny, file the amended return just a day or two before the statute of limitations expires.

By the time the IRS processes the return, the statute will have expired and they'll be unable to assess any additional taxes!

That's all there is to it!

Now, let me show you some of the powerful secrets you can use to save thousands of dollars each and every year...

Create Tax Deductions Out Of Thin Air. The IRS Approves.

Would you like to deduct tens of thousands of dollars without spending a single dime? Well, you can!

If you own real estate, you may be able to claim a hefty deduction by granting a right-of-way or easement to a qualifying charity.

In one instance, a group of property owners was able to deduct $1 million by granting a right-of-way to the county.

In another, an owner of rural property took a deduction for giving a conservation group an easement that prohibited his property from ever being developed for industrial or commercial use.

The IRS approved the deduction as a charitable gift—even though it cost the property owner nothing out-of-pocket ...and even though there was no intention to develop the property in the first place!

What if you don't own any real property...or don't want to grant an easement? Then turn to pages 132 and 185 of *TAX LOOPHOLES.* There you'll find two more ways you can get HUGE deductions with NO out-of-pocket expense!

To get your copy of *TAX LOOPHOLES* with no obligation, see the Risk-Free Trial Certificate opposite page 15.

Pay No Taxes On Your Stock Profits— Now Or Ever!

If you own stocks, you've probably seen their value soar over the past decade. And perhaps you're thinking now would be a good time to sell some of them and pocket the cash.

Well, you'll be happy to know that there are several loopholes that allow you to avoid capital gains and pocket the cash tax free!

Like this one: Simply offset your capital gains by selling some of your other stocks at a loss. Then buy those "losing" stocks right back!

Problem: The IRS considers this transaction a "wash," and will disallow your loss unless you wait at least 31 days before buying back the losing stock.

Luckily, there's a loophole that lets you get around the wash sale rule:

Sell the stock, then have your IRA buy it back! The IRS considers you and your IRA to be two separate entities, so the wash rule doesn't apply.

That's just *one* of the legal ways to avoid capital gains taxes. You'll find even more ways in *TAX LOOPHOLES: Everything The Law Allows.* You'll discover how to get tax-free profits from stocks, real estate and more! You'll even find out a legal way to use *someone else's loss* to offset your capital gain!

The Ultimate Tax Shelter: Your Family!

If you're like most Americans, you probably think tax loopholes are

How To Deduct 100% Of Medical Expenses

If you're self-employed, the Tax Code allows you to deduct 60% of your health insurance premiums for 1999 and 2000.

But here's how to legally deduct a full 100%!

Just put your spouse on the payroll, and have the company pay for *his or her* health plan. You'll be able to deduct the full cost as a business expense.

Of course, since you're family, you'll also be covered under the plan!

Is Your Accountant An Undercover Agent For The IRS?

It's shocking but true! Under its tax compliance program, the IRS is offering tax preparers across the country up to $100,000 each to inform on their clients!

And when that doesn't work, the IRS resorts to intimidation tactics...like threatening to audit all the preparer's clients, or even threatening to bar him from practicing!

It's no wonder that many preparers will sell out a client rather than risking these sanctions. *The lesson:* If you'd like to keep information secret from the IRS, use a tax *attorney*. Since any information you give him or her will be protected by attorney-client privilege, it will be impossible for the IRS to get it from your lawyer.

just for "fat cats"...or that the only way to make a serious dent in your tax bill is through obscure tax shelters or complicated investment trusts.

Well, nothing could be further from the truth! In fact, one of the best sources of tax savings is your own family!

There are literally dozens of ways to save on taxes with the help of your parents...your spouse...your children and grandchildren...even your in-laws! Here are just a few:

Lower Your Tax Bracket In One Easy Step!

The top income-tax rate is now 39.6%. But you can create a 15% tax bracket for a big chunk of your income. How? By shifting some of your income-producing investments to your children.

Look, your kids are already costing you plenty. So rather than giving them a whole lot of your *after-tax* dollars, why not give them a tax-deductible allowance?

All you have to do is put some of your assets into a custodial account (your kids own the assets but you retain control)...and let the kids keep the interest.

If your children are under 14, each child can earn up to $700 in investment income totally tax free... plus another $700 taxed at the rate of 15%. And if your children are over 14, *all* the income is taxed at the kids' rate.

How much money does this little move save you? If you're in the 39.6% bracket and you have three children under 14, you'll save over $1,300 per year on your taxes!

But that's just the beginning! From page 135 of *TAX LOOPHOLES,* here is a secret that allows you to...

Shelter $19,200 Of Your Income From The IRS

If you own a business, you can put your kids on the payroll and deduct their salaries!

According to the Tax Code, each child can earn up to $4,400 a year totally tax free. Plus, each can earn another $2,000 a year tax free if it's put into an IRA. That's income of

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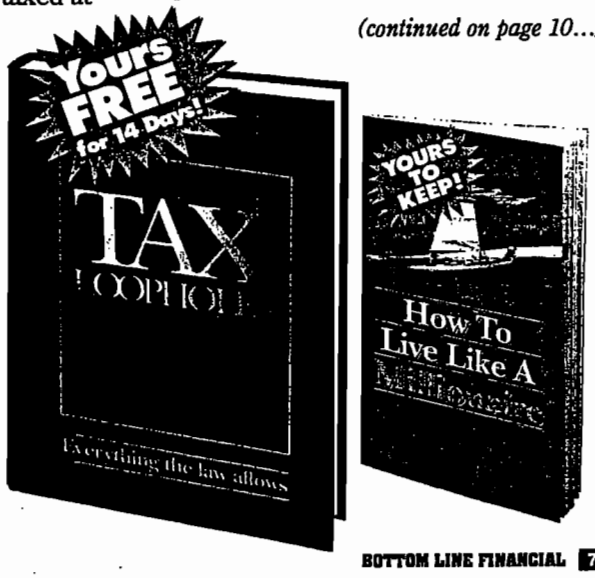


■ Withdraw money from your IRA before 59½, pay no penalty. Page 74

1,252 Secrets Your Taxes And Live

- **The single best way to save money on taxes.** Works regardless of your income or occupation. Page 9

- **Hidden banking secrets of the super-rich.** Now available to middle-class Americans! Page 25

- **The top 10 filing mistakes to avoid.** Avoid an audit by using this simple checklist. Page 16

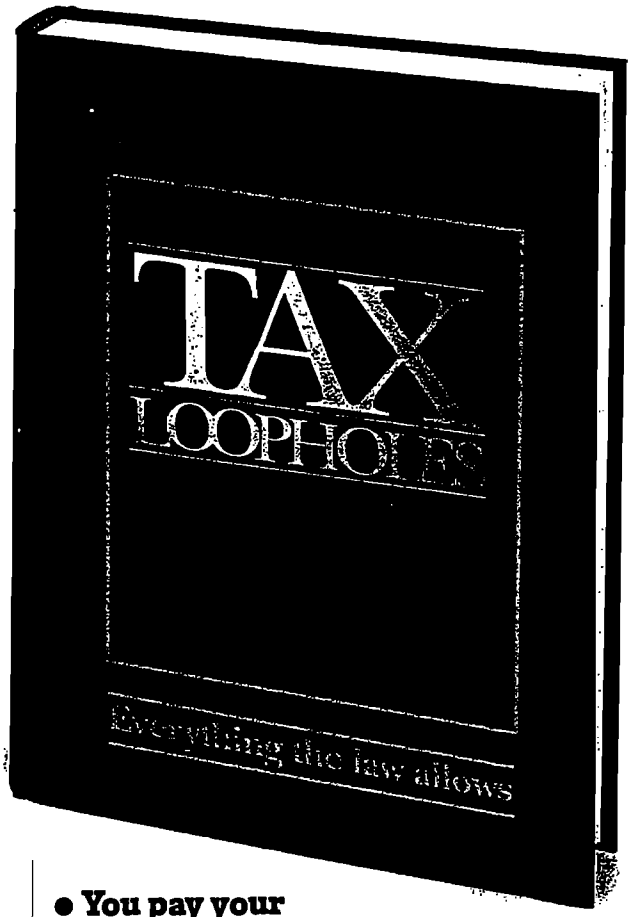
- **The juiciest tax shelter.** A $10,000 investment saves you $9,000 in taxes! Page 51

- **How to get the IRS to "forget" to audit your return.** Astonishing secret revealed by former IRS agent. Page 302

- **Some tax software can cause penalties or trigger an audit.** Don't let it happen to you. See page 4.

- **When following the IRS's own advice can get you into hot water.** What to do instead. Page 5

- **The first $76,000 of your 2000 salary is tax free!** HUGE loophole. See page 118.



- **You pay your accountant less money to do your taxes...and he loves you for it!** Simple method works like a charm. Page 7

- **Easy way to increase the write-offs from any tax shelter.** Perfectly legal. Page 11

- **3 legal ways to deduct personal interest!** Page 216

- **Your 1099 form shows income of $56,000. You only report $49,000... yet get no trouble from the IRS!** The secret on page 10.

- **When to fire your accountant.** Telltale signs that he's incompetent, or even crooked. Page 6

- **What the IRS knows about you.** See page 15 for the surprising list of information they obtain from third parties.

- **When it's OK to deduct sales tax.** Check out page 20.

- **How to beat the Alternative Minimum Tax.** 4 little-known loopholes. Page 22

- **How to hide assets from the IRS—legally!** Page 36

- **Reduce your taxable income by $25,000 in one fell swoop.** Little-known loophole lets you deduct *passive* losses against your salary. Page 51

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That Let You Slash Like A Millionaire!

- **How to start a 401(k) plan for your home business.** No need to go to IRS for approval. Page 70

- **How to file a joint return even though you're single.** Astonishing loophole on page 79.

- **Surprise! Choosing the wrong private school for your child can cost you a bundle in tax breaks.** What to do on page 90.

- **Give yourself a tax-deductible raise!** Your boss approves...and so does the IRS. Page 112

- **Clever ways to take cash out of your business.** Why pay yourself a high salary when you can get this money tax-free! Page 116

- **How to depreciate the same piece of business equipment TWICE.** Page 129

- **How to use next year's losses to offset this year's taxes.** Just file this little-known IRS form. Page 136

- **Get 6 months' worth of tax write-offs for something you use only one day.** Page 152

- **Business owners: Save a fortune in payroll taxes** by turning your employees into independent contractors. Here's how to do it with no hassles from the IRS. Page 159

- **How to make sure the IRS doesn't go after your heirs for back taxes.** Just add this simple sentence to your will. Page 197

- **Leave a fortune to your children and pay no estate tax.** Estate-planning secrets of the super-rich—now work for you too. Page 199

- **The single biggest tax mistake when making out a will.** Your heirs will get the shaft unless you do this. Page 205

- **How to get deductions this year on expenses you pay next year.** Page 212

- **Bankrupt taxpayer gets refund!** Page 248

- **Deduct the cost of your weight-loss program!** Even if it's not prescribed by a doctor! Page 217

- **Know your rights: 10 kinds of property the IRS can't seize...** no matter how much money you owe them! Page 243

- **How to buy extra time when you owe the IRS money.** Never mind what they say, they'll agree to this almost every time. Page 246

- **How to avoid paying the IRS back taxes you owe until after you're dead.** Ingenious! Page 246

- **Slash your taxes by $8,500 with one simple move.** Little-known tax credit. Page 151

- **8 dirty tricks the IRS uses to bully you into paying more money.** And the powerful counterattacks for each one. Page 259

- **How to talk your way out of late-filing penalties.** 6 excuses that work...and those that don't. Pages 269 and 283.

- **The IRS gives you a hassle about one of your tax shelters or deductions.** Just whip out this piece of paper and they can't touch you. Page 287

- **The most commonly audited deduction.** Learn to avoid it. Page 149

(...continued from page 7)

$6,400 a year neither you nor your child have to pay taxes on!

So if you're the typical American family with three children, that adds up to $19,200 of *tax-free* income... which can translate to a tax savings of over $7,600!

What if the kids are away at college and can't work at your business?

Then put them on the company's board of directors. They can attend board meetings whenever they come home to visit...and receive a nice fee for doing so. These fees are also deductible to the business and taxed at your children's lower tax rate. And speaking of kids away at college, here's a way to get...

FREE College Housing For Your Children Or Grandchildren!

If you have children (or grandchildren) going to college, here's a great way to get top-notch housing for them...and hefty tax deductions for you!

Simply buy a house or condo near the college...have your child rent one bedroom...and rent out the other rooms to other students. You'll be able to deduct mortgage interest, depreciation and other expenses. Plus, you can pay your child a fee to "manage" the property...in essence giving him or her free rent.

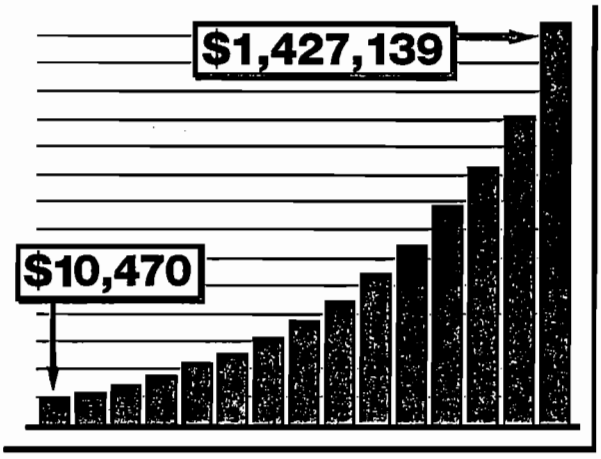
The rent you receive from the other students will cover your expenses. And after graduation, you can sell the property for a hefty profit!

Those are just three ways your family can save you money. You'll find many more in the pages of *TAX LOOPHOLES*. Like these:

- **How to get a hefty tax deduction for yourself while giving tax-free income to your spouse!** Page 123
- **How to deduct your parents.** Claim them as exemptions even if they don't live with you and you pay less than half their support! Page 97
- **How to give over $20,000 a year to each child or grandchild, yet pay NO gift tax.** Page 199
- **That charity you're supporting turns out to be your relatives. IRS says "no problem."** Page 207
- **Going away on business?** Here's how to deduct the cost of your spouse's travel too. See page 148.
- **Claim your grown daughter as a dependent...**even though she's married, doesn't live with you and works full-time! Page 88
- **The IRS says you're not allowed to claim a loss on any property you sell to a relative.** You do it anyway, thanks to this HUGE loophole. Page 99
- **and much more!**

THE EASIEST WAY TO GROW RICH

How To Build A Million-Dollar Nest Egg Even If You Know *Nothing* About Investing!



You don't have to be an investment whiz to get rich. In fact, you can build a fortune even if you know *nothing* about investing.

All you have to do is keep as much of your money as possible out of the hands of the government.

In fact, if you save $10,470 a year on your taxes and let that money grow tax-deferred at a very conservative rate of 9% a year, you'll accumulate an extra $1.4 million over the course of your working life!

Of course, if you know the very best places to invest your money, you'll do even better! That's where our FREE book *How To Live Like A Millionaire* comes in handy. The book reveals secrets of the world's greatest investors, including Peter Lynch and Warren Buffett. And it's yours to keep just for trying *TAX LOOPHOLES*.

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TAX-FREE INCOME!

You have to pay taxes on all your income, right? That's what the IRS wants you to think, but take a look at page 35 of *TAX LOOPHOLES: Everything The Law Allows.*

There you'll find 21 different sources of money that you do NOT have to pay taxes on! You'll find out about tax-free stock profits...tax-free rental income...tax-free interest income...even tax-free salaries! And not only is this money tax free, but in many instances you're not even required to report it!

You'll get all the details in *TAX LOOPHOLES.* To examine a copy free in your home for 14 days, simply return the Risk-Free Trial Certificate between pages 14 and 15.

Make Your Vacations Tax Deductible!

Living the good life doesn't have to cost you an arm and a leg.

Take vacations for example. You can save over half the cost of your next vacation...by having the IRS pick up part of the tab!

According to the Tax Code, your travel and lodging expenses are deductible whenever a trip is conducted for business purposes. What's more, those expenses *remain* deductible even if you decide to extend the trip for pleasure!

Does that mean you have to meet with clients in order to deduct the cost of your vacation? The answer is "no"! As long as you can find a legitimate business purpose for the trip, it qualifies.

For example, let's say you're a salesman and you'd like to escape the winter blues and enjoy some sand and surf in sunny Florida. While reading a trade magazine, you learn that one of the nation's top sales trainers is holding an upcoming seminar in Miami Beach. The seminar is on a Thursday, which means you have to stay an extra three days (past Saturday night) to qualify for the airline's Super-Saver fare.

And since staying the extra three days results in a total savings on your travel costs, the IRS lets you deduct the cost of your hotel room for Friday and Saturday nights!

Which means you get to deduct three days of vacation for a one-day business trip!

1,200 More Secrets

I think you're starting to see the possibilities here...the myriad of ways you can save thousands of dollars each and every year.

But what I've shared with you so far is just the tip of the iceberg. There are over 1,200 more of these secrets waiting for you in your copy of *TAX LOOPHOLES.*

(continued on next page...)

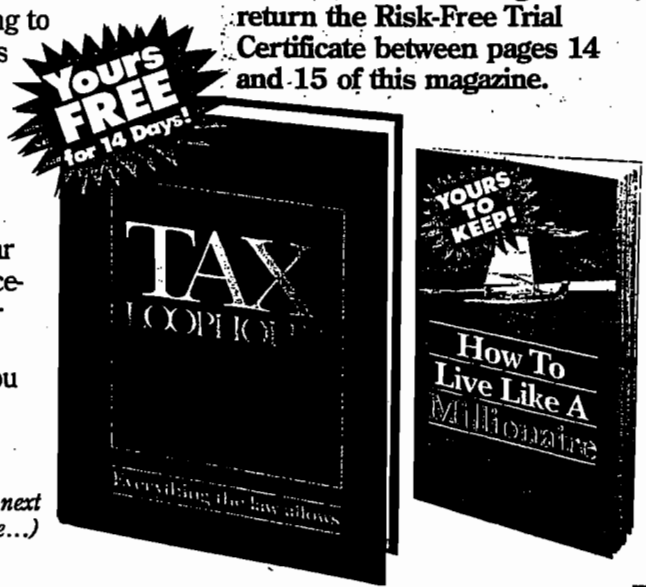
Magic Words That Instantly Cut Your Taxes!

Getting what you want from the IRS is a snap...IF you know the right way to ask for it. And you'll discover the exact words you should use in *TAX LOOPHOLES: Everything The Law Allows.*

For example:

- These 3 magic words let you settle your debt with the IRS for 10 cents on the dollar! Page 244
- This 3-word phrase stops an audit dead in its tracks! Page 305
- This little-known IRS form gets them to *erase* interest payments. Page 247
- These 6 magic words give you an extra 60 days to respond to an IRS notice. Page 273
- These 9 words remove an IRS lien from your property. Page 242
- This secret IRS form lets you make *no* estimated tax payments even in years when you have colossal profits! Page 137
- This unlisted phone number lets you cut through IRS red tape...and speak directly to the person with decision-making authority! Page 251

To learn all the magic words, return the Risk-Free Trial Certificate between pages 14 and 15 of this magazine.



■ Deduct the costs of supporting your parents. Page 97

These are secrets you need whether you do your taxes yourself or have a tax adviser help you.

Why? Because every financial decision you make can affect your taxes. And because no tax expert —no matter how good—can keep up with all the tax strategies that apply to you. (The only way to do that would be to move in with you!)

So stop relying on other people to save you money. Take an active role in your tax planning. It's a lot easier than you think when you use *TAX LOOPHOLES!* Everything in the book is arranged by category, so you can flip through it and pick out the deductions and loopholes that apply to you. And everything is explained in plain English that's easy to understand!

Here's a small sample of the type of money-saving info you'll find:

- **Are you entitled to a retroactive check from Social Security?** Ten million Americans are owed money. Find out if you're one of them. Page 72

- **You go on 26-day vacation with only 2 days of business activity...yet deduct 46% of the cost as business travel!** 100% legal...if you do this. Page 117

SELF-EMPLOYED? Here's How To Automatically Reduce Your Risk Of An Audit By Nearly 90%

If you file a Schedule C with your tax return, you're a prime target for a tax audit!

According to the latest IRS statistics, more than 4% of taxpayers who file Schedule C (with gross receipts of $100,000 or more) get audited each year, compared to just 1.28% of the general population.

But here's an easy way to slash the risk of being audited. Simply designate your spouse a partner in the business... then file a partnership return (IRS Form 1065) instead of Schedule C.

Partnership returns have an audit rate of about 0.6%, which means you've just slashed your audit risk by nearly 90%!

- **Best way to audit-proof your return.** Never mind what the IRS's official policy says—this really works. Page 18

- **Others get audited for their travel and entertainment deductions.** You deduct TWICE as much, yet get no flak from the IRS. The secret is on page 18.

- **You can only depreciate business property, right? Wrong!** Two ways to depreciate *personal* property and get a fortune in deductions. Page 134

- **Don't let the IRS take money from your children!** 7 common estate-planning traps, and how to avoid them. Page 197

- **How to keep an IRS auditor from rummaging through all your papers.** Clever tactic diverts his attention from damaging info...

Earn Interest On The IRS's Money

Here's a secret that lets you continue to earn interest on money you've already paid to the IRS.

When you mail your tax return to the IRS, the service center uses a mail-processing machine that can tell whether or not your envelope contains a check. (It senses the check's magnetic ink through the envelope.) Envelopes with checks are opened first...and the checks are deposited into the IRS's account within 24 hours.

But here's a way to keep the money in your bank account for an extra week or more: Rather than using the standard envelope the IRS gives you, mail your check in an oversized envelope. This will force the IRS to process your envelope by hand. During the busy tax season, this can add as much as 10 days to your float!

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Did You Know...?

...that the cost of contact-lens insurance is tax-deductible? (See page 219.)

...that transportation costs to Alcoholics Anonymous meetings are deductible? (See page 219.)

...that failing to report all your income is *not* illegal? (See page 35.)

...that you can sue the IRS without a lawyer by taking them to the Small Case Division? (See page 291.)

...that the information given by the IRS's telephone help line is *wrong* 20% of the time? (See page 256.)

...that if you forget to sign your tax return there is *no* limit as to how many years later the IRS can audit you? (See page 277.)

More secrets the IRS doesn't want you to know in your free trial copy of *TAX LOOPHOLES!*

How Many Of These Legal Deductions Did You Leave Off Your Tax Return Last Year?

- ☑ Your commuting costs! *(See page 165.)*
- ☑ Your swimming pool! *(See page 217.)*
- ☑ Your vitamins! *(See page 219.)*
- ☑ Your over-the-counter medications, including aspirin! *(See page 219.)*
- ☑ Your home telephone bill! *(See page 164.)*
- ☑ Your gasoline and tolls! *(See page 225.)*
- ☑ Your hobby-related costs! *(See page 130.)*
- ☑ Your pictures and paintings! *(See page 113.)*

Don't miss out any longer! Order your free-trial copy of *TAX LOOPHOLES* today and discover 1,252 ways to slash your taxes!

while making him think you're doing him a favor! Page 313

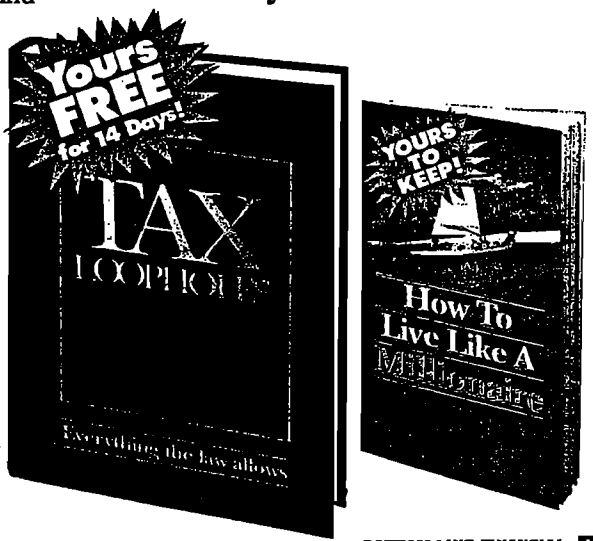
- **Your landlord raises your rent...then pays you back the money.** A tax deduction for him... tax-free income for you...and it's all legal! Turn to page 130.
- **The new tax law may have made your will obsolete!** To make sure your grandchildren get everything they're entitled to, go to page 201.
- **Proven "escape hatch" in case the IRS computer flags your return for an audit.** Just do this and IRS agents will decide you're not worth the trouble. Page 18
- **You use only 10% of your home as an office, but deduct a full 20% of its cost on your tax return.** Legal. Page 163
- **Take money out of your 401(k)...never pay it back...** and actually reduce the amount you owe to the IRS! Page 69
- **How to get tax-exempt income without tying up your money in bonds.** Supersafe... and you can take your money out anytime you want. Page 46
- **and much, much more!**

As you can plainly see, *TAX LOOPHOLES* is chock-full of powerful secrets that can cut your tax bill to shreds! Think of all the money that's been slipping through your fingers...making it harder for you to grow your nest egg or build the type of life you've always wanted.

Well, it doesn't have to be that way! You can easily cut your taxes by thousands of dollars. And when you do, you'll have more money to spend on the things you enjoy!

A better car...better vacations...more money in your bank account. You can have all these things without working one extra minute...without asking your boss for a raise...without scrimping and saving.

(continued on next page...)



■ How to deduct all medical expenses. Page 218

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Try It FREE For 14 Days

To get started, simply detach the Risk-Free Trial Certificate at right and return it to us in the enclosed postage-paid envelope. We'll rush you your copy of *TAX LOOPHOLES,* plus the FREE gift *How To Live Like A Millionaire.*

Send no money. If you decide to keep *TAX LOOPHOLES,* we'll bill you in four convenient installments of only $8.75 each (that's a total of $35—30% off the published price). We'll even pay the postage and handling.

If you decide not to keep *TAX LOOPHOLES,* simply return it and you'll owe nothing. And you'll still get to keep the free gift.

But I'm betting you won't do that. I'm betting that once you see how much money *TAX LOOPHOLES* saves you, I won't be able to pry it out of your hands!

Don't pass up this opportunity to examine *TAX LOOPHOLES* free in your home for 14 days! Let this be the beginning of a whole new way of life for you—a tax-free life that lets you enjoy the fruits of your labor to the fullest!

Very truly yours,

David Ellis

David Ellis, Esq.
Senior Tax Editor
Boardroom Inc.

P.S. If a hundred-dollar bill fell out of your pocket while you were walking down the street, would you stop to pick it up? Well, if you're like most taxpayers, you're letting over 104 of those hundred-dollar bills fly out of your pocket every year!

Don't let it happen anymore! **Return the enclosed card today!**

Start Your Own Business With Tax-Free Money From Your Boss

If you have always wanted to escape the rat race and become your own boss, then here's great news.

By using this clever loophole, you can use money from your existing pension plan to finance a new business. And you can do so without paying any taxes or penalties on the withdrawal!

Here's what you do:

1. Form a corporation for your new business.

2. Have the new business set up a qualified profit-sharing plan, and specify that participants in the plan can borrow money against it.

3. Roll over the money from your old pension plan into the new plan.

4. Have the new plan loan you the money to finance the business!

Added bonus: By becoming a business owner, you'll be able to deduct a whole slew of expenses, including portions of your car, your home office, your health insurance, and more! You'll get all the details in your free-trial copy of *TAX LOOPHOLES.*

Here's What Readers Have To Say About *Tax Loopholes:*

"TAX LOOPHOLES is must reading for anybody who wants to keep their money. Provides lots of little-known facts and cites the legal precedents. If you still owe taxes after reading this book, read it again!"
Ray Reed
Las Vegas, NV

"Thank you for such an informative book. It even taught my accountant new techniques."
Kevin S. Clark
Hackensack, NJ

"I started highlighting information I could use and after about an hour I had more yellow than white pages. Well worth the money!"
H. Hoskins
Moreno Valley, CA

"I have found this book to be most helpful in understanding the complex tax laws we must face. It is an easy-to-understand reference guide."
Dr. James F. Gigstad
Nebraska City, NE

"TAX LOOPHOLES has been very informative and I have now started to shift income and avoid taxes. I have also learned how to use my business as a shelter for my income. I would recommend this to anyone who feels they pay too much tax."
Lawrence Boas
Cockeysville, MD

"I am very impressed by the information included in TAX LOOPHOLES. I would recommend it to anyone who files taxes."
Arkan Yousif
Farmington Hills, MI

"An incredible quick reference to build client services. A 'must' for every tax practitioner's desktop."
Patricia Prichard
Montgomery, IL

"TAX LOOPHOLES gives tax preparers the ammunition needed to give the best legal advantage to the client."
James M. Beidler
Jonestown, PA

■ Cruise the world in luxury—FREE. Page 55

(180)

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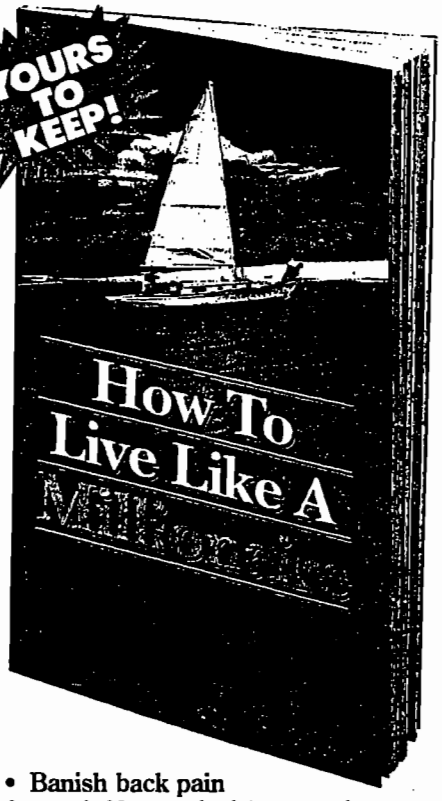

Why do some people struggle to get by, while others with the same income or even less income seem to have it all? You'll find their secrets in *How To Live Like A Millionaire.* Here's a small sample of what you'll discover in this valuable book:

- Antiques at flea-market prices. Page 1
- Cut your home's mortgage interest in HALF! Works no matter where you live or how low your interest rate is. Page 9
- **Fly first-class for the price of coach!** Even on the most crowded flights! Page 56
- Supersafe investment that yields 28%! You'll *never* hear about this from your stockbroker or banker. Page 22
- The single best time to negotiate salary. *Very* hard for employer to say no. Page 45
- **Save up to 50% or more by buying things at the right time of year.** Best months to buy clothing...appliances... furniture...sportswear...and more! Page 61
- Home remedies for common ailments. Kitchen-cabinet cures for muscle cramps ...hiccups...insect bites...and more. Page 76
- **Repair your credit almost instantly.** Little-known provision in the law lets you *erase* damaging information. Page 21
- Items that can cost *more* at a warehouse store than at the supermarket. Page 14
- **Travel now...pay three months later...and pay ZERO interest!** The amazing secret used by the savviest world travelers. Page 58
- How to beat car dealers at their own game. The 5 most common dirty tricks ...and your defense against each one. Page 68
- **How to choose the right mutual fund.** Million-dollar advice from the legendary Peter Lynch. Page 83
- Round-trip to Paris or London for just $100! Best-kept secret in the travel industry. Page 59
- Get the cheapest room rate at any hotel. *Hint:* Whatever you do, DON'T call their reservation number! Page 58
- **How to get VIP treatment from your banker.** Plus higher yields... lower fees...and lower minimum balances. Page 7
- What to do when insurance company refuses your claim. Top attorney reveals the simple tactic that brings them to their knees. Page 17
- Cruise the world in luxury—FREE! Lots of passengers you meet on board are doing it but never tell you. Page 55
- **How to get the absolute best deal on a car lease.** Clever tactic actually forces the dealer to charge you lower payments. Page 71
- **The best way to get a new job if you're over 40.** Forget résumés, employment agencies and help-wanted ads. You'll get much better results if you do this. Page 44
- Best low-cost and no-cost businesses to start. Your second career can be more fun and more lucrative than your first one—if you know the ropes. Page 49
- How to get a window or aisle seat on an airplane when they're "all taken." Page 56
- **How to spot slot machines that pay off most often.** Page 58
- Escape the winter blues without spending a fortune. Little-known vacation paradises that provide first-class luxury at a bargain price. Page 59
- How to get FREE prescription drugs. What drug companies don't want you to know. Page 63
- **Ingenious way to save a fortune on your heating bills.** All you need is these 2 household items and some tape. Page 64
- Popular home improvements that make your home almost impossible to sell! Don't let it happen to you! See page 65.
- **Banish back pain forever!** New method from top doctor brings permanent relief without drugs, surgery or exercise! Page 77
- Phony charges that appear on almost every hospital bill. How to spot them. Page 73
- The 4 days of the year when you should *never* buy or sell stocks. Wild market swings can cost you a bundle. Page 86
- **How to get refills on "nonrefillable" prescription drugs.** Page 73
- Clever trick cuts your waiting room time at doctor's office. Page 75
- Want to buy a home computer but confused about all the high-tech mumbo-jumbo? Read the total dummy's guide to personal computers on page 81. Plus...how to tell if a computer is a lemon.
- Why you should avoid "hot" stocks in "hot" industries. And what to do instead for spectacular profits. Page 83
- **Find tomorrow's superstocks today!** Top money manager reveals 8 secret indicators that a stock is set to explode. Page 84
- Prosperity secrets of the wealthiest Americans. Almost all millionaires have these 3 things in common. Page 87

To get your FREE copy, return the enclosed card now!

18

If You Had An Extra $10,470 A Year, How Much Better Would You Live?

INSIDE: How to get a check from the IRS in as little as 90 days.

PLUS...

- ☑ Reduce your risk of audit—automatically! *Page 12 inside.*
- ☑ Tax-deductible boats, cars, vacations and more! *Page 4 inside.*
- ☑ Earn interest on the IRS's money! *Page 12 inside.*
- ☑ Deduct thousands of dollars without spending a single out-of-pocket dime! *Page 6 inside.*
- ☑ Pay NO taxes on stock profits! *Page 6 inside.*
- ☑ Start your own business with tax-free money from your boss! *Page 14 inside.*

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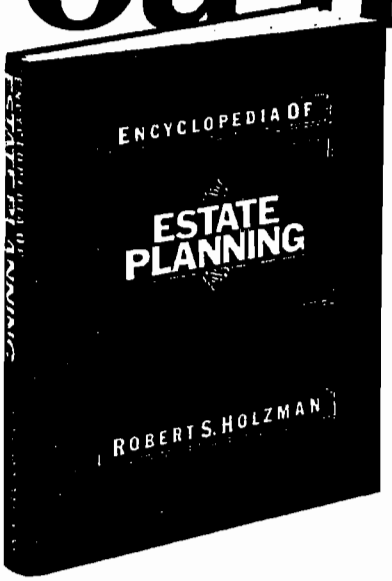
What nobody told you when you made your will



- **When executor of your will should not be member of your family. Page 8**
- **How to hand down money to your heirs so creditors can't touch it. Page 34**
- **Assets that should never be mentioned in your will. Page 45**
- **Cash found in safe deposit box will be treated as income—but not if you read page 281.**
- **Why couples who have signed joint wills should tear them up. Page 98**
- **Your big charity can be your relatives. Tax deductible if you use right words. Page 210**

Dear Colleague:

If you have a family to protect, this could be the most eye-opening book about money you will ever read.

Contents: How to do as you see fit with the assets you've worked a lifetime to acquire -- cash, real estate, securities, business interest, life insurance, pension.

How to hand down anything you own to anyone you choose -- without interference from courts, creditors, relatives or the IRS.

How to beat the estate tax no matter how big your estate is -- even if it's not covered by the marital deduction. Make your estate smaller and your heirs richer.

Perfectly legal methods that the government and the insurance

(continued...)

20 hidden traps in estate planning.

PAGE 5

companies are in no hurry to explain. Opportunities the general run of lawyers and accountants honestly don't dig deep enough to uncover.

- An income tax deduction you can take this year on money that will go to charity when you're gone. Page 39
- A way to beef up life insurance -- at rock bottom cost -- when inflation has eroded the value of your coverage and you're not sure you can still pass a physical. Page 190
- How ownership of a family corporation can pass to the next generation tax-free. Page 119
- Shrewd way to get money out of business and cut the tax due after shareholder dies. Page 126

Encyclopedia of Estate Planning is monumental, loaded with useful ideas and a lot easier to read than the word "encyclopedia" suggests.

The author is the same Robert S. Holzman whose books teach the tax accountants and estate-planning specialists their trade. Holzman is the experts' expert.

He ticks off option after option that most people never find out about. Dozens of them will be brand new to the most experienced business executive.

What to do. When. How. What never to do.

Traps to be wary of in the widely used forms of life insurance, tax planning, wills. What to change while you still can.

- If you die owing back taxes, the IRS can attach your life insurance -- but not if you read page 154.
- Why couples with joint bank accounts should close them fast and open separate ones. Page 106
- Last-minute change in securities portfolio guarantees impressive tax savings for any estate that needs them. Instruct broker now on what should be traded when family gives the signal. Absolutely legal. Details on page 140.
- How to set up bequests so none of your heirs will know how much the others got. Page 19
- When bequests should be worded as percentage of estate instead of in dollars. (If you slip up on this, most of what you leave can go to those who are supposed to get least. Page 263)
- How you can accidentally disinherit your own children by writing a will the way your parents did. Page 263

When joint ownership is the wrong choice.

PAGE 106

- How states you <u>don't</u> live in can tax your heirs. Three simple precautions to take if you own property in another state, if you're transferred out of state or retire out of state. Page 255

- How to leave money to grown children when you're not sure you can trust people they're married to. Page 37

- How to leave your children financially secure and still encourage them to succeed on their own. Page 37

How the "liberalized" new estate tax rules can boomerang if you take them at face value. Traps that trigger the tax you think you're avoiding. Times when it's smart to question your accountant's advice.

- New rules make it wise to leave everything to your spouse, right? Wrong. Leaving him/her less can be even smarter. See page 76.

- If your house is in someone else's name, it's excluded from your estate for tax purposes. Right? <u>Wrong</u>. See page 267.

- Marital deduction is lost if assets are bequeathed to anyone except spouse. <u>But not if you know the loophole on page 85</u>.

- How dying in the wrong state can result in loss of entire marital deduction. Page 80

- <u>Estate planning for the widowed, single and divorced</u>. How to protect your heirs in case you die too rich, too soon. Pages 12, 45, 71, 113, 232.

How to whittle the taxes on estates to zero. How to taxproof any kind of personal or business asset. Cash. Stocks. Bonds. Real Estate. Closely held shares. Loopholes the IRS does not publicize but can't stop you from taking advantage of.

A choice of perfectly legal ways to <u>leave no estate at all</u>. Just prosperous, untaxed heirs.

- How publicly traded stocks can be listed by executor at less than market price. Page 242

- How to establish low tax valuation for closely held shares. (If you wait too long, IRS will set a high one.) Page 243

- Zero-tax estate by means of trusts. Some work beautifully; others can boomerang. To sort them out, see page 13.

- Zero-tax estate via tax-free gifts to heirs. This can pay off so well that it pays to borrow the money to do it with. See page 52.

- Times when it's smart to give away more than the legal limit and risk a gift tax. (Recipient should pay tax for you. Mathematical quirk

How to provide for a spendthrift child.

makes it cheaper that way. See page 68.)

- The most dangerous sentence in your will: Mistake easily made puts everything at the mercy of court-appointed administrators who do what they think best with your money. Page 293

How to protect your assets and your heirs with every weapon the law allows. The legal angles, the insurance angles. The tax angles.

How to make bequests that can't be tampered with. Shield your family from costly court fees and judicial delays.

Send for a copy right now and judge for yourself how much Robert Holzman's Encyclopedia of Estate Planning is worth to you compared with the few tax deductible dollars it costs.

Show it to your lawyer, your accountant. Go over the fine points with your executor. Check the wording of your will against Holzman's eye-opening list of do's and don'ts.

SEND NO MONEY. If at the end of 14 days, you decide not to keep the book, simply return it without obligation.

If you decide to keep it, we'll bill you in four convenient installments of $8.75 each for a total of $35. That's a 30% discount off the published price of $50. There's no charge for shipping and handling.

Is it a deal? Then, please mail your discount certificate today. And many thanks.

Sincerely,

Martin Edelston
Publisher

ME:bkr

P.S. There's no "lawyer language" to struggle with. All confusing terminology is translated into plain English. For a quick fix difference between "Joint Tenancy," "Tenancy in Common" and "Tenancy by the Entirety," check page 108.

P.P.S. Important: Special inside advice...get The Great Book of Tax Breaks as an extra bonus when you reply no later than the date stamped on your order form. Another reason why it pays to mail your form today.

I'm looking forward to hearing from you. And remember that guarantee.

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BRAND NEW!.....

By popular demand...

.....Linda Miles arrives at YOUR office each and every month, to counsel, coach and advise you.....and separately, to educate and motivate your staff.... ...all-new mini-seminars that come to you.... .....for about the cost of a large pizza!

Dear Doctor,

Seminars are important, but - what happens in between seminars? How do you stay energized, enthused and focused on your goals? You and I know that the pressures of day-to-day work can "pull you back in" to the same old attitudes, behaviors and habits.

And what about your staff? What happens in between seminars? You may be "too familiar" to your staff to effectively motivate and inspire them. They need their own "coach", who they look forward to hearing from and will learn from.

That's why so many doctors - and staffs - have been urging me to develop some new way to have continued and continuous impact in their offices. Now, so many have asked me to tackle this need, that I have, and I'm eager to tell you about it, and offer you a free trial, too.

Every Champion Needs A Coach - Doctor, You Do Too

You cannot find a successful Olympic athlete, pro athlete, in any sport who does not have and rely on at least one personal coach.....a very knowledgeable mentor and advisor who works closely with them on an on-going basis. By the way, many top corporate leaders and top salesmen have such coaches, too. After all, *who motivates the motivator?* Of course, you can't justify the cost, thousands of dollars a month maybe, of having such a personal coach "live" with you everyday. But the next best thing is for me to arrive --- via a special audio cassette --- every month, just like clockwork, to then ride with you in your car to and from the office for a few days or sit down with you in your den at home and share my most important and most recent, timely discoveries about management for maximum productivity, maximum profit, maximum

growth and maximum enjoyment of practice.....to bring you one-on-one interviews with experts on marketing, management, team-building, efficiency.....*imagine how such a monthly chat could benefit you!*

Proof These "Chats" Can Help You Reach Your Next Levels Easier And Faster

I really don't like bragging, but I think it's important to mention that I have personally consulted with over 1,000 dental practices, and I stay "sharp" by being out in the field as well as on the phone, working with private clients and their staffs, dealing with today's issues, concerns and changing conditions. More than half of my clients rank in the top 10% of all practices. I firmly believe this success can be transferred and enhanced by me coming to you every month and discussing a different, critically important topic with you. And here are a few of the topics I will be tackling in the months to come.....

A Sampler Of The Things you And I Can Talk About And Think Through Together, In Our Monthly Visits

1. **Staff compensation, benefits, raises, bonuses**.....how to get the biggest and best possible "bang for your buck" from the wages you pay
2. **Dealing with EDP's (Extremely Difficult Patients)**.....how to really turn "lemons" into "lemonade".....discover how the EDP can often be converted to your best patient and ambassador!
3. **Financial presentations and collections**.....how to remove the anxiety, fear and discomfort from finances - for you, your staff and the patient.... .....gain powerful communication "tricks" and strategies.
4. **Spouse in the practice? What do successful, happy couples who work together know that you don't?** Yes, there ARE proven strategies for handling tension and conflict, different personality styles, for keeping work and personal relationship defined.
5. **Daily management**....."huddles", chart audits, coaching techniques, why & how to share certain numbers, understanding staff concerns, delegating with confidence.
6. **Money issues**.....what should hygienists, assistants, front desk staff be paid? How to really "read" your numbers -- staff salaries, overhead, receivables, lab, hygiene, etc. Why to determine "employee value" and how to use it.
7. **Marketing**.....how to free yourself from dependence on advertising by more dynamically promoting your practice from within. How to use "incentive plans" to spark growth. How to sustain team enthusiasm.
8. **Problem prevention, problem solution**.....frank discussions of problems ranging from broken/changed appointments to internal theft and embezzlement.

9. **Facilities**.....how to make your office environment work to your best advantage in terms of efficiency, internal promotion, staff happiness. How to learn from the "walk through."
10. **Tough confrontational issues**.....patient compliance, staff cooperation, dealing with business advisors; confidence, personal power, influence, self-respect.

These Monthly Visits Via Audio Cassette Will Even Be "Interactive"

Every tape will come with a brief survey questionnaire related to a subject I'm working on, for an upcoming tape. You can use this to provide me with your thoughts, concerns, questions, problems, frustrations, etc. - just FAX or mail back the questionnaire - and this feedback I get from you and the other doctors will guide my work on your behalf. We'll be a giant "mastermind group".

Now, this gets you and I working together continuously, getting together to "mastermind" every month - but let's not leave out the staff!!!!

Let Me Work Hard <u>For</u> You, Coaching Your Entire Staff, Every Month, With "Personal Chats" On The Most Important Issues And Challenges They Face Everyday

I'm sure I don't need to remind you - your staff "makes or breaks" your practice. My entire # year career has been focused on building exceptional staffs. Teams that win! And I have the respect of dental staffs all across the country. One seminar attendee recently wrote, "If I could listen to Linda Miles for ten minutes every day, I could face any issue or day that comes along."

I can give your staff the emotional support and encouragement they need to stay committed to team goals, to stay enthused about their roles, and to respond positively to pressure. I will motivate them to implement proven, powerful strategies for strengthening every aspect of *your* practice!

One doctor recently put it this way: "Linda's been there, on the firing line, and the staff relates to one of their own. She can bridge the gap between my needs and objectives and staff buy-in to those objectives even better than I can. For a month or so after my staff attends one of Linda's seminars, literally EVERYTHING in our office is better." Now we can keep that energy going.

Let's face it - you may be an outstanding clinician, a good businessperson, but if you can't get everybody on your team to catch the vision, and really work together toward shared goals and "kaizan"; continuous improvement, you're in for a whole lot of frustration.

Linda Miles' Stunning Confession

I have a confession to make:

Lots of people can very competently teach practice management. Yet, many have tried to duplicate my overall success but none have. Why are the doctors and staffs working with me *so* pleased and *so* successful? I don't think it is because of any special superiority in my "systems".....my technical and management information is good, but I'll bet others' is just as good. I think the amazing results my clients consistently experience occur mostly because I am exceptionally adept, maybe "gifted", at balancing business issues with human issues, at creating emotional harmony in the practice.

Go ahead: Put me to work on this task, in *your* office, through these monthly audio sessions and watch what happens!

I'll be talking with your staff every month about honest self-evaluation; how to marry extraordinary customer service with the dental practice; the secrets of a true team; new strategies for chairside communication; improving listening skills.....I'll be bringing them interviews and conversations with exceptional staffs from offices all across the country.....and I'll be discussing how your staff can help, in a big way, with the toughest challenges facing our profession, like the impact of managed care.

How valuable will a more knowledgeable, committed, focused, confident, energized staff be to you? There's just no telling. I've seen practices as much as double net profits in just a few months, with all the changes occurring with the staff, all the growth produced by the staff. I've seen truly dynamic, total teamwork make miraculous differences. I've seen greater depth of understanding turn good staffs into unbelievably great staffs.

How will your staff use these monthly tapes? Well, I hope you'll get one for each staff member, so they can listen to their personal copies as they drive to and from the office or otherwise at their convenience, and

build up their personal library. But these tapes certainly will work great as a monthly "lunch-'n-learn session" in the office, led by your Office Manager.

So, I'm ready to come in every month and coach your staff, for you!

"OK, Linda, I'm excited about getting you into my office, via these tapes, EVERY MONTH, to coach me AND my staff. But -- gulp -- how much is all this going to cost me?"

Relax! No one is more sensitive to "cost control" than I am. I understand that you must be cautious and conservative about taking on any new expense. That's why I've made this so very affordable and so easy to say yes to. First of all, there is NO UP-FRONT EXPENSE AT ALL.....we auto-charge your credit card each month. Second, you can CANCEL AT ANY TIME, so you take no risk, you must be *continually* thrilled with the tapes and the benefits, I must really "produce" every month.

And you even get a FREE TRIAL.

When you sign up now (no later than the Introductory Offer Expire Date marked in red on the enclosed Acceptance Form), your first month of service is FREE.

If you're not thrilled and your staff isn't thrilled with the tapes you receive free that first month, you can cancel, and never even have spent a penny. We will begin charging your credit card each month only with the second month.

Now, here's the very low investment required:

Dynamics Of Dental Leadership

The monthly DYNAMICS OF DENTAL LEADERSHIP tape for you requires just $29.95 a month. (Just as a comparison, an hour-long phone consultation with me requires $000.00 or more.)

But you'll be "locked in" at the low introductory rate of just $19.95 a month when you respond now. You can "blow" $19 on a loaded, large pizza! - or you can feed your mind and spirit. And you'll probably listen to each month's tape at least several times, so it's like investing just $6.00 or so per session.

Dynamics Of Dental Team Success

The monthly DYNAMICS OF DENTAL TEAM SUCCESS tape for your staff requires just $29.95 a month (for the first person's tape*), but, again, you can "lock in" the low introductory rate of just $19.95 a month by responding immediately. (*Additional copies, for staff members, just $3.95 each.)

Unless everything about your practice is already perfect and you feel there's no room for improvement, how could you possibly justify NOT joining this program and inviting me, via these tapes, into your office every month?

It's important to start immediately, so you don't miss a month.....and to get the introductory discounts. Return the enclosed Acceptance Form by FAX or call 000-000-0000. Today!

I'll be looking for your Acceptance.

Sincerely,

Linda Miles

PS: Here's what I have in mind, as some our mutual goals, for the coming months:

- **Identify and resolve "management glitches" that cost** most practices $50,000.00 to as much as $100,000.00 a year in lost production!
- Streamline your schedule.....condense patients' chair time..... enhance productivity AND quality by **better utilizing your valuable chairside assistants.**
- **Minimize stress, tension and conflict** throughout the office, so every team member has a more enjoyable daily experience and transfers positive feelings to every patient, every time.
- **Find the hidden-in-"overhead", usually overlooked Profit Drains,** that unnecessarily siphon off 6% to 7% of GROSS production!...and plug up those drains!!!
- Insure that every one of your patients receives the kind of **LEGENDARY customer service** that has made companies like Nordstroms, Sewell Cadillac, Swissair, etc. famous.
- **Increase your hygiene production** by $100 to $200 (or more) per day without anybody working harder - by achieving a "Zero Defects Hygiene Schedule"

- Understand what "total teamwork" really is - and see it transform your practice.
- Make sure that good ideas get implemented, not just talked about!

PPS: Remember, you get a FREE TRIAL MONTH, then we simply bill your credit card the low monthly fee automatically, and deliver "me" to your office every month. You can cancel at any time. And this takes our relationship to an entirely new level of commitment and impact. Don't be left out.

PPSS: YOU SAVE EVEN MORE by participating in both of these monthly programs - yours and the staff's. You'll find this EXTRA SAVINGS shown on the Activation Form.

INSTANT ACTIVATION FORM

"Linda, let's do it! I and my staff look forward to your monthly 'visits.' "

____ YES! - Send me DYNAMICS OF DENTAL LEADERSHIP every month for the low introductory rate of just $19.95 a month. (I'm saving $10.00 a month off the regular $29.95 fee.) Note that my first month is FREE.

____ YES! - Send DYNAMICS OF DENTAL TEAM SUCCESS every month for the low introductory rate of $19.95 a month. (I'm saving $10.00 a month off the regular $29.95 fee.) Note that the first month is FREE.

____ YES! - I want every team member to have her/his personal copy of each month's DYNAMICS OF DENTAL TEAM SUCCESS tape. Send _____extra copies at $10.95 each. Note that the first month is FREE!

____ **YES - I am Activating BOTH the Leadership and Team Success tapes, so give me an extra discount of $3.00 per month, per series.....this reduces Leadership to just $16.95 a month and Team Success to just $16.95 a month!**

Doctor's Name_____
Street Address_____
City, State, Zip_____
Phone_____

_____I authorize Linda Miles & Assoc. to automatically charge the following credit card each month for the fees noted above. I can cancel at any time.

___VISA ___MasterCard ___AmericanExpress
Card#_____ Exp. Date_____
Signature_____

FAX THIS FORM TO: 000-000-0000
OR TO ORDER BY PHONE OR IF YOU HAVE QUESTIONS,
PLEASE CALL 000-000-0000
Linda Miles & Assoc., Address

ABOVE DISCOUNTS & INTRODUCTORY OFFER EXPIRES _____

(194)

From: Greg Stanley

In My # Years,
Consulting With Over
0,000 Doctors
Nothing Like This Has
Ever Been Available
To The Profession

New Technology

Comparing this to books or tapes
is like comparing

a sledge hammer

.....to a

laser

beam.....

a bicycle to a Lear Jet,
a piece of chalk to a computer.

envelope

RAW COPY
FOR SALES
LETTER

A TOTALLY NEW "CONSULTING TECHNOLOGY" GIVES YOU ACCESS TO EXPERT ADVICE INSTANTLY, AT A COST SO LOW IT'S UNBELIEVABLE.....

What Would It Be Worth To Have An Instant Solution To Any Staff Problem, Answer To Any Staff Question, Coaching With Any Staff Situation - On Demand, Any Time You Need It? (Day or night, 24 hours a day, 7 days a week.)

Do You Believe Your Practice Could Grow, Be More Profitable, Be More Fun If You Could Better "Harmonize" Your Staff?

Dear Doctor,

My name is Bill Godwin of Whitehall Management - and in our # years of serving the profession, I believe this is THE most important letter we have ever put into your hands.

Seminars are time-consuming, require travel, cost a lot, and, well, when is there a seminar right when you need it? Books and tapes are fine as far as they go, but you have to study, after a day in the office you're tired and need to relax, and all too often, the information is too general to really answer your questions.
Private consulting is just too costly for many.

It's time for a radical, revolutionary and TOTALLY NEW AND DIFFERENT method.

New technology has made it possible.

Just as the Gutenberg press once revolutionized the dissemination o information, this new technology will revolutionze the way doctors like you get the guidance, consulting and advice needed, precisely when needed. In just # more paragraphs, I'll tell you exactly how this new technological product works. First, though, consider:

What is the right and <u>timely</u> answer to just ONE question worth?

Dr. Rubinowicz of Castle Rock, Pennsylvania had an important financial decision to make. Fortunately, he was an Advantage client* and was able to get to Greg that afternoon. "Three minutes on the telephone

that day was directly responsible for putting over $19,000.00 in my bank account. Greg's experience and wise, to the point counsel prevented me from making a very costly mistake." But what if Greg had been traveling that day? Or booked solid and unavailable?

Well, ONE answer to ONE important question - right when you need it - might not be worth $19,000.00 to YOU. Maybe half that. Maybe twice that. But we are certainly willing to absolutely GUARANTEE that this **"Answers-On-Demand System"** proves its value to you, far, far in excess of its cost, within the first month that you own and use it --- or your money back on demand!

Answers-On-Demand Volume I is "STAFF POWER."

We have absolutely proven over the past two years, that all the power and "thrust" and solutions you need to get whatever volume or profit growth you need in your practice is right there, "locked up" in your own staff, just waiting to be liberated. Now we can hand you the keys.....

Imagine.....

You are having difficulty with a particular staffperson. She is "stonewalling" and dragging her feet against changes you want made. You are going to sit down and talk privately with her Friday afternoon. You don't want to lose this staffperson, but fear that could happen. You want to restore team harmony and get everybody back on the same page but really aren't sure how to go about it. What to say? How to say it? How has this situation been successfully handled before?

Push a button and Greg "arrives" to prepare you for this difficult conversation - in just # minutes.

Imagine.....

You have a patient coming in for an appointment who has "made noises" about discontinuing care. You know this patient is making progress and should complete the treatment plan. You wonder what you should say....how might your staff help?

Imagine.....

Your staff meeting is ten minutes away. You have two difficult situations you want to talk about - but you are unsure how to make it a positive conversation, how to avoid being perveived as unfair....

Push a button and Greg "arrives" to share exactly what you should say to turn this patient's attitude around. In just 5 minutes.

Time IS important. And this new System is THE most time efficient method of getting precisely the consulting and coaching you need (and no more), exactly when you need it. Here's how it works:

When you need an answer to a "toughie", you do NOT have time to read a book, listen to a tape or dig back through a pile of seminar notes. You have only MINUTES to make your decision. To come up with your answer. This System responds perfectly. All the questions/answers are on a CD-ROM, built with "random access" - which means you look up the question you want answered on the printed index, enter its 3-digit code on the CD player, and - zap! - you immediately hear that question's answer. No waiting, no clumsy fast-forwarding, no digging through manuals. Zap.

Time IS money. You are pressed all day. You have family responsibilities in the evening. Your time is very valuable. You live in the world of billable hours, in fact, billable minutes (just like Greg does). If you want to make $200,000.00 a year, for example, each of your minutes must be worth about $00.00. Fifteen minutes lost, hunting through reference materials, or lost to indecision, just fifteen minutes lost takes $000.00 away from your income. Just fifteen minutes a month lost this way takes $00,000.00 away from your annual income. $000,000.00 in five years. This is why business leaders like Lee Iaccoca rate "decisiveness" as the most vital characteristic of super-successful individuals. The support you need to be more confident, decisive, day in and day out, is in this System. The proven secrets you need to manage and motivate your staff to peak performance, in this system.

This is a whole new and different type of "information product." We are calling it ANSWERS-ON-DEMAND. It is a precision information tool. **Comparing it to books or tapes is like comparing a sledge hammer to a laser beam.** With this System, the "value" is *not* in bulk: *not* in number of pages, number of tapes, number of minutes. Actually, to the contrary, the value here is in speed and convenience. Consider a regular oven vs. a microwave. This is "microwave-fast answers."

Nothing like this has ever been developed for the profession before. And the work that went into making this the most powerful tool you've ever owned was herculean. All the notes from the past 5 years of telephone and in-person consultations Greg and I have conducted carefully reviewed.....specific "nagging" or frequently reoccurring questions gathered from over 000 doctors.....surveys conducted at seminars, all to identify the ### **questions about staff productivity most important** to you. Then another comprehensive review of all our consulting notes, training materials, other research, phone calls made, to gather the very best, most successful answers to these questions. Finally, Greg invested over 200 hours - at his rates, $000,000.00 - preparing condensed, concise, clear, direct answers and recording them for this CD.

Now, to have Greg sitting there in a little box on your desk, ready to be asked your tough questions and to instantly respond - what should you pay for that? Each CD has # questions and answers. Maybe you'll never use all of them. Maybe just one answer'll be worth a fortune to you. Anyway, we did something pretty unusual to set the fee: we did a survey, calling a number of doctors, our clients, as well as marketing consultants in other fields - and what would you guess they felt this should sell for? The lowest suggested price: $299.00. One doctor offered $500.00 per CD. If you consider Greg's regular conslting fee of $000.00 an hour, that's $00.00 a minute.....the average answer is # minutes.....# answers: $0,000.00.

If we delivered this by any conventional means, you'd either have to come to a multi-day seminar and trundle home with a mountain of notes - and then what?.....or you'd have to wade through a big, thick manual whenever you wanted a specific answer. But this is a totally different kind of tool. Different from anything you've used in the past. This provides the

$0,000.00 worth of value, but not via "bulk" - instead in a way you can easily and instantly access exactly the answer you need this minute.

And I have very good news for you: you do *not* have to invest anywhere near the $0,000.00 of value built into this System. In fact, since the costs of producing customized CD's have dropped in recent years, we're able to provide this amazing tool at an investment very comparable to ordinary audio tape albums. Less than most seminars you attend once but can't revisit.

You can purchase the Staff Power CD and the printed EZ-Access Index, by itself, for just $000.00. And during the introductory offer period, you also receive all the questions and answers on audio cassette, to listen to as a "staff power mini-seminar" while driving to or from the office, and a bound book containing a collection of Greg's best articles, tips, tape transcripts, etc. regarding staff matters, at no extra charge. By the way, since each Q/A is # to # minutes in length, these are short, "tight" bits of how-to information you can more easily remember, so this is a different audio-cassette listening experiece than you're used to, also. Right now, just $000.00 gets you the entire Staff Power Program.

You can also purchase additional, individual CD's by topic. We haven't even advertised or written sales letters for these other INSTANT ANSWERS CD's yet, and when we get a complete brochure done, we will charge higher prices. But all of these are done and ready to put into your hands, and you can get them now at the discounted introductory prices. Each one comes with its own "bonus pak", too, including an audio cassette of all the questions and answers as well as printed support material. Or you can acquire the entire Instant Answers System at an even greater savings, your choice. Here are the CD's currently available:

STAFF & PRODUCTIVITY, VOL. 1: # SOLUTIONS $

PERSONAL FINANCE, INVESTMENTS & TAXES, VOL. 1: # SOLUTIONS $

PRACTICE FINANCES, CASH FLOW & PROFIT, VOL. 1: # SOLUTIONS $

PERSONAL STRESS & PROBLEM-SOLVING, VOL. 1: #SOLUTIONS $

PATIENT ACQUISITION & COMMUNICATION, VOL. 1 $

Or get the entire System at an additional $ savings, for just $. (As an incentive to acquire the entire System, we offer 3 easy payments - and we will "lock in" your right to buy additional CD's as available for no more than $ per CD.)

Absolutely, Without Reservation,

GUARANTEED

To Be The Best, Most Useful, Most Often Used Practice Success Tool
You've Ever Owned.....Much More Valuable To You Than The Books And Tapes Sitting On Your Shelf.....Or You Not Only Get
Your Money Back Without Quibble, You Get An Extra $25.00 Right Out Of My Pocket, For Your Trouble

That's right: it's a *MORE-THAN-YOUR-MONEY-BACK GUARANTEE*. And I'll bet you the biggest cow in Texas that you will NOT get such a Guarantee offered to you by anybody else, offering any other practice-building information.

That's because nobody else has the combination of Greg's 20 years' extensive, in-depth and successful experience coaching doctors to superior results in every aspect of practice AND this new Answers-On-Demand technology. You know, you may have a shelf or even a closet full of good books, tapes, manuals from high-priced practice management programs, but there's just no way to go over there and ask that shelf or closet a specific question and instantly get a specific answer. So we have no hesitancy giving Annswers-On-Demand such a great guarantee!

61 day free trial.

So you be the judge. At the very least, get the Staff Power Answers-On-Demand System, or get ALL the CD's. Use them for up to two full months on a guaranteed, free trial basis - if you're not just about addicted to using it, if it isn't proving its value to you over and over again, if, for any reason, you aren't thrilled with this tool, we want you to return it, claim your 100% refund plus an extra $25 for your trouble. On that basis, why on earth wouldn't you try this new tool?

I have to remind you, these introductory discounted prices will not be offered repeatedly. Don't count on getting another offer at these prices. Greg has set a limit on the number we can put out at the low prices - as soon as we're flooded with enthusiastic testimonials, which'll be quick, frankly, we're bumping the prices up.

It's easy to order: return the enclosed Action Form by FAX or mail, or call us at 1-000-000-0000.

It's also easy NOT to order - it's easy to procrastinate or to say to yourself "I'll think it over" and set this aside, to question whether or not you'll really use this, to hesitate. Easiest thing to do is nothing. But the simple truth is, it is impossible to gain by doing nothing. In this case, *you cannot lose by trying this System. Can't lose. Will probably gain. May gain enormously. Gotta do it.*

Especially when you consider this: you already know that Greg Stanley has an unblemished reputation both for integrity and for putting only high quality, high value materials forward for the profession. While many other "gurus" have come and gone, Greg has remained a respected constant for 20 years, while also continuing to innovate, to meet the changing needs of the more than 0,000 doctors who rely on him year after year. Greg says that Answers-On-Demand is the crowning achievement of his entire career, because it is so practical and useful day-to-day. You simply must try this or yourself.

Sincerely,

Bill Godwin
Title
Whitehall Management

PS: The enclosed "pink page" describes some of the answers you can instantly access with Staff Power. Look it over. You'll clearly see the value of being able to call up these very specific answers at the exact moment you need them.
At the necessary tie, any one of these answers could be worth thousands of dollars to you, plus peace of mind!

for enclosure E-1

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SAMPLING OF SOME OF THE SPECIFIC QUESTIONS YOU CAN GET INSTANT ANSWERS TO WHENEVER YOU NEED THEM ON THE STAFF POWER CD:

ABOUT ACCOUNTABILITY

Q. How can I measure the productivity of a staff-person? How can I tell if a person is really working or "dogging it"?

Q. How can I tell if staff are using the scripts I have given them? I worry that things are just not being done as I would like, when I'm not in front, able to monitor what's being said.

Q. My insurance receptionist does all the insurance billing. How can I know if she's on top of things? What system do you recommend to keep her accountable? Frankly, I'm at a loss.

GREG: THERE ARE THREE DIFFERENT ISSUES: LEADERSHIP, MANAGEMENT AND SUPERVISION. EACH REQUIRE DIFFERENT SKILLS. HERE WE'RE TALKING ABOUT SUPERVISION. AND THERE ARE FUNDAMENTAL, PROVEN SUPERVISORY SKILLS AND ACCOUNTABILITY STRATEGIES THAT YOU CAN EASILY LEARN AND EMPLOY, IN A WAY THAT DOES NOT SPARK STAFF RESISTANCE. I FIND FEW DOCTORS HAVE HAD ANY REAL EDUCATION IN THESE SKILLS, BUT ONCE THEY GRASP THEM, THEY ARE ABLE TO USE THEM AND NOT ONLY STIMULATE GREATER SUCCESS IN THE PRACTICE BUT GO HOME AT NIGHT FEELING MORE IN CONTROL. IN THE ANSWERS TO THESE AND RELATED QUESTIONS ON THE STAFF POWER CD, I'LL EQUIP YOU WITH THESE EXACT SKILLS AND STRATEGIES.

ABOUT STAFF HARMONY & TEAMWORK

Q. I have two staff members who display open hostility toward each other. They are so antagonistic toward one another that patients notice and even comment. They are both good employees otherwise. How

should I handle this?

Q: I have staff that have become complacent. They don't feel threatened with being fired. They are both married to husbands who earn high incomes, so they do not seem to be motivated by bonuses. How can I energize these people?

Q: I am having trouble getting staff to share in maintenance duties at the office. It seems like a small thing, but it's aggravating. And having a clean office IS important. Suggestions?

GREG: STAFF DISHARMONY IS A CANCER THAT EATS AWAY AT THE PRACTICE IN MANY DIFFERENT WAYS. IT EVEN AFFECTS PATIENT CONFIDENCE, RETENTION AND REFERRALS; THEY SENSE THAT THINGS ARE NOT RIGHT EVEN IF THEY NEVER OVERHEAR AN ARGUMENT OR NEGATIVE CONVERSATION (ALTHOUGH THEY USUALLY DO). IGNORING THESE KINDS OF PROBLEMS IS A HUGE MISTAKE. THEY RARELY RESOLVE THEMSELVES. THIS REQUIRES DECISIVE, SPECIFIC ACTION ON YOUR PART. THERE ARE CONFLICT RESOLUTION STEPS YOU CAN TAKE WITH A VERY HIGH PROBABILITY OF SUCCESS, AND I'LL SHARE THOSE WITH YOU IN THESE ANSWERS ON THE STAFF POWER CD.

ABOUT PRODUCTIVITY

Q: My staff's #1 talent seems to be finding excuses for lack of productivity! They always say we need more employees, a new computer, this or that. But I assure you, I can see they could be doing twice the work they are doing. What can I do to get a better return on my payroll investment? I'm tired of the same old excuses.

Q: What can I do with my staff to keep them busy when there are big openings in my schedule?

Q: I've been to a number of practice management programs, I go to

seminars but I never seem to follow through on implementation. What can I do to stop spinning my wheels?

MANAGING GROWTH

Q. Largely thanks to your "Staff Driven Practice" approach, my practice has increased to the point that I can't keep up, but my staff is pushing me to the breaking point! How can I back them off and re-take control without sacrificing all the good that's been accomplished?

Q. At the rate my hygiene department is growing, I'll soon be doing nothing but checking hygiene. What is the right response to THIS situation?

Q. If you can believe this, I have staff complaining that their bonuses have pushed them into a higher tax bracket! Now what?

Q. I think the staff would be more motivated to work toward bonuses if they knew how they were doing. How should I keep them aware of their progress day to day?

Q. I worry about my staff being aware of how much the practice earns. I am afraid they'll think I'm richer than I am. Resent me. Or get lackadaisical. Is there a way to do bonuses without revealing overall production statistics?

Q. I have been approached by a new doctor who wants to work in my practice. I'm not sure if this is a good idea or not? He's persistent and I find myself now considering a situation I hadn't even thought about until a couple weeks ago. What do I need to know, to make a good decision?

Q. Good news: my practice is growing. But I'm starting to feel overwhelmed. Should I bring in an associate doctor to help handle the load?

Q. I need another staffperson but I've been unable to find anybody around here worth hiring. Suggestions?

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ABOUT BONUSES, INCENTIVES & MOTIVATION

Q: I know that most of your doctor-clients are having great success with the staff bonus programs you've designed. I've tried using bonuses in the past and had all kinds of problems. What did I do wrong? What are your doctors doing differently?

Q: I am currently using a bonus program you've taught. My practice HAS increased substantially, but it is getting expensive. Should I raise the base on which the bonus is being paid?

Q: Should I pay bonuses to part-time staff? What if my full-time people complain?

Q: My staff includes both long-time veterans and new rookies. They seem to have trouble getting along. Ideas?

Q: I like the IDEA of bonuses, but there really is no money to pay bonuses with! Our overhead is already too high, although staff costs are in line. What am I doing wrong?

Q: I still have the first employee I started with three years ago. She is so good that no other staffperson measures up. Should I add mere mortals and settle for what I can get out of them or stay with one overworked superhuman?

Q: I have heard you, on your tapes, describe doctors doing twice my volume with little stress, but I'm stressed out everyday. What do those guys know that I don't?

GREG: SINCE MAKING "THE STAFF DRIVEN PRACTICE" THE FOCUS OF OUR TRAINING LATE IN 1996, WE REALLY HAVE UNCOVERED< DEVELOPED, TESTED AND PROVEN INNOVATIVE WAYS TO UTILIZE STAFF COMPENSATION PLANS TO SPUR PRACTICE GROWTH, IMPROVE PROFITABILITY AND BUILD TEAMWORK. IN ADDITION, THERE ARE PROVEN

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ANSWERS TO EVERY QUESTION RAISED HERE, AND NO NEED FOR YOU TO GUESS, FUMBLE AROUND OR RE-INVENT; JUST USE 'ANSWERS-ON-DEMAND' AND I'LL BE RIGHT THERE TO COACH YOU THROUGH THE SPECIFIC SITUATION!

GETTING NEW PATIENTS

Q. I've done direct-mail successfully. It's expensive; about $1,800.00 each time I do it, but I get 15 to 20 new patients each time. Yes, I think it works great but things break down when we get a surge of new patients all at one time. How can I better manage this opportunity?

Q. Our Hygiene Department is backed up. New patients have to wait 4 to 5 weeks to get an appointment for cleaning. I know we are losing significant numbers of new patients because of these limitations, but I'm hesitant to risk expansion. Comments?

Q. I worry that I am confusing new patients by telling them too much about too many things. I have been influenced by o many different sources and ideas I'm confused myself. How do I sort all this out?

Q. I am frustrated by patients refusing care because insurance won't pay for it. Can this be fixed?

Q. I am so non-assertive that any form of practice promotion seems completely inappropriate. I'm hypersensitive to criticism from peers. As you might suspect, I'm having trouble; I can't even afford a staffperson. Is there any hope for me? Is there any way I can promote without feeling unprofessional?

Q. Is it best for me to discuss money with new patients or can I delegate that entirely to the person in the office who makes financial arrangements?

Q. How do we respond to patients' requests for prices over the phone?

Q. We have recently experienced incredible practice growth for no apparent reason - other than, the only change we can identify is the departure of a long-time staff member we believed was competent and popular. Is it possible she was a secret deterrent to growth? How can I be more alert to such a situation in the future?

LIFESTYLES

Q. I've heard you recommend that the mature doctor should take two to three MONTHS of vacation each year. With a busy practice, this seems impossible to me. I don't have the money saved that would allow me to take long breaks. Are you nuts?

LEGAL

Q. A friend of mine, another doctor, was recently sued for sexual harrassment. He said it was a nightmare. What do I need to do to make sure this never happens to me?

Q. I have questions about employee compensation, employee rights and employer rights, wrongful termination suits, and so on. How can I "bullet-proof" myself against today's litigous employees?

Q. My accountant is reluctant to treat my associate as an "independent contractor", forcing me to pay payroll taxes and witholding on him. What has been your experuence with this?

AND HERE'S A SAMPLING OF SPECIFIC QUESTIONS STAFF MEMBERS ASK US - CONFIDENTIALLY - MOST OFTEN. YOU SHOULD HEAR THEIR QUESTIONS AND GREG'S ANSWERS. AND IF YOU'RE REALLY GUTSY, YOU'LL PUT THE STAFF POWER CD IN YOUR STAFF'S HANDS.....

Q. What can I do to get my doctor to take less time with "small talk" with patients? We keep getting behind and patient complain.

Q. Our doctor frequently departs from his case presentation scripts. What

can we do, as staff, to keep him on track and help him be more effective?

Q: Our doctor is very inconsistent. He can't seem to stick to a game plan. As a staff striving to reach goals and earn bonuses, we feel frustrated. Anything we can do?

Q: Our doctor just isn't motivated. He's just going through the motions. What can we do?

Q: Our doctor treats patients "in trade" for them doing work on his home.
We are not getting bonus on that production - how should we feel about this? And isn't this degrading to the practice anyway?

Q: Our doctor is NOT a warm, out-going person. I think the practice suffers from his chilly personality. Please give me some advice.

Q: My dentist is VERY weak at selling dentistry. What can I do to help him
get better at persuading patients to get the restorative care they really need?

Q: It seems that all the doctor talks about in our staff meetings are the things we are doing wrong. We feel over-lectured and under-appreciated. Help!

IN TOTAL, OVER 000 FREQUENTLY REoCCURRiNG QUESTiONS AbOUY STAFF RELATIONS, RECRUITING, SELECTION, HIRING, MANAGING, MOTIVATING, MARKETING THROUGH STAFF, STAFF PRODUCTIVITY, COMPENSATION, LEGAL SAFEGUARDS, ETC., ETC. ARE ALL ANSWERED, EACH ANSWER INSTANTLY AVAILABLE TO YOU!

SPECIAL REPORT Please READ FIRST! 1st. 2nd & 3rd letters (209)

How You Can Learn Professional Gun Repair From One of the Premier Gunsmiths in the World . . . in the Privacy of Your Own Home or Business!

You Can Earn Money As a Professional Gunsmith . . . Full or Part Time!

Dear Gunsmithing Enthusiast,

My name is Gene Kelly, president of AGI, the American Gunsmithing Institute.

I'm excited to tell you how you can receive the same professional gunsmithing training that is used by the U.S. Military, Law Enforcement, and other elite groups without leaving your own home.

What I've Sent You. I've enclosed all the information you need to make an informed decision about the AGI Professional Gunsmithing Course. Enclosed you'll find the introductory video lesson you requested, a curriculum video index showing you the entire curriculum, a question and answer sheet, opportunities in gunsmithing, a student comment booklet, and enrollment and tuition information. I'll explain more about how you can receive a valuable $400 discount on your tuition and how to use the video index in a few minutes...but I'm getting ahead of myself.

If you're like most of our students, we have a great deal in common. So if you'll indulge me a bit, I'd like to tell you "my story" of how the American Gunsmithing Institute was founded. Besides, as one gun enthusiast to another, I think you'll find it interesting . . **Other kids wanted to be engineers or doctors. I was fascinated with *firearms*.**

In high school, my guidance counselors found my passion a little unique. (to say the least!) They didn't exactly have a standard career path for me to follow. So in 1977, as a recent high school graduate, I had to develop my own.

Although I enjoyed shooting and read all the gun magazines, I really didn't understand how guns functioned—let alone being able to repair them. But with the encouragement of my father I searched for the best gunsmithing school in the country. My search ended when I found Lassen College in Northern California. It had the reputation for being the most advanced and professional gun shop nationwide.

Lassen College had a three year waiting list to get in, but through hard work, persistence, and "challenging" several courses I was invited to enroll in the fall. When I started that term, it became clear to me how fortunate I was to learn from Senior

When I started that term, it became clear to me how fortunate I was to learn from Senior Instructor, Master Gunsmith Robert " Bob" Dunlap. He is recognized nationally as a top instructor in his field, often giving lectures at other gunsmithing schools and is an expert witness in firearms court cases. He's also done warranty work for Colt, Smith & Wesson, Charter Arms, Hi Standard, Remington, Browning, Winchester, Mossberg and other well known manufacturers. He's also been a state accredited college gunsmithing instructor for over 25 years and and believe it or not, he's been personally responsible for the repair of over 250,000 guns!

Bob's forgotten more about gunsmithing than most people will ever know!

Bob was a tough teacher. Fair but tough. Twenty years later, I think I can still recant the internal sequential movements of the long recoil operated Browning A-5 semi-auto shotgun! As the song goes "You don't tug on Superman's cape" . . . and in this case you didn't want to disappoint Bob!

Learning from Bob was like being taught by the "Yoda"character on Star Wars . . . He was wise and all knowing.

Would you like the opportunity to learn from master gunsmith, Bob Dunlap, right from the privacy of your own home? I'll explain how you can in a minute!

After graduation, I worked for Bob as a gunsmith. Then I went on to own and operate a manufacturing company that designed guns under contract and produced accessories for various firearms. Over the years people who knew my background would ask . . .

"Is there a home study gunsmithing course that really teaches gunsmithing?"

Well, after carefully researching the various home study schools available, I had to conclude that while they *might* be OK for the most novice beginner, none of them had any real "meat." They couldn't provide someone with the knowledge and ability to understand firearms design, analyze problems and repair them. Even worse, they were still teaching gunsmithing with books, manuals and drawings... many of which were out of date.

That's almost as bad as trying to learn brain surgery from a book!

O.K. maybe I'm exaggerating a little, but I find it darn hard, if not impossible to learn detailed, technical subjects like gunsmithing from just a book, don't you? You need a "live" instructor to *demonstrate* and *show* you things you can never get from books alone.

About this time I found out that Bob was getting ready to retire. So I asked him who was going to teach his design, function and repair system. I was horrified at his answer!

(Go to next page)

He said that no one was ready to take it over and that basically it was just going to end with him. After all, it wasn't written down . . . it was all in Bob's head! I just couldn't let that happen! I just couldn't let all of that information die. It needed to be preserved.

I tried to convince Bob to document his complete design, function and repair course on video. It wasn't easy. Although Bob was a master teacher, he hadn't done anything on video before and wasn't sure if he wanted to now.

Even though I could have gotten another "competent" gunsmith to do the course, I wasn't going to settle for second best. I wanted the "master!"

Finally with a little arm twisting, he agreed. We spent two years filming his exclusive teaching method. It was an exhausting task. But through the magic of video we were able to compress the entire college course into 103 hours, without leaving out any details.

The results: The Only *Video-Based* Gun Design, Function & Repair Course Available . . . Anywhere!

In many ways this course is actually *easier* to follow than it was in the classroom. The instruction is seamless and the camera gives you close-ups you could never see from 3 feet away . . . let alone the back of the room.

AGI Professional Gunsmithing Course Used Internationally

This course is now being used internationally at eight campus based gunsmithing schools. The Marine Corps use the material as teaching tools in their gunsmithing programs. Hundreds of professional gunsmiths have now become certified through AGI.

Our course is also popular with experienced gunsmiths and FFL'S (Federal Firearm License Holders). Why would a pro buy our course? Because we save them time by teaching them faster, better and more advanced repair methods.

After all it's almost impossible to know all of the idiosyncracies of the hundreds of different makes and models that are on the market. I think back to when I was working the bench professionally, how many times I would have *loved* to have had Bob available to help me out of a jam. Well, with the AGI Professional Gunsmithing course, you can!

Your Gunsmithing Course is a fully indexed, Master Video Reference Library!

You'll not only learn different firearm systems so you can fix any gun, even ones you've never seen before . . . But the course also gives specific help with over 136 individual gun models both on video and with exploded detailed drawings.

(Go to next page)

Imagine this scenario . . . A customer comes in with a *Browning A-5 shotgun* with a carrier and latch problem. You remember from your training that the A-5 carrier & latch system is fairly complex, so you're reluctant to take it in . . . but then you remember to check in your professional gunsmithing course index. Sure enough, there it is. Turn to page 14 in your enclosed Video Index. It's listed on video #22, 1 hr 41 min, 1 second into the tape, *Browning A-5 Carrier & Latch, design, function, operation, timing adjustments.* You take the gun in, cue up the tape, and let Bob walk you through the repair!

Do you want to look like a hero to your customers?

With the complete video reference guide you will! You'll find yourself replaying parts of the course anytime you need a quick review or when trying to solve a specific problem.

The AGI Professional Gunsmithing Course Isn't For Everybody!

We have very high standards at the American Gunsmithing Institute. The course is challenging. So frankly, it's not for everyone. In fact, if you just want to learn things like stock bedding, scope mounting, and a few other basics, you may want to look into one of the other gunsmithing correspondence schools. *Or better yet, call and ask about our Practical Gunsmithing Course.*

We teach only gunsmithing and we take it very seriously. *We don't have other courses in floral design, hairdressing, or underwater basket weaving* like other correspondence gunsmithing schools . . . and we don't claim to be the biggest or the oldest, or "accredited" by the "Podunk Workforce Division of Timbuktu!" *However, we have been approved for various state rehab programs. In fact, we'll even help you fill out the paperwork for your company or state's program!*

We are small and like it that way. When you become one of our gunsmithing students, you become part of an elite association of some of the best trained gunsmiths worldwide. We promise to provide you with the most complete, professional, easy to learn video gunsmithing course available-taught by one of the premier master gunsmiths in the world. Isn't that the type of training you're looking for? In fact, we invite you to compare our program with any other correspondence gunsmithing school on the market.

Would You Like To Become a Certified, Competent Gunsmith at a Fraction of the Cost Of a Campus-Based Program?

Now you can . . . with the AGI Professional Gunsmithing Course.

(Go to next page)

Now I won't kid you, there are advantages to attending a good "hands on" campus based gunsmithing school. I'm glad I had the opportunity to attend one of the best, Lassen College. If you have the time and money you may want to investigate this option. But if you're like most of our students, you already have a career and family and *can't afford to invest $8,000-$10,000, plus living expenses and 2-3 years of full time commitment.*

So we designed the AGI Professional Gunsmithing Course on video to give you the advantages of a campus based program with none of the disadvantages. In fact, many of our students say that our video based course is better because they can "replay" the instructor any time a difficult project comes in. Researchers say that we retain less than 12% of what we learn in a classroom. That's why we've designed our course to be sure every step is clearly demonstrated and rapidly available for your review when needed.

We're so confident in our course that if you become dissatisfied with the program we'll refund your money in *full . . . for up to 1 full year!*

So if you want the very best home study gunsmithing training available, then I invite you to enroll in the AGI Professional Gunsmithing Program. The only video training program available and the one chosen by *serious* gun enthusiasts, professional gunsmiths, the military, FFL'S, campus based gunsmithing schools, and law enforcement.

What You Receive In the Professional Gunsmithing Course Level I:

- **56 video tapes, 103 hrs of detailed step by step video instruction by Master Gunsmith, Robert Dunlap:** Divided into four sections, Pistols & Revolvers, Shotguns, Rifles, and 22's.

- **Complete Testing and Certification:** When you complete any of the four sections you will take an examination to test your knowledge. If you pass you will become certified for that portion of the course, and receive a handsome framed certificate.

- **A Fully Indexed Video Reference Guide:** With this guide you can instantly access needed information anywhere in the video course. This will not only help you with the course but will be extremely valuable to you when you need to make a specific repair! You will be able to locate any part of the training, specific repair or troubleshooting on over 136 makes and models of firearms almost instantly.

- **Technical Reference Manuals:** These manuals contain detailed exploded drawings, diagrams, and parts lists of hundreds of different makes and model firearms. You will use these manuals daily as you make repairs, order parts, and run your business.

- **AGI Oil Mat:** This oil mat is specially constructed for AGI treated to prevent oils and solvents from penetrating through and ruining your table or shop bench. You'll find it extremely useful in your day to day gunsmithing activities.

(Go to next page)

If you are REALLY SERIOUS about a career in gunsmithing consider... Professional Gunsmithing Course Level II-The Level II Course has *everything* contained in the Pro Gunsmithing Course plus the following:

- **FFL Gunsmithing Starter Kit:** You'll receive the vital information you need to become a Federal Firearm License (FFL Holder) This will give you access to restricted parts, and you can even offer extra services like buying and reselling firearms. The kit also comes with gunsmith logs, 50 repair tags and a repair invoice book along with sources to order more supplies as needed.

- **Trigger Jobs and Systems-** This advanced course will expand your understanding of how trigger systems function. Robert Dunlap will take you step-by-step through 14 major types of trigger systems that represent the majority of all systems utilized in most firearms. Extensive detail is given on each system using large mock-ups to clearly represent how each system works along with a discussion and examples of other firearms that use the same or very similar systems. In addition a "hands-on" trigger job is performed on each specific model covered. The triggers course is 8 hours in length on four video cassettes and is fully indexed to help you locate the section you need-fast!

- **Professional Metal Finishing and Hot Caustic Bluing Course-**Four hours of exclusive instruction that clearly explains and demonstrates in comprehensive detail everything that you need to know to professionally refinish firearms. Whether you want to add bluing to your services offered, want to refinish your own guns, or just want to possess this knowledge, this course will help you achieve consistent success. Every step is explained and shown to you in step-by-step detail. Covers detailed metal preparation; tank set up, and mixed processes. Dozens of tips and techniques are revealed, many for the very first time. Instructed by Professional Gunsmith and AGI Director Gene Shuey.

- **Slow Rust and Nitre Bluing-**Many of the finest guns in the world are blued using this process and it is mandatory for soft soldered double guns. A professionally done finish using these methods will fetch $300 and more! In the past this information has been limited to a handful of gunsmiths. In 3 hours, Gene Shuey reveals step-by-step little known secrets. After mastering the metal preparation process from the Metal finishing course mentioned above and using the techniques you learn in this course, you'll be able to offer these profitable services.

- **Piller Bedding Techniques-**Master rifle maker, Darrel Holland, will provide you with over two hours of video instruction taking you through the process of piller bedding to improve a rifles accuracy. Currently there is a huge demand for building varmint and tactical rifles. Get yourself a piece of the action by offering this service!

In a moment, I'll tell you about a FREE bonus that could pay for either course!

(Go to next page)

A word about tuition: There are no other professional gunsmithing courses like this available at any price. Why? We've invested over $500,000 to produce these courses and we have an exclusive contract with Master Gunsmith Robert Dunlap to teach it. With campus based courses costing $10,000 or more you might expect to pay $5,000-$7,000 or more for such a complete program such as ours. This would still be a bargain, but we've tried to keep the tuition prices low so that anyone who is serious can enroll.

Each section of the Level I course sells for just $600. If you *order all four sections at once by the date stamped on your certificate, it's only $1995. Order the Level II course, by the date stamped on your certificate, and receive it for just-$2,400.* You save $400 on each course! There is no easier, cost effective way to become a *competent*, certified gunsmith, right in the comfort of your own home!

The course will pay for itself in less than 60-80 hrs of billable repairs at the industry average of $30/hr!

Enroll in either complete course by the date stamped on your order form (approx 45 days) and you'll also receive the following valuable FREE bonuses:

- **Bonus #1"The Moneymakers" A 2 Video course-***This information alone could pay for your entire course!* This video bonus course will show you the fastest "hands on"step-by-step shop procedures to earn steady money on the most popular services to your customers. Providing these professional services could earn you $150 or more on a single job. **Topics include:** Installing recoil pads, sling swivels & scopes, cold blueing, retipping firing pins, repairing broken stocks, installing & adjusting iron sights, fitting magazines, Colt .45 Auto-Grip screws & plunger tube installation, removing dents from the .22 rimfire chamber, straightening bent shotgun barrels, cleaning & oiling techniques, stock bedding, casting a chamber, slugging a bore, and much more! *This is 4 hrs of "hands on" video instruction that will show you how to make money fast!*

- **Bonus #2 Professional Gun Cleaning Video:** ***Tricks & Tips and Techniques***: Learn the secrets that professionals use to clean and maintain their own guns. This remarkable video tape will teach you things about cleaning firearms that not 1 in 10 gun owners know. You'll get a complete overview of the equipment and chemicals used for total gun care. After watching this video you'll not only know what equipment and chemicals to choose, you'll learn proper gun cleaning techniques. This video will also teach you what techniques *not to use* to avoid damaging your customers firearms. ! *1 hr. 23 min.*

- **Bonus #3 "Buying and Collecting Used Guns Without Getting Burned-A Dealers Secrets" video tape.** *Don't buy another pistol, rifle, or shotgun without seeing this first!* This video teaches you how to judge finish and condition . . What adds value and what detracts..how to assess the mechanical condition of different action types.. What to look for and what to avoid. With this knowledge you'll be able to show your customers what services you can offer that will increase the value of their gun and keep yourself from getting burned! *2 hrs*

(Go to next page)

Remember these valuable bonuses are only available when you enroll in either of the complete courses!

Wow, that's a lot of valuable material, isn't it?

Is money a little tight? Try our installment program. We'll send you 4-5 tapes per month with an investment as low as $179/month! Complete the course and be certified in just 12 months.

You have the choice of ordering the entire courses for a substantial discount, purchasing the sections separately, or with low monthly payments. Whatever you choose, we can help you become a competent, professional gunsmith. See the enclosed enrollment form for details.

Our *Better* Than Risk Free "Bulletproof" Guarantee

The Professional Gunsmithing Course comes with a 100% "Bulletproof" Guarantee. *If you are not satisfied for any reason, just return it for a full refund for up to 1 full year . . .* **and keep the 7 ½ hrs. of bonus videos!** No questions asked-No hard feelings!

So don't delay, enroll in the complete course today and save $400 plus receive the 3 valuable bonus video courses!

To become a student of AGI, simply fill out the enrollment form that is included in this packet and tell us what tuition plan you want to go on. Simply mail everything in and we'll rush your course to you. I look forward to hearing from you!

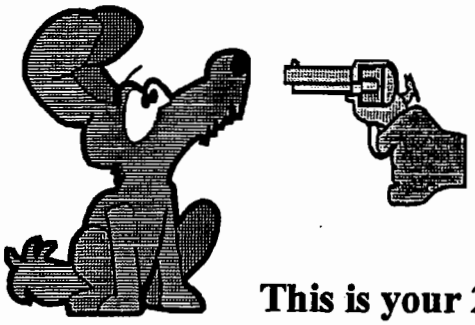
Sincerely,

Gene Kelly
American Gunsmithing Institute

P.S. We've included a large sampling of comments we've received from our gunsmithing students. Read for yourself what professional gunsmiths, attorneys, law enforcement officers, gun enthusiasts, and *even graduates of other gunsmithing courses* are saying about our training!

Have questions about our Professional Gunsmithing Course? Call us at 1-800-797-0867. We'll be happy to talk to you!

2ND NOTICE LETTER (217)



We Haven't Heard Back From You! Better Enroll Soon Or We'll Shoot The Dog!

This is your 2nd Notice to Enroll In the AGI Professional Gunsmithing Course and Save $800 Tuition!

Dear Friend,

O.K. O.K.. . .we wouldn't really shoot the dog, but a few weeks ago you requested the Professional Gunsmithing Course introductory lesson, special report & information package . . . and we still haven't heard from you. I hope you received it O.K. and have taken time out of your busy schedule to watch the video lesson and read over the materials.

A few years ago, Robert Briskey wanted to improve his gunsmithing skills. Here's what he says:

"I'm taking a few moments out of my busy schedule to respond. *After all, I wouldn't be so busy if it wasn't for your Professional Gunsmithing video course I purchased two years ago.* Up until then I was punching in and out every day for a wage that allowed nothing for savings and every dime for bills. *The knowledge I acquired through your course eliminated years of trial and error methods to achieve my goal and my love of working with firearms.* My new business is exceeding my dream. My reputation among my customers is outstanding. The freedom I enjoy being self employed is priceless. *Without the opportunity that AGI's course offered my dream would be just that-a dream.*"

Robert T. Briskey, Battle Hen Armory

I don't know if you have the same dream Robert Briskey had or not . . .but if you want to learn or improve your existing gun repair skills, we can help you. We've helped hundreds of people, just like you, obtain this exclusive training and go on to become competent, professional, gunsmiths.

Here are a few reasons why the AGI Professional Gunsmithing Course is unique:

It's the Only *Video* Based, College Level, Gun Design, Function & Repair Course Available . . . and It's Taught By Master Gunsmith, Robert Dunlap!

Remember, Bob was senior gunsmithing instructor for over 25 years at prestigious Lassen College. We compressed his entire college gunsmithing course into 103 hours, without leaving out any details. It doesn't just teach you the basics, like other correspondence courses, it teaches you how guns are designed, how they function, and how to repair them.

It's a fully indexed, Master Video Reference Library!

You'll find yourself replaying parts of the course anytime you need to review or when trying to solve a specific problem. I think back to when I was working the bench professionally, how many times I would have *killed* to have had Bob available to help me out of a jam. Well, now you can!

Become a Certified Gunsmith for a Fraction of the Cost Of a Campus Based Program.

Campus based gunsmithing schools often provide the best "hands on" training. However, if you're like most of our students you already have a career and family and can't afford to quit your job, move, and go to class full time for several years.

That's why we designed the AGI Professional Gunsmithing Course on video to give you all the advantages of a campus based program with none of the disadvantages. In fact, many of our students say that our video based course is better because they can "replay" the instructor any time a difficult project comes in.

Tuition Plans To Fit Every Budget

We've tried to keep the tuition prices low so that anyone who is serious can enroll. That's why we developed several different tuition plans to fit every budget.

Our *Better* Than Risk Free "Bullet Proof" Guarantee

The Professional Gunsmithing Course comes with a 100% "Bulletproof" Guarantee. *If for any reason you are not satisfied, you can return it for a full refund for up to 1 full year.*

Your time is running out to save $800 tuition and get the FREE bonuses!

Your time is running out on the dated discount tuition certificate and bonus offer. Don't delay! Watch the introductory video lesson, read over special report and other materials we sent you a few weeks ago. Enroll today! I will be watching for your enrollment papers and look forward to having you as a student member of the American Gunsmithing Institute.

Sincerely,

Gene Kelly
American Gunsmithing Institute

P.S. Your time is running out. Enroll now and receive an $800 discount and get 3 FREE Bonuses, *if* you enroll before the date stamped on your certificate.

Have questions? Call us at 1-800-797-0867.

FINAL NOTICE LETTER (219)

Bill Clinton Says . . .

"Thank You For Not Enrolling in AGI's Professional Gunsmithing Course! After All, Hillary Says That Once All Guns Are Banned, the Less People Around Who Know How To Repair Them, The Better!"

Seriously folks, Bill & Hillary really don't care if you enroll, but we do! This is your FINAL NOTICE to Save $800 on the AGI Professional Gunsmithing Course and Receive the Special Bonuses!

A short time ago, we sent you an introductory video lesson & info packet on our professional gunsmithing course. . a few weeks later we sent you a reminder letter. With each passing week, our staff began to wonder when you would send in your enrollment papers..

You see, we follow each of our potential students very closely. We take great pride in providing serious firearm enthusiasts like you with all the information you need to make an informed decision about our course. Not only will you benefit from the training, but as a trained gunsmith you'll help preserve our 2nd amendment rights. So when your name kept coming up when I asked our staff about possible new students, I became concerned.

So I decided to write and encourage you to enroll in the AGI Professional Gunsmithing Course. Also by enrolling now you'll get these special bonuses:

- **-Tuition Discount** -Save $800 off the normal tuition.
- **-"Money Maker Videos"**-This 2 video set contains 4 hrs of "hands on" instruction. Learn how to provide the most common and profitable gunsmithing services.
- **-"Professional Gun Cleaning Video"** Learn cleaning tricks that not 1 in 10 gun owners know about and keep all your firearms in tip top condition.
- **-"Buying and Collecting Used Guns Video."** Learn how to judge a great buy from a dog. Don't buy another firearm without watching this tape!

Time is running out. Don't miss this opportunity to get professional gunsmithing training on video, at home, for a fraction of the cost of a campus based school. Remember, if you aren't satisfied for any reason, you can return it for a full refund for up to 1 full year!

So enroll today. I'll have our whole staff on the lookout for your enrollment papers.

Good Shooting,

Gene Kelly, President
American Gunsmithing Institute

P.S. Is money a problem? Be sure to read about our tuition payment plans. If you have further questions, call us at 1-800-797-0867.

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19950OEB

"Pull in prospects and profits like never before, using the same techniques that have brought millions of dollars to my clients. Act now!"

— Dan Kennedy

Over $500 in FREE BONUSES
when you act now!

FREE 30-DAY PREVIEW

FPO
Please remove lines
around window

BULK RATE
U.S. POSTAGE
PAID
NIGHTINGALE-CONANT
CORPORATION

Magnetic Marketing System and Tool Kit

... for any Business Owner or Entrepreneur eager to finally make advertising and marketing investments pay off with certainty.

... for any Sales Professional ready to escape "cold prospecting grunt work" once and for all

Nightingale-Conant Corporation
7300 North Lehigh Avenue
Niles, IL 60714

Spark a huge, electrifying surge in your cash flow and double, or even triple, your income and profits!

Dear Marketing Professional,

How would you like to be getting a much bigger payoff from your marketing and prospecting efforts? Would you like to attract a flood of new prospects and customers?

SALES PROS: Would you like to stop "cold prospecting," meet only with VERY well qualified prospects, and make more sales in less time?

BUSINESS OWNERS: Would you like to cut all the fat, waste, guesswork, and frustration out of your advertising?

Of course you would! Or you wouldn't be in business. Creating a customer and increasing profits have to be your #1 goal. And now there is a virtually guaranteed way to meet that goal, to make *all* your financial goals come true.

Take it from me — a person whose business depends almost exclusively on the success of its direct-marketing strategies — that, despite the growing number of would-be gurus passing themselves off as advertising geniuses, the real deal, the true geniuses, are few and far between.

I recently met the real deal, Dan Kennedy, and I can't wait to introduce him to you.

➨ What Dan knows and what those counterfeit gurus don't know is that ...

Red-hot marketing success does not depend on outlandish game plans or go-for-broke, pie-in-the sky schemes.

➨ What Dan knows and what those pretenders never will know is that ...

True marketing mastery *does* depend on powerful, well-crafted, measurable strategies — a tried-and-true system — rooted in common sense.

➨ What Dan knows and what those others don't *want* you to know is that ...

A winning system — one that *really* works — can now be accessed by anyone, with little investment of time or money.

(Over, please)

What Dan Kennedy knows could fill a book. And it has. Several books, as well as dozens of audiocassettes and countless seminars. What Dan knows has definitively established him as a marketing expert, one who routinely receives upwards of $800 per hour for his expertise.

Now, his wisdom, his moneymaking techniques, and his business-building system are available to you in ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** — for 30 days FREE, with 2 FREE bonuses valued at over $400, and at a special introductory price.

Are You A Victim Of Your Advertising? Here Are The Convenient, Cost-Effective Solutions You Need!

The first time we met, Dan said to me, "Vic, most businesspeople cannot, will not, or do not approach their business and their marketing needs in the kind of organized, disciplined manner that's essential for gaining the competitive edge. They have no *system.* In fact, lots of them avoid soliciting new customers like the plague because it isn't pleasant."

Sound familiar?

The problem is that you can't survive — you certainly can't grow — without new customers. You'll never have security and peace of mind if you can't confidently and affordably create a steady flow of new customers any time you need them.

And you certainly won't have the profits you desire and deserve.

What can you do? How can you make your profits skyrocket? Is there a practical, proven source of prospect-producing marketing strategies you can trust to work for your business-building success?

Absolutely! The answer is here: ***Dan Kennedy's Magnetic Marketing System and Tool Kit.***

Let this proven system and these practical tools teach you to:

- Double, even triple, your income, or more!
- Reinvent your entire marketing process quickly and completely.
- Grow your customer base 100% in just 30 days.
- Cut the fat, waste, and uncertainty out of your company's advertising.
- Attract an unending flood of new customers — and a deluge of profits.
- Save a struggling business or strengthen an already solid one.
- Eliminate price resistance or haggling by taking price out of the buying decision altogether.
- Put an end to having your phone calls screened by would-be customers.
- Master "farming," a kind of target marketing perfect for small businesses.

Dan Kennedy believes there is a learnable, adaptable, step-by-step path to marketing mastery and profit-certain business success — and now he is sharing it with you in a convenient, cost-effective way. ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** is a systematic set of strategies and tools you can apply to any type of business.

And he should know! In his own business, over the past 20 years he has applied these tools in 136 different industries for hundreds and thousands of clients, — and they've worked in every case. They have magnetically pulled in more prospects and profits, almost immediately.

Now, your time has come. You can apply the secrets revealed in ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** to attract new customers to your own business — IF you accept my invitation to preview this one-of-a-kind program, with a 30-day FREE trial, 2 incredible bonuses, and a special introductory price.

All of this moneymaking, business-transforming information — and much, much more — can be yours FREE for 30 days if you act now.

Change Your Business Life *Forever*: Moneymaking Components #1 – #5

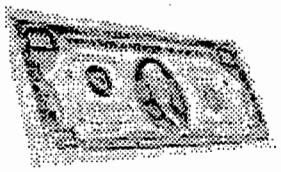
Dan Kennedy's Magnetic Marketing System and Tool Kit is indeed that, a toolbox chock full of literally hundreds of business-building strategies included in its 6 Moneymaking Components.

Whether in its many audiocassettes — 18 altogether — or in its monumental 366-page manual, there is not a moment nor a page that does not directly affect your business or impact your #1 dream: increasing your bottom line by increasing your customer base — quickly, easily, and without a major investment of your time or money.

Here are the tools that will change your business life forever:

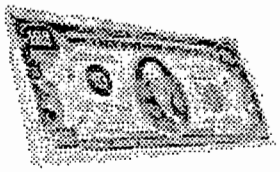
Moneymaking Component #1 — **The "Cafeteria Tape"**

Audiocassette 1 features Dan explaining everything in the tool kit. You will understand why things have been included and how they are to be used. You can quickly set up your own "cafeteria line" so you can go right down the line ... pick out the strategies and tools most relevant to your business right now ... get them up and running, bringing in prospects and money ... then go back through the line and pick another powerful system.



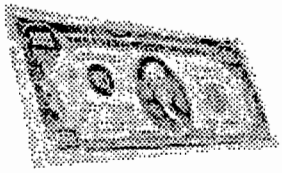
Moneymaking Component #2 — **A Crash Course In Magnetic Marketing**

Audiocassettes 2, 3, 4, and 5 give you a crash course in Dan's powerful marketing strategies. These unique, profit-generating cassettes condense his answers from a full day of interviewing about all his marketing methods — what he calls "a total brain drain." You're going to eagerly listen to these cassettes over and over again, making new discoveries every time, and each time setting into motion even more business-boosting strategies.



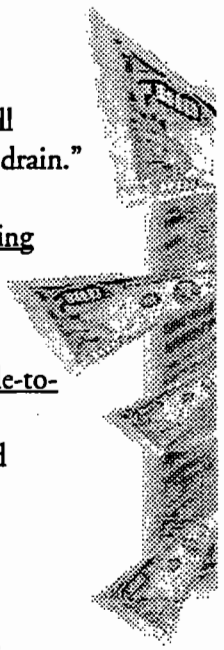
Moneymaking Component #3 — **How To Get Off To A Super-Fast Start**

Audiocassette 6 focuses on only a few of Dan's most powerful, easy-to-master, simple-to-implement marketing systems that you can quickly see great results from. This is a "greatest hits" tape, zeroing in on the most powerful strategies he has discovered and used throughout his lucrative 20-year career.



Moneymaking Component #4 — **Ready-To-Use Power Documents**

Dan has taken 11 different businesses and 4 different sales careers in 6 different business categories and created complete Magnetic Marketing Systems for each one. Included are all the "power documents" you need: prospecting and sales letters, ads, postcards, etc. And — best of all — 80% of the work has already been done for you. These documents are copyright free, giving you immediate permission to use them, virtually as-is, to benefit your own business.



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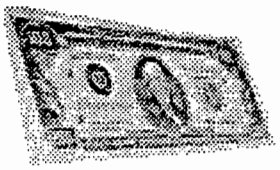

Moneymaking Component #5 — **Learn From What Others Have Done**

In addition to everything Dan has created for you, he also includes 102 — yes, 102! — other "exhibits" he did not create. These come from people just like you, who adapted his strategies to their own businesses and now want to share with you what succeeded for them. Included in these 102 exhibits, is a "Cash Flow Surge Letter." In just 4 short pages, this letter brought in $58,000 in business in just 15 days for one art gallery owner. It could be worth thousands of dollars to you. And that's just one of 102 exhibits!

Moneymaking Components #4 and #5 may very well prove to be the most valuable part of a clearly priceless business-building program. Included in the topics addressed in these components are:

- Getting premiums, giveaways, and promotional material at huge discounts.
- Using your USP — Unique Selling Proposition — as a customer magnet.
- Creating can't-miss lead-generating advertising.
- Sequencing your letter campaign for maximum effect.
- Harnessing the power of the P.S.
- Benefiting from referral-stimulation letters.
- Using the newsletter as a marketing tool.
- Generating target testimonials.
- Taking advantage of Yellow Pages advertising.
- Devising winning trade show exhibits.

All this and so much more can be yours, but only if you accept my invitation to preview ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** today. Remember, the preview is for 30 days and it is absolutely FREE.

Like Attending 3 Dan Kennedy Seminars: Moneymaking Component #6

In addition to the ***Magnetic Marketing System and Tool Kit*** audiocassettes and manual, you will also receive — as Moneymaking Component #6 — Dan Kennedy's best-selling three-volume, 12-audiocassette *Midas Touch* series. A $139.95 value when sold separately, *Midas Touch* is a compilation and condensation of Dan's most valuable recordings.

Listen and learn even more as Dan Kennedy shares his profit-boosting wisdom with you. It's like attending 3 of his live seminars — but at your convenience, and at a dramatically reduced price.

Volume 1 — *Midas Touch Selling*

- Preempt and prevent price objections
- Get to the decision maker — FAST
- Use 5 keys of peak mental preparation
- Secretly control every conversation
- Beat "cheaper" competition
- Gain an extra selling edge with integrity
- Perfect the #1 closing technique
- Maximize 7 personal-influence secrets

Volume 2 — *Midas Touch Marketing*

- Double your customer base in 30 days
- Choose productive mailing lists
- Increase purchasing frequency
- Prevent sales slumps
- Take 3 simple steps to direct-mail success
- Make your offer a sales magnet in 6 ways
- Learn 14 quick-and-easy advertising rules
- Take price out of the buying decision

Volume 3 — *Midas Touch Direct Marketing*

- Make great advertising decisions
- Use mailing lists profitably
- Guarantee your mail will be opened
- Become a successful copycat
- Avoid going broke
- Add OOMPH to offers with 7 magic tricks
- Overcome 3 hurdles for your headlines
- Write powerful sales letters

The 12-audiocassette ***Midas Touch*** series is jam-packed with practical, profitable, use-right-now techniques and advice. On its own, it probably would have major financial impact on your business. Yet here it is, just one incredible component of ***Dan Kennedy's Magnetic Marketing System and Tool Kit.***

FREE Bonus #1: Hands-On, Personal Assistance:

As if the 18 audiocassettes and 366-page manual weren't enough, Dan gives you 2 Second-Opinion Critique Certificates, each of which lets you send him any one printed promotional item from your business — any ad, letter, brochure, etc. — for his critique and advice. Your FREE Bonus #1, the two certificates, valued at $200.

But they can be worth much, much more. A dentist in Sacramento, California, made just three small changes in his Val-Pak coupon after Dan's critique, and he tripled the response. And one little change in trade journal ads slashed an industrial products company's cost-per-lead by 30%!

And there's even more! Dan will also send a *My #1 Marketing-Challenge Consultation Coupon.* When you send it in, he will respond to and advise you on your biggest marketing challenge. Considering he charges $800 per hour for consulting, Dan is giving you an extraordinary value absolutely FREE!

FREE Bonus #2: Insider Secrets Of Marketing Mastery

Over the years, Dan has produced Special Reports focusing on issues key to your business success — the insider secrets of marketing mastery. As your FREE Bonus #2, he will send you 4 of his most popular, most pertinent, most proven-profitable reports — valued at more than $100, though the information they contain is worth far more.

- Bonus Report #1 — How To Print As Much Money As You Want ... Legally
- Bonus Report #2 — How To Turn Mailing Lists Into Money
- Bonus Report #3 — How To (At Least) Double The Results From Yellow Pages Advertising
- Bonus Report #4 — How To Solve ALL Your Advertising, Marketing, And Sales Problems, *Fast & Forever*

(Over, please)

All in all, Dan Kennedy provides you with over $400 in bonuses, yours absolutely FREE when you agree to a 30-day FREE preview of ***Dan Kennedy's Magnetic Marketing System and Tool Kit.***

Why You Can Trust Dan Kennedy To Revolutionize Your Business And Increase Your Profits

A bona fide marketing genius, Dan Kennedy has over 20 years of results-oriented advertising under his belt. His reputation as a speaker, author, and marketing consultant is unmatched.

Dan routinely receives up to $25,000 plus performance/results royalties to create ads, sales letters, direct-mail campaigns, infomercials, and other direct-marketing tools.

- He speaks to over 200,000 people a year, frequently appearing with Zig Ziglar, Brian Tracy, Jim Rohn, Tom Hopkins, as well as former U.S. Presidents, professional and Olympic athletes, Hollywood celebrities, broadcasters Larry King and Paul Harvey, and the list goes on and on ...
- People routinely pay $1,000 to $3,000 to attend his special marketing "boot camps" and conferences, and travel from as far away as New Zealand to be there ... and over 80% repeatedly return as "alumni!"
- He is sought after by major corporations, sales organizations, and trade associations to share his unusual strategies at their closed-door meetings for very substantial fees. These companies are in diverse fields, including Time-Warner Cable, American Agrisurance, SunAmerica Securities, and other companies in financial services, industrial products, software, and high-tech — virtually every category of commerce.
- His clients range from $200-million corporations, to gutsy solo entrepreneurs with big ideas, to small-business owners eager for mega-growth.
- He is the mastermind behind ads you see in dozens of magazines every month, sales letters that arrive in your mailbox or cross your desk daily, and infomercials you see on TV.

If you are hungry to learn and willing to consistently apply the methods he teaches, there is no better source of business success than Dan Kennedy and his proven-effective marketing system.

"I Tripled My Sales Results!" What Others Have To Say About Dan Kennedy

"[Dan Kennedy has] at least 101 moneymaking ideas for any business."

— *Entrepreneur* magazine

"Dan Kennedy moves with remarkable ease from one field to another, working with clients in 136 different businesses, industries, and professions ... including some who simply will not make a marketing-related move without his guidance."

— *Success* magazine

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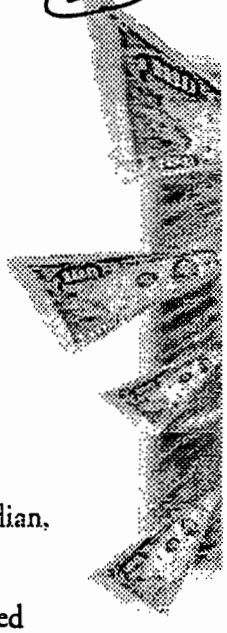

"I used some of what I learned at [your] seminar to get my salary raised by over $20,000!"

— Doug Jones
VP, Membership Sales, YMCA of Riverside City,
Riverside, CA

"Since I met you ... I have learned more about marketing in the last 9 months than in all of my 22 years of business experience combined. Throughout my career, I have never been exposed to marketing materials that are as effective as yours."

— Saul Cohen
CLU, Consolidated Financial Planners/The Guardian,
New York, NY

"Although my company has a direct-mail program that I participated in, I had not developed any type of follow-up of my own. Using your system, I tripled my sales results and increased my referrals by 100% based on what I've learned from you. Thank you!"

— Karen Popken
Mary Kay Independent Senior Sales Director,
Apple Valley, MN

"Dan Kennedy's reputation for teaching people how to make money is second to none on this planet. His cash-generating ideas overflow like Niagara Falls!"
— Raymond Aaron, Toronto, Canada

"I've been using your 'stuff' for about 3 years ... [and] we are getting about 400 calls — are you sitting down? — every day!! Thank you!"

— Grant King
Ottawa-Carleton Mortgage,
Ottawa, Canada

Dan Kennedy has files of these kinds of letters, thousands upon thousands of them, from people who have taken him up on his offer to increase their profits and grow their businesses. In fact, over $10-million worth of *Magnetic Marketing* materials have been sold so far. Isn't it time you took advantage of Dan Kennedy's common-sense secrets to increase your profits?

An Invitation To Boost Your Profits

I have reserved a copy of ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** in your name. All you need to do is return the enclosed reply card and accept the opportunity to preview this remarkable moneymaking system FREE for 30 days.

Listen to the 6 *Magnetic Marketing* audiocassettes ... access the secrets revealed on the 12 *Midas Touch* audiocassettes ... dive into the idea-rich 366-page *Magnetic Marketing* manual ... benefit from the dozens of ready-to-use, profit-certain letters, forms, and other power documents ... adapt an additional 102 can't-miss strategies to your own unique business ... all for 30 days absolutely FREE.

(Over, please)

And enjoy your FREE bonuses, valued at over $400: 4 Magnetic Marketing Special Reports and 3 coupons for critiques from and consultation with Dan Kennedy, who regularly charges up to $800 per hour for such an opportunity.

If you see a surge in your cash flow almost immediately after putting these ideas and techniques into action ... if you start attracting a flood of new customers and prospects ... if prospects begin seeking you out instead of vice versa (and time and time again it has been proved that they will), then keep ***Dan Kennedy's Magnetic Marketing System and Tool Kit*** for the special introductory price of just $278 (plus shipping, handling, and applicable sales tax) — a $121 savings off its regular price of $399 — and continue to watch your profits and your business grow beyond even your wildest dreams. Otherwise, return the program and the bonuses and owe nothing — no questions asked. Order today!

Sincerely,

Vic Conant

Vic Conant

President

P.S. Dan Kennedy says "there are far more intelligent ways of prospecting, advertising, and marketing than the 'Stone Age' methods" that most business-people have become used to. Are these the methods you currently use? Is this the reason you don't have the prospects and the profits you want? In ***Dan Kennedy's Magnetic Marketing System and Tool Kit***, you will be introduced to an entirely new style of marketing that will bring you a constant stream of quality new customers.

18 audiocassettes ... a 366-page manual ... copyright-free, ready-to-use power documents ... an additional 102 adaptable documents ... 2 remarkable FREE bonuses worth $400: 4 special reports and 3 moneysaving coupons ... an introductory low price ... and a 30-day FREE preview.

P.P.S. If making more money is truly important to you, now is the time to prove it. Accept this offer today!

19950SLB

Nightingale Conant

19950BS

If You're Not Thoroughly Convinced... Read This!

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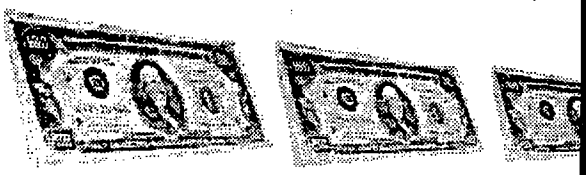

DAN KENNEDY
PHOENIX, AZ

Dear Friend*,

I want you to know that, unlike a lot of speakers or authors, I actually DO what I teach, every day. Using a PC, paper, and postage stamps, I sell MILLIONS OF DOLLARS of my own products and services every year — and literally hundreds of millions of dollars more for my clients.

If you sell for a living and want to supercharge your career, you'll profit most by replacing old-fashioned prospecting with my entirely different system to magnetically attract perfectly qualified, open-minded, eager clients or customers, ready to purchase your product or service.

If you run a company of any kind and want more profits, my outside-the-box marketing techniques are guaranteed to provide dramatic improvements in sales, customer quality, customer retention, and profits. Use my methods to rescue a troubled business ... turbocharge a stagnant business ... or strengthen an already successful one.

My simple promise: "no b.s." No untested ideas, no unproven promises. From me, you get practical methods and the tools with which to take immediate action. I'm blunt, straightforward, and will put money in your pocket. If you want the familiar, to feel comfortable; if you want more motivational pablum; if you want to be coddled, pass on this offer. But if you are ready for really powerful strategies to transform your business or sales career into something extraordinary that you're excited about, then embrace this opportunity. Order today!

Best wishes,

Dan Kennedy

P.S. Vic Conant arranged for you to receive my most valuable Special Reports AND my Critique Services as FREE BONUS GIFTS if you act quickly. And you're protected by Nightingale-Conant's 30-day FREE TRIAL.

*P.P.S. In the salutation, I addressed you as friend even though we do not know each other. That's because before your 30-day trial is over, you WILL be thinking of me as a friend — and hopefully you'll write to me with your success story. And in all probability, we'll wind up having a long relationship. I have many customers, and users of my techniques, that have been with me for over 10 years and keep coming back for more. Take the first step and order today!

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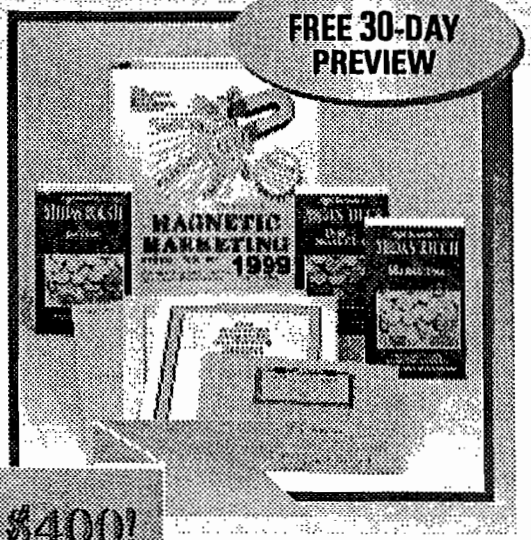
Double, even triple, your income — the sky's the limit!

- Spark an electrical surge in your cash flow
- Magnetically attract new prospects
- Grow your customer base 100% in just 30 days
- Cut the fat and waste out of your advertising



2 FREE BONUSES valued at over $400!

If postage-paid envelope is missing, mail to:

Nightingale-Conant Corporation
7300 North Lehigh Avenue
Niles, IL 60714

19950OC

Profit-Boosting RSVP — Send No Money Now!

YES! I accept your invitation to increase my customer base and supercharge my profits! Rush me marketing genius Dan Kennedy's *Magnetic Marketing System and Tool Kit*, with 18 audiocassettes and a 366-page manual, for a FREE 30-day preview. I will also receive special bonuses valued at over $400 — 2 Critique Certificates, a Consultation Coupon, and 4 Magnetic Marketing Special Reports. If I begin to enjoy quick, measurable results, I may keep the program and the bonuses for the low introductory price of just $278 (plus shipping, handling, and applicable sales tax) and continue to enjoy high-flying profits; or I will return the program and the bonuses and owe nothing.

Order Today! Call Toll-Free 1-800-525-9000 or Fax to 1-800-647-9198.

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Use *Dan Kennedy's Magnetic Marketing System and Tool Kit* for 30 days. If the 18 audiocassettes and 366-page manual do not provide you with use-this-instant, prospect-generating strategies and secrets that can immediately, positively impact your bottom line, send it back, along with your 2 FREE BONUSES, and owe nothing.

No questions asked. *I guarantee it.*

Eric Conant

Hard product (233)
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DANE SPOTTS

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Zygon International

MindTek Research, Ltd.

LifeQuest Publishing Group

Visionary Technology, Ltd.

visit me online at

www.mind-tek.com

Why I'm Sending You a Personal QLink* Imprinted With The Fundamental Energy Force of The Universe...

Wear It To Zap Stress, Boost Your Personal Power, And Unleash Amazing States of Well-being

* "Q" means quantum

Tuesday, 1:44 P.M. 2000

Dear Friend and Fellow Mind Warrior,

What if I were to offer you a piece of high tech jewelry (a pendant actually) that has hidden within it a powerful new technology that can zap stress, unleash your personal power, and protect you from the negative energies of modern civilization?

A technology you wear around your neck that generates a kind of personal "force field" by supercharging your body's own bio-energy system.

QLink is its tradename. I call it my "Personal LifeForce Pendant." And with your permission, I'm going to send you one to test over the next 90 days entirely at my risk.

Listen: Even if you don't like jewelry, I want you to wear a QLink for the next 90 days and discover for yourself its amazing power. If you're anything like me, you'll keep it on 24 hours a day. Not just to shield you from potentially harmful EMF and stress, but to tap a new source of energy and power that lies dormant deep inside you.

Before I get into the specifics of how it all works, and why you must have your own personal QLink—there is something important I must tell you.

For 20 years now I've been on a personal "life quest." The mission I created for myself...is to seek out the best ideas, people and technology for self-development on the planet. To develop tools that allow people to realize their full potential. What started out as a hobby became an obsession and a business. Along my path I've come across some amazing people and projects. But probably none as elegant and futuristic as what I'm about to reveal to you now.

It's About Quantum Energy—Tapping Into The Fundamental Force That Drives The Universe

At first glance looking at the enclosed pictures, you might be thinking I've gotten into the new age jewelry business, or hooked up with some crackpot Alchemist with hopes of turning sea water into gold. Stay with me on this please, because things that are deep and profound, are not always what they appear on the surface.

(over, please)

In fact, what this is about has to do with something that is essentially invisible. A force so powerful and significant—cutting edge science believes it is the fundamental force that drives the universe. The force I'm referring to has been called "chi," "prana," "zero point energy," "orgone" or just "life force"—which is my preferred term for the QLink technology.

I'm not going to bore you with terminology. If you want a more in-depth discussion on the quantum effect and zero point energy by all means visit my web site and those of others who are more qualified to discuss this area of new physics. There is a lot of amazing stuff to digest.

My purpose in sending you this letter is to tell you specifically how a QLink can help give you an edge in life, and to invite you to field test it on yourself.

Tune Your Bio-Energy Field To Protect Yourself From The Negative Aspects of Modern Civilization

Perhaps the most practical benefit of wearing a QLink was stated by Dr. William J. Saccoman, M.D., who runs the San Diego Clinic of Preventive Medicine:

> *"The truly effective QLink Pendant can easily protect and strengthen us by wearing it around televisions, microwaves, computers or cell phones."*

Look: Our modern lifestyle has overloaded us with energy fields. EMF (electromagnetic fields) are everywhere. And they can interfere with our personal bio-energy, throwing us off balance, and out-of-sync with the natural balance of life. In addition to the health risks, EMF may be a significant cause of dysfunction in our lives. We're not as clear thinking, more easily stressed, and don't feel as happy and centered with all this electrical noise bouncing off us every moment.

So how does wearing a QLink make a difference? I asked this question to the two Silicon Valley entrepreneurs who invented it. Here's what they told me:

> *"We've all heard the airplane pilot tell us to turn off cell phones and computers. They disrupt the planes navigational system during take-off and landing. Have you ever wondered what they do to YOUR navigational system? They disrupt it as well. EMF knocks you off your center and off your game. With QLink your body self-corrects automatically. It's like being in the middle of rush hour traffic, but you feel as if you're taking a walk along a sandy beach."*

Shielding yourself from the negative effects of our hurry-worry modern world is a good thing. But there's more to this story. Much more. Imagine owning a technology that pumps up your personal bio-energy field, making you feel more psychologically balanced. And because you feel so good your personal power becomes supercharged. Like you're on fire.

The Good Vibrations Of Success & Happiness

Have you ever been to a party where the people there just clicked? Everyone sending and receiving "good vibes." Communicating with an almost telepathic like quality. You could say love was in the air. Literally. And then the next day, you're back at work and that magical energy is gone. Where did it go? Why can't you feel that way all the time?

It may be hard to get your mind around at first...but all of this has to do with subtle energy.

The folks at the party are giving off positive "vibes" which are contagious. Everyone in the room resonates to this positive energy...automatically elevating the mood.

What if you could walk into a room and instantly charge it with those "good vibrations?" Others will naturally want to be near you because of the positive energy you give off. And when you're putting out positive vibes, you automatically attract more success in life.

Your Personal Power Amplifier

One of my investor friends who I gave a QLink to for Christmas called me on the phone the other day. I asked him what he thought of it:

> *"It's like a money magnet. I can't believe all the deals that have recently fallen out of the sky. I have no idea if it's because of this QLink energy thing, but I'm definitely not taking it off."*

Is it magic? No. It all has to do with your personal energy signature and the way the universe operates. Put out the right "vibes" and success seems to naturally follow. It's like dialing in a radio station...you are focusing energy that's already there by tuning the signal.

Although these energy fields are subtle, this can be really powerful stuff. Being able to unleash your inner potential, become more focused, centered and clear about everything. And when you're "on" so to speak, others can sense that power in you too. And they naturally want to hang around and do business with you.

The fact that you have a tool that can keep you "on" and in the "Success Zone" 24/7 is perhaps the most significant benefit of this breakthrough technology.

How is this possible? How can a QLink act like a personal power amplifier focusing your bio-energy, and modifying the way you feel about yourself, and how others treat you?

The Secret of QLink Technology

In a way I guess you could say it's like a high tech talisman, but grounded in science not magic. The technology involved is based on a known phenomena called sympathetic resonance. The simplest way to explain how this works is the analogy of a tuning fork. When you strike a tuning fork (middle C for example) it sends out an energy wave. Anything with a similar frequency automatically begins to vibrate. So if you strike the tuning fork near a piano, the string with the same frequency will automatically vibrate without you touching it. This is because they are in "resonance." Literally the vibrations of one affect the other.

I wanted to witness this phenomena firsthand, so I went down to a piano store (I don't own a piano) and asked the piano technician guy to demonstrate this effect for me. As he hit the tuning fork, I ran my hands along the strings inside the baby grand. Sure enough middle C was vibrating.

Your QLink does something very similar. It acts like a tuning fork, keeping your bio-energy in a state of flow, aligned to the natural frequencies for optimum body/mind performance. There is no battery in your unit. The power comes from your body. The QLink stores a special program (or energy signature) imprinted from the factory, and this program is designed to keep your bio-energy in sync.

If all of this sounds just too kooky to believe I completely understand. But before you

throw this letter in the trash, imagine it's the late 1800's and I offered you an equity position in a new invention called the electric lightbulb. At the time, it seemed pretty kooky too.

Also don't let the "new age" feel of this prevent you from trying it. This is a real technology based on scientific principles. And to make certain you do get involved, let me give you another compelling reason.

A 90 Day "Field Test" Guarantee—Plus a ($100) Gift FREE!

In the next few days, I'll be sending you a QLink to field test on yourself for 3 months. Over the next 90 days...wear it and go about your normal daily routine. At the end of your trial period (or anytime in between) you'll feel a difference or I expect you to call our toll-free number and tell us so, and then return it for a full and unquestioned refund.

And regardless of your decision, I will be sending you a special free gift just for field testing it. A gift with a $100 value. So even if you decide to return your QLink within the 90 day "field test" period this gift is yours to keep no matter what. It's my way of saying thanks for testing it. All you need to do to get my special gift is to order in the next 15 days. (See the order form for details.)

To order you can call toll free 1-888-845-6628. Or if you wish you can mail or fax the enclosed order form (on the yellow slip). I think you'll discover as I did, when you're in sync with your higher self, some amazing possibilities open up for you.

my daughter snapped this photo of me wearing a Q-link (I normally wear it under my shirt.

With appreciation and gratitude,

Dane Spotts
A fellow QLink owner

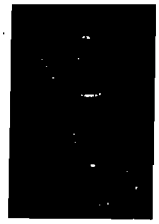
P.S. I almost forgot, you can choose from 3 different QLink models. The first is the QLink classic of which 120,000 have been sold. The other two are made of Sterling Silver—one is brushed silver and the other is polished. (Men seem to prefer the brushed look while most women choose polished.) There are pictures of these in the enclosed brochure. Whichever you pick, the effects are the same. It's just a matter of preference and appearance.

P.P.S. In addition to the practical benefits of owning a QLink, just wearing one puts you in the company of some pretty powerful and unique individuals. It's almost a kind of club. Even though I normally wear mine under my shirt, while I was playing tennis the other day (I wasn't wearing a shirt at the time) a prominent Seattle entrepreneur came up and introduced himself because he noticed it. He owns a QLink too.

Won't you join me in shifting not only your personal energy— But the energy of the entire planet? —DS

www.MIND-TEK.com

What Others Are Saying About QLink...



"As a speaker, I'm often onstage for 12 hours or more a day. Three and a half years ago, Dr. Herb Ross found that the electromagnetic fields (EMF) emitted by my wireless headset were creating a physical weakness in my body. When I began utilizing the QLink, I noticed an immediate recovery in my muscle strength and a counteracting of the negative effects from the headset's low frequency waves. Scientific research has shown that the QLink makes a significant difference in reducing the impact of these harmful low frequency waves. I have certainly benefited from the QLink." **Anthony Robbins, America's Results Coach, Author of Awaken the Giant Within and Unlimited Power**

"The truly effective QLink Pendant can easily protect and strengthen us by wearing it around televisions, microwaves, computers or cell phones." **Dr. William J. Saccoman, M.D., Clinic of Preventive Medicine, San Diego, CA**

"The QLink supports a calm center within one's self. I strongly recommend it to anyone who wants more graceful and less stressful athletic performance." **Dr. John Douillard, D.C., Ayurvedic Physician and author of Body, Mind, and Sport**

"I have tested the QLink extensively on my patients and it has not failed to produce positive results in the presence of EMF. I've never seen such excellent benefits before." **Dr. Joseph Angleitner, D.C., La Jolla, CA**

"I wore the QLink on a recent flight to Europe. This is the first time I have not been fatigued, depleted and worn down after spending hours in a commercial airline." **Dr. Donald Epstein, D.C., author of The 12 Stages of Healing**

"We've all savored rare moments of peak performance, of being totally focused on the game. I experience this every day with my QLink!" **Larry Miller, author of Beyond Golf and Holographic Golf**

"Being in the Zone is what the game of golf, and the game of life is all about. The QLink is the essence of being in the Zone. Wear it!" **Gary McCord, Winner 1999 PGA Senior Tour**

"The QLink has made a significant contribution to my game by reducing stress. I use it both on and off the course." **John Jacobs, Driving Distance Champion, 1999 PGA Senior Tour**

"QLink is a powerful tool and an extremely cool concept. This is the beginning of a revolutionary new technology that taps into the fundamental forces that drive the universe." **Dane Spotts, Author, Publisher & Inventor**

"Our research gives us good reason to be concerned about the negative effects of man-made EMF. Clarus has been shown to reduce stress and improve productivity." **Dr. W. Karl Parker, D.C., Dallas, TX**

"The QLink Pendant creates higher energy, greater endurance, improved focus and concentration—all essential for running a marathon." **Stu Mittleman, World Champion Long Distance Runner and Record Holder**

Experience The Power...

Over 120,000 QLink users can't be wrong. Many report experiencing one or more of these important benefits:

- **Feel the difference in yourself**
- **Feel energized while working on your computer**
- **Feel focused and alert**
- **Feel emotionally balanced and centered**
- **Feel calm and stress free**
- **Feel stronger throughout the day**
- **Act with clarity and confidence**
- **Experience restful sleep**
- **See the changes in your performance**
- **Increase your mental clarity**
- **Sharpen your focus on tasks at hand**
- **Enhance your alertness to detail**
- **Deal more effectively with pressure**
- **Improve your physical performance**
- **Enhance your performance in all areas of life**

With the single act of putting a QLink Pendant around your neck, you become tuned to your body's ideal energy. Pick a Qlink to match your personal style and wear it daily to strengthen your energy levels and reduce your vulnerability to the stress effects of EMF and modern life.

Every QLink product is engineered with the revolutionary Sympathetic Resonance Technology™ (SRT™). Scientists at Stanford University and the University of California have shown that SRT works to reduce a wide variety of stresses. Ongoing testing by alternative and traditional doctors show that QLinks neutralize the EMF stress effects from computers, cell phones and other everyday electronic devices. The SRT within the QLink continuously balances your body's energy and helps you be more focused and stress-free.

The personal QLink Pendant was created to provide a simple and effective way to help you handle the demands of modern life. The QLinks help reduce your stress, and they reduce your risks from EMF. And they don't require any of your time. Any one or a combination of the QLinks can strengthen and balance your energy, all day long. They help you maintain the health and stamina you need to thrive in our fast-forward world.

To Order Credit Card Holders Can Call Toll Free: 1-888-845-6628.
Or Send Check Or Money Order To: QLink Special Offer, 13256 NE 20th St. Suite #8, Bellevue, WA 98005

© 20(

Questions About Your QLink?

Q. ***What is QLink?***
A. QLink employs a new technology called Sympathetic Resonance Technology, also called SRT. SRT uses subtle micro-vibrational frequencies to strengthen and balance the body's energy system.

Q. ***How can a QLink help me?***
A. Your QLink may help you by increasing your physical stamina, by reducing your stress, by increasing your ability to focus, and by reducing the effects of jet lag. The overall effect of QLink can create an increase in performance and personal effectiveness (that is sometimes called being in "The Zone"). Additionally, your QLink will protect you from a wide variety of environmental stressors, including the known and unknown dangers of man-made, electromagnetic fields.

Q. ***What am I supposed to feel when I first start using my QLink product?***
A. The vast majority of QLink users report feeling one or more of the following effects: more energy and vitality, enhanced mental clarity and focus, balanced emotions, reduced jet lag, and improved performance. One third of these users report experiencing benefits within a week; they are largely made up of people who are very sensitive to subtle changes within their body. The other users within this group have indicated that they noticed the benefits more gradually over time, usually within two months.

Q. ***What are electromagnetic fields (EMFs)?***
A. EMFs are environmental stressors that saturate our home and workplace. They are generated when current is flowing through a wire, or when any form of wireless communication is used. Many professional experts consider exposure to electromagnetic fields hazardous and a threatening form of environmental pollution; others don't. QLink supports the body's own ability to cope with these environmental stressors.

Q. ***Do I have to wear my QLink Pendant all the time?***
A. No, but your QLink Pendant will only benefit you while you're "wearing it."

Q. ***How does my QLink shield me from the harmful effects of electromagnetic fields?***
A. Subtle changes occur in your body when it starts vibrating with frequencies emitted from electromagnetic field-producing devices. Your QLink gives your body an alternative set of healthy frequencies with which to resonate. In scientific terms, Qlink is said to engage the body in a state of "Sympathetic Resonance." When this happens, harmful EMFs are not absorbed. In simple terms, you could envision QLink as a set of tuning forks that only resonate with life supporting frequencies.

Q. ***What are "subtle energies?"***
A. Despite hundreds of research studies, no scientific instrument has yet been invented that can measure subtle energies directly. That is why they are called subtle energies. Their effects on electrical, chemical, and biological processes are scientifically observed and measured, not their direct existence. Because of the nature of subtle energies, it is currently believed that no scientific instrument will be developed in the near future that can directly measure them. Many scientists speculate that subtle energies are closely related to the phenomenon of electromagnetism itself, and there is strong evidence that subtle energies can clarify and stabilize the behavior of electromagnetic forces and fields.

Q. ***How is my QLink Pendant reducing negative stress in my body?***
A. Stress is normal and we need some to be alert and productive. However, accumulated negative stress (called "distress") can adversely impact your health. This scientific field of study is referred to as the study of "psychoneuroimmunology." Your Qlink Pendant, supporting your own bio-energy, can diminish the impact of negative stress and furthermore, has been reported to cultivate a sense of balance, harmony, and peace within you.

Q. ***What is "bio-energy?"***
A. For thousands of years, many cultures have demonstrated the existence of energy in the meridians and acupuncture points of the body; this is referred to as bio-energy. These body points support effective functioning of numerous body systems and are adversely affected by a variety of environmental stressors, including man-made electromagnetic fields (EMFs). Other words commonly used for "bio-energy" in many eastern cultures include: "chi," "prana," and "ki."

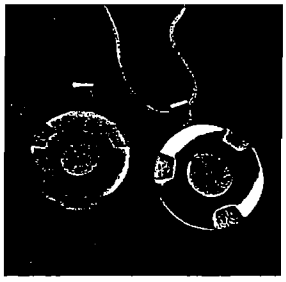
Q. ***How does my QLink help me get into "The Zone?"***
A. Negative stressors—both environmental and emotional—disrupt your equilibrium and your ability to stay "in the zone." Qlink adapts itself to your personal energy field, strengthens your bio-energy, and restores a state of calm, focus, clarity, and confidence.

Q. ***What does the term "QLink" mean?***
A. The term "QLink" is derived from the concept of a "quantum link." At the deepest level, the quantum level, your bio-energy and the environment's natural energy (from the earth and sun) become more solidly and harmoniously linked by the QLink.

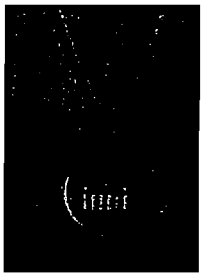
Q. ***What's inside my QLink Pendant?***
A. There are three key hardware components inside your QLink Pendant: The Resonating Cell: The Resonating Cell is the size of a watch battery, and is made of a unique combination of crystalline elements. In a gentle and subtle mode, it vibrates when placed on or near a person's body. The Tuning Board: The 14 karat gold-plated Tuning Board ensures that The Resonating Cell permanently vibrates in the right frequency range. The Tuning Board keeps your QLink 'in tune' so it never needs adjusting. The Amplifying Coil: The Amplifying Coil is 75 feet of copper wire wound into a one inch diameter "speaker-coil." It amplifies the QLink's micro-vibrational field so it surrounds the entire body.

Which Do You Prefer Wearing—Silver or Classic?

QLink Classic is made of durable acrylic or pick Sterling Silver in brushed or polished.



QLink Silver is available in either a brushed or polished finish. Sterling Silver ($299)



QLink Classic is housed in a durable waterproof acrylic. Acrylic ($129)

You can choose from two different QLink models. The QLink Classic which sells for $129.95 is made of a durable waterproof acrylic. Or you can choose the more fashionable Sterling Silver model for $299.95 which is identical in function and benefits but is made out of 14 grams of Sterling Silver. The Sterling Silver model comes in two versions, brushed or polished. Women seem to prefer the polished look while men are more inclined to pick brushed. Whichever you choose...each can be worn with the nylon cord provided or any type of chain (inside or outside your clothing) so long as the unit rests at the center of your chest.

QLink

1978 (239)

GENERAL CASSETTE CORPORATION
2311 NORTH 35th AVENUE/BOX 6940/PHOENIX, ARIZONA 85005
(602) 269-3111

Cold Call W. Postings

CELEBRATING 10 YEARS

DEAR SUCCESS UNLIMITED READER...

Imagine being turned loose in the warehouse of one of the 4 largest cassette companies in the self-improvement business..free to "find" and choose from a treasurehouse of exceptional quality (but discontinued) Cassette Programs at 25% to 50% Savings!

Unfortunately, it's not too practical for you to come and actually roam through our warehouses with a shopping cart...

...so, I've done it for you!

We needed to start our new year off with a clearance - and decided to use it to introduce you to our line -- the greatest variety and selection of cassette learning materials anywhere! I've picked out many of our best, recently discontinued Cassette Programs and put them in five Library Groups.

These Programs have been discontinued for different reasons -- the speaker is putting together newer materials...they (frankly) haven't sold well, etc. But the fact that they've been discontinued does NOT mean they aren't great cassettes! In fact, some of these cassette albums are outstanding!

Each of the five Library Groupings contains a set of these Programs...plus one new Cassette Album, on a related subject, at the regular price. So, you buy just one "new release" at its regular price -- and get a whole library-shelf of related cassettes at below-wholesale cost!

AN EXAMPLE - THE REAL ESTATE PRO'S LIBRARY

This is a great example of the kind of super values I'm talking about. In this Library Group #5, you receive Thom Norman's outstanding 4-cassette album and workbook on "TELEPHONE PROSPECTING" - (an absolute "must" in today's economy, with rising costs of doing business, including $1.00+ per gallon of gas!)

With it, you receive 3 other fantastic cassette albums for real estate pros competing in today's market, facing today's sales challenges!
...a total of 14 HOURS OF SPECIALIZED, TIMELY CASSETTE LEARNING for a complete cost of only $99.50 ---- only about seven bucks a tape! ---- 30% less than "going rates!"

(TURN PAGE)

(24

FOUR OTHER "SUPER-VALUE" LIBRARY GROUPS
TO CHOOSE FROM...

There's a special Library Group for MANAGERS...one for SALESPEOPLE...even one totally devoted to Creative Thinking! And it's a particularly interesting one, if you're ready for some "heavy" studies on what makes our minds tick. This Group not only features one of the world's foremost authorities on programming the brain with "cybernetics"...and the former creative-director of Disney...it also features a whopping $200 discount!

WHY YOU SHOULD ACT NOW

Of course, as a Success Unlimited Reader, you're well aware of the value of spaced-repetitive learning with cassettes. And you probably add new cassettes to your listening program frequently. <u>But you'll never again have the opportunity to make such significant cassette purchases at below-wholesale prices!</u>

This offer IS a limited time offer, and in many cases, only limited quantities of the cassette programs exist. So, to insure receiving the programs of your choice:

1) Look over the enclosed Brochure carefully.
2) Pick the LIBRARY GROUP that best fits your needs.
3) Return the Order Form in the enclosed envelope, or Phone Toll-Free.

Please, act on this today! I surely don't want you to miss out on the big savings on the Program of your choice. (But, if your order is received after the supply is gone, no substitutions will be made...and your money will be returned at once.)

Don't let yourself delay! Knowledge is NOT power; it's only <u>potential</u> power. But when practical know-how is matched with real motivation, through cassette learning - its power is unlimited! And you already understand that! So call us yet today...and get some fresh "power" in your hands as quickly as possible!

Also, by ordering now, you insure your place on our Preferred Client List for all of 1980. You'll be receiving informative mailings and special offers almost every month! I'm looking forward to staying in touch with you all year!

Sincerely,

Bill Wallace
Marketing Manager

P.S. As we haven't met before, it'll be important for you to know that General Cassette Corporation is celebrating its 10th Anniversary Year. We're well-known for fast shipments...and, of course, we guarantee your satisfaction.

And now, with this order, I'm able to send you the most unusual "Bonus" of our 10 year history...a special business report prepared exclusively for our distribution with this offer by Dan S. Kennedy, president of Entrepreneur's Choice Consulting Services and one of the nation's most innovative, imaginative Marketing Consultants. This Report: THE ONE KEY SECRET TO EXCEPTIONAL SALES, MARKETING AND PROMOTION RESULTS will most certainly give you a new perspective on your business methods! (In fact, this Report should make you at least $100 the first weeks you possess it!)

Complete instructions are included in this Report for your step-by-step, practical use of the method in:

any selling activity
any mail-order business
in recruiting salespeople
any retail business
creating a new product

This is a simple Report - admittedly only a few dimes worth of paper and ink. But in your hands, its value can truly be unlimited! And, it's yours FREE - that's the only way you, or anyone, can obtain it! So, please act now: make an addition of these special cassette programs to your library and receive this Report as a bonus. You will be pleased!

COPY FOR 2ND NOTICE

(242)

Linda's worried about you.

DearDoctor,

About two weeks ago, I wrote to you about a $200.00 limited time savings on Linda Miles' brand new 3-Video Program.....you were hand-picked to receive this discount.....we haven't heard from you, and we can only think of three reasons why.....

One, maybe you somehow missed the invitation letter. If so, a duplicate copy of that letter follows, and I've extended the deadline for your savings to the date stamped in red here: _____. Please read my letter and respond immediiately. We don't want you to miss out.

Two, maybe cash is a bit tight for you right now, for one reason or the other. If that's the case, we'll offer SIX monthly installments instead of just three. (See Order Form.)

Three, maybe you're just not certain these Videos will have a significant positive impact. If that's the case, rest assurred that you have a 30-DAY GUARANTEED REVIEW PRIVILEGE. If you're not thrilled with these Videos, simply return them within 30 days for full refund.

If there is any other reason, we'd like to know about it - and will give you a free gift if you'll FAX or mail a brief note letting us know why you decided not to put Linda to work in your office via these new Videos.

Turn on the TV in the privacy of your home or office - or at your next staff meeting - and look who's there!!!

In her long-awaited, new 3-Video Series, Linda Miles has completely up-dated her famous Practice & Team Building presentations - which she personaly presents, as they say, "in living color." Acquire yours now at a $200.00 SAVINGS.

DearDoctor,

Motivation seems to be like a bath. You need these things regularly. Obviously, you can't load everybody up, shut down the

office, and come to a seminar every few weeks - as you very well know, it costs a small fortune to take the entire staff to a good seminar.

That's why we're bringing the seminars to you.

Actually, three seminars, on three videos, so Linda can coach you personally AND coach your entire staff.

For less than one person's hotel tab for a couple days at a seminar, you get THREE full-length, brand new seminars on video, that you can return to as often as you wish.

Hire a new staff-person? - be sure she goes through these three sessions with Linda.

Detect a little attitude slump in the office? - bring Linda into the next team meeting, use a seected ten or fifteen minutes of one of these powerful sessions, and lead a lively discussion afterward. You and Linda working in concert to re-energize the whole team!

Three Seminar Topics, Any One Of Which Could Electrify Your Whole Practice - And You & Your Team Get To "Attend" In Your Office, On TV

Video really is terrific. It brings Linda to you and your team live, with all the energy and enthusiasm she delivers in seminar, but completely at your convenience.

Video #1 features Linda's presentation on INSERT TITLE HERE. Video #2: INSERT TITLE. And Video #3: INSERT TITLE.

Here are just a few of the provocative ideas you'll SEE AND HEAR in these exciting new Videos:

1. How the team can pull together to **combat "profit margin shrink"** via more efficient scheduling.....stimulating more referrals....maximizing hygiene revenue.....

2. How to enhance the patient's in-office experience to such a degree the patient **MUST** refer

3. How to do more with less, *without* unbearable stress - in today's cost conscious environment, the successful practice must be **SUPER-EFFICIENT** without everybody winding up super-stressed

4. How to "lock in" your patient base and create your own **"impenetrable fortress"** safe from the onslaught of

managed care

5. Why and how most practices can **increase production** by 15% to 20% quickly --- even if everybody think you have capacity problems or even if you are "marketing impaired"

"But I've already got some Linda Miles tapes..."

Good. And Linda has carefully designed these Video Presentations to reinforce the most important ideas and strategies discussed in her audio tapes and presented in "live" seminars, AND to deliver the motivation everybody needs to take action on good ideas. If you want to "tune up" your practice and your teamwork for maximum growth and profits with minimum stress, then there's absolutely nothing you could invest so little in certain to give you such big results!

If you happen to own the "old" Linda Miles Videos, though, we'll take them back in trade, give you $100.00 Credit - and we'll donate them to dental school libraries across the country. (Or you could simply do that yourself, with your alma mater, and get a tAx deduction for doing so.)

Anyway, NOW is the perfect time to invite Linda to come into your office - via television - and coach you and your whole team. Why NOW? As the end of the year approaches, it's a perfect time to evaluate your progress, to identify the things you'd like to improve, to commit to new goals for the new year - and going through these Video sessions with Linda is the ideal way to cover ALL that ground!

Here's how "painless" the investment is! ----

The 1998 Retail Price for this 3-Video Set will be $595.00 --- less than $200.00 per Seminar Session. But by acting immediately, you can reduce your investment by a full 36%.....to just $395.00. And to make this an easy decision, we're happy to bill your credit card in 3 monthly installments, with no extra charges.

The simple reason why you can't say "no" to this opportunity to bring Linda into your practice as your team's coach via these powerful new Videos:

If you can honestly say that your staff, your entire team does NOT justify this kind of investment in sustaining and continuing peak

performance, in improving, and in facing new challenges, then quite frankly, you may very well have practice-threatening problems! Investing in your people is the very best investment you can possibly make.

Andrew Carnegie, America's very first billionaire, once said: **"Take away my railroads, take away my factories, and take away all my wealth but leave me my people and I'll have it all back again in 6 months."** Carnegie built an entire industry in America, starting with little, with dedication to teamwork and productivity strategies decades ahead of their time. Do you feel the same way about your people? If so, you MUST invest in sustaining that power for your practice. If not, wouldn't you like to?

Call And Acquire These New Videos Now,
To Save $200.00

To acquire these Videos at the 36% SAVINGS, you must order by or before the date stamped in red at the top of this letter.

To order, you can call toll-free: 1-800-000-0000 OR simply fill out the Fast Action Form enclosed and return it by FAX to 000-000-0000 or by mail.

Sincerely,

Name Of Person
Linda Miles' Office

PS: What is enhanced teamwork worth? **What's a less stressful, more efficient environment worth?** If all that ever happened was just one referral that you wouldn't have obtained otherwise, you're in profit against this small investment. It's difficult to imagine Any doctor familiar with Linda not rushing to get these Videos. We're happy to give you this "early bird" opportunity and discount, before offering them to the entire profession.

FREE GIFTS FOR FIRST 100.....

PPS: You may or may not have read Linda's new book THE RISE AND FALL OF MANAGED CARE. This is an important book for you and your staff to read, share with peers, and even share with patients. So, as a FREE BONUS, you'll receive six free copies of this book - IF you are one of the first 100 doctors to acquire these new Videos.

(outside of small tri-fold)

Please read this only if you're
still undecided.

L.M.

(inside)

L.M.

Friend,

After # years working with over
practices, about # dentists and about
staff members in every nook and
cranny of North America, I have identified
and isolated the efficiency, productivity
and profit "factors" that really make
giant differences - fast - in every kind and
size of dental practice. My focus in
these new Videos is on these key factors,
in a way that can increase efficiency while
decreasing stress, so you and your team
thrive in a true "success environment."
I'm so certain you'll find these Videos
more valuable than anything I've ever
offered, I'm inviting you to view them for
up to 30 days, satisfaction guaranteed.
And, if you wish, 6 easy, small payments.
On that basis, why wouldn't you welcome me
into your office via these new Videos?
Put my extensive experience to work for
you now.

Linda

(247)

last step letter

You've Resisted --

So I'll take the extraordinary step of letting you pay only AFTER you've put profit in your bank account.

(This is my final offer.)

Dear Printer,

Enclosed is a duplicate copy of my Report, which you've seen before. It presents all the details of a complete "Marketing System" exclusively for the printing industry. It's been endorsed by the NAPL. More importantly, it is working like magic for nearly 1,000 printers throughout the U.S. and Canada -- and some of their comments are also enclosed.

Now I want to invite you to test-drive this amazing System on a 90-day **free trial, zero risk basis.**

I suspect the only reason you have NOT responded to me before now has to do with the outlay of money required for the System -- a bargain when it works for you -- but you are not convinced it will.

So let me take that stumbling block away:

You can pay a deposit of **just one half the price** of the System. Then you can **pay the other half whenever you choose,** only after you have proven the value of the system in your own business and put plenty of cash profits into your bank account thanks to using it. And the deposit you do pay now is still **100% refundable** -- if, for any reason, you choose not to keep and use the System, return it within 90 days and get the deposit immediately refunded.

With this arrangement, you take NO RISK WHATSOEVER.....you put down a refundable deposit of only HALF PRICE.....you get a full 3 months to try the System before deciding whether or not to keep it.....and you have as much time as you need to pay the balance, only after you've satisfied yourself about the value of the System with profits in your bank account. I'll bet nobody has ever made you such a generous, confident, zero risk offer in the entire history of your business!

There is only one reason to say no:

You are already making more money than you can handle, you have all the good clients you want, you have no interests in increasing sales or profits, and you are already a "marketing wizard" in your own right. If so, congratulations. And this is my final offer, so I won't bother you again.

(see other side)

Otherwise, please act immediately to take advantage of this limited time offer. As you'll see, I've made handwritten changes to the Registration Form, to give you the deferment of half the price. You can simply complete the form and FAX it to me at 1-512-328-4464. Or, call 1-800-522-4626, 24 hours a day.

Sincerely,

Michael Kimble

Michael Kimble

P.S. Here's what Ray Zadd very recently faxed me about his experience with this System. Why should you struggle to get good, new clients when printing business owners like Ray get theirs so quickly and easily with my System?

"I haven't had your system too long, but I can tell you just to give it a test, I tried your postcard mailer and we had approximately a 30% response from that ad -- which resulted in lots of new jobs! I was really amazed. We will definitely be getting involved with some of the other strategies here shortly."

-- Ray Zadd

And here's what another printer, Dee Bisel, recently faxed to me:

"I received your marketing kit a few weeks ago, and we've already sent out the 'Cash Flow Surge Letter' to 150 prospects. So far, we've got 17 back! And two are really big customers! We also mailed 100 of your 'Gift Certificate Letters' and got 8 new customers! The response has been great! Thanks for everything."

-- Dee Bisel

(249)

U.S. GOLD CHAIN MFG. CO.
11460 N. Cave Creek Rd.
Phoenix, AZ 85020

Last Step letter

Bulk Rate
U.S. POSTAGE
PAID
Permit #829
Phoenix, AZ

WHY WOULD A WEALTHY MAN OFFER
TO SET YOU UP IN BUSINESS FOR JUST $99.00?

(250)

U.S. GOLD CHAIN MFG. CO.

11460 North Cave Creek Road
Phoenix, AZ 85020
602-971-1243

Dear Fellow Entrepreneur:

WHY WOULD A WEALTHY MAN OFFER TO SET YOU UP IN BUSINESS FOR JUST $99?

A while ago, you asked for and we sent you our Gold By The Inch Catalog, describing how you can make over $3,000.00 by investing only $599 in our Professional Starter Kit. We also sent along article reprints from national magazines telling you what a great business this is. And, "success stories" from our Distributors, written and on audio tape. Many people took advantage of that offer the same time you considered it... many have had a much better Christmas and a much brighter new year because of their decision.

So - I ask myself: why would someone like you express interest, go to the trouble of calling in or sending for our information, see what a terrific opportunity this is, then stop?

I can only think of two answers:

One - you're just not sure. Not sure enough to invest $599 of your hard-earned money. Or, -two - you might not have the money. It's that simple. You want to do it, you'd like to do it, but $599 is just out of reach for one reason or another. **And I CAN understand those problems.**

Today, thanks to Gold-By-The-Inch, I'm a very fortunate, well-to-do, secure individual. But I started this business just like our Distributors do today... with a little display at a swap meet, scared, anxious, with very little money and a NEED to make money immediately.

Today, I obviously profit as our Distributors profit and there's no secret here: I want more Distributors. I want YOU as a Distributor. But I also get a thrill from helping people do what I did, start and succeed, become entrepreneurs, make more money in a weekend than they make all month on the job, pay off their bills, get new cars, send their kids to college, and so on. Those "success stories" mean a lot to me. Can we work together to create a Success Story in YOUR life? I'm going to do my best:

Yes, I'll Get You Going For Just $99.

I've just put together a new Gold-By-The-Inch JUNIOR STARTER KIT, offered ONLY to people like you who have previously sent away for our Catalog but have not yet gotten started. It IS a limited time offer. You WILL have to act quickly.

The new KIT is pictured and described on the enclosed Color Page. My intention is for you to get started with this new Kit, for just $99... prove to yourself that you can

make excellent money in this business... then step up to our regular, Professional Starter Kit for $599, and continue with the business. (But there's no obligation. No salesman will ever call you.) If you want to, you can just buy the $99 Kit, make some money, and never do anything else. That's entirely up to you. But, the JR. KIT should put just about enough PROFIT in your pocket to turn around and put you into this business in a bigger way, reinvesting your profits instead of your own money!

The $99 KIT is designed to get you started fast.

You can make money with it immediately. And, not only can you make money but you can also make jewelry for yourself, as well as gifts for your family members and friends. See how enthusiastic they are about it. (Let them order more from you, too.) Take this "little step" and convince yourself that this is a good investment, a lucrative and enjoyable business.

Again, this JUNIOR KIT was designed strictly for you. It does NOT appear in our regular Catalog. You cannot re-order a second $99 Kit. Only one $99 Kit per address. And this is a limited offer, so it's important you respond immediately.

I hope you act on this special opportunity today.

Regards, and good selling to you.

Lenord C. Shykind
President, U.S. Gold Chain Manufacturing Company

PS: Although you are under no obligation to do so, I hope you'll want to use your profits from the Junior Kit to fund your next purchase of the Pro Kit, to get into this business in a big way. If you don't have our Catalog and other business information around anymore, just let us know and we'll send you another literature package by first class mail.

PPS: There are a lot of ways you can make money QUICKLY with this $99 Starter Kit. You can go out to a swap meet with it or get a store owner's cooperation, set up in front of the store on a Weekend, and give him a share of your profits. Or set up at a coffee break or lunch break at work and let your co-workers get jewelry instantly made-to-order for themselves or as gifts. Just having it set up in your home and showing off this beautiful chain to friends, neighbors and relatives might "sell out" your entire supply in a hurry! You just cannot possibly lose on this offer. Just think about making up some jewelry as gifts - for $2 in cost, you can make a beautiful bracelet or necklace that you'd have to pay $20 or more for in a store!

HERE'S HOW YOU CAN GET THIS $99 KIT FREE

PPPS: If you buy the professional $599 Gold By The Inch Starter Kit within 3 months, we'll give you full credit for the $99 Jr. Gold By The Inch Starter Kit you invested in. You'll pay just $500 for the $599 kit!

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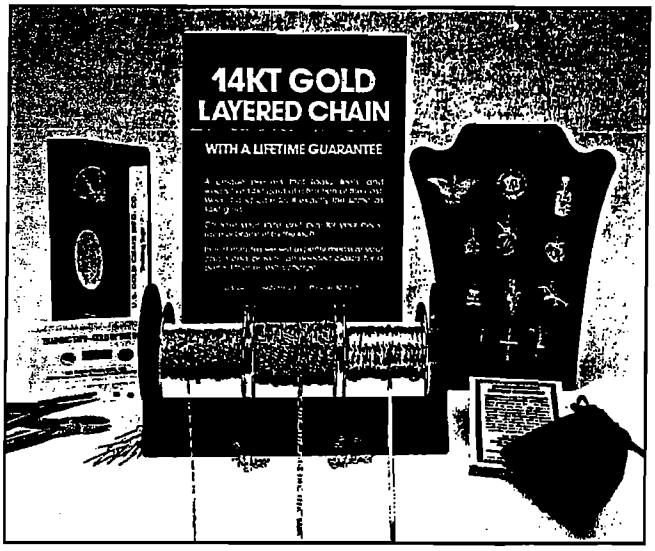
Make Up To $500
On A $99 Investment

Start your own 14Kt Gold-Layered Chain Business. Now, for the lowest investment ever! For less than a hundred dollars, you're ready to make money. We supply everything you'll need in the **JR. GOLD-BY-THE-INCH STARTER KIT.***



YOU WILL RECEIVE:

- 8 feet each of 3 popular 14Kt gold layered chain styles
- 24 Clasp sets for making necklaces and bracelets
- 12 of the best selling charms
- Charm display and charm pins
- Gold chain display case
- Complete written instructions and easy to follow video and audio tapes
- Velvet cloth to display the chain and charms
- Jewelers tools
- A quantity of manufacturers written lifetime guarantees for all chains
- Table top easel stamped in gold color foil explaining the gold process and other "sell" copy
- Where to sell your chain

Freight and insurance on above kit is $20. Same day shipping on all orders received by noon. All kits shipped by UPS 2nd day air express. Overnight UPS shipping available at an extra charge. Payment: C.O.D. (cash, cashier's check or money order), MasterCard and VISA. ALL SALES FINAL. Prices subject to change.

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From the office of Dr. Robert "Crash" Trujillo, MD...

Why I Hate The "Speedman"

(one of the "fastest" and most "intelligent" Jerks on the planet...
...but how he can boost your fighting skills by 100%, 500% or even 1000%
-if you can stand the guy)

Dear Friend,

One of the greatest modern day Sports Psychologist's and Martial Arts geniuses must certainly be Dr. John M. La Tourrette. He charges $895 for his Group Training's (he doesn't take private clients anymore), and his clients pay willingly because they quickly absorb skills and secrets that no one else on the planet knows. Especially his **Martial Arts Wisdom** on the ***Secret Huna Mind Suck Skills*** that can instantly weaken the opposition without you having to learn meditation, or Voodoo, or any of that "weird" stuff.

I first heard about the Speedman because I'd been studying **martial arts, boxing** and **weight lifting** for the past 28 years. I've studied ***Filipino Kali*** at Dan Inosantos's school in Los Angeles, ***kenpo karate*** from Frank Hunter, ***and Kung-fu San Su*** from Frank Woolsey. All are good men. I've dabbled in **Full Contact Karate** and I've been a boxing trainer and ring doctor. When I heard that the Speedman knew ***Secrets of weakening*** an individual from up to thirty feet away, I just had to see this guy for myself.

I decided I had to see this man to see if he was for "real". I signed up for one of his **"intensives"** and received his pre-course video materials a few days later. When I watched his **"teachings"**, they immediately expanded my horizons. I saw methods of **attack** and **Mind Control Methods** where they had never existed before. The next day, at my kenpo karate class, I covertly **"unzipped"** my instructor's **energy field**, then launched an attack. He was a "sitting duck" and had no clue what I had hit him with. It was like he was thinking of something else and never even saw me.

So I did it again to make sure. It worked again. He didn't even raise his arms.

When the first little secret someone gives you produces this type of **verifiable** instant **results**, you tend to take the rest of that man's advice and teachings seriously.

But something was bothering me... I began talking to other martial artists about the Speedman and soon discovered that there was a lot of mixed feelings about the guy. In conversation with another black belt doctor one day, he muttered a couple of unkind words about the Speedman, and I said something like, "Oh, you too?" We started to compare notes on this fellow and agreed that he definitely had not read **How-To-Win Friends and Influence People**. And now, for the first time, I'm going to share with you **my** grievances about the man.

1. **He was arrogant.** No matter what I showed him, he always had a better, faster and easier method of getting it done. He made us learn his **Improved version** with **"real"** ***Master Keys*** and if we argued (because we liked the old "slower" way) he'd kick us out of the class, with no way of getting back in. He had ***no tolerance*** for "old fashioned" slow karate, nor for people that were "stuck-in-that-rut", just because they'd learned it first.
2. **He was Secretive.** I tried to get him to demonstrate some of his skill before signing up, and he could care less. He wouldn't waste his time. He said the class had only 3 openings and it was my choice to learn or leave. He told me that if at the end of the class I didn't think it was worth 10 X's as much as the cost of the class, he'd give all the money back. He took no nonsense from me, but he was totally fair, upright and honest.
3. **He wouldn't allow spectators.** When he taught, he **locked the doors, closed** the curtains and **evicted** all non-participants. In his seminars he made us sign a non-disclosure agreement and a statement saying that we would not misuse nor abuse his teachings, and if we did, that behavior was justifiable reason for automatic dismissal.
4. **He wouldn't allow bragging.** If you said you could do a skill, he made you prove it. He doesn't like people who brag or build-up their skill beyond what they can actually do. You must walk your talk with him, no "bullshit".
5. **Finally I thought the Speedman was rude.** If you had a defect, he told you instantly and made you correct it. One student was evicted out of class because he'd smoked a cigarette three hours before. The Speedman didn't like him polluting his air. He said if he was stupid enough to smoke, he was too stupid to learn his secrets.

(more on the back of this page)

Dr. R. Trujillo, MD, Past Chief of Anesthesia, Board Certified Anesthesia, tel. 541-770-0321, Medford, OR 97501

What was really weird, though, was that the Speedman displayed an uncommon capacity for kindness, sensitivity and compassion. I've seen him spend hours with a student, doing an **"Energy Healing"** session and in two weeks the guy was walking again, when he was supposed to be crippled for the rest of his life. He did it **free**. He is one of the most peculiar people I've ever met.

I now have a better understanding of why the Speedman acts the way he does. Put simply, he is a mad genius!

These kinds of men have no time for niceties, for fluff, for normal human activities. Such things only get in the way of their teachings, their studies, their training and their obsession with their work.

When I finally came to recognize that the Speedman's real sin was that **he was a genius, a martial arts genius,** I was able to view him in a whole new light. He isn't arrogant, secretive or rude. He is just totally immersed in his passion, **teaching a chosen few** some secrets and some strategies that the rest of the world doesn't even know exist. I don't think he realizes that he actually yells at people or offends them!

But the Speedman is hopelessly greedy. Not for money, but **for every piece of wisdom** that comes his way. He's always looking for a way **to take secrets** from somewhere else and introducing them into the martial arts, where those other secrets are **totally unknown**. Then that **"new"** skill has the potential of an **Atomic Bomb**! It's unstoppable.

All of which brings me to today, and this letter.

If you'll note, the headline at the top of the first page was written in the present tense. It says, "why I hate the Speedman." Honesty compels me to admit that now that I know the Speedman, he's a charming, loveable, almost super-human character. **But he still irritates me.**

I pride myself on **my** martial arts abilities. I train fighters, I train boxers. I'm a professional medical doctor doing a great job with lots of people, helping them in any way I can. I know that the Speedman's latest **Kahuna Mind Suck** materials are light years beyond the scope and abilities of most Grand Masters. I also know that he's simplified his newest teachings so the average beginner can easily get the skills, ***just from his videos***.

I also know that a lot of martial arts athletes who desperately need the benefit of the Speedman's Secrets can't get beyond his ***"perceived"*** attitudinal sins of arrogance, bragging and rudeness. **One of his biggest flaws is,** "If you are going to learn something, you must learn it perfectly." And no one can be perfect!

It took me hours to convince him that **it takes very little knowledge to be above average.** So if a person studied his videos and only got 1% of what's there, they would be 100% better than they are now. So from the original **"Kahuna Warrior Mind suck Secrets"** course, a 33 video training course, the Speedman has developed an inexpensive, 3 video **"Energy Depletion Crash Course",** that will give you advanced fighting skills that work **instantly** and **covertly.**

He teaches those skills in a logical, systematized manner, which will allow any martial artist **to instantly plug these new skills into his own martial arts style.** He then emerges a few days later with all the secret energy strategies in place to achieve exponential martial arts growth, and to be able to attack and strike without the opponent having a clue.

It costs you NOTHING to try.

So, read the following letter immediately and try out the **"Crash Course"** before the Speedman changes his mind. Then you can make up your own mind if it will work wonders for you, or not.

Sincerely,

Robert Trujillo MD

Robert Trujillo, MD

Ps. The Speedman is prepared to give you the benefit of a six-month **TOTAL SATISFACTION** guarantee. Send for the **"Kahuna Mind Suck"** crash course and use it for **six months at HIS risk.** If those secrets don't produce martial arts break throughs that directly result in **more control** over the opposition, way beyond your wildest dreams, simply return it and it will have cost you nothing.

Dr. R. Trujillo, MD, Past Chief of Anesthesia, Board Certified Anesthesia, tel. 541-770-0321, Medford, OR 97501

A one-time Valentine Special (then it's gone forever)! Only for The Speedman's "Inner Circle" Members...

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"A Mental Tactic That May Be Common As Dirt in One Field Can Have The Effect of An ATOMIC BOMB in the Martial Arts in Which it Has Never Been Used Before!"

Learn The Real Kahuna Warrior Mind-Sucking Secret Tactics, Mental Influence and Psychic Healing... And Add Those Mind-Blowing Skills to YOUR Martial Art Today! This "Mind Sucking" Power Secrets Course puts into your brain workable skills to fight faster, to fight stronger and fight more effectively... strengthens your bodies "vital force"...develops your skills as a healer.. teaches you how-to-do street practical "Energy Depletion Attacks"... gives you the primary method of "mental Disruptions" up to 30 feet distance. *"Total Satisfaction Guaranteed"*

WARNING: ***If you like hurting people... or are just Sadistic...or just like pushing people around...or Are mentally ill or emotionally disturbed...***

...then don't bother reading further. These secrets aren't for you.

Or...

...if you're looking for a magic pill to fix all the problems in your life, or you can't follow instructions, or don't listen to advice...

...then this is not going to work for you either. It's not a skill to be abused or misused.

Or...

...if you're the least bit shady, and looking for a quickie way to "whomp on" little old ladies and push around anyone you choose, regardless of their size...

...then look somewhere else. We don't want these kinds of people learning the Grand Master's secrets either.

Also. Don't let the "Hidden Power" of this esoteric and secret science go to your head and create Boomerang Karma. Your true motives and purpose behind how you use these secrets can either imminently aid you in your "Spiritual Warrior's Path"...or not.

What it comes down to is that the Universe is honest. It gives back, measure for measure, what YOU put into it.

I would suggest therefore that if you choose to walk on the "Kahuna Warrior's Path", that you have a ***positive mental outlook*** and eliminate as much *hate, evil* and *malice* from your consciousness as possible. Enough of that moralizing.

On the other hand...

If you're looking for a ***"Warrior's Path"***, a path that will take you to the highest level of martial arts on the planet...a path that has proven time and time again to work for others...a path that can turn you into a ***"Mind Warrior"*** literally overnight, THEN these "Kahuna Warrior secrets" are exactly what you are looking for.

Sparring

Onward.

Let's talk about sparring. Imagine that your next opponent is the "Champ". You've never beat him before, but this time you have a secret weapon, an "ace" up your sleeve. You and another "friend" have been trained in ***"energy disruption"*** techniques, and your friend's job is to use his imagination and "remote view" and ***REVERSE*** the flow of the "Champ's" vital force through one of HIS primary energy channels. You do this knowing that it will covertly confuse the "Champ" and slow him down. **Because he is unaware, the "Champ" has NO defenses.** You easily beat the champ, who has ***no idea of what really hit him.*** In his mind, "He just had a bad day." (This DID HAPPEN!)

"Look friend, I've just learned some martial arts "secret stuff" that is real scary."

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In fact it was so frightening, but so exhilarating, that I almost didn't believe it was for real. So real that it worked on ALL 37 participants that'd been invited to a ***"Behind Closed Doors"*** by invitation only, **"Kahuna Warrior Energy Seminar"** held in the backwoods of Oregon.

Thank God that the Speedman allowed it to be video taped.

I know you'll have a hard time believing me, because I didn't believe it at first either...**at least until I'd done the secret drills and "knew" it really worked** because it worked for me. I knew then, just like a Bengal tiger knew, I could **"munch"** on people at my will, and **they couldn't stop me**.

Read This!

I watched as this tall, lanky 57-year-old Grand Master made a motion in the air and literally **"robbed"** a 6 foot 6 inch "giant" of his strength, of his "power", of his "life force".

I mean, the Grand Master didn't touch him. He didn't say a word to him. The Grand Master just made a **Jedi Knight** movement in the air and amazingly, **on energy testing**, the "giant" couldn't withstand the push of two fingers. He was powerless!

The Grand Master then got another 9 different volunteers up from the audience and did 9 "different" energy depletion drills on them...one after another. You could see the volunteers **"wilting"** before your eyes.

I had no clue what he was doing. All I knew is there must be a scientific reason behind it, and I wanted those secrets so bad I could almost cry. I'd never seen a Grand Master with this **"energy depletion"** type of Hidden Wisdom, and I'd seen many of the Great martial artists. Grand Masters like Bruce Lee, Ushiba, Ed Parker and Cheng Man Chang. People I'd respected and studied, and had trained 27 years to be like.

But at that, **"Behind Closed Doors"** seminar, Grand Master Dr. La Tourrette blew our minds for over 5 hours, demonstrating and teaching us those secrets that even THEY didn't know. He carefully explained for us and taught us the step-by-step **secret** procedures necessary to use **"energy depletion"** techniques as an expansion of OUR martial arts.

He told us that he was using modern scientific research, combined with Ancient Hawaiian Kahuna Wisdom, to ***"back-engineer"*** specific fighting skills and technologies that are literally unknown on the planet today, but used to be known in Hawaii as late as 1898.

Okay. Now you are probably asking, "How is all this 'back-engineer' stuff possible?"

Let me see if I can give you a short answer.

First, it is a **PROVEN FACT** there are **"hidden energies"** in and surrounding the human body. With the advance of modern scientific technology, these energies have been found, mapped and measured at such prestigious places such as Yale University, Stanford Research Institute and McGill University.

It's a matter of scientific fact that we are a constellation of (at least) ***8 different energy systems***, just as the body with it's immune, endocrine, cardiovascular, and other systems is a constellation of physical systems.

The Speedman went over four of these 8 different energy systems and showed us how to use them for ***"sucking the vital force"*** from the opposition **before** battle. Which he proved was VERY EASY to do BECAUSE ALL OF THESE "SYSTEMS" ARE BELOW THE THRESHOLD OF **NORMAL AWARENESS** AND WON'T EVEN BE NOTICED BY THE PERSON THAT WAS **"SUCKED OF VITAL FORCE"**, literally drained of energy like the flushing of a toilet. ***The victim would just feel like he "was off" that day and performing below his par.***

He then mentioned that any time you can introduce a "temporary blockage" into their **"energy bloodstream"**, you have instantly and covertly ***"weakened"*** them, and this weakness will last for 3-15 seconds or more, and they DON'T know it! You just "whomp on" them.

Now you're probably asking yourself, **"Why has the Speedman decided to teach these 'Kahuna Energy Warrior Secrets'?"** It's a good question. It's also a simple answer. Here it is. Many good athletes are accidentally "natural" energy vampires. They are unconsciously using these same skills against you, **sucking your vital force**, when you are going head to head , on the street or in the tournament circuit.

So he taught us how-to-do it on purpose. Then the Speedman applied that "Secret Mind Force Skill" to some ***KNIFE FIGHTING*** technologies (*decapitation* techniques, etc), then to ***Advanced Speed Hitting Technologies***. (You MUST know and be familiar with SPEED HITTING to benefit from these. They are NOT for beginners. NOTE: In the **"training Manual"** that comes with the videos, those techniques are all outlined in **GREAT** and **COMPLETE** detail.)

Everyone who was there is ecstatic with their NEW ***"Personal Power"***. "Two of the students (Hoffman and Maddox) teamed up to fight the **school champion** (who was "too good" to go to the seminar). While one guy was sparring "the opposition", his friend was WEAKENING the "champ's" energy field covertly, from the sidelines. ***You know the rest of the story***. Boy, did it WORK!

Fear Control

Another one of the students and bar bouncer, Garrett Hofmaster, after being taught how-to-manipulate his own Brain Chi, came back the following Monday, stating. . .

"Doc, I ain't scared no more!"

Garrett was a professional "bar bouncer" and because he was also a martial artist, people **expected** him to be **"tough"**. He concealed his fear from most people, talking instead of "whomping", but he was talking out of fear, not out of choice.

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He learned the "fear reduction" technique on Friday night, before going to work. He was involved in 5 fights over the weekend and much to his amazement, had focused, and centered thinking, real "courage" thinking through all 5 of them!

Let me tell you about Shawn Cox and a "little" mistake he made. Shawn was really "supercharged" after learning the "Kahuna Warrior Energy Secrets" and couldn't wait to get to "fighting" class. Last Thursday night he did the *"energy suck"* technique against his opponent. Then his opponent mowed HIM down. **Shawn was "blitzed" into the wall!** Well, Shawn had made a mistake. He hadn't ironed out all the wrinkles on his technique and was **"accidentally" empowering his opponent**, instead of weakening him. Oops! After I corrected him he easily "whomped" on his opponent, just as he should.

Okay, enough talk for now. Let's get on with it and let me tell you some more about what you'll be getting. Just look at some of the **"secrets"** the Speedman will be teaching you. You'll get a literal bonanza of **"secret and ancient wisdom"**, including all of the following:

- An **Ancient Chinese** drill to make you smarter
- The knife fighting technique ***for exploding through your opponent***
- The Secret Prime Directives of the Ancient Kahuna Warriors
- How to do ***a triple warmer*** on the point of 1,000 volts
- A secret drill that enables you to see the Aura in under 2 minutes
- ***How to increase your student's learning abilities*** by 300% instantly
- The Secret Science of Knife Fighting without a knife
- Why the ***Kahuna back knuckle is 2 ½ times faster*** than the karate back knuckle
- The crucial timing skill that **enhances** your **destructive power**
- The ***5 deadly mistakes*** you can make when knife fighting
- **9 ways to avoid the most deadly energy drains**
- The 3 secret paths of a warrior that no black belt knows
- How a "physical" karateist can ***get smarter almost instantly***
- A little mistake on your part that will make them smarter and faster
- 21 new ways to increase your power through Kahuna skills
- The ***8 different energy fields of the body*** and how-to-enhance your fighting
- A little mistake that will cause your power to leak away
- ***How to drop a man's "psychic shield"*** with your gaze
- ***51 ways to mentally attack anyone on the planet***
- 56 no fail "energy secrets" for achieving success
- 7 new ways to ***covertly influence anyone***
- ***A little mistake that can ruin years of training***
- A ***discovery so startling*** it will leave your opponent ***lying in the dirt***
- A shocking uncensored secret—for adults only
- A ***new way to unlimited power*** that has never failed.
- 3 simple but secret ways to erect a ***psychic shield for sparring***
- How to energize your mind and body with breath control
- How to ***"suck his power" with just a focused thought***
- ***How to poison their emotional fields***
- Why you should never let a negative person within 35 feet
- **How to erect a Kahuna shield of protection**
- How to exploit his weakened field with Speed Hitting
- How to ***unzip a person's psychic barriers*** and covertly ***implant your own suggestions***
- ***How to over come the drunk with Kahuna mind principles***
- ***Why*** the brain loses 100% of its thinking abilities & how-to-fix it
- How to blast fear out of your brain in a second
- ***How to condition your brain against stress*** in under 2 minutes
- How to have instant control over your emotions
- ***How to energy test to see if his karate style is garbage***, or not
- Tips to turn yourself into a powerhouse
- How to skyrocket your fighting skills overnight
- ***The #1 secret of breath control*** and what to watch for
- Your opponent's most vulnerable moment and how to spot it instantly
- The ***secret energy connection in your body*** and how to ***reconnect it for instant power***
- The "hidden" nerves that turn his wrist into a limp noodle
- How ***to touch a man*** and cause him to ***drop his weapon***
- The 10 second mind control miracle
- ***No more fear, how to have courage on demand***
- The 13 reasons why you should have PMA, always
- The ***12 strategies that will guarantee they attack you*** where you want, when you want them to
- How to reduce pre-tournament stress in 10 seconds or less
- ***Why most warm-ups*** drain your power away
- ***A 5 second secret drill to instantly flush out and away anger***
- A secret method (using Kahuna Energies) that bypasses psychology
- The ***4 simple steps to clearing and fixing a depleted Chakra-vortex***
- How to instantly cure "brain over-load"
- The ***7 things you must control*** in a knife fight
- The ***special spots on your skull*** that will instantly cause you to think like a genius
- 3 different ways to throw energy balls to confuse him
- How to ***secretly practice Energy drills*** without going to jail
- ***How to make a gesture from 7 feet away and flush away your opponent's power***
- 5 ways Kahunas increase their life force
- A little known Tibetan method of overcoming cold weather, using secret energies
- ***How to transmit your thoughts into their minds***
- The real secret behind Poison Hands and Dim Mak
- ***How to weaken anyone on the planet*** with a finger tip
- Beware "strange flows" and how they are "used against you all day long
- The ***simple sanity test for validating "Kahuna Energies"***
- How to draw energy out of a man's arms
- ***How to weaken them with just your eyes***, from 35 feet away
- The secret Kahuna test to separate ***the self-promoted fakes*** from the "real" Grand Masters
- The Kahuna ***secret of Hakalau, or "far-seeing"***
- How a secret Kahuna drill ***"fixes"*** dyslexia in under 11 minutes
- How an ancient Kahuna technique instantly ***restores balance*** in anyone
- How you can cut your opponents thinking abilities in half
- The emotional "rail road" train that must be avoided at all costs
- The dark side of energy and what must be avoided
- How to roller-coaster your opponents' emotions so he can't think straight
- Why a person should never talk while eye-ball to eye-ball with the enemy
- How to ***crank up your own skills*** instantly
- The simple connections to pure power
- How to ***time a man*** so he never sees your move
- How to **"flash out" and short circuit** his brain with a **light tap**
- 5 Korean *Taekwon-do* stances that "rob" you of your vital force
- How to rock him with sledge-hammer blows that look like feather taps
- How an incorrect Kiai can cut your speed in half
- A karate punching drill that literally ***"sucks" your energy right out of your body***
- **A secret Chinese "speed punch" that triples your hitting speed instantly**
- The Hidden wisdom of the Hurricane and how that principle focuses your vital force
- Killing blows you should never do, and why not

It's taken the Speedman over 27 years of **"in-the-trench"** Mind Research and Martial arts research to compile and create this Kahuna Warrior Energy Secrets home study course. It will put you **light-years** ahead of you competition.

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(25?)

Before we continue on please note, the Speedman is **NOT** into, nor does he care about things like Walt Disney productions, fancy graphics, nor cute background music. He does not wear pink tights, flex his muscles, nor show off "pearly white" movie star teeth. On this package he put together energy secrets, better than any other products on the market, **PERIOD!**

His videos are Guerrilla videos with the masters filmed on Super VHS and Hi-Band 8MM. The sound is good. The film is good. People get the Speedman's Guerrilla videos because they want the knowledge, they want the wisdom, and they want the power! It's that simple.

That's one of the **reasons Inner Circle Members ONLY are getting this letter.**

But still, if you are not totally **SATISFIED** with the following deal you have 6 months to return the package (in re-saleable condition please) for a full refund (*less P&H*). We KNOW the course is great.

I **guarantee** you the Kahuna Energy Warrior Secrets and training methods are the most comprehensive, easiest to use, fastest, and the most effective methods for "beefing up" your martial art.

Okay. So here's the deal. This three video, **"Kahuna Mind Suck Secrets"** course is in the catalog for $210, but for your Inner Circle Members only, and for the next 10 days, your cost is $97 – less than one-half price.

The Speedman is out of town for the next few weeks giving seminars in Florida and in Hawaii. So while he's gone he's allowed me to sweeten the deal.

BONUS #1 – When you order within the next 10 days you also receive FREE **"The Kahuna Warrior Mind Control Training Manual"**. This manual sells for $50. It covers in step-by-step details all the martial arts sequences the Speedman actually does on the videos. He is so blindlingly fast that in some cases the film speed can't pick up his techniques, nor the targets hit. **This manual is a must.**

BONUS #2 – Most people don't know it, but the Speedman is also certified in "Energy Medicine". He recently taught a "closed class" to his black belts on **"Energy Secrets to Double Your Speed, Flexibility and Power Overnight"**. It will go for $139. But with this Inner Circle member offer, that course is **FREE**, but only to the 1st 35 people who call in. note

Listen! I know you'll find no better deal on the planet for this esoteric kind of Advanced Kahuna Warrior Energy Secrets. **"In fact, no one else in the martial arts knows them."**

The total value of the entire **"Mind-Suck"** course is $389, you get it for the next 10 days for only **$97 + ($19.50 P&H).** You are paying dimes for gold dollars.

So give me a call. I'm at **541-535-3188** and I have a set of these "by invitation only" Guerrilla videos on "Kahuna Warrior Energy Secrets" waiting for you. Or order by email at doscpeed@cdsnet.net.

Sincerely,

Jack Williams

Jack Williams
Advanced Master Speed Trainer

Ps. What others say: "This is by far the most awesome information I have ever studied on energy and the martial arts. Today I was approached by an irate inmate (in jail for felonious assault) who was upset about something that the court system did. I used the **"zipper technique"** of unzipping his shield and then putting in my own energy and ideas, and then sealing his energy field back up. Within seconds, this inmate was calmed down and in total agreement with what I had told him (and had covertly installed inside his mind) and he was happy about the outcome, even though nothing had been changed about his situation. It was incredible! I would highly recommend the **"Kahuna Mind-Suck Secrets"** videos to anyone who is serious about martial arts training." **K. Hirakis, Deputy Sheriff.**

"I went to a martial arts seminar the other day. After the seminar I was playing covertly with one of the instructor's energy fields while the owner of the school was watching. I told him I was going to throw a back-knuckle. It told him where it was going. I threw the back-knuckle at the same place every time. (I didn't use "Speed Hitting" because I wanted to give him some kind of chance.) Only about every third back-knuckle, I covertly **"unzipped"** him as I threw the strike. I easily hit him every time. The owner (who had NO clue) was flabbergasted and all he could say was, "I don't understand. He was blocking the right way, and you still easily hit him." **Frank Ranam, black belt.**

Star wars! "The Speedman", the big Kahuna Warrior, moved us into **Jedi Knight training.** Using **Huna**, he gave us a practical arsenal of energy manipulation techniques to give us mental mastery over ourselves and others. From the now-infamous **"zipping and unzipping"** of energy fields...the Speedman is the real deal. I was privileged to watch Doc weave his **Jedi Mind Tricks** on the restaurant staff and diners many a time. It's cool to watch. He boils down the skills to an easy to understand method of **"energy influence"** without all the BS. You won't find anything but pure nuggets of gold in the Speedman's stuff." **W. Terry, Jeet Kun Do.**

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"We Get Letters!"

Dear Warrior Publications:

Thank you very much for sending me the updated speed video and the knife fighting video.

You all have exposed me to a wealth of knowledge that would have taken me years to learn, if ever. Now I have tools to work with for a long time.

You can bet your life you will hear from me again and again when I order more books and video tapes. . . I am with you in making Martial Artists the "mystical and lethal heroes we were in the past.

George Dominquez
Louisville, KY

To whom it may concern:

Dr. La Tourrette is the best teacher and coach I have encountered. And his teaching is evident in The Hidden Secrets of Street Speed Kicks, his latest video.

This kicking video increased my kicking power three times, or more! He procedurized my speed and power kicking techniques so I could easily use gravitational marriage, breathing, angles and circular motion. I highly recommend this tape.

Dr. Fredric Young, Ph.D.
Prospect, OR

Dear Sensei La Tourrette:

I feel this material is the best I have ever seen on real martial art application to every day real situations.

. . .Your speed training is just the type of technique I was looking for. I must admit that I was skeptical at first after reading your ad with a claim of hitting a man ll times in one second.

I have been practicing your master keys and techniques and I am amazed at how fast I, (at 43 years old), can work them.

I will be ordering additional tapes and manuals from you as I am always looking for the truth. You sir, teach the truth. I hope you continue to put out these outstanding educational materials.

If you ever find yourself in Chicago land, please call me. I would consider it an honor to meet you.

Thomas Miller
Villa Park, IL

I also enjoyed the book I have received. It told many secrets that I also didn't know. Thanks.

Chad Beck
Pensacola, FL

Dr. La Tourrette,

I enjoyed reading the article on you in the Black Belt magazine. Particularly in the last paragraph where you stated that there were no natural speed fighters.

Joseph T. Catlett
Philadelphia, PA

Dear Dr. La Tourrette,

I really enjoyed and learned a lot from Warrior's Guide to Knife Fighting. I have been in the martial arts for 9 years and your book was the best I've seen on the subject. Thank you.

Joe Chauby
Grand Island, NY

Dear Sirs,

I wish to thank you for sending me the "Secrets of Speed Fighting book, and "How-to-Hit a Man ll Times or More In One-Second or Less video."

The footage on the video is awesome and the information in the training manual is very indepth. It'a the correct step!

Clive Wakeham
Australia

Dear Eric,

I truly feel that in Dr. La Tourrette's Speed Fighting System I have found the style I have been searching for. I would very much like to discuss with you the possibility of arranging a week-long training session at your dojo.

Robin Gary Boss
Lancaster, NH

Jack,

Please send me the two Secrets of Invincibility tapes. Your materials continues to b e the best on the market.

Don
Colorado Springs, CO

"We Get Letters"

Dr. La Tourrette, known word wide as the SpeedMan has the **ultimate Fighting Survival Speed System.** I've proved this many times.

Sgt. D.C. Gillum
Lt.Col.North's
Body Guard

. . .had he been born In feudal Japan he would have been one of those warrior monks. Win anyway you can.

Rafael Lima
Soldier of Fortune mag.

. . .my **self-confidence escalated** a full 100 points. Thanks Dr. La Tourrette.

Brian Young
Kenpo Karate Student

. . .I urge you to let the Speedman give you his materials via books, tapes, or class. Developing your speed will be an established fact.

Dr. Fred Nora, MD

I use your videos, especially the gun and knife defense videos, to wire in my back up for **all** street situations.

David Moenich
Black Belt, Taekwon-do

. . .The Speedman explains how-to-overcome the fear and anxiety of a prefight situation and how-to-practice properly for mental control of yourself and your opponent during a fight. . .

newspaper, The Idaho Statesman

This person's ability for the marital arts is **remarkable.** He has a genial disposition and his conduct is beyond reproach. . .As the result of a superior training record, we willingly grant a letter of commendation.

Dr. La Tourrette has brought the mental aspect of martial arts training into the 20th century. **Devastatingly effective technologies.** Any one unaware of his principles is functioning in the Dark Ages. Wholeheartedly recommended!

Steve Barnes
Black Belt Magazine

Your materials are excellent. Your work speaks for itself and it just seems to have gotten better and better.

K. Rodriquez
London, England UK

I was hesitant at first so I only got one video, Speed Hitting. Mas was I surprised. I bet if **Bruce Lee** was still alive, he'd buy all the speed training videos and love them.

Walt Hurlbut
2nd black, Kenpo Jujitsu

Thanks for the valuable information that you openly shared with me. . . the wealth of your experience. I remain in gratitude.

Bill Shaw,
Founder, Han Foo Wa

. . .La Tourrette, (the Speedman), earned the fifth degree Black Belt. . . for his martial arts book, SPEED KICKING. . .revealing modern advancements, techniques and principles for utilizing kicks for self-defense.

Black Belt Magazine

It has always been comforting to me to meet men with strong convictions. Experience has taught me that men of this caliber base their convictions on logic, and more often than not, welcome criticism...I recommend his (teachings). While life insurance benefits your benefactors after you die, the concepts within this book will be a benefit in preserving your life.

Ed Parker, President
International Kenpo Karate Association

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DEAR JACK:

☞ YES, I really want the "Kahuna Mind-Suck" crash course right now. I agree that I'm an Inner Circle member and qualified to receive the one time offer of only $97 + $19.50 P&H for $389 worth of Kahuna Warrior Mind-Suck secrets. I know that those secrets will increase my speed, power, flexibility and cause my opponent to wilt.

☞ I want BONUS #1 because I'm ordering within ten days. I know this Jedi Knight training will add much to my arsenal, so give me the $50 manual FREE, the "Kahuna Warrior Mind Control Training Secrets."

☞ I hope I qualify for BONUS #2, the $139 "Energy Secrets to Double My Speed, Power & Flexibility Overnight." I know that I must be among the first 35 callers to get it FREE. So I'm calling at once. I won't be angry if I miss out.

☞ NON-DISCLOSURE AGREEMENT: Jack, I know these Kahuna Warrior Mind-Suck Secrets are very Powerful. So I agree to never share these secrets with anyone unless they have the maturity to use them ethically as a strategy for tournaments, or to repel an attacker. Your deal is more than fair, and I want it now.

TOTAL SATISFACTION GUARANTEED! Jack, I understand that I get a full 6 months to prove to myself that Kahuna Mind-Suck works real good. I know that it should work overnight, so I'll give it an honest test and let it beef up my martial art. I get a full refund *(less P&H)* if I decide not to keep it. On that basis, here is my order.

FOR EXTRA FAST SERVICE
JUST DIAL 1-541-535-3188
To order with Visa, MasterCard or Discover
24-HOUR FAX ORDER LINE: 1-541-535-8038

or mail to: Warrior Publications
6252 Dark Hollow Road, Medford, OR 97501

☐ Enclosed is my check or cash for $ **$116.50**
Or bill my: ☐ Visa ☐ MasterCard ☐ Discover
Card No._____
Exp. Date_____ X_____
(must be signed if using credit card)
Name_____
Please print (must be 18 or older)
Address_____ City_____
State_____ Zip_____ Telephone_____
E-Mail_____

FROM: _____

_____

_____ ZIP # _____

Place Stamp Here

Warrior Publications

6252 Dark Hollow Road
Medford, Oregon 97501

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Gees Dan, asking me for specifics? What nerve.

We've sold approximately 3,407 videos on the "Kahuna Warrior Mind Suck" courses in the last 3-4 weeks. We pull in $33 + P&H for each video.

Of all the courses sold, we've only had 17 ask for the "Silver" package. Of the 17, 9 of them bounced up to "Gold" as soon as they watched the 3 video "Quick Start" Mind Suck course.

Most of the rest ask for the "gold" package, but are immediately sold up to a "Platinum" package (another $97 bucks for $280 worth of "perceived value"), or a total of $754 (my hard costs on this Platinum course is $37). My daughter (the ultimate "word of mouth") says probably 7 out of 10 bounce up to the "Platinum".

Strange? Not one person has used more than one credit card. But...we HAVE had about 12 people ask for a "delayed" payment program, ie, $250 up front, $250 in 2 weeks, and the remainder in one month. We, of course, reserve "their" package and their bonuses for them so they

I figured this was probably [illegible]

Only 5 people have added-on the books.

Heading out to Florida manana.

Best.
John La Tourrette

P.S. Your fax came to my private [illegible]
the Bahamas on the 28th of Oct, and only returned yesterday for a brief 2 day stay home. So the office hasn't yet even seen your order. Sorry. They'll get it tomorrow and you'll get your package next week.

Fax 541-[illegible]
Bus. Phone 541-[illegible]

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"Learn The Real *Kahuna Warrior Secrets* Behind *Psychic Attack*, *Energy 'Sucking'* Tactics, *Mental Influence* and *Psychic Healing*... And Add Those Mind Blowing Skills to YOUR Martial Art Today!"

...This Kahuna "Mind Sucking" Power Secrets Course puts into your brain workable skills to fight faster, to fight stronger and fight more effectively... strengthens your bodies "vital force"...develops you skills as a healer.. teaches you how-to-do street practical "Psychic Attacks"... Shows you how-to-erect 29 different street effective methods of building instantly a "Psychic Shield"...gives you the primary method of "mental manipulation" at a distance. Plus much, much, much more!" *"Total Satisfaction Guaranteed"*

By Jack Williams

WARNING: ***If you like hurting people... or are just Sadistic...or just like pushing people around...or Are mentally ill or emotionally disturbed...***

...then don't bother reading further. These secrets aren't for you.

Or...

...if you're looking for a magic pill to fix all the problems in your life, or you can't follow instructions, or don't listen to advice...

...then this is not going to work for you either. It's not a skill to be abused or misused.

Or...

...if you're the least bit shady, and looking for a quickie way to "whomp on" little old ladies and push around anyone you choose, regardless of their size...

...then look somewhere else. We don't want these kinds of people learning the Grand Master's secrets either.

Also. Don't let the "Hidden Power" of this esoteric and secret science go to your head and create Boomerang Karma. Your true motives and purpose behind how you use these secrets can either imminently aid you in your "Spiritual Warrior's Path"...or not.

What it comes down to is that the Universe is honest. It gives back, measure for...

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...measure, what **YOU** put into it.

I would suggest therefore that if you choose to walk on the "Kahuna Warrior's Path", that you have a ***positive mental outlook*** and eliminate as much *hate, evil* and *malice* from your consciousness as possible. Enough of that moralizing.

On the other hand...

If you're looking for a ***"Warrior's Path"***, a path that will take you to the highest level of martial arts on the planet...a path that has proven time and time again to work for others...a path that can turn you into a ***"Mind Warrior"*** literally overnight, THEN these "Kahuna Warrior secrets" are exactly what you are looking for.

read this!

Onward.

Let's talk about sparring. Imagine that your next opponent is the "Champ". You've never beat him before, but this time you have a secret weapon, an "ace" up your sleeve. You and another "friend" have been trained in ***"energy disruption"*** techniques, and your friend's job is to use his imagination and "remote view" and ***REVERSE*** the flow of the "Champ's" vital force through one of **HIS** primary energy channels. You do this knowing that it will covertly confuse the "Champ" and slow him down. **Because he is unaware, the "Champ" has NO defenses.**

You easily beat the champ, who has ***no idea of what really hit him***. In his mind, "He just had a bad day." (This **DID** HAPPEN!)

Now imagine that you are in the Bahamas and you are at the roulette table throwing dice. Imagine your **"mind control"** friends laser beaming "special thoughts" into YOUR energy field and you have a "hot" night. In fact the night was so "hot" that you converted $300 bucks into more than **$12,000 bucks in 2 ½ hours**. (This DID HAPPEN! Ask Yates Canipe.)

"Look friend, I've just learned some martial arts "secret stuff" that is real scary."

In fact it was so frightening, but so exhilarating, that I almost didn't believe it was for real. So real that it worked on ALL 37 participants that'd been invited to a ***"Behind Closed Doors"*** by invitation only, **"Kahuna Warrior Energy Seminar"** held in the backwoods of Oregon.

Thank God that Grand Master Dr. La Tourrette allowed it to be video taped.

Let me ask you a question. "Have you ever seen a human SHOOT FIRE out of his eyes?" I'm talking about that, ***"I'm going to devour you energy"***, the intent (Chi) that a man eating Bengal tiger would project when he's primed to leap on YOU, his next meal. In his eyes you're a juicy T-bone steak.

"If the tiger's hungry, you get eaten. That's it. That's the whole story."

Well, the "Kahuna Warrior Energy Seminar" taught us step-by-step how-to-use that type of "intent", *secretly*, against any opponent of OUR choice!

I know you'll have a hard time believing me, because I didn't believe it at first either...**at least until I'd done the secret drills and "knew" it really worked** because it worked for me. I knew then, just like that Bengal tiger knew, I could **"munch"** on people at my will, and **they couldn't stop me**.

I watched as this tall, lanky 57-year-old Grand Master made a motion in the air and **literally "robbed"** a 6 foot 6 inch "giant" of his strength, of his "power", of his "life force".

I mean, the Grand Master didn't touch him. He didn't say a word to him. The Grand Master just made a **Jedi Knight** movement in the air and amazingly, on energy testing, the "giant" couldn't withstand the push of two fingers. He was powerless!

The Grand Master then got another 9 different volunteers up from the audience and did 9 "different" energy depletion drills on them...one after another. You could see the volunteers **"wilting"** before your eyes.

I had no clue what he was doing. All I knew is there must be a scientific reason behind it, and I wanted those secrets so bad I could almost cry. I'd never seen a Grand Master with this **"energy depletion"** type of Hidden Wisdom, and I'd seen many of the Great martial artists. Grand Masters like Bruce Lee, Ushiba, Ed Parker and Cheng Man Chang. People I'd respected and studied, and had trained 27 years to be like.

But at that, **"Behind Closed Doors"** seminar, Grand Master Dr. La Tourrette blew our minds for over 5 hours, demonstrating and teaching us those secrets that even THEY didn't know. He carefully explained for us and taught us the step-by-step secret procedures necessary to use **"energy depletion"** techniques as an expansion of OUR martial arts.

He told us that he was using modern scientific research, combined with Ancient Hawaiian Kahuna Wisdom, to ***"back-engineer"*** specific fighting skills and technologies that are literally unknown on the planet today, but used to be known in Hawaii as late as 1898.

Okay. Now you are probably asking, "How is all this 'back-engineer' stuff possible?"

Let me see if I can give you a short answer.

First, it is a **PROVEN FACT** there are **"hidden energies"** in and surrounding the human body. With the advance of modern scientific technology, these energies have been found, mapped and measured at such prestigious places such as Yale University, Stanford Research Institute and McGill University.

It's a matter of scientific fact that we are a constellation of (at least) ***8 different energy systems***, just as the body with it's immune, endocrine, cardiovascular, and other systems is a constellation of physical systems.

Grand Master Dr. La Tourrette went over four of these 8 different energy systems and showed us how to use them for ***"sucking the vital force"*** from the opposition **before** battle. Which he proved was VERY EASY to do BECAUSE **ALL** OF THESE "SYSTEMS" ARE **BELOW** THE THRESHOLD OF **NORMAL AWARENESS** AND WON'T EVEN BE NOTICED BY THE PERSON THAT WAS **"SUCKED OF VITAL FORCE"**, literally drained of energy like the flushing of a toilet.

The victim would just feel like he "was off" that day and performing below his par.

The four energy systems Grand Master La Tourrette taught us for **"energy depletion"** was the meridians, the chakras, the aura and the "strange flows".

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He told us that **our meridians are our body's "energy bloodstream".**

He then mentioned that any time you can introduce a "temporary blockage" into that **"energy bloodstream"**, you have instantly and covertly ***"weakened"*** the opposition, and this weakness will last for 3-15 seconds or more, and they DON'T know it!

What Grand Master La Tourrette has done is simplified these ***"secret energy depletion methods"*** into easily understood, and step-by-step procedures so that anyone who is not brain dead can do them. That simply means **"anyone who can follow simple instructions."**

Now you're probably asking yourself, **"Why has Grand Master Dr. La Tourrette decided to teach these 'Kahuna Energy Warrior Secrets'?"**

It's a good question. It's also a simple answer. Here it is.

Many good athletes are accidentally "natural" energy vampires. They are unconsciously using these same skills against you, **sucking your vital force**, when they are going head to head against you, on the street or in the tournament circuit.

Just a side note here, but did you know that **OUR** government has been studying "remote influence" with their ***Black Ops Division*** since 1971? Did you know that ***Russian*** researchers had scientifically validated **"remote psychic influence"** as early as 1931? Did you know that ***Hitler*** used the secondary principles of metaphysics for ***"influence"*** purposes?

So maybe, just maybe these ***"survival secrets"*** have much, much, more use than "just" leading edge martial arts technologies. Just a thought!

In the case of someone (or some government) using their mind(s) against YOU as a military weapon, **YOUR** IGNORANCE is **NOT** a viable defense! YOUR ignorance will only increase the odds of the opposition winning, and YOU losing.

But WHEN you learn how-to-control energies, you'll know when and if they are attacking yours. When you know it's possible to attack a person from a distance and have learned how-to-do it, THEN you'll learn the **3 simple methods of "Mind Energies"** Defensive Strategies that Grand Master La Tourrette taught in this Insider's Class that ***totally neutralizes any and all "psychic energy" attacks.***

But that's not all.

After we knew how-to-weaken the opposition, Grand Master La Tourrette then applied that "Secret Mind Force Skill" to some even *SCARIER KNIFE FIGHTING* technologies (*decapitation* techniques, etc), then to some ***Advanced Speed Hitting Technologies.*** (You MUST know and be familiar with SPEED HITTING to benefit from these. They are NOT for beginners. NOTE: In the **"training Manual"** that comes with the videos, those techniques are all outlined in **GREAT** AND **COMPLETE** DETAIL.)

Star Wars!

I'm telling you friend, the "hoakie" stuff the ***Jedi Knights*** were "trying" to do in the latest ***Star Wars*** movie is nothing to what Grand Master La Tourrette was teaching us in "real life" martial arts fighting applications.

The testimonials from people in the class swarmed in. Everyone who was there is ecstatic with their NEW ***"Personal Power"***. Like I told you before, "Two of the students (Hoffman and Maddox) teamed up to fight the **school champion** (who was "too good" to go to the seminar). While one guy was sparring "the opposition", his friend was WEAKENING the "opposition's" energy field covertly, from the sidelines. ***You know the rest of the story***. Boy, did it WORK!

And these students are using these secrets for *a lot more* than "whomping" on other people with their "NEW" karate secrets!

Educator Dr. Fred Young has this to say about the ***Kahuna Warrior Energy training's***

> *"The results of this training have been FANTASTIC, **far exceeding my expectations**.*
> *Dr. La Tourrette has a syncretic approach to any of his subject matter, and in training people in the art of (Kahuna) Chi-Kung, this is no exception.*
>
> *Since learning these skills 3 weeks ago, I have used these procedures in my daily life. I have manipulated energy fields to **stop an aggressive dog**, to **defeat sparring partners** who were fighting at Black Belt Level, **to do healing** and also to **in my negotiations**.*
>
> *But the most consistent results have been **in my teaching**.*
>
> *I have witnessed students go from **confusion** on math concepts **to understanding**, with the only difference being my manipulation of their **"vital force"**, using COVERT techniques taught to me by Grand Master Dr. La Tourrette."*

Another one of the students and bar bouncer, Garrett Hofmaster, after being taught how-to-manipulate his own Brain Chi, came back the following Monday, stating...

Fear Control!

"Doc, I ain't scared no more!"

Garrett was a professional "bar bouncer" and because he was also a martial artist, **people expected him to be "tough"**. He concealed his fear from most people, talking instead of "whomping", but he was talking out of fear, not out of choice.

He learned the **"fear reduction"** technique on Friday night, before going to work. He was involved in 5 fights over the weekend and much to his amazement, had focused, and centered thinking, real **"courage" thinking** through all 5 of them!

Let me tell you about Shawn Cox and a "little" mistake he made. Shawn was really **"supercharged"** after learning the **"Kahuna Warrior Energy Secrets"** and couldn't wait to get to "fighting" class. Last Thursday night he did the ***"energy suck"*** technique against his opponent. Then his opponent mowed HIM down. **Shawn was "blitzed" into the wall!**

Well, **Shawn had made a mistake**. He hadn't ironed out all the wrinkles on his technique and was **"accidentally" empowering his opponent**, instead of weakening him. Oops! After I corrected him he easily "whomped" on his opponent, just as he should.

Okay, enough talk for now. Let's get on with it and let me tell you some more about what you'll be getting. Just look at some of the **"secrets"** Grand Master La Tourrette will be teaching you. You'll get a literal bonanza of **"secret and ancient wisdom"**, including all of the following:

- The ***best kept knife fighting secrets in America***
- An **Ancient Chinese** drill to make you smarter

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- The knife fighting technique ***for exploding through your opponent***
- The Secret Prime Directives of the Ancient Kahuna Warriors
- How ***incorrect*** energy flow ***effects your health***
- The ***Kahuna Lomi Lomi method to reactivate the bodies energy***
- The Secret Kahuna rule, "no pain, no gain"
- How to do ***a triple warmer*** on the point of 1,000 volts
- A secret drill that enables you to see the Aura in under 2 minutes
- ***How to increase your student's learning abilities*** by 300% instantly
- The Secret Science of Knife Fighting without a knife
- Why the ***Kahuna back knuckle is 2 ½ times faster*** than the karate back knuckle
- The crucial timing skill that **enhances** your **destructive power**
- The ***5 deadly mistakes*** you can make when knife fighting
- How a client recovered from a stroke using an Ancient Kahuna Warrior technique
- **9 ways to avoid the most deadly energy drains**
- The 3 secret paths of a warrior that no black belt knows
- How a "physical" karateist can ***get smarter almost instantly***
- A little mistake on your part that will make them smarter and faster
- ***13 ways to increase your power through energy training***
- 21 new ways to increase your power through Kahuna skills
- The ***8 different energy fields of the body*** that will make you sick or make you well
- A little mistake that will cause your power to leak away
- ***How to drop a man's "psychic shield"*** with your gaze
- A discovery so startling it will literally leave you speechless
- ***51 ways to mentally attack anyone on the planet***
- 56 no fail "energy secrets" for achieving success
- 17 new ways to ***covertly influence anyone***
- How to secretly "remote view" your opposition
- ***A little mistake that can ruin years of training***
- A little secret that can save you from a heart attack
- A ***discovery so startling*** it will leave your opponent ***lying in the dirt***
- A shocking uncensored secret—for adults only
- A ***new way to unlimited power*** that has never failed.
- 28 simple but secret ways to erect a ***psychic shield***
- How to ***strengthen a friend's Aura*** with your eyes
- How to energize your mind and body with breath control
- How to ***"suck his power" with just a focused thought***
- A secret way to "suck his power" and he'll never catch you doing it
- Kahuna energy ***healing secrets***
- ***How to poison their emotional fields***
- Why you should never let a negative person within 35 feet
- **How to erect a Kahuna shield of protection**
- How to exploit his weakened field with Speed Hitting
- How to ***unzip a person's psychic barriers*** and covertly ***implant your own suggestions***
- How to combine hypnotic language patterns with energy empowering skills
- ***How to over come the drunk with Kahuna mind principles***
- Top level secrets that no one else in the martial arts world knows
- How to ***cure a "bad feeling"*** instantly
- How to stop your vision from shutting down from stress
- ***Why*** the brain loses 80% of its blood and 100% of its thinking abilities
- ***How to fix it*** before your opponent can attack
- The worst mental modality to be in and why it will get you killed
- The ***secret of the instant centered mind***
- How to blast fear out of your brain in a second
- ***How to condition your brain against stress*** in under 2 minutes
- How to have instant control over your emotions
- ***The secrets behind a "totally centered" pre-fight game plan***
- ***How to energy test to see if his karate style is garbage***, or not
- Tips to turn yourself into a powerhouse
- ***Eye-popping ways*** you can actually validate, or show up your local karate master--***without him knowing***
- How to skyrocket your fighting skills overnight
- ***The #1 secret of breath control*** and what to watch for
- Your opponent's most vulnerable moment and how to spot it instantly
- The ***secret energy connection in your body*** and how to ***reconnect it for instant power***
- How every one's unconscious minds on the planet are always hooked up and ***how-to-tune into them***
- 71 real "hard core" knife skills using Kahuna energies
- How to ***focus your psychic shield*** prior to a knife fight
- How to stop your power from being defused by another
- ***How a simple dance routine can empower you***
- The energy secret behind premo joint locks
- Why every knife fighter ***should carve the Christmas turkey***
- The "hidden" nerves that turn his wrist into a limp noodle
- How ***to touch a man*** and cause him to ***drop his weapon***
- ***The amazing discovery of "tenderizing"***
- The 10 second mind control miracle
- Why most people never stab at your throat and ***how to make them do it***
- Latest updated information of "Speed Slicing"
- ***No more fear***
- The 13 reasons why you should have a positive mental attitude, always
- The ***12 strategies that will guarantee they attack you*** where you want, when you want them to
- How to reduce pre-tournament stress in 10 seconds or less
- ***Why most jumping jacks "mess" with your energies*** and actually **drain your power away**
- How to tell if you are homo-lateral, and what to do if you are
- ***A 5 second secret drill to instantly flush out and away anger***
- A secret method (using Kahuna Energies) that bypasses psychology
- The ***4 simple steps to clearing and fixing a depleted chakra-vortex***
- How to instantly cure "brain over-load"
- The ***7 things you must control*** in a knife fight
- The secret of checking for non-centered thinking and how to fix it in 5 minutes or less
- The ***special spots on your skull*** that will instantly cause you to think like a genius
- 3 different ways to throw energy balls
- How to ***secretly practice Energy drills*** without going to jail
- 14 simple and easily worked "life force" channels
- ***How to make a gesture from 7 feet away and flush away your opponent's power***
- 5 ways Kahunas increase their life force
- A ***secret method of testing your life force*** to see if your martial art is blocking it, or damming it up
- A little known Tibetan method of overcoming cold weather, using secret energies
- ***How to transmit your thoughts into their minds***
- The real secret behind Poison Hands and Dim Mak
- ***How to weaken anyone on the planet*** with a finger tip
- Beware the secret mind force principle of "strange flows" and how they are **"accidentally"** used against you all day long
- The ***simple sanity test for validating "Kahuna Energies"***
- How to draw energy out of a man's arms when his back is towards you and he's facing the other way

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- How to ***transform your "crushing failures" into spectacular successes***
- How to win over any opponent
- ***How to weaken them with just your eyes***, from 35 feet away
- The secret Kahuna test to check out anyone's martial arts skill level, no matter where they are on the planet
- How to separate ***the self-promoted fakes*** from the "real" Grand Masters
- Guess what we discovered when Grand Master La Tourrette surrogately energy tested movie star Chuck Norris, Bruce Lee and a few other Masters
- The Kahuna ***secret of Hakalau, or "far-seeing"***
- How a secret Kahuna drill ***"fixes"*** dyslexia in under 11 minutes
- How an ancient Kahuna technique instantly ***restores balance*** in anyone
- How you can cut your opponents thinking abilities in half
- How to ***stop your opposition*** from functioning at optimum performance
- The emotional "rail road" train that must be avoided at all costs
- ***How to make sure he gets his "lumps"***
- The dark side of energy and what must be avoided
- The ***secret Mental Housecleaning for results*** getting
- How to roller-coaster your opponents' emotions so he can't think straight
- A ***sure-fire 6 step process for winning***
- Why a person should never talk while eye-ball to eye-ball with the enemy
- How to ***make that knife sizzle*** in your hand
- You'll know more secrets than you can shake a stick at
- How to ***crank up your own skills*** instantly
- This simple Kahuna Mind Power System shows you connections to pure power
- How to ***time a man*** with a knife so he never sees your move
- The ***simple secret behind defanging the cobra***
- How to **"flash out"** and **short circuit** his brain with a **light tap**
- 5 Korean *Taekwon-do* stances that "rob" you of your vital force
- The ***real secret behind Japanese Kimae***
- How to rock him with sledge-hammer blows that look like feather taps
- All Secret Warrior Kahuna Techniques have ***3 hidden ingredients*** that they have in common
- How an incorrect Kiai can cut your speed in half
- A normal karate punching drill that literally ***"sucks" your energy right out of your body***
- **A secret Chinese "speed punch" that triples your hitting speed instantly**
- The Hidden wisdom of the Hurricane and how that principle focuses your vital force
- Killing blows you should never do with a knife, and why not

Now I know all of the above seems like a lot to cover, and it is, but **all** those secrets are on the ***1st 2 bonus*** videos, and we've not yet even started talking about what's on the other 11 videos of the "real" 2 ½ day long seminar!

Now I know you're asking yourself, "But how much is this going to cost me Jack?" Well, let's see what it's worth first.

The 2-½ day weekend seminar that proceeded the 5 hour Friday seminar talked about above cost the attendees $1,495 bucks each to come to it.

That was before airfare, food expenses, lodging expenses and car rental. Even so, all the attendees were ecstatic with the **Kahuna Warrior Secrets** and how they were easily added to their martial art.

We had a few Pranic Healing graduates and Silva Mind Control graduates that **thought the Kahuna Warrior Secrets Seminar** was light years past anything they'd ever trained in before that was directly applicable to their Warrior Skills AND their healing skills and THEIR psychic development skills. Grand Master Dr. La Tourrette teaches them all together as a combined Martial Art.

It's taken Grand Master over 27 years of **"in-the-trench"** Mind Research and Martial arts research to compile and create this Kahuna Warrior Energy Secrets home study course. It will put you **light-years** ahead of you competition.

Okay, Let's really get serious now. Why? Because that's how Grand Master Dr. La Tourrette does his Martial Art. That's how he teaches. He puts out "unequaled" information because he knows that's the ONLY way lots of people will ever get **the opportunity to learn real secrets**. Secrets no one else on the planet knows.

Grand Master La Tourrette is **NOT** into, nor does he care about things like Walt Disney productions, fancy graphics, nor cute background music. He does not wear pink tights, flex his muscles, nor show off "pearly white" movie star teeth. On this package he put together energy secrets, better than any other products on the market, **PERIOD!**

He knows his "mastery" training videos are NOT professionally produced. He also knows some "new guy" on the block will whine, moan and bitch about that. He tells those whiners just NOT to order from us.

His videos are Guerrilla videos with the masters filmed on Super VHS and Hi-Band 8MM. The sound is good, not perfect. The film is good, not perfect. People get the Doc's Guerrilla videos because they want the knowledge, they want the wisdom, and they want the power! It's that simple.

That's one of the **reasons Inner Circle Members ONLY are getting this letter.**

But still, if you are not totally SATISFIED with the following deal you have 365 days to return the package (in re-saleable condition please) for a full 'NO HASSAL" money back guarantee. *Less shipping & handling*. We KNOW the course is great.

"We've done the drills. We've successfully "whomped" on people using the Secret Kahuna Energy Skills. What more can I say?"

I guarantee you the Kahuna Energy Warrior Secrets and training methods are the most comprehensive, easiest to use, fastest, and the most effective methods for **"beefing up"** your martial art.

I know it sounds outrageous, but I'm not worried about refunds. Grand Master La Tourrette has taught over 42,971 people various aspects of Mental Training for their martial arts. These people know his stuff works and wouldn't ever think of sending them back! ~~*(They're way too valuable!)*~~

DEAL # 1, The BEST Deal!

Let's Go Over The DEAL! The "Gold" Package

1) This **"Gold"** package consists of **"Kahuna Warrior Secrets For Stealing His Spirit Before Battle"**. A 3 video set. **Value $210**
2) Next is **"Secrets of Ancient Kahuna Wisdom: The Psychic Energy & Healing Secrets Of The Kahuna Warrior"**. A 5 video set. **Value $350**
3) Following that is **"Kahuna Mind Control Fighting Secrets: How-To-Set-Up a Psychic Attack & How-To-**

(Turn to next page)

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Erect a Psychic Shield For Personal Self-Defense." A 6 video set. Value $420

4) "Kahuna Mind Control Training Manual" (for the above 3 video set. Value $50

The total catalog value is $1,030.00.

Listen up now, *for YOU Inner Circle Members ONLY*, and for the next 10 days ONLY, your investment is only $597. Not $1,030. So its best to jump on the deal while the going is good.

"Let's Sweeten The Pot!"

5 Extra Bonuses worth more than $1,430.00 just to Sweeten the pot, when you order within the next 10 days.

Free Bonus #1 (a $280 value) "Secrets of How-To-Increase Your Vital Force Through Kahuna Mind Magic". A 4 video set

Free Bonus #2 (a $140 value) "Kahuna Secrets for Clearing Your Past, Present & Future." 2 video set, World Huna Con.

Free Bonus #3 (a $140 value) "Kahuna Beginner's Secrets To Psychic Self-Defense". 2 video set, World Huna Convention.

Free Bonus #4 (a $420 value) "Huna Mind Magic 101 For Gaining Material Success In Today's World". 6 video set.

And Free Bonus #5 (a $450 value) ONLY for the *1st 25 Inner Circle members* who call and reserve their package, right now. This Giant Report, "Secrets of How-To-Maximize Your Martial Arts In Minimum Time" sold in Martial Arts Trainer Magazine and Black Belt magazine for $450. This Bonus "Course" is only for those serious people who want to learn how-to-win the fastest way and the best way possible.

So. Just because you are an Inner Circle Member, for only $597 (plus $59 P&H) you get the one time offer of a $1,030 Kahuna Warrior Course...plus you get another $980 bucks worth of FREE BONUSES...plus when you are one of the 1st 25 to respond right now, you get an extra bonus worth $450. That's a total of $1,430 worth of FREE bonuses...plus you get a 365 day "Total Satisfaction" money back guarantee. What can be fair than that?

So give Eric or Jonnie a call right now at 541-535-3188 and reserve your package before the first 25 packages are gone, because when they're gone they're gone forever.

Deal #2, The Next BEST Deal! The Basic "Silver" Package!

I was just on the phone talking to Grand Master Dr. La Tourrette and he suggested I have another, reduced in quantity offer, for some of you guys who might not be able to spring for the "Gold" package right away.

We don't want you to lose out.

I know that $597 for $2,460 bucks worth of the "best" martial arts training on the planet should be good enough, but Grand Master Dr. La Tourrette said some people just couldn't do that amount because of college expenses, families, or whatever.

So let me tell you about the **"Basic" Silver Package.** It's still a good deal, but not quite as good as the **"Gold" Package.**

Still a Good Deal, The "Basic" Silver package, the next "best" Deal consists of:

1) "Kahuna Warrior Secrets of Stealing His Spirit Before Battle". A 3 video set. Value $210
2) "Kahuna Mind Control Training Manual (for the above 3 video set), value $50
3) "Kahuna Secrets For Clearing Your Past, Present and Future". 2 video set, World Huna Con. Value $140

The total catalog value is $400. For the NEXT 10 days, Inner Circle Members ONLY, can pick them up for $297 (plus $37 P&H).

And to sweeten the pot still more Grand Master La Tourrette will throw in 3 bonuses.

Free Bonus #1 (a $140 value) "Kahuna Beginner's Secrets to Psychic Self-Defense". A 2 video set.

Free Bonus #2 (a $280 value) "Secrets of How-To-Increase Your Vital Force Through Kahuna Mind Magic" A 4 video set.

Free Bonus #3 (a $20 value) ONLY FOR THE 1ST 10 Inner Circle Members who call and reserve their $297 package right now. This Special Report is little know breathing methods from Tibetan monks called **"Bamboo Breathing"** and teaches how-to-deliver Sledge Hammer Power Strikes. I will also give this report out to the Gold Members!

So, you guys who opt for the "basic" Silver Package, for only $297 (plus $37 P&H) you receive a $400 package...plus you receive Free Bonuses valued at $440...plus you still get the 365 day total satisfaction money back guarantee. The only thing better than this deal is the previously mentioned **"Gold"** deal.

Listen! I know you'll find no better deal on the planet for this esoteric kind of Advanced Kahuna Warrior Energy Secrets.

"In fact, no one else in the martial arts knows them."

The total value of the entire "Super Course" is $2,460. and you get it for the next 10 days for only $597 ($59 P&H). You are paying dimes for gold dollars.

You've read all the way to this point. You MUST be seriously interested in the instant upgrade Grand Master La Tourrette's **"Kahuna Warrior Energy Secrets Training"** can put into your martial art. The Power, skill and control it can give you. **I know it must appeal to you.**

So why do many of those people "chicken" out? The truth is most people are like an old toothless dog, all bark and no bite. They bitch and moan and tell everybody how "tough" they are, but they are really toothless.

Just flapping their gums and barking at the moon, hoping someone somewhere will be fooled, will be impressed. I HOPE that is NOT you. In fact I'm sure its' not because you've already took that 1st step and ordered from us before. That's the reason you're an Inner circle member.

It takes real courage to step out of the "comfort" zone, but both you and I know that **even the timid turtle must stick his head out of his shell to move ahead.**

So give me a call. I'm at **541-535-3188** and I have a set of these "by invitation only" Guerrilla videos on "Kahuna Warrior Energy Secrets" waiting for you.

Thanks

Sincerely,

Jack

Jack Williams
Advanced Master Speed Trainer

Ps.#1, Again, don't even think about getting this if you like hurting people...or are mentally ill...or are in the least bit shady.

There is tremendous Power in these Kahuna Warrior Skills and if you use them wrongly (from the Dark Side), with a bullying, pushy, I'm the King attitude...it will rebound on you.

Remember, the Universe is honest and gives back what you put into it.

Ps.#2, If your not sure about what's in this course for you, **go back and re-read pages 2-3-4 and 5.** Today I showed this letter to a black belt from another studio. He had some questions. I demonstrated the Kahuna Energy Depletion techniques, then taught him how-to-do one or two of the many that are on these guerrilla videos.

He loved it and signed up for a $1,995 private training course. He doesn't know it but there is more information on the "Gold" Package (with all it's bonuses) then he'll get in that course. This course has years of knowledge on it. **It's PRICELESS!**

Ps.#3, **"Doc. I ain't scared no more!"** This bar bouncer and ex-marine had a major life building experience because of one tiny part of Kahuna Warrior Training. How much more would he know if he obtained **this "Kahuna Super Course?"**

Ps.#4, **If you've got any questions, feel free to call. Thanks. Call 541-535-3188 right now before the 10 days are up and the deal is gone.**

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"The Advanced Kahuna "Mind Sucking" Secrets YOU get With this Course!"

- A secret drill that enables you to see the Aura in under 2 minutes
- ***How to increase your student's learning abilities*** by 300% instantly
- The Secret Science of Knife Fighting without a knife
- Why the ***Kahuna back knuckle is 2 ½ times faster*** than the karate back knuckle
- The crucial timing skill that enhances your destructive power
- The ***5 deadly mistakes*** you can make when knife fighting
- How a client recovered from a stroke using an Ancient Kahuna Warrior technique
- **9 ways to avoid the most deadly energy drains**
- The 3 secret paths of a warrior that no black belt knows
- How a "physical" karateist can ***get smarter almost instantly***
- A little mistake on your part that will make them smarter and faster
- ***13 ways to increase your power through energy training***
- 21 new ways to increase your power through Kahuna skills
- The ***8 different energy fields of the body*** that will make you sick or make you well
- A little mistake that will cause your power to leak away
- ***How to drop a man's "psychic shield"*** with your gaze
- A discovery so startling it will literally leave you speechless
- ***51 ways to mentally attack anyone on the planet***
- 56 no fail "energy secrets" for achieving success
- 17 new ways to ***covertly influence anyone***
- How to secretly "remote view" your opposition
- ***A little mistake that can ruin years of training***
- A little secret that can save you from a heart attack
- A ***discovery so startling*** it will leave your opponent ***lying in the dirt***
- A shocking uncensored secret—for adults only
- A ***new way to unlimited power*** that has never failed
- 28 simple but secret ways to erect a ***psychic shield***
- How to ***strengthen a friend's Aura*** with your eyes
- How to energize your mind and body with breath control
- How to ***"suck his power" with just a focused thought***
- A secret way to "suck his power" and he'll never catch you doing it
- Kahuna energy ***healing secrets***
- ***How to poison their emotional fields***
- Why you should never let a negative person within 35 feet
- **How to erect a Kahuna shield of protection**
- How to exploit his weakened field with Speed Hitting
- How to ***unzip a person's psychic barriers*** and covertly ***implant your own suggestions***
- How to combine hypnotic language patterns with energy empowering skills
- ***How to over come the drunk with Kahuna mind principles***
- Top level secrets that no one else in the martial arts world knows
- How to ***cure a "bad feeling"*** instantly
- How to stop your vision from shutting down from stress
- ***Why*** the brain loses 80% of its blood and 100% of its thinking abilities
- ***How to fix it*** before your opponent can attack
- The worst mental modality to be in and why it will get you killed
- The ***secret of the instant centered mind***
- How to blast fear out of your brain in a second
- ***How to condition your brain against stress*** in under 2 minutes
- How to have instant control over your emotions
- ***The secrets behind a "totally centered" pre-fight game plan***
- ***How to energy test to see if his karate style is garbage,*** or not
- Tips to turn yourself into a powerhouse
- ***Eye-popping ways*** you can actually validate, or show up your local karate ***master–without him knowing***
- Guess what we discovered when Grand Master La Tourrette surrogately energy tested movie star Chuck Norris, Bruce Lee and a few other Masters
- The Kahuna ***secret of Hakalau, or "far-seeing"***
- How a secret Kahuna drill ***"fixes"*** dyslexia in under 11 minutes
- How an ancient Kahuna technique instantly ***restores balance*** in anyone
- How you can cut your opponents thinking abilities in half
- How to ***stop your opposition*** from functioning at optimum performance
- The emotional "rail road" train that must be avoided at all costs
- ***How to make sure he gets his "lumps"***
- The dark side of energy and what must be avoided
- The ***secret Mental Housecleaning for results*** getting
- How to roller-coaster your opponents' emotions so he can't
- How to skyrocket your fighting skills overnight
- ***The #1 secret of breath control*** and what to watch for
- Your opponent's most vulnerable moment and how to spot it instantly
- The ***secret energy connection in your body*** and how to ***reconnect it for instant power***
- How every one's unconscious minds on the planet are always hooked up and ***how-to-tune into them***
- 71 real "hard core" knife skills using Kahuna energies
- How to ***focus your psychic shield*** prior to a knife fight
- How to stop your power from being defused by another
- ***How a simple dance routine can empower you***
- The energy secret behind premo joint locks
- Why every knife fighter ***should carve the Christmas turkey***
- The "hidden" nerves that turn his wrist into a limp noodle
- How ***to touch a man*** and cause him to ***drop his weapon***
- ***The amazing discovery of "tenderizing"***
- The 10 second mind control miracle
- Why most people never stab at your throat and ***how to make them do it***
- Latest updated information of "Speed Slicing"
- ***No more fear***
- The 13 reasons why you should have a positive mental attitude, always
- The ***12 strategies that will guarantee they attack you*** where you want, when you want them to
- How to reduce pre-tournament stress in 10 seconds or less
- ***Why most jumping jacks "mess" with your energies*** and actually drain your power away
- How to tell if you are homo-lateral, and what to do if you are
- ***A 5 second secret drill to instantly flush out and away anger***
- A secret method (using Kahuna Energies) that bypasses psychology
- The ***4 simple steps to clearing and fixing a depleted chakra-vortex***
- How to instantly cure "brain over-load"
- The ***7 things you must control*** in a knife fight
- The secret of checking for non-centered thinking and how to fix it in 5 minutes or less
- The ***special spots on your skull*** that will instantly cause you to think like a genius
- 3 different ways to throw energy balls
- How to ***secretly practice Energy drills*** without going to jail
- 14 simple and easily worked "life force" channels
- ***How to make a gesture from 7 feet away and flush away your opponent's power***
- 5 ways Kahunas increase their life force
- A ***secret method of testing your life force*** to see if your martial art is blocking it, or damming it up
- A little known Tibetan method of overcoming cold weather, using secret energies
- ***How to transmit your thoughts into their minds***
- The real secret behind Poison Hands and Dim Mak
- ***How to weaken anyone on the planet*** with a finger tip
- Beware the secret mind force principle of "strange flows" and how they are "accidentally" used against you all day long
- The ***simple sanity test for validating "Kahuna Energies"***
- How to draw energy out of a man's arms when his back is towards you and he's facing the other way
- How to ***transform your "crushing failures" into spectacular successes***
- How to win over any opponent
- ***How to weaken them with just your eyes,*** from 35 feet away
- The secret Kahuna test to check out anyone's martial arts skill level, no matter where they are on the planet
- How to separate ***the self-promoted fakes*** from the "real" Grand Masters

Kahuna Warrior Energy Secrets home study course. It will put you light-years ahead of you competition.

Okay. Let's really get serious now. Why? Because that's how Grand Master Dr. La Tourrette does his Martial Art. That's how he teaches. He puts out "unequaled" information because he knows that's the ONLY way lots of people will ever get the opportunity to learn real secrets. Secrets no one else on the planet knows.

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"Advanced Mind Sucking Kahuna Warrior Secrets" No-Risk Acceptance Form

To get your FREE Bonuses, you must place your order within 10 days!

OK, JACK. Send me Grand Master Dr. La Tourrette's "Kahuna Mind Sucking Warrior Secrets" right away! I want to get everything the Grand Master knows about Mind Sucking Energy Techniques, Power Depletion Tactics, Psychic Attack Psychic Defense and all the other secret tricks, techniques and methods he shows on fighting, power and speed. I under the methods he teaches will pay me back many times the price of the "Gold" or "Silver" package. I know I must be totally satisfied or I get my money back and I have 365 days to train with it and get it down first. On that basis, here's my order.

☐ I want the "Basic", next best "Silver" package! I know it's a lot less than the Gold package and that's okay. With this package I get 1) Kahuna Warrior Secrets of Stealing His Spirit Before Battle, value $210, 2) Kahuna Mind Control Training Manual, value $50, 3) Kahuna Secrets For Clearing Your Past, Present & future, value $140 4) FREE Bonus #1, Kahuna Beginner's Secrets to Psychic Self-Defense, value $140, 5) FREE Bonus #2, Secrets of how to Increase Your Vital Force, value $280, and 6) FREE Bonus #3, Bamboo Breathing, "How-to-Deliver Sledge Hammer Power Strikes, value $20.

☐ I know the Kahuna Secrets "Silver" Package is worth $840 and I thank you for the opportunity to get it right away for the 10 day Inner Circle Member discount of only $297 (+ $37 P&H, a total of $334).

☐ I WANT THE "DELUXE" GOLD PACKAGE! It is the Super Course and I know it will sharpen my mind, my reflexes and my winning skills.

☐ Therefore I desperately need the "Gold" package that consists of 1) Kahuna Warrior Secrets For Stealing His Spirit Before Battle, value $210, 2) The Psychic Energy & Healing Secrets of The Kahuna Warrior, value #350, 3) How-To-Set-Up a Psychic Attack and Erect a Psychic Shield, value $420, 4) Kahuna Mind Control Training Manual, value $50, 5) FREE Bonus #1, Secrets of How-To-Increase Your Vital Force, Value 4280, 6) FREE Bonus #2, Kahuna Secrets For Clearing Your Past, Present and Future, value $140, 7) FREE Bonus #3, Kahunas Beginner's Secret to Psychic Self-Defense, value $140, 8) FREE Bonus #4, Huna Mind Magic 101, value $420, 9) FREE Bonus #5, Hopefully Jack I'm one of the 1st 25 to order so I get this $450 FREE Bonus "How-To-Maximize Your Martial Art in Minimum Time and FREE Bonus #6, Bamboo Breathing, "How-to-Deliver Sledge Hammer Power Strikes, value $20. Totally FREE!

☐ I know The "Gold" package is worth $2,480 and I thank you for the opportunity to get it right away for the (10 days ONLY) Inner Circle price of only $597 (+ $59 P&H, a total of $656).

☐ **"I would also like to receive some of your books – add these to my order:"**

_____SECRETS OF SPEED FIGHTING 267 pages, 8 ½ X 11,spiral bound, $49. Doc's world famous book featuring 172 lies and myths about Speed Fighting, Speed Hitting and how to break free of them, fascinating true "fighting success" stories combined with Master's Strategies.

_____MENTAL TRAINING OF A WARRIOR 203 pages, 9 X 6, perfect bound, $20 . Tactics of surprise, fear-it's ramifications, the law vs. the martial artist, awareness skills the basis for winning, the fighting zones movement, close combat ranges and distances, mastery secrets of target penetration, fighting craft.

_____BOTH OF THESE BOOKS: less 20% discount –Total $55.95

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☐ I would like to put the FULL AMOUNT on several different cards. I know that sometimes one card does not have enough room, so if you desire to use 2 or 3 cards, just fill in the other numbers, amounts and expiration dates below.

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PLEASE KEEP THE KNOWLEDGE YOU ARE ABOUT TO GAIN HERE CONFIDENTIAL...

Dear Investor,

This investment has routinely earned 32% average annualized returns in a healthy market like the one we've been in...

It produced outstanding 83.6% annual gains in the bear market of the early 1990s...and generated stunning 252.4% annual profits in the 1987 stock market meltdown.

Remember the August 1998 mini-crash? While the S&P 500 fell 17.07%, this investment was up as much as 79.5%...***in a single month!***

In fact, top performers in this class of investment have returned 1,599% since 1989 compared to just 365.7% for the S&P 500 Index. That means over the past 10 years, $25,000 invested in an S&P 500-index fund would have turned into $92,500...

But that same $25,000 tucked away in this investment would have ballooned to $399,750 — *more than 4 times the profit!*

Yet because of some "quirky" government regulations, you may never find out about it. You see, in a genuine — albeit misdirected — effort to protect less experienced investors, the government has made it unlawful for anyone to promote this investment to the general public...even though it's 100% legal, available to any experienced investor, and safer than many of the mutual funds being sold today.

As a result this investment has remained the cherished secret of the very wealthy for many years...

But before I get to the details, let me introduce you to a man named John W. Henry.

John W. Henry is a brilliant investment professional.

Millionaires from around the world give him vast fortunes to invest — and he's literally made them billions in profits. Huge corporations entrust him with their multi-billion dollar pension funds. And why not? His flagship fund has returned an astonishing 35.9% average annual return since it was established in 1982.

Consider those numbers for a moment. Were you able to invest $50,000 in that fund 17 years ago, you'd have over $9 million dollars today. So you can imagine how thrilled large

pension fund managers are when they look back and see that Mr. Henry has helped them earn over $180 million in profits for every $1 million they invested.

Yet despite his money-making prowess, few people know exactly what he does. In fact, he's best known in New York and Florida for his ownership in major league baseball teams there.

But Mr. Henry didn't make his fortune in baseball. That's just a hobby.

Nor did he get rich trading stocks and bonds.

His company is a leading trader of a little-known investment called "managed futures".

What are managed futures? They're like mutual funds — only instead of trading stocks, these funds trade commodities futures.

Now, when most investors hear "commodity futures", they immediately think "high risk". That's what the government thinks too. And that's why they've passed laws preventing you from easily learning about this investment.

Less risky, higher returns than many stock and mutual fund investments

But in its broad stroke assessment of managed futures, the government has ignored one class of this investment that is considerably less risky than the stock market, has higher average returns, and can make you a fortune when the stock market goes down.

These investments are called "turtle" funds.

They're based on a highly disciplined risk-adverse trading system perfected over many years by Richard Dennis — a commodities genius who turned $400 into over $200 million using the turtle trading strategy over an 18 year period. He shared his findings with a handful of top traders — people like John Henry — who have further perfected the trading strategy over the past decade.

Unlike most commodity vehicles, turtle funds are remarkably consistent performers.

Relatively safe, too.

That's because turtle traders don't make heavily leveraged bets on global trends as managed futures fund traders do. As the name suggests, turtles travel a slower, safer route to profits, by taking small, low-leverage positions in various commodity markets as trends develop. As those trends develop — and these smaller trades become more and more profitable — turtle traders will raise their stake gradually in the investment, adding leverage, until such time as the trend begins to reverse. Once the trend starts to reverse to the downside, they quickly move out of the position with profits in hand.

No hunches. No guesswork.

The technique is entirely "systematic". Human emotion is left completely out of the

equation. No hunches. No guesswork. Even seasonal trading patterns — commonly used by commodity traders — are not a consideration for turtle traders.

While ordinary managed commodity futures fund managers try to predict trends and use large amounts of leverage, turtle funds are rooted in the practice of risk control and diversification. Investments are entirely based on specific market-tested and market-proven mathematical formulas.

$50,000 to $1.92 million in 10 years

And no investment technique on earth has been so consistently successful. Take a look at the performance since 1985...

	ANNUAL COMPOUNDED RETURN	VALUE OF A $50,000 INVESTMENT
S&P 500 Index	12.84%	$188,832
Managed Futures	16.54%	$365,717
Turtle Fund Index	**32.42%**	**$1,924,715**

Over a decade's time, the average turtle fund outperformed the broad S&P market by over 2 to 1 — ***the difference between a $200,000 portfolio and a $2 million one.***

And turtle funds perform even better in market downturns. During the last significant bear market back in 1990, the S&P 500 lost 3.1% and world markets lost 17%...

The top turtle fund was up 83.6% for the year!

That means if you had just $10,000 of your $100,000 portfolio in a turtle fund — and the remaining $90,000 in an S&P 500 index fund — you would have escaped the 1990 bear with a 5.6% gain. Had you allocated 40% of your portfolio to the turtle fund, you would have emerged 31.6% ahead.

During October of 1987, the S&P fell 21.59% and finished the year with a small 5% gain. But the top turtle fund finished the year with 252% in profits.

Using our $100,000 portfolio example, your turtle fund would have put you *$63,800 ahead* in the worst year to hit the markets since 1929!

Yet the fact remains that if you went to John Henry's office and asked to invest in his turtle fund, you'd probably have to prove yourself to have a net worth of well over a million dollars and pony up at least $250,000 as an initial investment. Anyone who couldn't meet those qualifications would walk away empty handed.

Why? Because the government doesn't feel you're qualified to participate in any investments involving commodities — no matter how safe and profitable they've proven themselves to be.

That's why you won't find turtle funds advertised in the *Wall Street Journal, Barrons* or on *CNBC*. In fact, they're rarely discussed in the financial media at all thanks to tight government regulations forbidding it.

Even turtle fund managers themselves aren't anxious to open this extraordinary investment to everyone. They understand that the reason this strategy works so well is because of its exclusivity — and that too much attention might "water down" the product and its returns.

It's this secrecy and exclusivity that has created such an outstanding opportunity for you...

But we don't think you should miss out on this opportunity...

And to assure that you don't, we've uncovered a way for ordinary investors who don't have millions to start taking advantage of turtle funds now — starting with as little as $5,000.

And in a moment, I'll show you how to get your hands on a very special, privately circulated briefing that details how you can "get around" the government's exclusionary regulations and participate in perhaps the most successful and profitable long-term investment ever developed.

But before I do, allow me to introduce myself, and explain why I've chosen to write you today...

My name is Steve Sjuggerud.

I'm the investment director for an extraordinary private financial organization called *The Oxford Club*. Perhaps you've heard of us? If you have, then you'll understand why I'm willing to step out on such a treacherous limb to tell you about this investment.

You see, *The Oxford Club* is an organization of investors, businessmen, entrepreneurs, professionals and financiers who have come together over the past 15 years to find better ways to grow and preserve our wealth.

We are a club borne of the idea that any individual who desires it should have the right to participate in any effective method of building and preserving capital that exists — regardless of the barriers — so that he may be wealthy and secure for life.

It's a commitment we take very seriously.

So if we learn about an investment that can substantially enhance your profits — and protect you in the event of a market downturn — we make it our business to report on it, even if others would rather we didn't.

We not only believe that you deserve to know everything about this class of investment — we believe it should be an integral part of your portfolio. After all, why should only a few come to benefit from an investment that has produced substantial profits in 39 of the last

40 years?

That's why recently, *The Oxford Club* published a private, members-only "White Paper" special briefing detailing this remarkable investment.

It's called ***Turtle Funds — The World's Best Investment...By Far.***

After reading it, you'll know precisely how these instruments are able to produce market-beating profits year-after-year and why they're considerably less risky than stocks (especially in today's overpriced environment).

You'll learn which funds are the top performers — and discover how you can profit from your own turtle fund with very little money...and just one phone call!

You'll become one of those rare investors who seem to profit no matter what the market's doing. And while ordinary investors grumble their way through the next market downturn, you'll be grinning ear-to-ear. Because not only will you be protected from losses, you could be making your biggest profits in years!

Best of all, I'll be most happy send you a copy of ***Turtle Funds — The World's Best Investment...By Far*** absolutely free, just for taking a no-risk introductory membership to *The Oxford Club*.

Why join *The Oxford Club*?

For the simple reason you will gain the kind of financial advantage that can have a profound impact on your future wealth.

As a new member of *The Oxford Club*, you'll be welcomed into an elite, tightly knit financial organization dedicated to uncovering all kinds of financial strategies that will not only *increase* your wealth, but *protect* it too.

In fact, the turtle strategy you'll learn about is just one of the ways *The Oxford Club* will help you build substantial, unassailable wealth.

Let me explain.

There's a maxim *Oxford Club* members often use when asked to describe to friends and family what our fellowship is all about.

It is simply this: *"Great Profits in the Company of Good Friends."*

This is most appropriate because *The Oxford Club* has long prided itself on the stature, intellect, and achievement of the members we're able to attract. It's because our members are successful entrepreneurs, businessmen and women, corporate insiders, bankers, financiers, and professional investors that we are able to get very close, first-hand information most investors never hear about. And we're able to pass what we learn through this mutual association to our members throughout the world — so everyone can benefit.

This, for instance, is how we were able to uncover a way for ordinary investors to take

advantage of the safest, top-performing turtle funds in the country. One of our members — a very successful investor and many times a millionaire — shared with us the knowledge he had.

But this isn't the first time (nor the last) *Oxford Club* members will benefit from this kind of shared, "close-to-the-bone" knowledge.

Here's a typical example...

Making profits out of thin air

Eurodollars are supposed to be like U.S. dollars, but in fact they were merely created out of thin air by overseas financial institutions. Unlike the U.S. dollar, or the newly-created euro, Eurodollars have no controlling influence or reserve requirements. It's like a bank in Chicago deciding to issue Swiss franc certificates of deposit...with no Swiss francs on hand to back them up!

A long-time associate of our club, who happens to be an expert in world currencies, knew that without solid backing, Eurodollars would be subject to a lot of initial volatility. So he developed an investment strategy especially for *Oxford Club* members that would be profitable *whether Eurodollars moved up or down in price.* In other words, by playing both sides — using options to cover an up or down move — we were pretty much assured a winner, one way or another.

FRANKLIN S.,
ONTARIO, CANADA

"You've shown me ways of wealth creation and preservation far beyond my imagination. Your recommendations, which I invested in, are alredy showing a profit; all within an eight month period. Good work."

And that's exactly what happened. Eurodollars slid sharply. Within three months, members who invested in our "Eurodollar Strangle" recommendation made an easy 240% profit. A $10,000 investment turned into $34,000 in a hurry.

Now, unless you're a player in currency markets, this is not the kind of opportunity you would have been likely to happened upon, nor is it the type of recommendation the average broker would have told you about.

But for *Oxford Club* members, it's yet another example of how, by looking for opportunities in places others ignore, we're able to profit...often substantially.

Another example occurred when Brazil melted down earlier this year.

A 30% gain — in a matter of hours!

Many of our associates are experts in global markets, and we had long been warned Brazil was in a serious credit crunch and it was just a matter of time before the markets collapsed. Last January, it happened. While many investors panicked, we simply waited for our opportunity.

One stock we were watching carefully was Brazil's benchmark share, communications

giant Telebras. It was falling faster than a boulder down a mountainside — from a high of $169 to $54. We sent an urgent "buy" message to members. (At $54, Telebras was crazy cheap, with a P/E of 5, versus the average telecom company's P/E of 39.)

Between January 14th and 15th Telebras bounced back from $54 to $70. Members who bought on our wire raked in a 30% profit in just 2 days!

Again, volatility was the key to profits. History told us that when things go bad south of the border investors have a habit of reacting strongly. Same thing happened in Mexico when the peso was devalued. But in every case investors flood back in looking for bargains once the dust settles. And there was no bigger bargain at the time than Telebras.

A high tech triple play that's paying off in spades...

It's no secret that vast fortunes are being made in the fast-moving high-tech sector. It's also no secret that this sector is also the riskiest. No wonder. These over-hyped, over-priced stocks are the first to tumble when bad news hits the markets.

But at *The Oxford Club*, we've discovered a little known wealth secret that gives us a decisive edge.

First of all, we don't necessarily subscribe to the common theory of "buy low, sell high". While that sounds good, it can be a loser's game. A stock that's falling is usually falling for a reason. Maybe someone has a better product or better technology. For example, is a company that just makes great typewriters a "good buy" because it's fallen to $5 when 10 years ago it sold for $50? Of course not. The fact is, far fewer people these days are buying typewriters.

The trick is to find a quality company with good products that the market wants...wait for an upward trend to develop and *then* buy. This "buy high, sell higher" is a very profound wealth building secret. Professional investors use it all the time. Essentially, they wait for the market to provide the buying signal rather than rely on a hunch or blind luck.

But there's something else we do virtually to guarantee our success. It's a simple little thing we came upon after studying the investing "habits" of some of the world's most successful investors. It's something all investors can and should do every time they make an investment.

In fact, it's such a profound secret that we created an entire "White Paper" briefing on it and distributed it to every *Oxford Club* member. A little later on, you'll learn how you too can own this briefing, along with an entire library of special reports, which will surely have a profound effect on your wealth in the coming months.

But of course, to be successful in any investment endeavor, you need to buy the right companies. And I'll tell you another little secret. It's not necessarily the companies you hear about — the eBays, the Amazons, the AOLs, the Dell Computers...

And it's certainly not the IBMs, the AT&Ts, the Kodaks or other doomed multi-nationals...

Many of the companies we invest in today are companies with innovation that makes today's technologies faster, smaller, cheaper and better. And when we're able to catch these companies as they've begun their upward swing — and stick to our strict stop-loss strategy — profits are virtually assured.

BRYAN CALVIN
JUNIPER, MISSISSIPPI

"I wasn't a member until I peeked at my son-in-law's Communiqué. I followed the advice and made 100% on Darden in just over a year. That's when I decided to join."

That's what's happened with a trio of companies we recommended recently.

Adobe, for example, is a company that lets you create and deliver high quality, graphically intense documents and deliver them over the Internet at next to no cost anywhere around the world in an instant. You can even use free encryption software to sign such documents digitally, making them impossible to alter or forge. Adobe is reducing business's need to physically send documents around the world. So which company do you buy? Adobe or Federal Express?

The Oxford Club recommended Adobe as it was trending upward at just under $62 this past May. Today, the stock is trading at near $129 — a better than 108% profit!

Here's another example.

284% Profits since March

There's a lot of talk about fiber optics these days. Fiber optics are essentially phone lines made of glass that can transmit thousands of times more data than existing copper wire can.

Remember how big, bulky and relatively slow computers were 20 years ago? That's where fiber optic technology is today. But there's one company that's going to lead the way in the hotter-than-hot fiber optic industry. Its name is JDS Uniphase. It's headed by a communications visionary Kevin Kalkhoven, who has assembled a team of scientists that will do for the fiber optic industry what Intel did for the computer processing chip. His company has already introduced the first of many innovations — something called wavelength locking modules — a necessary component for all expanded-capacity fiber optic systems.

But that's just the beginning. Fiber optic networks are growing faster than silicon computer chips, which means JDS Uniphase has the potential to be even more profitable than Intel.

But unlike Intel, the party's just begun for JDS Uniphase. *The Oxford Club* recommended the stock in March of this year at a hair under $44 a share. Today, the company's trading at $169 — a whopping 284% profit in less than a year! And it's still a bargain.

66% gain in 4 months

Oxford Club members took solid profits in another high-tech company run by another industry visionary just a few weeks ago.

If the name Craig McCaw rings a bell, he's the guy who began buying up cellular telephone licenses in the mid 1980s, created Cellular One and then sold the company to AT&T for about an $11 billion profit. Well, he's at it again. And one of our members close to this communications genius let us in on his plan.

Recently, Craig McCaw began buying up very obscure microwave licenses from the government at auction for a song. Few people noticed, because the consensus is that microwaves, which oscillate rapidly and use up a lot of energy, aren't good for transmitting voice and date signals. But Craig McCaw knew something others didn't. Without getting into all the technical details here, microwave technology is the key to bypassing copper wire and connecting fiber optic to your home. And McCaw's new company, NextLink, owns 95% of the microwave licenses in the country's top 30 markets!

The Oxford Club recommended NextLink in April when it was $48.75 a share. After climbing to a high of $112, *Oxford Club* members were stopped out of the investment at just over $81. That's a profit of 66% — and once the stock begins trending upwards again, we'll be looking for another opportunity to buy.

The Next Amazon.com...

These "new age" profits merely continue a long-standing tradition that *The Oxford Club* has of getting into the right investments at the right time. And as you can imagine, it's quite a nice thrill to wake up and find you've better than doubled your investment in a few short months.

In fact, in a moment I'll tell you about a new company we've just recommended. This company could be bigger than Amazon.com as far as profits go — and that's no exaggeration. It's the brains behind the Internet in Asia, where they're miles behind the U.S. The company has set up and owns all the critical computer and telecom networks in Asia for most of the powerful companies in the world...including Citibank, Chase Manhatten, American Express, JP Morgan, HSBC, Morgan Stanley, Merrill Lynch, the Hong Kong Stock Exchange and others. And that's just the banking sector!

But before I tell you more, I want to make something clear to you. As a prospective member of our club, it's important for you to know that *The Oxford Club* is not just about "fast money". Sure, we've had our successes identifying short-term money-doubling opportunities like the few I've shared with you. But our goal is to position our members in diversified investments that provide safe, steady long-term growth.

In fact, much of the reason for our success has been the longer-term investments we've uncovered over the years. Some of the investments we've profited from in the past include...

- Irish Investment Fund — **up 83%**
- Darden Restaurants — **up 100%**
- Daimler-Benz — **up 56%**

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- Royal Dutch Shell — **up 115%**
- Sime Darby — **up 109%**
- Barclay's Bank — **up 83%**
- Siemens — **up 53%**
- Swiss Helvetica Fund — **up 57%**
- Lehman Brothers Warrants — **up 57%**
- Brazil Fund — **up 121%**
- Asia Pacific Fund — **up 108%**
- Telebras — **up 107%**
- GT Global Telecom — **up 38.8%**
- Chile Fund — **up 83%**
- Mexican Equity Income Fund — **up 68.2%**
- Suiza Foods Corp. — **up 50%**
- Bank for International Settlements — **up 113%**
- Singapore Airlines — **up 54%**
- Industrial Holdings Warrants — **up 153%**
- Boeing — **up 65%**

But remember, stocks are just one way we ensure that our money grows safely and steadily.

Truth be told, we're not all that wild about stocks right now. There are many signs stocks are headed for trouble...

There's an old story on Wall Street about the 1920s investor who had his shoes shined everyday by the same shoeshine boy on the way into work. One day, in the summer of 1929, the shoeshine boy gave the man a stock tip. The investor got to his office, contacted his broker and told him to sell everything. When the broker asked "why", the investor said, "the day shoeshine boys start giving stock tips is the day to get out of the market."

Today, the situation is very similar. Everyone's a stock expert. When kids aren't trading Pokemon cards at recess, they're very often talking about the stocks they got for their birthday.

Here's another sign that's particularly troublesome. Ever notice that even when the market is up there are more stocks hitting new lows than new highs? It's not unusual for the Dow to be up 150 points and have new lows outpace new highs 3 to 1!

There's a good reason for it. The money that's fueling this market is billions of dollars in baby boomer pension funds. And fund managers need to be in stocks that are liquid, so they can get out fast if they need to. So they keep piling money in a handful of big, high-cap stocks that comprise the big indexes — the S&P 500 stocks, Nasdaq 100 and the Dow. Doesn't matter that these companies have become grossly overvalued...or that some are fast becoming corporate dinosaurs. There's nowhere else to put all that money!

Opportunities that let you profit in any market

That's not to say there aren't good stock opportunities. They're just harder to come by. And that's why we're currently recommending that just 60% of our members' portfolios be in U.S. based stocks — and the remaining 40% be placed in more defensive strategies that have a history of performing well in volatile markets like we're in.

For example,

U.S. Government Zero Coupon Bonds... The ultra-safe investment that (surprise!) has returned an average of 24% a year between 1982 through 1998. And now, thanks to weaker corporate earnings, troubles in emerging markets and Y2K concerns, Zero Coupons are set to earn 30% to 50% in the next 18 months.

DR. JOHN B.,
TAMPA, FLORIDA

"In my opinion, your most important asset is Steve Sjuggerud and his recommendations..."

Once a member, you'll find out why this is perhaps the safest and simplest way to profit from what's ahead.

Shedding "Dead Weight" Stocks — Many household name stocks have nowhere else to go but down, yet most investors will be stunned when they do. Take IBM. The company is spending more on buying back its own shares than it is on research and development. In fact, as I write you today, IBM officers approved the buy-back of another $3.5 billion in stock — the 10th since 1995 — following profit warnings that sent share prices tumbling. That's telling news. The fact is IBM has no new technologies to invest in. It's quickly becoming a technological dinosaur.

But Big Blue's not alone.

AT&T is ignoring the inevitable move to Internet telephony. Soon, all long-distance calls will be routed through the Internet. The result? Voice communications will be next to free and those holding AT&T shares will wonder why the company didn't see it coming.

Low cost digital photography has also made Kodak obsolete. The company's sales have been falling since 1991. 15,000 employees have been laid off, and the company has bought back more than $5 billion worth of stock — a frightening sign if you're a Kodak shareholder.

The Oxford Club will warn you of the dangers of holding these and other soon-to-be outdated stocks and turn your attention to the new companies set to take their place. This monumental corporate power shift has already begun. Witness the success we recently had with companies like Adobe, JDS Uniphase and NextLink — each offering new, faster, better,

The Oxford Club

"Great Profits in the Company of Good Friends"

Our Members Speak!

Oxford Club Members Give Their Testimonies of Wealth

"In August, I joined The Oxford Club and to date I am absolutely delighted. I have already invested in three of your 'supernova stocks' and am doing very well with them."

— William R. Bradman
Seattle, WA

"I'm a new member in The Oxford Club...little did I know when I signed up how fun and interesting it would be!"

— Dawn Rankin
Chicago, IL

"I've been a member of The Oxford Club for several years. And one of the reasons I continue to extend my membership is directly credited to the efficient and expeditious manner in which the staff handles my special request for research and information.... it's been very beneficial in contributing to my investment profits."

— Steven Goode
Arlington, VA

"I consider myself truly fortunate to have had the privilege of reading your special reports...They're highly enlightening...I'm also quite impressed with the investment opportunities recommended in your *Communiqué*."

— Herman Palmer, Jr.
Scarborough, Canada

"I like the family feeling, the constant friendliness, the honesty, the investment information that's invaluable. When I receive a call from someone who says he's an Oxford Club member, I feel a kinship with him. I'll listen to what he has to say."

— Dr. Jean Holsten
San Diego, CA

"We so enjoyed meeting you on the trip with the Club to New Zealand and the Cook Islands. In fact, we're waiting to get the information on Alaska and the trip to Turkey and Greece."

— Nadine and Jack Hepburn
San Diego, CA

"I wasn't a member until I peeked at my son-in-law's *Communiqué*. I followed the advice and made 100% on Darden in just over a year. That's when I decided to join!"

— Bryan Calvin
Juniper, MI

"We generated over 400 responses from our last listing in your Opportunity Exchange. What a great vehicle to market a product or service! The information in the Exchange is provocative and interesting. I always look forward to receiving each issue of The Oxford Club."

— Joe Alvino
Baltimore, MD

"The Oxford Club *Communiqué*, along with its associated literature that I receive, is almost my only source of investment news besides reading *Forbes*. I am very tired of analyzing "other investment sources" for advice and have decided to work with *Forbes* and The Oxford Club. To the man who introduced me to The Oxford Club, I wish to say a big "Thank You," but I must apologize as I can't recall his name."

— John Kidds
Lusby, MD

"The amount of knowledge that is received through membership in The Oxford Club has been one of the most rewarding and educational experiences of my life. Your pride and professionalism is refreshing."

— Robert Raymonds
Guinda, CA

"On the Club's advice, I bought sto in Daimler Benz at $65 per share and sold it at $112 six months later. I m d enough profit on just a modest investment to make the deposit on my new Mercedes Benz C230."

— Dan R. Friedman

"You will be happy to know that by following selected advice from you, I have increased my portfolio by over 15% in just over a month. Bravo."

— James Fish
Scotts Valley, CA

"Thanks Oxford Club and thanks Karim....I owned the options you recommended for a total of one hour, and made a 70% profit!"

— J.R. Gobal
Juliustown, NJ

"The best thing I have done in the financial world was to join your organization...your Oxford Club *Communiqué* is like a fresh spring breeze filled with good, informative, and stimulating information. Keep it up!"

— William L. Stanburg
Palisades, CA

"I've been following The Oxford Club's advice exclusively...and I recently made over $70,000 using your recommendations."

— Mr. Rostetler
Vero Beach, FL

"I've been in the market since 1960 and I feel like I'm finally on solid ground f the first time in my life. I am thoroug happy with The Oxford Club."

— Dr. J. Wilson
Fort Myers, FL

"Yes, Julia, I'm committed to the virtue of the Club for one good reason: I've received much excellent information, advice, and tips — and I've met good people, including you in particular."

— Donald W. Harris
Calgary, AB

"I've found the Club to be invaluable in extending my networking. All the people I've met through the Club to date have been reputable, God-fearing people. I'm quite comfortable being a member of The Oxford Club."

— Michael Giannini
Deep River, ON

"You're a great club."

— Nick Sontos
Chicago, IL

"Thank you for the tour of The Oxford Club and other buildings during my layover in Baltimore. I enjoyed our visit. The woodwork and craftsmanship in those old buildings are simply magnificent. Chris and Joyce, thanks in particular for your hospitality while I was in town."

— Marvin Rolands
Boston, MA

"The Oxford Club is worth its weight in diamonds! In the short time I've been privileged to be a member, new vistas of sound investment insight have opened up."

— Elias Savant
Toronto, Canada

"By calling for help from The Oxford Club I was able to contact an attorney to help us resolve part of a tax problem... Thanks."

— Dean Mendes
Canton, OK

"This is truly the best investment fraternity — bar none!"

— John Hackett
Colorado Springs, CO

"I love posting in the *Member's Exchange*. The people who respond to my ad are intelligent, educated, and a pleasure to speak with. I feel a true kinship speaking with fellow Oxford Club members."

— Jack Farrell
San Francisco, CA

"I received the April '98 *Communiqué* today and immediately acted on the "sell" recommendation of Darden Restaurants. The proceeds from the sale paid back my membership costs 10 times over."

— Charles Becker
Ontario, Canada

"You're to be commended for The Oxford Club *Communiqué*. It's full of useful information...do continue to focus on the right to privacy issues and the morality and even necessity of offshore and international investing, living, and thinking."

— Gerald Sattler
Winter Haven, FL

"After advertising in the Club's *Member's Exchange*, I tripled my client base. It's a pleasure looking forward to hearing from new prospects each time I run an ad in the *Member's Exchange*."

— Frank Antonelli
New York, NY

"You should know of my absolute delight with the Club's new 'fax in advance' system — my wife and my broker both think I'm some kind of an investment genius. They sit up nights wondering where I got my information ...but I'll never tell."

— Darrel Paulson
Springfield, VA

"It's hard to find adequate words to thank you for the marvelous trip to New Zealand and Australia. Thanks to your capable leadership we got to see and learn so much in three short weeks...and we had so much fun!"

— Joseph & Madeleine Cane
Stony Point, NY

"Just a note to thank you for the placement of my ad...Your *Member Opportunity Exchange* is the greatest help. I've had a greater response from this than from any other method I've tried. I'm proud to be a member of The Oxford Club. Once again, thank you."

— Bruce Smith
Elizabeth City, NC

"I ran one free ad in the *Member's Exchange*...now I'm beginning a joint business enterprise with an Oxford Club member who responded."

— Kent Liverpool
Greensboro, NC

"The Oxford Club helped me re-write my ad for the *Member's Exchange* and we ran it once again. This time the response was OUTSTANDING! We've received over 25 inquiries and have found a few clients in the process."

— Keith B. Watson
Annandale, VA

"It's not often that one receives such a warm welcome and hospitality as I have on this trip. I'd like to thank you for your welcoming me with such open arms."

— Marguerite DeSette
Paris, France

"I'm honored to be a member of your exceptional organization. Thank you for your original invitation and the opportunity to move to greater levels of distinction. It will be a pleasure to become a member of The Chairman's Circle."

— Michael Chutnam
Knoxville, TN

"Because of The Oxford Club's offer to members...our company is now poised to go public with an IPO...And we raised over $200,000 in seed capital in less than one week, most of which came from Oxford Club members!"

— Owen Mousseau
Hoboken, NJ

"Thanks for the great seminar at Oxford! Noelle and I really enjoyed the meetings and we both learned a lot. You run a first-class conference and run it quite well."

—Sterling Crouch
Kirkland, WA

"I have been an Investment Advisor for over ten years now and I regard your Oxford Club *Communiqué* — unlike many other newsletters and magazines I regret to say — as a 'MUST READ' for <u>every</u> investor. Your editors, however, seem to have the ability to put a wide range of financial topics on paper which are easy to read and understand for everybody, yet do not lack details."

— Eric A Noort
The Netherlands

The Oxford Club Headquarters

cheaper technologies to replace the old. And it's only the beginning...

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Strategic overseas positions — Markets move in cycles. US stocks have been golden for the better part of the past decade — and *Oxford Club* members have profited. But with all the focus on US equities, some very exciting companies have quietly emerged overseas. Boosting the prospects for these up-and-comers is the resurgence of selected European and Asian economies. Several well-positioned companies stand to prosper — including the stock with the Amazon.com potential you'll hear about shortly.

Metals and Currencies — Successful investors are able to profit in any market because they understand that a shift in one market can result in an opportunity in another. For instance, when uncertainty surrounds the stock market, precious metals can become very volatile. When economies are in flux, currencies can experience dramatic moves. These events have presented ideal opportunities for *Oxford Club* members — like the "strangle" strategy we used to earn 250% profits when Eurodollars made their auspicious debut...and there will be more to come.

And of course, **Turtle funds** — the ultimate investment for growth and safety in the event of a market downturn I've been telling you about. With 32% average annual profits in good times and the potential for 250% profits or more in bad times, this is the ideal investment for today's overvalued markets. And remember, you'll get all the details on this incredible investment — including which funds are the top performers — in your free White Paper report, ***Turtle Funds — The World's Best Investment...By Far*** when you join.

These are just a few of the ways we ensure our wealth is safe and forever growing. They're the time-proven and market-tested investment techniques of the very wealthy — professional financiers, top investors, and successful businessmen — many of whom are long-standing members of our club.

It's a little more sophisticated method of investing, sure. But when you join *The Oxford Club* these are the kind of investment techniques you'll be introduced to. And don't worry. We'll explain every new technique to you in clear terms any investor can understand. In other words, you'll know exactly what to do, what your risk is, and what you stand to make.

Not only will you stand to become significantly wealthier through your association with *The Oxford Club*, you'll become a more knowledgeable investor too. That's because you'll be constantly introduced to investment strategies few investors ever see, let alone profit from consistently.

But there's something else that happens to you when you join *The Oxford Club*.

You become a part of something real. You're not just getting a twice-monthly newsletter in the mail. You're becoming a part of a fellowship made up of people who take their financial success seriously and want to help you succeed.

For instance,

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You're welcome at our clubhouses anytime . . .

As an *Oxford Club* member, you have an open invitation to "stop in" at any of our three club headquarters in the US and overseas. If you're in England, you're invited to our headquarters located on London's famous Fleet Street. Should you be traveling through France, come see us at our restored 16th century Chateau deep in the French countryside.

You'll be warmly welcomed at our American headquarters located in the historic Mount Vernon Monument district of old Baltimore in a richly restored brownstone mansion. Visit with Julia Guth, the club's executive director; Porter Stansberry, my associate and the "new technology expert" of our research group; Chris Matthai, the club's VIP Services manager, who'll go out of his way to answer any questions you may have; and James Boxley Cooke, our esteemed honorary chairman. Any of us will be happy to sit down with you in the richly decorated, oak-encased Members Room amid portraits of the club's founding fathers, pour a sip of brandy, light up a fine cigar and discuss the issues of the day.

FROM DR. JEAN H., A FAMILY PRACTITIONER FROM SAN DIEGO:

"I like the family feeling, the constant friendliness, the honesty, the investment information that is invaluable. When I receive a call from someone who says he is an Oxford Club member, I feel a kinship with him. I will listen to what he has to say."

As an *Oxford Club* member, you're always welcome...

...or we'll come to you!

If you can't make it to any of our club headquarters, chances are excellent, we'll still have an opportunity to meet. That's because *The Oxford Club* holds regular chapter meetings in major cities around the country where area members are invited to hear money experts and asset protection specialists speak on important wealth issues. (Attendance is free, by the way, for any member in good standing.) Last year alone, we brought our chapter meetings to over 70 cities in the US and Canada, discussing everything from the latest "hot stock" opportunity to more sophisticated wealth preservation techniques.

But there's more.

Join us as we celebrate each successful year

As a member of *The Oxford Club*, you are welcome to attend our Annual Investment Symposium and Gala. This is our year-end party where we invite top money experts to join us for three days of "insider" information on the latest stock opportunities, investing secrets of the ultra-wealthy, and the newest information on financial privacy and wealth protection.

The event culminates with an elegant black-tie dinner and dance gala the final evening of the symposium. It is here we celebrate the year's successes by treating ourselves to exquisite cuisine prepared by master chefs from only the best five-star resorts. Past Galas have been held at the luxurious Breakers Resort in Palm Beach, Windsor Court Hotel in New Orleans, the Broadmoor Hotel in Colorado Springs, The Palace in San Francisco — and in

2000 join us at the Four Seasons in Las Vegas!

But that's not all...

There are the many events the club sponsors throughout the year — like our Global Wealth Cruises where we combine a little business with pleasure — and uncover investment opportunities while cruising St. Maarten, St. Thomas, and Princess Cay Island...

...our "summer schools" to Oxford University in England and Annapolis, Maryland where we hold intensive sessions on the serious matters of financial and personal privacy, wealth protection and tax planning strategies...

...or our many wealth-seeking excursions, where we travel to exciting parts of the world such as South Africa, the South Pacific or South America in search of fun and wealth-building opportunities...

There's even a way for you to connect with fellow members should you require certain products, information, financing or expertise. And vice versa. If you have something other members may need, we'll happily arrange for those interested to contact you directly. With over 40,000 very affluent, very successful members around the world, the *Oxford Club* is a very busy mini-marketplace, with members routinely hooking up with each other to do business or partner up in various ventures.

RIC A. NOORT,
THE NETHERLANDS
JANUARY 20, 1999

"I have been an Investment Advisor for over ten years now and I regard your Oxford Club Communiqué — unlike many other Newsletters and Magazines I regret to say — as a 'MUST READ' for every investor. Your editors, however, seem to have the ability to put a wide range of financial topics on paper which are easy to read and understand for everybody, yet do not lack details."

We've even established an *Oxford Club* scholarship fund especially for *Oxford Club* members and their immediate families, which we award twice each year to the student who best exemplifies the ideals and ethics of the club!

Quite frankly, there's no organization in the world like *The Oxford Club*...

No organization so committed to your success...and certainly no organization in the world that has such a long history of producing grand profits year after year like *The Oxford Club.*

And we keep getting stronger, as our success in 1999 has proven...

An organization with the resources at hand to have a very profound effect on your wealth

Had you been with us from the beginning of this year, the impact we would have had on your wealth would be nothing short of remarkable.

Lets suppose, for example, you began with a $50,000 portfolio and invested the bulk of it — say, $30,000 — into a basket of our safest recommendations (A few ultra-secure country

funds, some government bonds and some of our favorite blue chip stocks) where you earned a "conservative" 18%...

Then suppose you took $10,000 and invested it with our three most highly recommended companies — NextLink, JDS Uniphase and Adobe. That $10,000 would have quickly swollen to over $23,000.

Finally, you invest your remaining $10,000 into a mixture of our "defensive-aggressive" recommendations — our strangle play on the eurodollar that returned 240%, our covered call positions that returned 12% to 24% in a matter of weeks, and our turtle funds, which have average 36% gains in solid bull markets like the one we've been in. Assuming you invested in each of these equally, this $10,000 portion of your portfolio would have quickly climbed to $17,855!

All totaled, your $50,000 portfolio might have turned into $76,225.

That's an astonishing 52.5% gain!

"Impossible" profits...

Any professional stock advisor would tell you that 52% average annual gains are impossible to achieve. And they'd be right. Even in the greatest bull market in history, it's virtually impossible for the average stock investor to "double the market" year after year.

But when you employ a defensive strategy that protects you from losses — and you "follow the wealth" by using certain investment strategies that exploit current market conditions — suddenly those kinds of gains are not altogether impossible.

Can we consistently deliver better than 50% gains year after year? That would be a silly promise for us to make. No one can guarantee any level of profits — and would be lying if they said they could.

But let's say for a moment you don't do quite as well as that. Instead, suppose you earn the profits Mr. Henry's turtle fund has averaged over the last 15 years.

At 36% returns every year, $50,000 would turn into...

$125,772 in 3 years

$232,629 in 5 years

$430,271 in 7 years

$795,829 in 9 years

$2,001,874 in 12 years.

Remarkable isn't it? $50,000 turns into over $2 million in less than 12 years using very conservative investments, with very little added risk or extra effort. All you did was make a slight change in your investment strategy that lets you boost your returns, reduce your

downside risk and lets you "follow the profits" wherever they may be.

That's an example of how *The Oxford Club* can make a profound difference in your life. By giving you the tools, the knowledge, the resources, and the expertise to profit in any situation — from the day you join and for the rest of your life.

CHARLES C.,
FT. MYERS, FLORIDA

"I'm no longer investing... just spending! You are partly responsible for myassets and my ability to retire comfortably. Thank you for your recommendations."

Let me tell you some of what you'll get when you become a member...

- **The *Communiqué*.** Our privately circulated twice-monthly *Communiqué* — the official record of the club's research, opinion, and recommendations. This is where you'll discover where the wealth-building opportunity is. Every two weeks you'll get information on important investment strategies along with insights into what's happening behind the scenes that could effect your retirement, your privacy, and taxes. But perhaps the most important (and profitable) reading you'll do will be found on the "What To Do With Your Money Today" page. This is where we detail in clear and concise terms all new and current recommendations — and tell you of any changes to our portfolio allocations. It's the heart and soul of your *Oxford Club* membership — and your link to the kind of grand profits I've told you about in this letter. And if you can't be home to get your *Communiqué*, it's available on-line to all members.

- **24 hour a day hotline.** Access to the club's website and telephone hotline 24 hours a day. Perhaps the most valuable phone number you will ever know. Here, you'll get real time updates on our recommendations...learn about fast-developing and fast-moving opportunities our research team has uncovered — opportunities that simply can't wait for the next *Communiqué*. You'll learn about market developments you need to be aware of...fast-breaking opportunities in metals, currencies, small-caps and resource sector stocks...and more. Members have made so much money using this hotline that some I've spoken with now refer to it as "the money line"!

- **Access to Experts in Every Field.** Need a tax-deferral expert? Someone who can help you set up an offshore bank account or design a privacy strategy for you? Interested in buying precious metals and want to know the safest and most secure way to do it? Want to know the best and the cheapest ways to buy stocks online? Want to know which insurance companies have the best ratings? How to set up a trust? How best to sell your business? Or do you just want more details on the latest *Oxford Club* recommendation? Virtually any question you have about money, wealth, privacy, and investing can be answered by contacting our Members Liaison group. If they don't know the answer immediately, you better believe they won't rest until they've put you in touch with someone who does. It's like having your own team of financial experts a mere phone call away!

- **Financial services at huge discounts.** Many of the trades *The Oxford Club* recommends can be traded through an on-line broker for as little as $8 a trade. But with others — like the Eurodollar strangle — it pays to have a broker with some expertise. And as an experienced trader, you know expert personal brokerage services can be very expensive. Well, not any more. As an *Oxford Club* member, we'll put you in touch with some of the top brokers in the country — many of them fellow members — who have agreed to extend *Oxford Club* members the same personal services discounts they reserve for only their best multi-million dollar accounts. Another advantage: These brokers understand what the club is all about — and know the trades we're recommending intimately. So there's no chance they'll "botch" your trade, or take unnecessary risks with your money.

- **White Paper Reports.** Don't be surprised if a document from the *Oxford Club* arrives unexpectedly at your doorstep. White Paper Reports can arrive anytime, fresh from our research department and hot off the presses. Bottom line, if there's something brewing, a development underway, a new discovery that will affect your wealth, your privacy, your security, in any way — we make it our duty to tell you about it. In the past, we've produced White Paper reports on little known investment strategies (like turtle funds and managed futures), new tax loopholes both at home and overseas, where to get the highest safe, guaranteed yield, as well as newly discovered companies in exciting industries that hold huge profit potential. Although White Papers aren't produced on a fixed schedule, you can expect to receive 3 to 6 of these valuable briefings a year.

D. WILLIAMS
CALIFORNIA
AUGUST 23, 1999

"Thank God that there are people like yourself, and the Oxford Club who too, feel that good, honest, hardworking people have a right to keep their privacy."

- **Members Exchange Services.** Want to connect with perhaps the most affluent, most successful group of men and women ever assembled? Then you'll want to take full advantage of the club's Member's Exchange. Along with your twice-monthly *Communiqué* , you'll receive a bulletin of personal advertisements from other members. It's not your typical "classified," however. Perhaps a member in Vail has a ski chalet he's not using for a week and he'd like to see a fellow *Oxford Club* member enjoy it at the lowest possible price. Or a gentleman who has just developed a new product is looking for equity partners...or an avid collector of fine art is looking to expand his collection. Many members have told me they look forward to discovering what unique items, services, and opportunities are available in each issue as much as they enjoy reading the *Communiqué*! No wonder. *Oxford Club* members are an educated and well-traveled bunch with varying hobbies and interests. You never know what you're going to come across week-to-week.

- **Global Investment Expeditions.** Perhaps no group is as adventurous as *Oxford Club* members. That's why our Investment Expeditions are among the most popular benefits of membership. Recent expeditions have taken us to the Far East, New

Zealand, South Africa, and South America, where we've made invaluable connections with leaders of industry, entrepreneurs, and heads of state of some of the most exciting emerging markets in the world. It's an eye-opening experience to be sure, and rarely do we return home without an opportunity of some kind — whether it be an ocean front investment property at a rock bottom price, valuable collectibles you can't find at home, or a basement floor opportunity on some exciting new overseas investment. (One member was so impressed with a company we visited in Hong Kong that she called her broker from the company's headquarters. When she arrived home, she discovered the stock had tripled!) Don't worry if you can't join us for every excursion. We'll tell you everything we discover on our travels, and give you every opportunity to profit.

- **Annual Investment Symposium and Gala.** Every year, The Oxford Club hosts a "Global Investment Symposium and Gala", where hundreds of members gather for fraternity, wealth-planning strategies, and financial recommendations. It's an excellent opportunity to network with other members and meet with our recommended tax-planning, wealth-building, and wealth-protection experts. Black-tie is optional at this official new member welcome party. Every year, this event gets better and better. One can only guess what Conference Director Michael Whetstine has in store this time around.

- **Free Members-Only Local Chapter Meetings.** Last year the club sponsored 72 local chapter meetings in towns as geographically diverse as San Diego, Vancouver and Miami. It's our way of bringing the club's many benefits to you. Hosted by Stephen W. Seal, these events give you a chance to meet other club members and form investment alliances, hear ideas and advice from our investment and asset protection experts, and learn about the club's many benefits and new programs. At every chapter meeting, friends are made and business is negotiated. It's not uncommon, for example, to meet bankers who are looking for a place to invest money, businessmen looking for partners, marketers looking for inventions to sell, even members looking for travel partners. Stephen has estimated that every year more than $10 million of business takes place privately at our chapter meetings.

There are so many other benefits I could mention, far too many to name in this letter. You'll learn about them all, however, in the Member Welcome Package you'll get the instant you join.

In it, you'll find details on how to take full advantage of all the club's resources, your first issue of the *Communiqué*, your special hotline number and pass code, personalized membership card, and more.

Of course, you'll also find your very special private briefing ***Turtle Funds — The World's Best Investment...By Far,*** which holds everything you need to take advantage of what is perhaps the most profitable investment on earth.

In fact, your membership entitles you to an entire library of special briefings on

everything from securing a luxurious retirement to protecting your hard-earned wealth to ensuring you're never the victim of excessive taxation or unwanted litigation.

More on those in a moment.

But first, you may be thinking that with all these benefits, all this access to private information, all this potential to accumulate substantial wealth, membership in *The Oxford Club* must come at a high price.

After all, what is it worth for you to discover an ultra safe investment strategy that can result in 36% profits *at least* for the rest of your life (and boost your portfolio when stocks fall).

FROM HARRY G., A RETIRED ENGINEER FROM CHAMPAIGN, ILLINOIS:

"As a new member, I received my first mailing a few days ago, and to say I was impressed is a gross understatement. I read the material with great gusto; my decision to join The Oxford Club is probably one of the best decisions of my life; I only wish I'd had this opportunity as a younger man."

What's it worth to be among the first to know about new technologies that are quite literally changing the world? (The ones we discovered this year alone would have practically tripled your money in about 10 months!)

What's it worth to be welcomed into a fellowship with the people, resources, and expertise to help you achieve virtually any financial goal — greater profits, less tax exposure, more privacy, safer wealth — just a phone call away?

The answer is simple: whatever you can possibly afford to pay! I've met members at various events who have told me they'd happily pay $5,000 for what they get from the club!

However, the annual dues to join *The Oxford Club* are not $5,000. They're not even $1,000. In fact, the regular cost for a one-year membership is only $250. A fair price to be sure.

But, if you RSVP to this invitation immediately, the board of governors has agreed to extend to you a full one-year membership for ***only $149.***

That's a ridiculously low price, I admit. But there's a reason for it.

We want membership to be a "simple" decision for you

As I explained to you before, *The Oxford Club* is only strong as its members. We're far more interested in attracting worthy people like you into our ranks than we are in charging the full value of membership. We've also found that by making membership a simple decision for you — and then by gaining your trust and loyalty once we introduce to you concrete methods of increasing your wealth — you're more likely to contribute as so many other members have.

By that I mean, anytime you come upon a piece of news or information that you feel could be beneficial to all of us, it's our hope you'll let us know about it. It doesn't have to be big news. Or happen often. In fact, it doesn't have to happen at all. But when and if it

does we'd like to hear about it. And if it sounds interesting and proves out, we'd like your permission to pass it on to other members.

That, after all, is how the club has grown and succeeded over the years.

Admittedly though, some people don't like to share information. They don't see the value of a large, influential group of successful people working to benefit each other. They'd rather fight the battle alone. And let the chips fall where they may.

The Oxford Club is not for those people.

But if you're someone who appreciates the rewards a fellowship such as ours can bring to you, then we'd be happy to have you join us at the very special "new member" rate we've reserved for you.

Once we receive your membership acceptance form we'll assemble your welcome package and rush it to you by priority mail. It will contain a personal letter from our chairman welcoming you into our fold. You'll get a complete preview of all the club's activities, all publications, special services, telephone hotlines, financial reports, asset-protection programs, economic briefings, and more.

OWEN MOUSEAU
HOBOKEN, NEW JERSEY

"Because of The Oxford Club's offer to members... our company is now poised to go public with an IPO...And we raised over $200,000 in seed capital in less than one week, most of which came from Oxford Club members!"

Also included in your "Welcome Package"...

You'll get your first set of members-only reports and White Papers from our wealth library, including ***Turtle Funds — The World's Best Investment...By Far.*** If you've ever wondered how the rich are able to get richer, seemingly in any market conditions, you need to read this report. Remember, Turtle funds have averaged over 32% year in, year out for the past 17 years — through good times and through bad. Yet the average investor has probably never heard of them. Here's your chance to know what only the richest, most successful investors know — and begin investing in turtle funds with as little as $5,000 to start.

You'll also get two of our most popular White Paper reports: ***Fortress of Wealth: How to Protect What's Rightfully Yours*** and ***Reclaim Your Right to Privacy.*** Members are forever telling us that these two reports are among the most valuable information they've ever received. After all, it doesn't do much good to build wealth if you're vulnerable to a frivolous lawsuit, investment scam, or excessive taxation. In ***Fortress of Wealth*** you'll learn everything you need to know to protect yourself quickly and easily from the "cash vultures" that are forever lurking in the shadows. For example, how to open a "safe-haven" bank account; how to set up a foreign trust and buy overseas securities and assets that are out of reach to anyone but yourself; how to move money quietly but legally across borders; how to set up a domestic family limited partnership (or liability company) — two of the most powerful tools available today to protect you and your family from absurd lawsuits and over-taxation.

Meanwhile, in ***Reclaim Your Right to Privacy*** you'll learn how to organize your

wealth in such a way that it's impervious to outside attacks — yet entirely accessible to you anytime you need it.

You'll also receive ***How to Rack Up Profits With Exotic Investments.*** This report is chock full of "less than conventional" investments that most investors never hear about yet are the quietly cherished secrets of the very wealthy. For instance, you'll learn how the pros use options to boost their profits and protect their investments — with none of the risk ordinary investors associate with options. You'll learn about "strangle" strategies, like the one we recently used to earn fast 250% gains on the Eurodollar. (Even though we'll tell you precisely how to execute the trade in your bi-monthly *Communiqué* the next time an opportunity arises, we feel knowing exactly how they work will make you a better investor.) You'll learn how to make a safe and easy 15% to 40% profit helping the terminally ill enjoy their remaining days; how to make big profits from tiny treasures; how to find a silver lining in bankruptcies; and much, much more.

That's not all. We'll rush you the very special ***Three Best Stock Picks for the Year 2000.*** The first company is a sure-winner that makes Internet user friendly software. The company already has 55 million customers and has a very unique marketing strategy it uses to stay ahead of its competition. Find out all about it, including why it's destined for money-tripling products early into the next century. Plus, discover two more companies: a French telecommunications Internet company that's poised to cash in on the coming surge in European Internet use, and an "opportunity in the waiting" to cash in on the inevitable "dollarization" of Mexico (it'll happen faster than you think and this company — currently trading at 1.5 book value will explode when it does.)

And there's one other special briefing we'll send to you. It's called ***The Next Amazon.com — Giant Profits from Asia's Coming Internet Boom.*** Included in this report is all the information you need to profit from the virtually unknown company with the Amazon.com profit potential I mentioned earlier.

If you've missed out on all the huge profits in the Internet sector, here's your second chance.

The next great internet opportunity: bigger than Amazon.com

This company is well outside of the U.S. investor mainstream — which means there's plenty of profit opportunity. In fact, we have good reason to believe it has <u>better</u> profit potential than Amazon.com, the company that had you invested $10,000 in it roughly one year ago, would have put just over $2 million in your pocket.

It's the main link between the global Internet and the rest of Asia's telecommunications infrastructure — Cisco's "gold label" partner for telecom for all of Asia.

Here's your opportunity. The Internet in Asia is still at ground zero. The opportunity for massive profits is still wide open. According to Goldman Sachs, the number of Internet users in Southeast Asia alone is expected to increase by 40% a year for the next five years. To

capitalize on this boom just about every major company in the world is about to set up serious Internet presence in Asia. They'll choose *this company* as their one-stop shop to do it.

It's the brains behind the Asian Internet

Why? Because this company is the brains behind the Internet in Asia. It has already set up the critical computer and telecom networks in Asia for some of the most powerful financial companies in the world: Citibank, American Express, J.P. Morgan, Morgan Stanley and others. But the financial industry is only a small part of this company's business. It was the first major player in Asia to figure out that in the future, data traffic would be more important than voice data. And they invested wisely, securing all of the key data communications routes throughout Asia.

As a result, government-run phone monopolies and private companies — British Telecom, Hong Kong Telecom, MCI, EDS, Singapore Telecom, and Sprint among them — are lining up for this company's business.

Something else to consider. This company's loaded with the brightest engineers in the business, thanks to a very generous stock option plan (a rarity in Asia) and the promise of high-level, challenging projects. By far the experts in Internet telephony, this company can command top dollar for its services. As a result, this 20-year old company has 10 years of growth and profits, with no debt and all sorts of cash on hand.

And, oh yes, earnings have been growing at a rate of 40% per year!

Buy it before it shows up on the Nasdaq

Two other factors make this company a "can't miss" Internet success. Since the company has no regional competition, it's an ideal candidate to be bought out by someone like Cisco Systems as the Asian link to the Internet. Also, once the company gets listed on NASDAQ, North American investors will wake up to this sleeping giant, see the potential, and drive the price sky high.

But you can own it now. It's the kind of stock you can pick up today on the cheap and wake up a few years from now to find a $10,000 investment has suddenly become $1 million or more.

MARY ANNE GRAY
JUNE 17, 1999

"I am new at investing and currently following your recommendations. I appreciate the professionalism and well-researched advice and feel I have found the group that I can trust and identify with after trying many others. Well done!"

And all the details you need to know about this company, including how you can buy it, for how much and how high we're expecting it to go over the next two, five and 10 years can be found in ***The Next Amazon.com — Giant Profits from Asia's Coming Internet Boom.***

The instant you RSVP, I'll see to it that this report is one of five special briefings you'll find in your new member welcome package. In fact, this is probably the only way to ensure that you're one of the very first to discover this company. But it won't be long until the rest

of the investment world catches on to this sleeping giant.

This is a rare and remarkable opportunity

Right now, you have a remarkable opportunity before you.

You have an opportunity to align yourself with an organization with a history of outstanding profits.

You have an opportunity to be introduced to unique trading strategies that can boost your profits substantially — to the point where you can safely and easily double your wealth every two years or less...turn a $50,000 into over $1 million in less than 7 years...and make you a *multi-millionaire* by the time you're ready to retire.

You have an opportunity to learn about the new-age companies with innovative technologies that'll change the world, companies whose stock can multiply 10-fold in a matter of a few years. (Remember, one company we recommended this year has already tripled in price...and the Asian Internet company you'll learn about has the potential to make back 50 times your initial investment!)

You'll learn how to secure your stock market gains with investments that are not tied to the stock market — like managed turtle funds, where you can earn safe 32% to 36% in good markets and watch your money double and triple when the markets go bad. Talk about the ultimate hedge against an over-valued stock market!

You'll also learn ways to defend your wealth in the same way the world's very rich defend theirs — so no government can confiscate it; so it's invisible to greedy lawyers and other litigious types; so you're paying the bare minimum of tax the law allows.

You'll also learn how to protect yourself in an increasingly "open" world, where hackers can gain access to your most personal information through your home computer or, worse, someone else's computer, with just a few simple keystrokes.

In other words, you now have an opportunity to align yourself with highly successful, intelligent, motivated and well-connected investors like yourself — investors who understand and appreciate the concept of working together as one.

Truly, *The Oxford Club* is like no other organization on earth.

I urge you to act quickly. Our most exciting opportunities are ahead — including the Asian Internet company you'll learn about — along with about a dozen more companies set to change the world and deliver big profits to those investors in on the basement floor.

And, of course, no serious investor should ever miss out on the safe and steady money-making power of Turtle Funds — perhaps the most powerful of all the secret wealth-building weapons of the very rich.

All you need to do to join us is fill out the "New Member" acceptance form I've included for you in this letter and mail or fax it to us with your $149 payment. You'll get your

welcome package, all the special reports I've talked about, 12 twice-monthly issues of the *Communiqué* and complete access to our 'members only' Internet site.

I look forward to welcoming you to our unique private fellowship — and hearing from you first hand how you have profited as have so many of your fellow members before you.

Sincerely,

Steve Sjuggerud
Investment Director,
The Oxford Club

P.S. There's another special briefing I'll include in your welcome package if you respond to this invitation in the next 10 days. It's an invaluable resource which details a very important strategy virtually every truly successful long-term investor uses. Finding truly good profit opportunities is only half the battle when it comes to wealth acceleration. Equally important is knowing how and when to call it quits if things don't turn out as well as expected. We have a fool-proof strategy that's been proven time and time again to maximize your overall return. And you'll find out about this little secret in our special report called ***Never Lose Your Shirt in Another Stock.*** A proven strategy for ensuring your winners ride and any losses are cut to a bare minimum. With this strategy in place, you'll never lose another night's sleep over your investments again...and it's such a simple, powerful secret you'll wonder why every investor doesn't use it every time they trade!

One other note...

Your satisfaction is guaranteed

Although few ever use it, our club does have a policy in place where if you decide at any time *The Oxford Club* is not for you, you simply send us a note of resignation and we'll refund every cent of the unused months remaining on your membership. And you may keep all the materials we've sent you to date.

So you see, membership in *The Oxford Club* can not only be yours at a very special preferred rate, it can be yours with absolutely no risk as well!

There is so much more to share with you. I look forward to your joining us!

W. Retail

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- SAY YES TO WEALTH!/4 Cassette Program by Foster Hibbard — Retail Value: $55.00

PLUS EXTRA BONUS: STRESS MIS-MANAGEMENT/2 Cassette Program by famous Coach Bill Foster — Retail Value: $29.95

TOTAL VALUE: $203.90

YOUR TOTAL COST - JUST $69.00

Offer #SVS-2: for the Manager or Executive

- WINNING THE TIME WARS/6 Cassette Program with Workbook by Michael Aun — Retail Value: $79.00
- COMMUNICATE YOUR WAY TO SUCCESS/8 Cassette Program by Nido Qubein — Retail Value: $89.00
- MOTIVATION DYNAMICS/6 Cassette Program by Foster Hibbard — Retail Value: $79.00

PLUS EXTRA BONUS: MANAGING YOURSELF/MANAGING OTHERS Single Cassette by Dan S. Kennedy — Retail Value: $12.95

AND EXTRA BONUS:
STRESS MIS-MANAGEMENT/2 Cassette Program by Coach Bill Foster — Retail Value: $29.95

TOTAL VALUE: $289.90

YOUR TOTAL COST - JUST $69.00

Offer#SVS-3: PERSONAL DEVELOPMENT AND GROWTH includes:

- SUCCESS STRATEGIES/8 Cassette Program by Bill Brooks — Retail Value: $89.00
- BEATING THE ODDS/4 Cassette Program by Michael Aun — Retail Value: $65.00
- ART OF TOTAL LIVING/8 Cassette Program by Foster Hibbard — Retail Value: $99.00

PLUS EXTRA BONUS: STRESS MIS-MANAGEMENT/2 Cassette Program — Retail Value: $29.95

YOUR TOTAL COST - JUST $69.00 — TOTAL VALUE: $282.95

p 1 (299)

Dan S. Kennedy

Here are 2 Checks to spend on any of the Cassette Programs presented in the enclosed new brochures . . . .

Additional FREE GIFT — see other side

No. 1

EMPIRE CASSETTE CORPORATION

Redeemable as a DISCOUNT On Any Program

PRESENTED IN THE ENCLOSED NEW BROCHURES

DISCOUNT OF ***Twenty-Five*** ---------- $25.00

PURCHASE ANY ONE PROGRAM AND USE THIS CHECK FOR $25.00 TOWARD THE PURCHASE

Dan S. Kennedy

No. 2

EMPIRE CASSETTE CORPORATION

Redeemable as a DISCOUNT On Any Program

PRESENTED IN THE ENCLOSED NEW BROCHURES

DISCOUNT OF ***Thirty-Five*** ---------- $35.00

PURCHASE TWO PROGRAMS — USE CHECK #1 FOR $25.00 TOWARD ONE PROGRAM; USE THIS CHECK #2 FOR $35.00 TOWARD THE SECOND PROGRAM

TOTAL SAVINGS: $60.00

Dan S. Kennedy

Dear Customer:

To celebrate our new "corporate identity" *(as Empire Cassette Corporation, replacing General)* and our new brochures, we're handing you these two checks — **a total savings of $60.00!**

Look through the enclosed new brochures; select one or two Cassette Learning Programs; and send in **or call in** your order today!

And, let me call your attention to just a few of the Programs featured in the enclosed brochures....

p 4 (300)

...in the SALES AND MARKETING BROCHURE, you'll find Mr. Joel Beck's new Program on *Telephone Prospecting And Marketing*, and my 2 Programs: *Successful Marketing Strategies For Any Business* and *Direct Marketing Strategies For Any Business.* With these 3 Programs in your hands, you'll have everything you need to create and implement a complete, step-by-step Marketing Campaign for your business --- to acquire lots of new customers or clients *and* to do more business with your present customers or clients. Together, these Programs equal 2 days' consulting with Mr. Beck and myself on super-successful marketing methods!!! In the BUSINESS BROCHURE, my Program: *How To Get The Money You Need For Any Business Venture* can provide you with the resources you need to start, buy or expand a business! (This is the Program that was featured on the *Creating Personal Wealth TV-Show).* In the SUCCESS BROCHURE, take special note of Jack Canfield's *Self-Esteem Tapes* ---- the most powerful Program 100% devoted to strengthening self-esteem ever developed! Also enclosed is a complete brochure on Foster Hibbard's Programs..... a complete brochure on Programs for people in Multi-Level Marketing..... and there are many other great selections to choose from. And,

with ANY purchase
of ANY multi-cassette Program, you receive
your choice of a
FREE 35-MM CAMERA
or a
FREE 110-CAMERA
WITH BUILT-IN FLASH!

The 35-MM CAMERA uses slide or print film, is remarkably easy to use, has built-in focus, comes with lens cap and strap, and a 5-Year Warranty. Or: the 110-Camera features a fixed focus lens, easy rear loading, one-button operation, and a 5-Year Warranty. Choose for yourself or, if you already have cameras you're satisfied with, one of these cameras will make a great gift for someone on your Christmas list. (This FREE CAMERA OFFER expires in 15 days - please act immediately!)

Select one or two of these great Cassette Learning Programs that will help you achieve greater personal and professional success --- and gift yourself with a great Camera while you're at it!

Dan S. Kennedy
President
EMPIRE CASSETTE CORPORATION

PS: You can help others while helping yourself: a portion of the proceeds from all the sales made via this special mailing is being set aside in a designated reserve account, ultimately to be donated and used to fund a new non-profit foundation that will place Self-Improvement Book And Cassette Libraries in prisons and in high schools throughout the country. When you select a Cassette Program from this mailing, you'll gain valuable information, ideas and inspiration; you'll receive your Free Camera; and you'll be helping others by helping us fund this important new project. (If you'd like an informative brochure about the planned Foundation, just let us know.)

SPECIAL NOTE: THERE'S AN EXTRA FREE BONUS FOR THE FIRST 500 WHO RESPOND. SEE SEPARATE ENCLOSED SHEET.

CATALOG

(301)

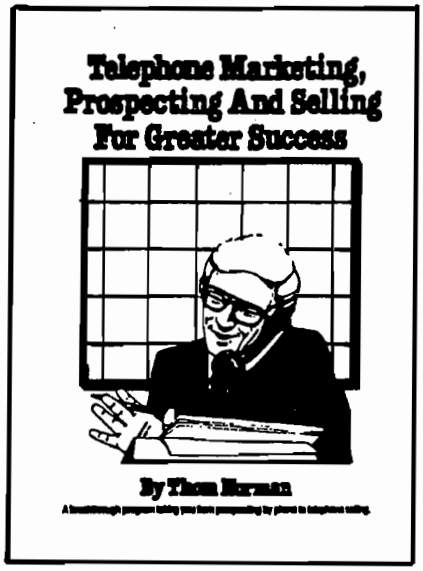
NEW — IN 1982!

Chiropractors Are Growing Rich in the 80's

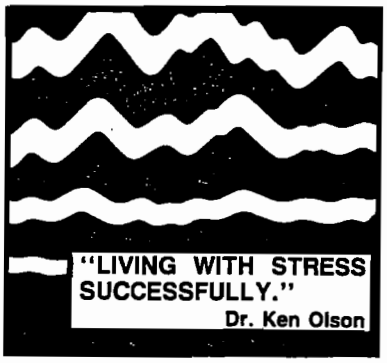
by
Rodney Tolleson

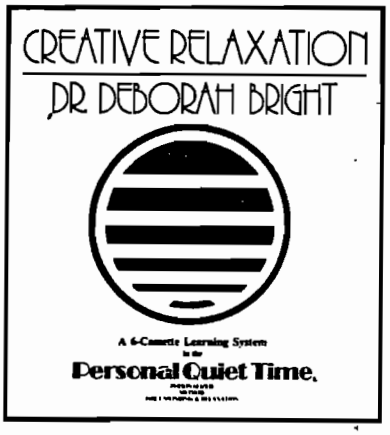
OUR NUMBER-ONE BESTSELLING ALBUM 3 YEARS IN A ROW!!

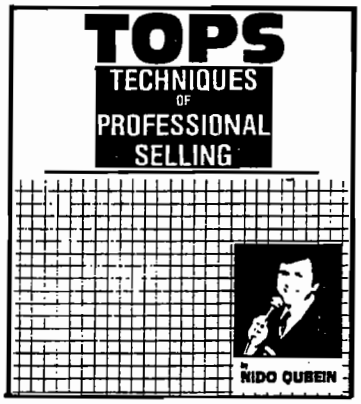
OUR BEST-SELLING CASSETTE PROGRAM FOR THE MEDICAL PROFESSION IN 1982 AND 1983.



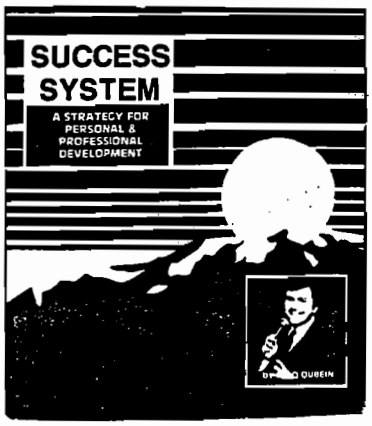
TWO PROGRAMS DEALING WITH STRESS
BY THE MOST RESPECTED SPEAKERS ON THE SUBJECT





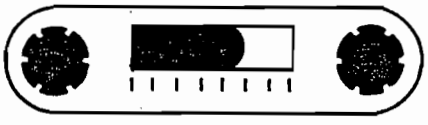


NEW — IN 1983 — COMPREHENSIVE APPROACH TO TRULY PROFESSIONAL SELLING



BUSINESS • SALES • SELF-IMPROVEMENT

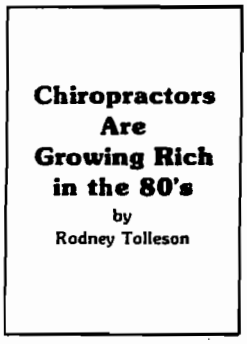
CASSETTE LEARNING PROGRAMS



RECOMMENDED FOR

CHIROPRACTORS

MOTIVATION SUCCESS SELF-IMPROVEMENT



8 Cassettess — $89.00

The best personal development and motivation album recorded specifically for chiropractic professionals by Mr. Rodney Tolleson, nationally respected practice management consultant. Includes ideas on overcoming discouragement, motivating yourself and others, selling, solving money problems, and using the "Laws of Success." Mr. Tolleson works with hundreds of doctors as a business and financial consultant. He is also a popular motivational speaker, and has shared the platform with Dr. Robert Schuller, Dr. Mark Victor Hansen and Charles "Tremendous" Jones.

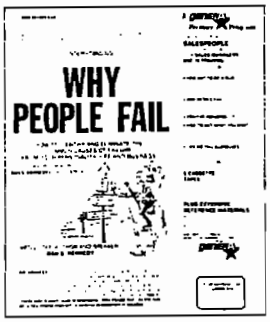
SUCCESS SYSTEM is a comprehensive program of 16 different sessions aimed at both personal and professional skills improvement, including some of the hottest, newest, topics including stress, burn-out and negotiating skills. These 16 segments feature practical, direct-to-the-point ideas you can put into use immediately for improvements in your personal life and your career.

8 Cassettes — $89.00

6 Cassettes — $60.00

DR. CHARLES JARVIS is regarded in the speaking profession as America's #1 Humorous Speaker, and has been selected numerous times to conduct "humor workshops" for the members of the National Speakers Association. In this 4-Cassette Album, you'll hear Charles Jarvis "Live" and at his very best.

Humor and motivation go together to help you relax, enjoy and succeed!!



6 Cassettes - $85.00

This is a generic personal development program helpful to people in all careers or businesses. It includes **"HOW NOT TO BE A ROBOT":** a 4-step system for self-image goal-setting and modification, based on the **"Psycho-Cybernetics"** principles of Dr. Maxwell Maltz... **"Positive Abnormality":** a powerful motivational speech on success attitudes and habits... **"Why People Fail To Get Other People To Do Things"** (on managing yourself and managing others)...and much more. This 6 Cassette Album combines instructional segments, and an interview segment to provide a thoroughly enjoyable, interest-holding listening experience.

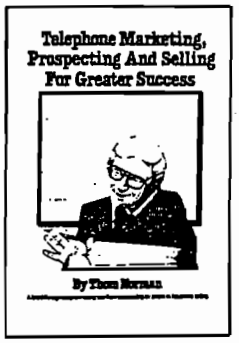
OFFICE PRACTICES SALES

4 Cassettes — $39.50

EFFECTIVE TELEPHONE TECHNIQUES
FOR MEDICAL AND DENTAL RECEPTIONISTS

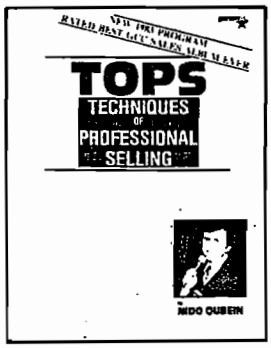
This unique album has been purchased by thousands of dentists, doctors and chiropractors to improve the quality of the critical first impression given to patients by their receptionists. The creators of this program are Naomi Rhode, of Semantodontics — a well-known consulting firm in dentistry, and Thom Norman, the most respected telephone skills trainer in the sales industry. Includes training cassettes plus a suction-cup microphone for easily recording phone calls. The receptionist can record her calls and then listen to them to evaluate her progress.

TELEPHONE MARKETING is the number-one training program in America on prospecting and selling by telephone. If you have or would like to develop a telephone soliciting program for new patients and/or use outgoing calls to follow-up on referrals or direct-mail advertising, you must hear this program — and you'll use it often as a reference and staff teaching tool. Its author, THOM NORMAN is the leading expert in telemarketing in the sales industry today.



6 Cassettes with Scripts and Workbook — $75.00

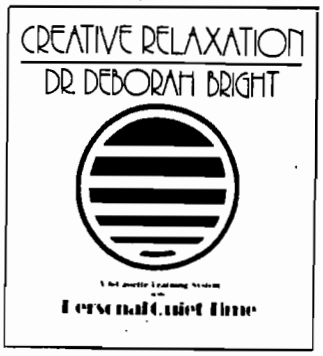
BECAUSE MEDICAL PROFESSIONALS HAVE TO SELL, TOO.



8 Cassettes — $89.00

PROBLEM: Today's customers and clients are more sophisticated than ever before. And today's successful salespeople are more knowledgeable and competitive than ever before. You need a competitive edge of professionalism. **ANSWERS:** proven, practical techniques in 16 vital aspects of selling and building a high income sales career. **TECHNIQUES OF PROFESSIONAL SELLING** is a true "nuts and bolts" seminar-on-cassette, filled with the most current, topical methods used by top salespeople in many different fields. This is a guaranteed income-increaser!!

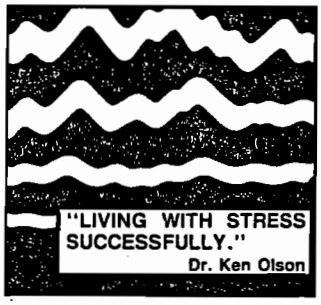
STRESS



DR. DEBORAH BRIGHT conducts Creative Relaxation and other training programs for executives for General Motors, Ford Motor Company, and Merrill Lynch; for police departments, hospital employees and many other groups. She holds an adjunct professorship at Wayne State University, where Creative Relaxation is taught as a graduate and undergraduate course. Dr. Bright also maintains a private practice at Woodland Hills Psychiatric Center. She is also the author of the book, "Creative Relaxation," published by Harcourt Brace Jovanovich.

This album provides techniques, instruction and relaxation music you can use to convert stress into positive energy or quickly eliminate end-of-day tensions. Dr. Deborah Bright teaches Creative Relaxation as a graduate course at Wayne State University and in seminars for clients like Ford, GM and Rockwell.

6 Cassettes — $65.00

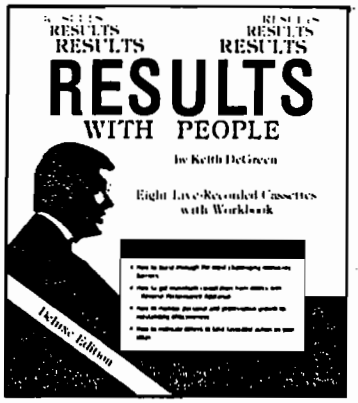


Dr. Olson's presentation on stress management is the most complete we've seen!! Too often people are simply given a means to handle the **effects** of stress. Dr. Olson feels this "after the fact" treatment must be supported with an understanding of what stress really is. His approach is to **change the causes of stress!!** Dr. Olson's approach is simple, human, and practical. Your attention is focused on the causes of your stress, and the changes you can make to "manage stress before it becomes distress." That's how to spell RELIEF!

6 Cassettes — $59.00

THE CASSETTE LEARNING PROGRAMS IN THIS CATALOG feature America's top speakers and trainers, and are professionally produced by General Cassette Corporation, of Phoenix, Arizona, the 13-year old world leader in educational cassette production. All programs are sold on a satisfaction guaranteed basis. Some medical professionals select some of these programs to market to their patients, and arrangements can be made to purchase these programs at wholesale for such re-sale purposes. For information, contact your Authorized General Cassette Distributor or General Cassette Corporation/8350 North 7th Street/Phoenix, AZ 85020.

MANAGEMENT



How to get higher productivity and better attitudes from staff members. Your C.A., your receptionist, your associates can make or break your practice, and you should be continually improving the management skills you need to deal with them. RESULTS WITH PEOPLE is a series of live-recordings by Keith DeGreen, author of "Creating A Success Environment," that provides practical ideas for coaching people to better performance. If you want to excel in managing and motivating others, this program is for you!!

8 Cassettes with Workbook — $95.00

PROSPERITY CONSCIOUSNESS

WHAT'S SO ABOUT SUCCESS AND HAPPINESS is an album of dynamic, humourous live-recordings on "thinking and living first class," by Dr. Barry Markson, a highly successful chiropractor in Arizona.

6 Cassettes — $65.00

NOTE: PURCHASES OF THESE EDUCATIONAL CASSETTE PROGRAMS ARE TAX DEDUCTABLE BUSINESS EXPENSES.

AUTHOR PROFILES

RODNEY W. TOLLESON Author, MANY CHIROPRACTORS WILL GROW RICH IN THE 80'S

Rodney W. Tolleson is a dynamic professional Speaker, Motivator and Humorist who has conducted well over 1,000 seminars and training schools for business and professional groups nationwide. Early in his career, in direct sales, he earned as much as $21,000.00 in a single month and, at age 21, was responsible for supervising and training over 2,000 salespeople. During the years since his incredible successes in professional selling, he has solidly established himself as a knowledgeable, innovative Consultant, talented Speaker and "Prosperity Expert." He is a member of the National Speakers Association and an Associate Member of the Florida Chiropractic Association. The practice management firm with which he's associated is one of the largest and fastest-growing companies of its kind.

DAN S. KENNEDY Author, WHY PEOPLE FAIL

Mr. Kennedy is a popular speaker and seminar leader, co-author of two self-improvement books, and the creator of five cassette programs. He is also a successful corporate executive and consultant. His business interests include two manufacturing corporations, an incentive and award products company, and a consulting practice. Dan first developed a **WHY PEOPLE FAIL** Album specifically for the multi-level marketing industry two years ago, where it has become a consistent bestseller. Now, this generic **WHY PEOPLE FAIL** Album has been produced for people from all types of business and careers interested in replacing obstacles and counterproductive habits with positive attitudes and greater self-confidence.

ORDER FORM

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ (In case there is a question about your order)

☐ **Check Enclosed**

CHARGE MY:
☐ MasterCard ☐ American Express
☐ VISA

Card No. _____ Exp. Date _____

☐ **Chiropractors Are Growing Rich in the 80's** by Rodney Tolleson	$ 89.00
☐ **Success System** by Nido Qubein	89.00
☐ **Techniques of Professional Selling** by Nido Qubein	89.00
☐ **Why People Fail** by Dan S. Kennedy	85.00
☐ **Effective Telephone Techniques** by Thom Norman	39.50
☐ **Telephone Marketing** by Thom Norman	75.00
☐ **Prescription For The Happy Life** by Dr. Charles Jarvis	60.00
☐ **Creative Relaxation** by Dr. Deborah Bright	65.00
☐ **Living With Stress Successfully** by Dr. Ken Olson	59.00
☐ **Results With People** by Keith DeGreen	95.00
☐ **What's So** by Dr. Barry Markson	65.00

TOTAL $_____

SEND ORDER TO:

GENERAL CASSETTE CORPORATION

8350 North 7th Street
Phoenix, AZ 85020

PAST SEM ATTENDEES

(305)

What If There Was A Powerful "Force" You Could Awaken And Unleash In Your Practice That Could Double Your Profits From One Year To The Next? Without Compromising Care or Integrity, Without Requiring Expensive Advertising?

(27)

Dear Whitehall Alumni,

You've attended one or two of my seminars i
certainly hope you benefited at the time. But
about seminars. I do NOT want to "push" another seminar on you.

This is about how you can get "plugged in" to a constant stream of information, ideas, encouragement and support that can really, finally get your practice to work for you instead of the other way around. If you've ever gone home after a hard day at the practice wondering if you were the only one who seemed to be "pulling" on the practice rope you know exactly what I mean. But before we talk how you can change the situation in your practice let me briefly tell you about some of the doctors who have really grabbed onto my Breakthrough 2000 strategies and made them pay big dividends in their practices. You see, this monthly service really is a three-way partnership between me; you, the doctor; and your staff. And these doctors and their staffs more than held up their end of the bargain.

Dr Roy Smith reports...

"Greg Stanley was largely responsible for helping me develop my practice, get out of debt and putting me on the road to financial independence. I now produce and collect one million dollars in my solo practice, working 28 hours a week. I have a 56% overhead and my practice was appraised at over $600,000. I'm debt free and well on my way to financial independence. I enjoy my profession, my staff, my patients and my free time with my family."

Dr.Roger Abbott says...

"Your tapes have really helped me grow my practice...You have opened my eyes more than ever before to the most valuable asset that every doctor has in his or her practice - THE STAFF. My staff and I now read from exactly the same page; and I can't believe how profit-minded we all have become. It's a pleasure to come to work and share in their enthusiasm **The Staff Driven Practice information has changed my life!** Greg, as always, my patients benefit from your guidance most of all. My team delivers just what they want: comfortable, convenient service from a friendly, attentive staff for a fair fee. It's a real WIN-WIN situation, and, with your help, I expect it to keep getting better. Thanks a Million!-wait-make that Two Million - That's next year's goal!"

And we have literally HUNDREDS of doctors reporting very similar, impressive results.

You should be among them

Today's a great day to start. So this letter is very important to you.

The fact is, I'm preparing BREAKTHROUGH 2000 strategies and materials that could easily DOUBLE YOUR PRACTICE PROFITS AT A TIME WHEN MOST DOCTORS AROUND YOU ARE SUFFERING FROM SHRINKING INCOMES & LOW MORALE.

DSK276

That's my Breakthrough 2000 promise.
And here's how it's going to happen.....with.....

306

THE AMAZING POWER OF THE STAFF DRIVEN PRACTICE

Here's a "secret" that's really no secret at all: the success of the practice has at least as much to do with the staff as with the doctors. But going way beyond that, I have actually uncovered a "hidden success factor" in the very top, peak performing, high growth, high profit practices I've very carefully and thoroughly studied this past year - that "hidden success factor" is what I've introduced to you as "the staff driven practice."

If you have felt...

- Resistance to change, to new ideas
- A "sales resistant" attitude in staff members
- Jealousy, resentment or disharmony among staff members
- That whatever growth or positive change occurring in the practice was because you forced it to happen
- A dull, going-through-the-motions attitude
- That you were receiving only "grudging" cooperation
- That you are getting only a small fraction of the patient referrals you should be getting
- That you are personally working too hard to make your living
- That there was a lot of untapped opportunity and potential for having patients opt for elective procedures, but you never had the time to talk with patients and stimulate this activity

Whether these things are omni-present or just occasionally reoccurring...

I am here to tell you that all these "ills" CAN BE TOTALLY AND PERMANENTLY CURED, in a way that is win-win for you, staff and patients...in a way that stimulates in-office harmony, teamwork, even fun...and in a way that automatically produces bottom-line, net profit improvements.

This "hidden success factor" is truly amazing. It turns out that a few doctors, very astute at applying the ideas we have been discussing all year, and very insightful into the psychology of winning with a team in a marketing environment, well, these doctors have done a most unusual and - until you fully understand it - radical and even a bit frightening thing: They have literally gotten out of the way...stopped pushing, started leading...and put the staff in the driver's seat for meeting growth and profit objectives AND created a totally incentivized environment--with the result being a completely different kind of practice.

What I am talking about is a paradigm shift in the way goals are set, tasks are accepted, teamwork is directed, and communication is done

DSK277

between doctor-staff-patients. What I am talking about is a whole new "practice building MODEL".

When The Environment Changes, The Results Automatically Change

A good friend of mine, Dan Kennedy, owns a few racehorses. Do you know what he told me? Two amazing things. First, that a poorly performing horse can be taken out of one trainer's barn and moved to another and with no physical changes in his conditioning, medication, etc., his performance will suddenly and dramatically improve because he "feels better" in the "environment" of that stable – because the people there are happier, more optimistic, and work better as a team. Second, sometimes a poorly performing racehorse can be moved from a track smack in the center of a big city, with traffic noise and polluted air, to a track in a more countrified setting and his performance will instantly improve - because he "likes" that "environment" better.

It turns out that there is such a thing as a "Maximum Success Environment" in just about every business.

And that environment affects your performance, staff performance, even patient performance.

And I have identified what you can do to create such a MAXIMUM SUCCESS ENVIRONMENT so that your practice becomes a STAFF DRIVEN PRACTICE.

Wouldn't you love to have**********

1. Each and every staff member making DIRECT, measurable contributions in creating new business, new referrals, better case acceptance and the acceptance of elective procedures?

2. The ability to see and measure so much added income created by each and every staff member that their salaries became tiny in your eyes, outrageous bargains by comparison?

3. A definite improvement in your bottom-line profitability without your working harder or longer hours to get it?

4. An amazing new "happy spirit" in the office everyday, so that being there was an energizing, invigorating and enjoyable experience?

5. Ideas, innovation, improvements, positive changes, improved communications — things happening WITHOUT you having to make them happen, cajole, force, prod or nag???

6. Eagerness to experiment with good new ideas - gained from our other successful doctors AND their staffs?

****

I hope those things appeal to you - because this is the primary focus of our Breakthrough 2000 program: to create growth, profit and satisfaction from within, so that you carry a whole lot less "burden" for the success of the practice.

By The Way, This Is Doubly Important If You Do Much External Advertising And Marketing

If you DO invest in advertising, direct-mail, consumer shows, etc., then what I have discovered about the awesome power of a staff-driven practice is all the more important.

Why?

Because when you invest in acquiring new patients, you NEED to "plant" them in a "maximum success environment" where they are likely to be "nurtured" to their greatest potential, including that of value, and for referrals. I have discovered the highest "patient values" and highest "referral values" are occurring in the staff-driven practices.

So, with all that said, you have to be chomping at the bit to get started with this very exciting Breakthrough 2000 tape series.

To do everything I need to do: gather data, arrange interviews with peak performing doctors and staffs, plan the production of the materials, I need your commitment to this program NOW.

A GIANT BOX OF GIFTS - AS MY PERSONAL "THANK YOU" FOR SUBSCRIBING EARLY, RIGHT NOW

And I am willing to give you a wonderful collection of "gifts" if you will simply save us the trouble of mailing you additional subscription promotions, having my staff call and so forth. If you will use the enclosed form and take a moment to subscribe right now, I will send you my GIANT GIFT BOX full of "goodies" like...

1. SUPERSTAR INTERVIEWS: I've just interviewed three of the Breakthrough 2000 Member doctors who have achieved the most extraordinary and fascinating results with these strategies. Eavesdrop, hear what they have changed in their practices, how they have done it and how they see the future!

2. My New ACCELERATED WEALTH DYNAMICS GUIDEBOOK This incredible manual reviews the five hidden "Poisonous Patterns" insidiously eating away at the worth of your practice and causing whatever frustration, problems and worries you have blocking your creative responses to external challenges. Reading this manual is like a "bolt of understanding". This book contains vital information on the concepts of "confrontational tolerance" as well as an additional section on wealth accumulation, debt reduction and investment safety. This is your "master guide" to putting it all together, for your own giant breakthrough!

3. My new Report on Evaluating Staff and Superstar Staff Evaluation Forms. Here is a systematic approach to staff evaluation rather than the hit and miss "crisis evaluation" that I see used in too many offices. Use this new special report and staff/doctor

DSK 279

evaluation forms to open up channels of communication in your office for greater efficiency and practice productivity.

4. Whitehall Interview Tape with the Best of Dr. Howard Farran. I have interviewed Dr. Farran as a guest on The Whitehall Tapes numerous times in the past four years. His interviews have always been thought provoking, fast, furious, funny and yes, maybe occasionally just a little bit controversial. Without fail Howard has always presented a new perspective on whatever question or practice related problem I have thrown his way. His interviews are some of the most often requested back-issues of The Whitehall Tapes. We have now compiled the best of the Howard Farran interviews on one tape and will include it in your gift box.

(GIFT BOX provided only to those subscribing by or before the date stamped in red on the enclosed SUBSCRIPTION FORM.)

Also, you will be subscribing at the lower 1997 rate, even though new members joining later in the year will be paying a higher fee. You cannot get (and will not be offered) a lower rate than this one, right now.

Now, here are the details of BREAKTHROUGH 2000, PART 2: HOW TO DOUBLE YOUR PRACTICE PROFITS WITH THE STAFF-DRIVEN PRACTICE:

Option #1: Regular Membership

You will receive one Audio Tape every month - with each month's tape focusing on the nuts-and-bolts, the "hidden success factor", the ways that top performing doctors are using my strategies...person-to-person interviews..."secrets" absolutely unknown to 90% of the profession.

You will receive a Breakthrough 2000 binder. Each month, with your Tape, you will receive reference notes, action steps and other important material to read, use and refer to.

If you renew right now, at Regular Membership Level, you can do so for just $195 (even though we increased the fee for new Members to $260.00 in 1998..)

Option #2: VIP Membership

I would really love to see you "step up" to VIP status. We have a very exciting VIP Program that is absolutely packed with value. As a VIP, you get all the tapes and materials delivered monthly in the Regular Membership PLUS:

1. TWO Telephone Consultation Certificates, each valid for up to 20 minutes of phone consulting with my expert team, notably featuring Bill Godwin. (You know Bill. He has been coaching Whitehall clients for over 10 years.) This is a $200.00 Value.

2. TWELVE Challenge Submissions Forms - you can use these Forms to describe your persistent challenges or frustrations or raise specific questions you need answered. I will personally review these and respond by discussing

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them in the monthly Tapes. This lets you be on "the Board of Directors" making sure we cover the most important topics. *And, as a newly added VIP benefit you can write "Personal Recording" on two of your challenge submission forms and* I will record an answer to your specific question and send the recording back to you. If we attach just 5 minutes of my time to each of these, this is a $540.00 Value.

It is really important that you have and use these, so you are an ACTIVE PARTICIPANT in this monthly dialogue and process -- and go ahead and get your whole staff involved in using them and being ACTIVE PARTICIPANTS in the process too.

3. SPECIAL TEAM TAPES. Every three months you will receive a special "Team Tape" prepared exclusively for the staff. Every member of your team will want to listen to these. I will be guiding them in the doubling of the practice's profits. I will be their coach for you. Although they will definitely be worth more, let's price them at just $30.00 each so a $120.00 Value.

Value Summary:

Regular Membership: 12 Monthly Tapes	$195.00
Consultation Certificates	$200.00
Challenge Submission Process/12 Forms	$540.00
Team Tapes	$120.00
Total Value.....	**$1,055.00**

But the fee is only $395.00. Less than half-price! Less than $33.00 a month for everything. And this year, I am adding yet one more "plus" to this VIP Program: Whitehall coaching, via FOUR e-mail / FAX certificates. Four times during the year, you will be able to e-mail or FAX in questions for a direct e-mail / FAX response to your specific concerns. This will be a time-efficient way we can work together - a bonus worth at least $200.00

And if all that is not enough - well, all of my 1998 BREAKTHROUGH 2000 clients are invited to attend any of my own one-day Financial Freedom seminars FREE, based on availability and advance registration. A schedule of dates and cities is on the last page of this letter.

As Always, I Give You A Zero Risk, Iron-Clad DOUBLE Guarantee:

First, anytime within the first two months, if you feel I am not "performing" and you are not getting outstanding value, you can cancel and request a FULL refund - and you can keep the materials you received during those first two months.

Or, second, once you have gone past the first two months, you still

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get to keep holding my feet to the fire...I MUST produce for you!...because you can cancel at ANY time, and receive a pro-rata refund for unused months.

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Keep Me On The Job, Working For You
For Just 53 Cents A Day

Everyday I work for you. As I talk to the doctors we do on-going consulting with, as I travel and visit with doctors and their staffs at my seminars or in their offices, and as I trade information with top marketing, practice building and management gurus, I am always working for you. Alert for yet another way to use our Breakthrough 2000 strategies successfully. Alert for yet another discovery that can make your life more fun and more profitable. Listening and digging for the "gem" that can make a real difference for you, your staff or your family.

Fortunately, I am recognized and well rewarded for my tireless efforts. Well over 70% of all the doctors who use my services in any one year continue year after year. I am told by experts in the newsletter/tape-a-month field that my renewal rate is higher than just about anybody's. I have no reason to assume that will be any different for the coming year.

But make no mistake: I want to earn and deserve your loyalty. I never take you for granted. I am always open to your suggestions of how I might be of better service. And I really do leave no stone unturned in assembling the very smartest, proven, innovative strategies for enhancing a practice.

You can keep me on the job for 53-cents a day, just a dollar a day for VIP, just by quickly filling out and FAXing back the enclosed Subscription Form. Or by calling us at 1-602-934-2108.

The Breakthrough 2000 Staff Driven Practice series is starting right now, so don't procrastinate. Take care of this now, while it is fresh in your mind - before it gets lost under a pile of papers, forgotten, and you get left out.

Thank you,

Greg Stanley
President
Whitehall Management

P.S. By acting immediately, you get the same lowest rate without increase, my Giant Gift Box, and, of course, my continuing guarantee of satisfaction. You only get the Gift Box when you act before the date stamped in red on the CONTINUATION FORM. Choose VIP, so you can be an active participant every month, and via the e-mail / FAX consulting, and via the seminars.

ESPECIALLY FOR YOUR STAFF

PPS: In 1998, I am inaugurating my new "HALL OF FAME." Only members of BREAKTHROUGH 2000 - PART 2 will be eligible. In September, 1998, your staff will be invited to submit a very detailed account of the strategies you have implemented, actions taken, and results achieved during the year. The five best "success case history reports" will be rewarded WITH CASH: each staff person will receive $100.00 CASH and their doctor will receive the entire 1999 PROGRAM FREE! And the BEST "case history package" submitted will earn each staff person an additional $100.00 IN AMERICAN EXPRESS DINING OUT CERTIFICATES, good at any fine restaurant in the area that accepts the American Express Card.

PPPS: Our profession is still in a dangerous time and place. With HMO's, PPO's, other managed care, it seems there is a virtual conspiracy under way to stop you from getting properly paid for your services. Will a comprehensive plan to "nationalize" health care re-appear before the end of the Clinton administration? Or in a Gore presidency? What new pressures will you face next year? The year after? For 19 years I have been finding and devising practical answers to the challenges that arise to YOUR success, independence and security. I cut way back on my seminar/travel schedule last year AND in 1998, I am again keeping a reduced travel schedule so I can devote the majority of my time to making absolutely certain we deliver what you need now, each and every month. My commitment is to YOU.

1998 WHITEHALL SEMINAR SCHEDULE

With your 1998 BREAKTHROUGH 2000 subscription you can attend one **Financial Freedom Seminar** for ***FREE*** and get a tape fee rebate when you attend a DC Team Training Camp Seminar.

DATE	DAY	CITY	SEMINAR
1/24/98	SAT.	**SAN FRANCISCO**	**FINANCIAL FREEDOM**
2/14/98	SAT.	***Maui, HI***	***ADVANCED***
3/20/98	FRI.	PHOENIX	DC Team Training Camp
3/21/98	SAT.	PHOENIX	DC Team Training Camp
4/25/98	SAT.	**ORLANDO**	**FINANCIAL FREEDOM**
5/9/98	SAT.	**CHICAGO**	**FINANCIAL FREEDOM**
6/6/98	SAT.	**BOSTON**	**FINANCIAL FREEDOM**
8/14/98	FRI.	SAN DIEGO	DC Team Training Camp
8/15/98	SAT.	SAN DIEGO	DC Team Training Camp
9/19/98	SAT.	**DENVER**	**FINANCIAL FREEDOM**
9/26/98	SAT.	**DALLAS**	**FINANCIAL FREEDOM**
10/23/98	FRI.	PHOENIX	DC Team Training Camp
10/24/98	SAT.	PHOENIX	DC Team Training Camp
11/14/98	SAT.	**SEATTLE**	**FINANCIAL FREEDOM**
12/12/98	SAT.	**ATLANTA**	**FINANCIAL FREEDOM**

SEMINAR DATES SUBJECT TO CHANGE. CALL THE WHITEHALL OFFICE (602) 934-2108 TO VERIFY DATES AND LOCATIONS BEFORE MAKING TRAVEL ARRANGEMENTS.

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SAME PITCH — RENEWING SUBS

Is it possible to completely eclipse the enormous strides we made with so many doctors, with 'Breakthrough 2000 - Part 1' in 1997?

What If There Was A Powerful "Force" You Could Awaken And Unleash In Your Practice That Could Double Your Profits From One Year To The Next---Without Compromising Care Or Integrity, Without Requiring Expensive Advertising?

Dear Breakthrough 2000 Subscriber,

Incredibly, the year has rushed by and it is "renewal time" again, for everybody receiving my Breakthrough 2000 monthly service.

But before we talk about renewals, I just want to "brag on" some of the doctors who really grabbed onto the strategies we've been discussing all year and made them pay big dividends in their practices. You see, this monthly service really is a three-way partnership between me, you, the doctor, and your staff. And these doctors and Their staffs more than held up their end of the bargain in 1997. In brief, Dr. Stan reports that implementing some of the "staff driven office" concepts released this year has blown the lid off his practice plateau. Dr. Bastion wrote to talk about the amazing new interest that his staff has developed in how well the practice is doing thanks to the entire staff's commitment to the Breakthrough 2000 strategies. And we have literally HUNDREDS of doctors reporting very similar, impressive results. This year's Boot Camp seminars were especially exciting for me because I got to meet many of these breakthrough doctors and hear of their practice quantum leaps in person.

Hopefully you are among them

If you are, then I'm certain the last thing you want to do is get "unplugged" from this stream of information, ideas, encouragement and support, so this letter is very important to you, as it lays out our 1998 PROGRAM.

If, by chance, you haven't enjoyed these kind of dramatic results yet, I can only urge you to dig into the Breakthrough 2000 materials you've received to-date, because there's still time to shake things up in your office and start laying the foundation for next year's super breakthroughs. Today's a great day to start. But you also NEED to continue, to hang in there, to let us keep bringing you our "best stuff'. So this letter is very important to you too.

And as hard as it's going to be to "top" what we delivered in 1997 - and certainly doctors keep telling me that just continuing to provide that level of quality advice and coaching is more than enough to earn my small fee - I am going to "top" it. In fact, I'm

preparing 1998 BREAKTHROUGH 2000. PART 2 strategies and materials that could easily DOUBLE YOUR PRACTICE PROFITS AT A TIME WHEN MOST DOCTORS' AROUND YOU ARE SUFFERING FROM SHRINKING INCOMES & LOW MORALE.

That's my 1998 promise.
And here's how it's going to happen.....with.....

THE AMAZING POWER OF THE STAFF DRIVEN PRACTICE

Here's a "secret" that's really no secret at all: the success of the practice has at least as much to do with the staff as with the doctors. But going way beyond that, I have actually uncovered a "hidden success factor" in the very top, peak performing, high growth, high profit practices I've very carefully and thoroughly studied this past year - that "hidden success factor" is what I've introduced to you as "the staff driven practice."

If you have felt...

- Resistance to change, to new ideas
- A "sales resistant" attitude in staff members
- Jealousy, resentment or disharmony among staff members
- That whatever growth or positive change occurring in the practice was because you forced it to happen
- A dull, going-through-the-motions attitude
- That you were receiving only "grudging" cooperation
- That you are getting only a small fraction of the patient referrals you should be getting
- That you are personally working too hard to make your living
- That there was a lot of untapped opportunity and potential for having patients opt for elective procedures, but you never had the time to talk with patients and stimulate this activity

Whether these things are omni-present or just occasionally reoccurring...

I am here to tell you that all these "ills" CAN BE TOTALLY AND PERMANENTLY CURED, in a way that is win-win for you, staff and patients...in a way that stimulates in-office harmony, teamwork, even fun...and in a way that automatically produces bottom-line, net profit improvements.

This"hidden success factor" is truly amazing. It turns out that a few doctors, very astute at applying the ideas we have been discussing all year, and very insightful into the psychology of winning with a team in a marketing environment, well, these doctors have done a most unusual and - until you fully understand it - radical and even a bit frightening thing: They have literally gotten out of the way...stopped pushing, started leading...and put the staff in the driver's seat for meeting growth and profit objectives AND created a totally incentivized environment—with the result being a completely different kind of practice.

And this is much more complex than the Boot Camp Bonus by itself. While it's already done some amazing things in practices across the country, the "Boot Camp Bonus" was just the

foundation. Now it's time to show you what gets built on top. What I am talking about is a paradigm shift in the way goals are set, tasks are accepted, teamwork is directed, and communication is done between doctor-staff-patients. What I am talking about is a whole new "practice building MODEL".

When The Environment Changes, The Results Automatically Change

A good friend of mine, Dan Kennedy, owns a few racehorses. Do you know what he told me? Two amazing things. First, that a poorly performing horse can be taken out of one trainer's barn and moved to another and with no physical changes in his conditioning, medication, etc., his performance will suddenly and dramatically improve because he "feels better" in the "environment" of that stable—because the people there are happier, more optimistic, and work better as a team. Second, sometimes a poorly performing racehorse can be moved from a track smack in the center of a big city, with traffic noise and polluted air, to a track in a more countrified setting and his performance will instantly improve - because he "likes" that "environment" better.

It turns out that there is such a thing as a "Maximum Success Environment" in just about every business.

And that environment affects your performance, staff performance, even patient performance.

And I have identified what you can do to create such a MAXIMUM SUCCESS ENVIRONMENT so that your practice becomes a STAFF DRIVEN PRACTICE.

Wouldn't you love to have**********

1. Each and every staff member making DIRECT, measurable contributions in creating new business, new referrals, better case acceptance and the acceptance of cosmetic or elective procedures?

2. Be able to see and measure so much added income created by each and every staff member that their salaries became tiny in your eyes, outrageous bargains by comparison?

3. A definite improvement in your bottom-line profitability without your working harder or longer hours to get it?

4. An amazing new "happy spirit" in the office everyday, so that being there was an energizing, invigorating and enjoyable experience?

5. Ideas, innovation, improvements, positive changes, improved communications — things happening WITHOUT you having to make them happen, cajole, force, prod or nag???

6. Eagerness to experiment with good new ideas - gained from our other successful doctors AND their staffs?

****

I hope those things appeal to you - because this is the primary focus of our 1998 program: to create growth, profit and satisfaction from within, so that you carry a whole lot less "burden" for the success of the practice.

By The Way, This Is Doubly Important If You Do Much External Advertising And Marketing

If you DO invest in advertising, direct-mail, Yellow Pages, etc., then what I have discovered about the awesome power of a staff-driven practice is all the more important.

Why?

Because when you invest in acquiring new patients, you NEED to "plant" them in a "maximum success environment" where they are likely to be "nurtured" to their greatest potential, including that of value, and for referrals. I have discovered the highest "patient values" and highest "referral values" are occurring in the staff-driven practices.

So, with all that said, you have to be chomping at the bit to wrap up this year and get into this very exciting phase of Breakthrough 2000.

To do everything I need to do: gather data, arrange interviews with peak performing doctors and staffs, plan the production of the materials, I need your commitment to this program NOW.

A GIANT BOX OF GIFTS - AS MY PERSONAL "THANK YOU" FOR RENEWING EARLY, RIGHT NOW

And I am willing to give you a wonderful collection of "gifts" if you will simply save us the trouble of mailing you additional renewal notices, having my staff call and so forth. If you will use the enclosed form and take a moment to renew right now, I will send you my GIANT GIFT BOX full of "goodies" like...

1. SUPERSTAR INTERVIEWS: I've just interviewed three of the Breakthrough 2000 Member doctors who have achieved the most extraordinary and fascinating results with these strategies so far this year. Eavesdrop, hear what they have changed in their practices, how they have done it and how they see the future!

2. My New ACCELERATED WEALTH DYNAMICS GUIDEBOOK This incredible manual reviews the five hidden "Poisonous Patterns" insidiously eating away at the worth of your practice and causing whatever frustration, problems and worries you have blocking your creative responses to external challenges. Reading this manual is like a "bolt of understanding". This book contains vital information on the concepts of "confrontational tolerance" as well as an additional section on wealth accumulation, debt reduction and investment safety. This is your "master guide" to putting it all together, for your own giant breakthrough!

3. My new Report on Evaluating Staff and Superstar Staff Evaluation Forms. Here is a systematic approach to staff evaluation rather than the hit and miss, "crisis evaluation" that I see used in too many offices. Use this new special

report and staff/doctor evaluation forms to open up channels of communication in your office for greater efficiency and practice productivity.

4. Whitehall Interview Tape with the Best of Dr. Howard Farran. I have interviewed Dr. Farran as a guest on The Whitehall Tapes numerous times in the past four years. His interviews have always been thought provoking, fast, furious, funny and yes, maybe occasionally just a little bit controversial. Without fail Howard has always presented a new perspective on whatever question or practice related problem I have thrown his way. His interviews are some of the most often requested back-issues of The Whitehall Tapes. We have now compiled the best of the Howard Farran interviews on one tape and will include it in your gift box.

(GIFT BOX provided only to those renewing by or before the date stamped in red on the enclosed CONTINUATION FORM.)

Also, you will be renewing at the 1997 rate, with no increase in fee - even though new members joining for 1998 and late renewals will be paying a higher fee. You cannot get (and will not be offered) a lower rate than this one, right now.

Now, here are the details of BREAKTHROUGH 2000, PART 2: HOW TO DOUBLE YOUR PRACTICE PROFITS WITH THE STAFF-DRIVEN PRACTICE:

Option #1: Regular Membership

You will keep receiving one Audio Tape every month - with each month's tape focusing on the nuts-and-bolts, the "hidden success factor", the ways that top performing doctors are using my strategies...person-to-person interviews..."secrets" absolutely unknown to 90% of the profession.

Each month, with your Tape, you will continue to receive reference notes, action steps and other important material to read, use and refer to.

If you renew right now, at Regular Membership Level, you can do so for just $195 (even though we increased the fee for new Members to $240.00 in 1997 and will again increase it to $260.00 in 1998.)

Option #2: VIP Membership

I would really love to see you "step up" to VIP status this year. We have a very exciting VIP Program that is absolutely packed with value. As a VIP, you get all the tapes and materials delivered monthly in the Regular Membership PLUS:

1. TWO Telephone Consultation Certificates, each valid for up to 20 minutes of phone consulting with my expert team, notably featuring Bill Godwin. (You know Bill. He has been coaching Whitehall clients for over 10 years.) This is a $200.00 Value.

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review these and respond by discussing them in the monthly Tapes. This lets you be on "the Board of Directors" making sure we cover the most important topics. This puts you in charge. You can tell me what to work on, what to seek out extra expertise in, what to discuss, what to solve. If we attach just 5 minutes of my consulting time to each of these, this is a $340.00 Value.

It is really important that you have and use these, so you are an ACTIVE PARTICIPANT in this monthly dialogue and process — and go ahead and get your whole staff involved in using them and being ACTIVE PARTICIPANTS in the process too.

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Value Summary:

Regular Membership: 12 Monthly Tapes	195.00
Consultation Certificates	200.00
Challenge Submission Process/12 Forms	340.00
Team Tapes	120.00
Total Value.....	**855.00**

But the fee is only $395.00. Less than half-price! Less than $33.00 a month for everything. And this year, I am adding yet one more "plus" to this VIP Program: Whitehall coaching, via FOUR e-mail / FAX certificates. Four times during the year, you will be able to e-mail or FAX in questions for a direct e-mail / FAX response to your specific concerns. This will be a time-efficient way we can work together - a bonus worth at least $200.00

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Thank you,

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President
Whitehall Management

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ESPECIALLY FOR YOUR STAFF

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PPS: Our profession is still in a dangerous time and place. With HMO's PPO's, other managed care, it seems there is a virtual conspiracy under way to stop you from getting properly paid for your services. Will a comprehensive plan to "nationalize" health care re-appear before the end of the Clinton administration? Or in a Gore presidency? What new pressures will you face next year? The year after? For 19 years I have been finding and devising practical answers to the challenges that arise, to YOUR success independence and security. I cut way back on my seminar/travel schedule last year AND in 1998, I am again keeping a reduced travel schedule so I can devote the majority of my time to making absolutely certain we deliver what you need now, each and every month. My commitment is to YOU.

FINAL NOTICE

In just Ten Days, the invitation to join
my 1998 BREAKTHROUGH 2000 Program at the discounted,
Special Renewal Fee CLOSES and you will be left out.

I don't want you to be left behind.

Will the convenience of paying in three installments be of help?

Dear Doctor,

Attached is a copy of the first letter I sent you, with all of the details of 1998 *BREAKTHROUGH 2000* Tape Program. Also enclosed is a new order form with our new, easy Three Pay Option.

FINAL NOTICE

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Dear Doctor,

Attached is a copy of the first letter I sent you, with all of the details of 1998 *BREAKTHROUGH 2000* Tape Program. Also enclosed is a new order form with our new, easy Three Pay Option.

Good morning Office Manager,

The attached letter contains important information concerning the Whitehall Tapes Subscription the Doctor currently has – as well as limited time discounts and free gifts. Please bring this to his or her personal attention.

Thanks,

Greg Stanley

Good morning Office Manager,

The attached letter contains important information concerning the Whitehall Tapes Subscription the Doctor currently has – as well as limited time discounts and free gifts. Please bring this to his or her personal attention.

Thanks,

Greg Stanley

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Thanks,

Greg Stanley

OKAY, GREG, I'M RENEWING MY SUBSCRIPTION!

I'm ready to implement the 1998 BREAKTHROUGH 2000 program in my practice.

I want to stay "plugged in" to the BREAKTHROUGH 2000 stream of information, ideas, encouragement and support so I can *enjoy greater peace of mind, confidence, control, pride and enthusiasm in my practice.*

By helping you build the practice you've always wanted, the 1998 BREAKTHROUGH 2000 Audio Tapes will pay priceless dividends for a lifetime!

1998 BREAKTHROUGH 2000 Options: (choose one):

❑ ***BREAKTHROUGH 2000 Regular Membership*** •12 Months of "Breakthrough 2000-Part 2" audio tapes and notes for your BREAKTHROUGH 2000 Manual •Fee Rebate for Boot Camp Seminar attendance •FREE attendance to a 1998 Financial Freedom Seminar.
All for only $204.95! ($195 plus $9.95 S&H) *Or three payments of $68.31 with the Three Pay Plan.*

❑ ***BREAKTHROUGH 2000 "V.I.P." Membership*** •ALL of the benefits of the Regular Membership *PLUS*: •Special Team Tapes •Two Phone Consultation Certificates •Four Fax/e-mail consulting certificates •Twelve Challenge Submission Forms *And of course My Double Guarantee!*
A total value of over $855.00.
All for only $404.95! ($395 plus $9.95 S&H) *Or three payments of $134.98 with the Three Pay Plan.*

How To Order:

✓ CHOOSE One BREAKTHROUGH 2000 Membership Level
✓ FAX this form to: 602/934-6902 ANYTIME, 24 Hrs, 7 Days/Week
✓ Or PHONE To order with credit card: 602/934-2108 (9:00-5:00 MST)
✓ Or MAIL To: Whitehall Mgmt, P.O. Box 23482, Phoenix, AZ 85063

Name: _____ **Profession:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **FAX:** _____

Payment Options: (choose one):
[ ] SINGLE PAYMENT [ ] THREE PAY OPTION Charged in 3 monthly installments (Only available when using VISA, MC or A/E)
Payment By: [ ] Check [ ] VISA [ ] MasterCard [ ] American Express

Card #: _____ Exp. Date: _____

Authorization Signature: _____

Whitehall
P.O. Box 23482
Phoenix, AZ 85063-3482
Phone: 602/934-2108

IMPORTANT NOTE: This Entire Special Offer Expires On The Date Marked Below, In Red:
1/31/98

AMEX ID # 5026724518 ••• MC/VISA ID # 542009010148310

Approval Code: Ref. #

2nd 1-24 notice (324)

2nd Notice
From Greg Stanley

"I can't believe it, but YOUR NAME is on the Missing-In-Practice List....
...you're being left behind,
alone, vulnerable in the jungle --- will you be eaten alive by managed care? Will you be boiled and eaten by cost and competition cannibals? Overrun by the Five Poisonous Patterns?"

Dear Subscriber,

A few weeks ago, I wrote to you with a "much better than renewal offer" for my monthly tape series - an invitation to join my new BREAKTHROUGH 2000 PROGRAM.....I told you about my discovery of the Five Poisonous Patterns infecting practices, secretly responsible for ALL your frustrations.....I even offered you my new Triple Guarantee.....but after all of that....

I haven't heard from you.
Your discounted fee options are about to expire.
Time is running out.

You and I have had a good re;lationship. But I'm now fully committed to being of far greater value to you than ever before - what a shame it'd be for you to fall by the wayside and be left out now, just when I'm ready to DELIVER!!!! like never before.

PLEASE - give the rest of my letter your IMMEDIATE and COMPLETE attention. I guarantee it'll pay off!

(325)

FINAL NOTICE

In just Ten Days, the invitation to join my Breakthrough-2000 Program at the discounted, renewing members' fee CLOSES and you will be left out.

I don't want to lose you.

Will the convenience of paying in three installments be of help?

Dear Subscriber,

Attached is a copy of the first letter I sent you, with all of the details of BREAKTHROUGH 2000.

Enclosure Sample (32)

TAKE THIS SIMPLE QUIZ TO SEE HOW MUCH YOU MIGHT PROFIT FROM A RE-ENGINEERED STAFF-DRIVEN PRACTICE

1.	Is your office team often resistant to change and new ideas, and protective of "things the way they are"?	YES	NO
2.	Are you getting only a small percentage of the referrals you think you should be getting?*	YES	NO
3.	Do you feel you are personally working too hard to make your living?	YES	NO
4.	Is there a resistance to "selling" additional services, full cases, cosmetics, etc. in at least some of your staff members?	YES	NO
5.	Do you feel there's a lot of untapped opportunity and potential for having patients opt for elective procedures, but you never seem to have time to talk with pAtients to stimulate this activity?	YES	NO
6.	Do you feel that whatever growth or positive change that occurs in the practice you have to "force"?	YES	NO
7.	Are you concerned about the declining value of the practice?...the negative impact of managed care?.... the undermining and erosion of your financial security?	YES	NO
8.	Does your staff want more money - but you are reluctant to give raises?	YES	NO
9.	Do you and/or does your staff seem to feel less energized and enthusiastic about the practice than several years ago?	YES	NO

Count each YES answer as $10,000.00: that's the minimum impact on your bottom line you should expect from participating in Breakthrough 2000. (6 YES answers = $60,000.00 projected improvement.)

*1 for 1 effectively doubles the practice in a year. a realistic overall average is 1 new patient referral per 3 active patients per year. Check your records - how are you doing?

HOW TO GET RICH

1. Marry rich. (Maybe it's too late for that. Ask your spouse.)
2. Inherit wealth. (If you haven't already done so, check with your family. If they are rich, be sure you're in the will and politely ask how long they plan on staying around. MasterCard's going to want to know.)
3. Hit the lottery. (It's twice as likely you'll be hit by lightning.)
4. Invent the next Pamper, Post-It Note or late night TV potato peeler. (Good luck.)
5. Transform your practice into a much more profitable, secure, growing and enjoyable business by participating in Breakthrough 2000-Part 2, implementing The Staff-Driven Practice System, and attending a completely up-dated Financial Freedom Seminar. (All guaranteed.)
6. Rub your lucky rabbit's foot key chain every morning. (Can't hurt. But it wasn't very lucky for the rabbit.)

Enclosure Group 1

"IF"....

IF we lived in a better city, where people had more money to spend and were more interested in their well-being. IF we had a more modern, technology-laden office. IF that other dentist who advertises all over the place would go away. IF the staff wasn't so complacent. IF we could get better patients. IF those damned insurance companies would give us a break. IF we were younger and had more energy, IF we were older and had more experience. "IF wishes were horses, then beggars would ride; if turnips were gold watches, then I'd wear one by my side."

Enclosure Sample

GUARANTEED: YOU MUST PROFIT FROM BREAKTHROUGH 2000 (PART 2) OR YOUR MONEY BACK PLUS A "PENALTY PAYMENT"

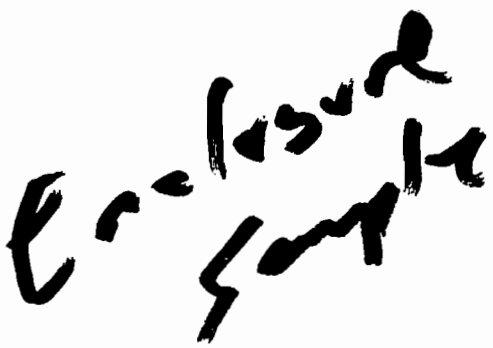
Greg Stanley Challenges ANY Provider Of Advice To Dentists To Match His Generous Triple-Guarantee - If Anyone Comes Forward, He'll Donate $1,000.00 To Charity

Nothing like this has ever occurred in dentistry: Greg Stanley challenges anyone who conducts seminars, provides training courses, offers books and tapes, or provides consulting on practice management, income improvement and finance to match his amazing guarantee, in writing. If they do, he'll donate $1,000.00 to the charity of their choice. Here's the amazing guarantee that has everyone talking:

Guarantee#1: If, anytime within the first 2 months, you feel that Greg is not "performing" and you are not getting outstanding value, you can cancel and request a FULL refund - and you can keep the materials you received during those first two months FREE!

Guarantee#2: Once you've gone past the first two months, you still get to keep holding Greg's feet to the fire - he must produce for you - because you can cancel at ANY time and receive a pro-rata refund for the unused months.

Guarantee#3: If, at the end of the entire 12-month Program, you can provide evidence of follow through on at least three specific strategies or recommendations and assure Greg in writing that you did not profit by at least $10,000.00 from that implementation, he will then give you a 100% refund plus $50.00 EXTRA CASH right out of his pocket!



THE AMAZING POWER OF THE STAFF-DRIVEN PRACTICE

The Staff-Driven Practice System is good for your staff because it enhances the value of their jobs, offers them new and better opportunities, rewards iniative, encourages creative input, fosters harmony and teamwork, builds loyalty, improves communication, injects challenge into routine, turns jobs into careers, and leads to enhanced patient care and patient loyalty.

The Staff-Driven Practice is good for you because it creates a 100% cooperative, goal oriented, team environment free of tension or discord, it leads to better bottom-lie profitability, more efficient dentistry, and more freedom or you.

There is a HIDDEN SUCCESS FACTOR that Greg Stanley uncovered, in the very top, peak performing, high profit practices. This "hidden success factor" is truly amazing. It turns out that a few doctors, very astute at applying ideas presented in Breakthrough 2000 Part 1, very insightful into the psychology of team building, these doctors have done a most unusual, even radical thing: they have literally gotten out of the way; stopped pushing; begun leading; and put the staff in the driver's seat for meeting growth and profit objectives AND created a fully incentivized environment - with the result, a whole new practice-building model.

Enclosure

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NEW: WHITEHALL MANAGEMENT ANNOUNCES "STAFF HALL OF FAME" AWARDS PROGRAM FOR 1998

- DON'T LET YOUR STAFF BE LEFT OUT!

Only Members of Breakthrough 2000-Part 2 will be eligible - and that includes participants in the June to June Program. In september, 1988 and again in May, 1999, your staff will be invited to submit a very detailed account of the strategies you and they have implemented, actions taken and results achieved. The five best "success case history reports" will be rewarded WITH CASH: **each staff person will receive $100.00 CASH** and their doctor will receive the entire 1999 Program FREE. And the best "case history" submitted will earn each staff person an additional $100.00 in American Express Dining Out Certificates, good at any fine restaurant in the area that accepts the American Express Card. Don't let your staff miss out on this exciting rewards program!

Enclosure

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STILL A CHOICE OF FINANCIAL FREEDOM SEMINARS YOU CAN ATTEND FREE* THIS YEAR

Greg Stanley's famous FINANCIAL FREEDOM SEMINAR has been up-dated for this year, and it's more important than ever, as many dentists risk declining practice values....a possibly over-heated stock market may threaten your investment portfolio..... you need to carefully examine every aspect of your plan for financial security.

6/6-	Boston	11/14 Seattle
9/19	Denver	12/12 Atlanta
9/26	Dallas	*Breakthrough 2000 (Part2) Members
11/14	Seattle	including Group 2 (June-June) may attend
12/12	Atlanta	any one of these important seminars FREE!

STILL A CHOICE OF COMPREHENSIVE DDS TEAM-TRAINING BOOT CAMPS YOU CAN ATTEND THIS YEAR AT A SUBSTANTIAL SAVINGS**

Over # dentists and # staff members attended the 1998 and first 1999 Boot Camp (see their comments, other side of this page). There has never been a Boot Camp like this offered in dentistry. The staff doesn't just "tag along"; instead, you and your staff leave this Boot Camp with a new Team Plan for transforming the practice to meet specific goals.

7/31-8/1 San Diego OR 10/9-10. (SPACE LIMITED.)
**Breakthrough 2000 Group II Members receive FULL CREDIT for their Membership Fee as a discount from Boot Camp registration.

Note: Seminar attendance is completely optional and is NOT required to derive full benefit from Breakthrough 2000. seminar dates subject to change and should be comfirmed by calling the Whitehall office before making travel arrangements. Plan ahead for lwest airfares.

Enclosure

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Enclosure

FREE:

A GIANT BOX OF GIFTS IS OFFERED ONLY TO THOSE WHO RESPOND TO THE JUNE START-DATE ENROLLMENT INVITATION IMMEDIATELY

The first 50 Doctors to register for the June start-date* will receive a giant box of Bonus Gifts - FREE, including:

1. SUPERSTAR INTERVIEW TAPE: Greg Stanley interviews three doctors who have achieved the most extraordinary and fascinating results so far, with Breakthrough 2000 (Part 1). Evesdrop and hear exactly what they've done to improve their practices!

2. ACCELERATED WEALTH DYNAMICS WORKBOOK, based on Breakthrough 2000 - Part 1. This Manual reviews the five hidden Poisonous Patterns insidiously eating away at the worth of your practice and causing whatever frustration, problems and worries you wrestle with, that sap your energy and enthusiasm, that put a "cloud of malaise" over your office. this Manual contains information on the concepts of CONFRONTATIONAL TOLERANCE, the discovery Greg brought to the profession for the first time in 19__ - this insight alone could lead to dynamic growth! There is also an EXTRA SECTION on debt reduction and wealth creation. One evening spent with this Workbook can be worth thousands of dollars to you!

3. "SUPERSTAR STAFF SUPPORT SYSTEM": Here's Greg's NEW Report on evaluating staff, to prevent crisises, open up lines of communication, improve productivity, and support the team approach.

4. EXCLUSIVE INTERVIEW TAPE WITH DR. HOWARD FARRAN. Here's "the best of...." four different interviews Greg has conducted with this famous practice-building authority. Provocative, controversial, blunt and timely...Dr. Farran's remarks are certain to give you fresh perspectives on your practice.

(Supplies limited. We reserve the right to make substitutions or withdraw offer without notice. Please respond immediately to be certain of receiving these gifts.)

(33)

Good morning - C.A. or Office Manager,

The attached letter concerns important changes in the XYZ Subscription the Doctor currently has - as well as limited time discounts and free gifts. Please bring this to his or her personal attention.

Thanks,

Greg Stanley

Raw copy - renewal comparison

An important, time-sensitive message from Greg Stanley.

Dear Subscriber,

This is NOT a renewal notice.

Yes, your subscription to my x is about to expire. But this year, a lot of things are changing - to your advantage - so you have more than a simple renewal decision to make. For that reason, please take time to read my entire letter and respond promptly.

I quit. You profit.

In the past 3 years, I have traveled to over # different cities and put on over # seminars. The demands of all this travel have, quite frankly, kept me from doing what I do best: researching, finding and developing new, specific techniques for chiropractors' use in improving their practices, incomes, and personal lives. So, in 1997, I have scheduled only # regular seminars and I quit this crazy travel schedule - in favor of working much harder on your behalf, so that every month I bring you cutting edge, highest possible value how-to information that will clearly and inarguably save and make you money. (Wait until you see my new Triple Guarantee!)

There are two chief reasons why I'm making this change and this heightened commitment to serve you, right now....

#1: The chiropractic profession is once again under seige.

As you know, the insurance-medical partnership is tightening the screws...making it harder and harder for you to get properly paid for your services. HMO's, PPO's are putting the squeeze to you. They are literally putting up blockades in the street, in front of your office, to stop new patients from coming in! With the re-election of Hillary and Bill Clinton hanging over the horizon like a dark cloud, you can expect another attempt at nationalizing health care. Regardless of who is elected, Medicaire cuts are just around the corner, and you'll be in the cuts. As I look at all of this, I know that you need powerful

allies. While I've certainly been a "friend" to your profession for # years (and have unblemished credibility), I'm gearing up now to be your strongest ally. To provide you with the winning strategies you need to face up to *this* onslaught of challenges....to be among those "still standing"...even to prosper (unfortunately, while all around you, many suffer). I've been doing my homework and I do have new, different, innovative, successful strategies for succeeding in this new environment.

#2: My latest discovery - "Breakthrough 2000" - the feature of the1997 series of cassettes.....is so important it deserves my complete attention, to get it across to you.....

Have I discovered something as important as fire or electricity? It's almost against my nature to say so, but yes I have!

As you know, I am relatively "conservative" and not given to hype or hyperbole. However, in 1996, my # years of working with over 15,000 chiropractors (and dentists) finally led me to a true breakthrough.....a radically different way of getting doctors from frustration to exhilaration, worry to peace of mind, economic struggle to exceptional take-home profits, insecurity to financial freedom. Absolutely no one else is talking about this (I've searched). Only a small number of very high income doctors seem to understand it. It is, in every sense of the word, a BREAKTHROUGH.

Let me quickly give you some background. First, here is a "laundry list" of the problems that doctors continually bring to me....that also send doctors off in all sorts of directions, including paying ungodly sums of money for everything from practice management to Scientology. Take a look at the list.....see which items might be on YOUR list of ills you'd love to magically heal and banish forever....then I'll tell you of my most remarkable discovery....

<insert "laundry list", two col's, Helvetica, 10 pt.>

Now there's an impressive, daunting pile of agony! But here's my remarkable discovery:

After carefully reviewing ALL of my notes and records from hundreds of private consultations, counseling sessions and in-office meetings with doctors, all my correspondence from doctors.....after discussing my observations with eminent psychologists, professional sales and marketing experts, finance experts, etc.....for the first time ever, as glaringly obvious to me as if painted in day-glo orange paint.....I identified:

The Five Poisonous Patterns
That "Box In", Frustrate And Restrict The
Incomes Of Chiropractors

What is a "Poisonous Pattern"? It is a clearly identifiable, "readable" (and correctable) pattern of thought, business, financial or communications strategy, confrontation avoidance or personal o team behavior that is "lived" on a repetitive basis and that virtually guarantees failure of one kind or another!

And every one of the ills on the above laundry list.....every doctor's every frustration.....every example of working hard and harder but failing to gain ground financially....all of it can be traced to these five Poisonous Patterns! ONLY five!

If you can (and will) identify and creatively confront the Poisonous Patterns insiduously infecting your own practice, you CAN experience a giant, dynamic breakthrough almost overnight.....

And it gets even better.....I also identified the ONE thing doctors did that allows these Poisonous Patterns to insinuate their way into the practice, take root and gradually gain control.....

I call the response - the removal of these Poisonous Patterns.....

BREAKTHROUGH 2000

Why? Because BREAKTHROUGH 2000 will lift you up and put you ahead of all of the outside trends, dangers, changes and challenges facing your profession as we move into the new century. BREAKTHROUGH 2000 will put you far ahead of the majority of chiropractors and all other health practioners, so that you will prosper in an environment that chokes, strangles and kills many others. BREAKTHROUGH 2000 affects many aspects of your life....your

in-office experiences with staff and patients, your ease at stimulating much greater numbers of referrals, your self-esteem and confidence, your community prominence, your income and collections, your net take-home income, your ability to wisely invest and systematically create true financial freedom, and your peace of mind. BREAKTHROUGH 2000 totally focuses on treating causes, not symptoms.

Why wait? "Retire now!"

I also call it BREAKTHROUGH 2000 because it will give you the practice, financial security and lifestyle you see and hope for on the distant horizon - TODAY! For example, I definitely want you to be able to "retire NOW" -- no, not actually close up shop and formally retire -- but to begin NOW doing many of the things you've been telling yourself you'll do when you retire. I'm going to show you EXACTLY how to work less but profit more, so you can work four days instead of five, so you can take long weekends, take more vacations, spend more time with family, improve your golf game, and so on - NOW. I'm going to show you EXACTLY how to safely accelerate your accumulation of wealth, so that you gain true financial freedom and need not live in fear of the impact of managed care, increased government interference, and so on.

In # years, I have never assembled and provided even half as powerful as BREAKTHROUGH 2000. (Wait until you see my Triple Guarantee!)

Now, I'm NOT just asking you to renew your subscription. I'm actually applying for a job! And you have choices. Please read on, for the details.

It IS time to renew your subscription to x. But, while I've certainly appreciated having you as a subscriber, and I'm certain you've benefited and will renew -- I don't want you to!

Instead, <u>I want you to hire me</u> to implement BREAKTHROUGH 2000 in your practice and your life. I am dedicating a much greater amount of my time this year to doing just that. So, the very nature of the monthly tapes is changing. And much more beyond that. You have <u>two options:</u>

BREAKTHROUGH 2000 Regular Membership

You will receive 12 Audio Cassette Tapes, one a month -- much more powerful than our current tapes! Our overall theme for the year will be 'Financial Freedom With Peace Of Mind In 12 Months!'. Each month's tape will focus on one of the Poisonous Patterns and its removal. Each month's tape will feature my exclusive person-to-person interview with a carefully selected expert in a relevant field: one month, it'll be someone with proven strategies for doubling referrals without high-pressure or begging; another month, it'll be an expert on assertiveness (not aggressiveness) and leadership secrets, so you really do control your practice instead of being controlled by it. Each month I'm going to work with you personally on ending the "work hard but at year's end, where's the financial progress to show for it?" syndrome.

New, Added Value In 1997:

You will also receive the BREAKTHROUGH 2000 MANUAL, divided into five master-sections, linked to the five Poisonous Patterns to be eliminated during the year. Each month, with your Tape, you'll receive reference notes, articles, action activities, and other important material to read, use and insert in the appropriate sections of your Manual. By year's end, you'll have a comprehensive "be-your-own-consultant", troubleshooter's tool kit. You'll have a clear record of the breakthroughs you made during the year.

This Regular Membership is very similar to renewal - although, as you can see, much more valuable. However, as long as you respond no later than the date marked in red ink on the enclosed Activation Form, you will get your Regular Membership NOT at its new 1997 fee of $000.00 but at the same fee you've previously paid: just $000.00; a savings of $000.00.

BREAKTHROUGH 2000 "V.I.P." Membership

I would advise taking this second option ONLY if you are very seriously committed and very highly motivated to achieve BIG breakthroughs.....not just to increase but to SUBSTANTIALLY increase your practice income and net take-home profits; not just to increase your net worth but to MULTIPLY your personal and family wealth and security; not just to enjoy practice more, but to enjoy greater peace of mind, confidence, control, pride and enthusiasm for practice than ever before in your entire career.

How will we accomplish all of that?

With an intensive, comprehensive program, that's how!

First, as a BREAKTHROUGH 2000 "VIP", you get everything described above, that the Regular Members get - AND you also get:

(1) SIX special FREE CONSULTING Call-In Days...approximately one every other month, when you can call in and have up to 15 minutes of PERSONAL consulting with me...and, if you're organized, we can work wonders in less than 15 minutes. As I normally charge $000.00 per hour for my private consulting, this is a $000.00 value.

(2) # TELEPHONE CONSULTATION CERTIFICATES, each valid for up to # minutes of phone consulting with my expert team, notably featuring Bill Godwin. (You probably know Bill. He zx zcxzcvzvczvczvczvczvczvcxzvczvczvczvczvczvczvczvczvcz adsafdsafsafdafdafdafdafdsafdafdsafdafdafdafdafdafdafdafa asdafdsafdsafdsafdafdafda.)As you may know, we ordinarily charge $000.00 per hour for this consulting service, so this is a $0,000.00 VALUE.

(3) TWELVE "CHALLENGE SUBMISSION FORMS" - you can use these Forms to describe your persistent challenges or frustrations or raise specifc questions you need answered. I will personally review EVERY one of these Forms, and respond to them either in the monthly Tapes OR in a special "VIP CONVERSATIONS LETTER" included with each month's Tape. This makes our entire working relationship truly interactive. I'll be working for you. You can tell me what to work on, what to seek out extra expertise in, what to discuss, what to solve. If we attach just 5 minutes of consulting time to each of these, then this is a $000.00 VALUE.

(4) SPECIAL TEAM TAPES. I've never before conducted seminars or workshops just for staffs - although I've often been asked to. So, this year, I'm blocking the time to prepare four Tapes exclusively for your team. Every team member will want to listen to these. You may want to use them as the basis for discussions at team meetings. My goal is to empower every member of your team to spot and stomp out the five Poisonous Patterns, to improve true teamwork in the office, to share my

most important findings from hundreds of office visits, and to improve patient acceptance, trust, retention and referrals. Although they'll definitely be worth more, let's "price" these at just $15 each: $60.00 in VALUE.

This'll help get EVERYBODY "into" the entire Breakthrough 2000 process!

Value Summary

Monthly Tapes & Manual, Regular Membership	$000.00
15-Minute FREE Consultations durng Call-In Days	$000.00
# Private Telephone Consultation Certificates	$0,000.00
Participation via 12 Challenge Forms	$000.00
Special Team Tapes	$60.00
Total Value	**$0,000.00**

Am I going to ask you to pay $0,000.00 for all this? Not at all. The fee required for the full year's VIP Membership is only $000.00. This represents less than $00.00 a month....00-cents a day as our renewed and continuing commitment to success in practice, in your personal and family finances, and in your peace of mind - isn't that a very small investment?

And, regardless of which level of Membership you choose, I want you to do it 100% FREE OF RISK OR UNCERTAINTY.

My TRIPLE Guarantee:

I've always guaranteed satisfaction with my seminars, services and educational materials. But, because of the unprecedented power of Breakthrough 2000, I'm going much further than guaranteeing just "satisfaction."

Guarantee#1: The Basic Satisfaction Guarantee

Any time within the first two months, you may cancel and request a refund by mail, FAX or phone and receive an immediate, full refund - and you can keep the materials sent to you during those first two months. You don't even need to bother with sending the materials back. If you're not thrilled to be a part of my BREAKTHROUGH 2000 for any reason, stop - and get a full refund without quibble.

Guarantee#2: The Cancel-At-Any-Time, Pro Rata Refund Guarantee

Once you've gone past the first two months, you still get to keep me on the "hot seat", with the flame turned way up...I MUST produce!.....I MUST deliver truly outstanding value each and every month, because you can cancel at ANY time, and receive a pro-rata refund for all unused months. You've got me "on trial" each and every month, and you are my "judge" and "jury". So when I promise you that I'm digging in, devoting a MUCH greater portion of my time and energy and resources to deliver the most valuable, useful success information ever, I mean it.

Guarantee#3: The $100.00 Penalty Year-End Guarantee

Stay with Breakthrough 2000 the entire year, fill out the Evaluation And Results Report, give me a grade for delivering value to you, and if you give me less than an '8' on a 1-10 scale, I will donate $100.00 to Habitat For Humanity. Since I have thousands of current subscribers and fully expect to have over 500 "VIP's", I'm crawling out on a $50,000.00 limb here.

Why am I emphasizing this TRIPLE Guarantee? Because I want you to "get" just how incredibly serious I am about BREAKTHROUGH 2000 having a greater positive impact on your practice and your life than ANYTHING that I or anyone else has ever provded to you - even at 100 times the cost!

What To Do Next - And You MUST Do It Now!

You must act quickly to get these discounted, "Early Bird" fee options. These are offered to my current subscribers only, for a limited time. So quickly fill out the enclosed Activation Form and FAX it to me at 000/000-0000 OR grab the phone and call toll-free 1-800-000-0000 (or, if you must, mail the Form in with your check).

I know the program doesn't start until January, but don't use that as reason to set this aside, to procrastinate -- take care of it right now, while it's fresh in your mind...before it gets lost under a pile of papers, forgtten, and you get left out!

HIRE ME! I'm gearing up to DELIVER!!!! to my Breakthrough-2000 Members and I'm looking forward to working with you.

Sincerely,

Greg Stanley
President
Whitehall Management

PS: The first 200 Doctors to respond to this invitation will receive a very special FREE GIFT: Xxvcxvcxbcxbvxbvcxbvxbvxbvxbvxbvxbvxbbccvbccbcnbccncnbn adsafadsadadsasasafsadadadadaadsadsadsaafdafdadadadfadfadafadsa adsadafdafdafdafdafdadsafdafdafdafdafdafdafdafdafdaafsafdasadaaf adsafdafdafdafsafdafdafdfdadsasd. I only have 200 of these set aside. Call or FAX now.

PPS: As I mentioned, I am slashing my on-the-road seminar schedule to the bone in 1997. After March 00, I hardly plan on dong any at all. However, I am preparing an incredible, all-new 'Breakthrough 2000-Plus Boot Camp', to be held here in beautiful, sunny Phoenix. The number of attendees will be very limited, to permit plenty of one-on-one work and group involvement (NOT lectures!). As a Breakthrough 2000 Member, you will get a "first-dibs" priority invitation AND you will FULL REBATE of your Membership Fee toward your Boot Camp registration....in other words, should you choose to join us at my Boot Camp, your Membership will wind up being free! (Also, should you want to attend any of our regular Seminars scheduled in different cities as noted below, you may do so at an 80% DISCOUNT.)

PPSS: Remember, respond no later than the date marked in red on the Activation Form to get the discounted, renewing-subscriber fee options. Be one of the first 200 to get my free gift. You do so with absolutely zero risk of disappointment, zero uncertainty....because of my TRIPLE Guarantee. And you will NOT receive another, "better" offer of any kind, so there is no reason to wait, every reason to call today and be one of the first 200 to join Breakthrough 2000.

PPSSS: As soon as you Activate your "VIP" Membership, you will be sent a new Confidential "VIP" Member Questionnaire that I've carefully designed to get you involved..to help you help me help you! It'll give me a thumbnail profile of your practice, your nagging problems and concerns, your goals, your finances, and more. It may take you 20 to 30 minutes to

complete this new Questionnaire, but I urge you to inbest that time. I'll be analyzing yours - and the other Members' - information most carefully, to be absolutely certain we match my Breakthrough 2000 information with your needs.

TAKE A LOOK AT WHAT DOCTORS HAVE SAID ABOUT GREG STANLEY'S CONTRIBUTIONS TO THEIR PRACTICES AND THEIR LIVES - AND THIS IS NOTHING COMPARED TO WHAT THEY WILL BE SAYING ABOUT 'BREAKTHROUGH 2000'!!!

newspaper tear sheet

Sample Of "Power Points" Promotion, To Inner Circle Members

(348)

Offer made Oct 10, 83

As you can see, I've sent you a whole bag full of money.

There's a lot more where that came from.

Dear Inner Circle Member,

Hopefully, this little "gimmick" has gotten your attention - and you'll have some fun with it, keeping it around your office or house. I'll bet nobody's ever sent you a bag full of money before!

When I say "there's a lot more where that came from" - I'm writing to you about a moneymaking "tool" extraordinaire, that I have invested 19 years in making. It is called "POWER POINTS", and it is, by far and away, the most valuable and important "tool" or product of any kind I've ever brought forward, and I can't wait to describe it to you in all of its glorious detail.

But let me begin with its extraordinary guarantee:

DOUBLE YOUR MONEY BACK.

That's right - exclusively for my Inner Circle Members, I'm providing a DOUBLE-your-money-back guarantee with this new "tool."

You will have a full TWO MONTHS to review it and profit from it. If you are not absolutely thrilled with it, eager to keep it, and eager to continue receiving certain benefits attached to it, you can simply return everything for a full cash refund of every penny you paid PLUS again that amount in "script" that you can use for ANY purchase with me or my companies; for books, tapes, subscription upgrades or renewals, seminar attendance, even consulting fees.

I trust you to be fair.

And I know you will rank this "tool" as the very best thing I have ever sold you AND the very best "bargain" you've ever gotten from me. But if you disagree, for any reason, you get your money back plus again that much toward other purchases.

In all my years of publishing, I have NEVER offered such a guarantee. That should immediately tell you something about just how profitable reading this letter in its entirety, carefully, thoroughly, might be to you.

The problem: how to access what I know efficiently, to get what you need, when you need it.

The answer: Power Points.

A

Let me explain how this "tool" was built. Two years ago, a very capable editor and organized-thinker, very familiar with my work, took everything we could find that I had said, taught, recorded or written, published and unpublished, even consulting session notes, since 1975.....quite literally a trailer-truck full of "raw material".....and set out to edit out all the duplication, pull together all the "gems", and get it organized into categories and disciplines, somewhat like an encyclopedia.

It took her nearly an entire year of very dedicated effort.

I invested a large sum of money in her efforts.

Now I've been working with what she delivered, to make it even more useable and accessible.

In total, 19 years of my experience and nearly 3 years of arduous labor have gone into assembling POWER POINTS for you.

Here was my goal, my idea:

At any time, for any specific purpose, you could go right to the proper place in this "tool" and get a quick, concise refresher - *what would Dan Kennedy think and say about this?*

So, let's say you're getting ready to go and give a speech, to persuade 10 or 10,000 to accept your proposition or buy your products. You could instantly yank me into the room and get a quick "download" of my best advice and strategies for group selling, platform selling and public speaking.

Or let's say you're putting together a new sales letter or advertisement, and you're stumped on "the offer." You get me to instantly "beam down" into the chair next to your desk and reel off my very best suggestions for building the most powerful, magnetic offers possible.

Or you're about to get on the phone and negotiate a deal with a particularly difficult client. Blink your eyes like Barbara Eden and - zap - there I am, to go over a handful of key ideas about winning in negotiations.

I'm at your beck and call. Anytime. As needed. As often as needed.

Of course, some private clients do this now - by getting me on the phone - at $700.00 an hour. Or even flying in to see me. But you may not want to face consulting bills of $2,100.00, $3,500.00, $5,600.00 or more each month. I know you'll really profit from the incredible convenience of being able to dip into my brain and pull out the appropriate "expensive experience" anytime you want to, just like I do.

Many of my 'students' have been asking for a resource like this for years. Maybe you're one of them. It's finally here. Now you can keep me on the shelf right next to your desk, ask me a question any time you want to, and get an

instant answer. (If you've profited at all from what I've provided to you so far, why wouldn't you jump at this?)

The birth of the $58,800.00 book.

In fact, a quick story; what prompted the development of POWER POINTS in the first place:

Three years ago, a long-time "student" and occasional client called me and said, "I've decided I'd like to have some kind of a reference of just about every piece of advice you've ever given out on advertising in one place. How much would it cost for you to go through all your files and notes and put it in one place for me?"

After a bit of thought, I said, "Probably two full weeks." At my in-Phoenix day rate for consulting, that'd run $58,800.00. Quite frankly, I knew it'd be a daunting, herculean project, so I quoted $58,800.00, certain such a price would end the discussion.

"As long as you don't give it or sell it to anybody else," he said, "go ahead and do it. It'll probably be worth the $58,000.00 to me the first month I have it."

(Does that seem outlandish to you? Well, last week, I gave one of my on-going clients one strategy, in under 10 minutes, that he turned into over $17,000.00 in the very next 4 days - very accurately measured.)

After thinking it over, I refused the $58,000.00 fee and instead decided to assemble this resource and make it available to all my Inner Circle Members, at a much more affordable investment. And the giant project began, as I've already described.

Oh, and by the way, his $58,000.00 would only have gotten him one-third of the complete Power Points that I now have for you.....so you're going to get a $150,000.00 "system".

No fluff. No filler. No fu-fu. No wading through clever stories, jokes or anything else to get to the point.

What is a 'Power Point' anyway?

A 'Power Point' is something so important, so critical, so pivotal that it alone can make or break the project, the marketing piece, the ad, the letter, the phone call, the presentation, the entrepreneurial plan of action.

A 'Power Point' is something so useful, influential and effective it can resolve even a seemingly enormous problem, can break through paralysis of analysis, provide light in darkness to show you the best way out.

C

A 'Power Point' is THE factor, the idea, the principle, the truth that makes THE difference between success and failure.

In my new POWER POINTS Manual, I've identified over 600 of these Power Points, divided into 3 main categories:

1. Advertising, Marketing & Sales
2. Entrepreneurship & Business Success
3. Personal Achievement & Productivity

.....but there are a gazillion sub-categories. Just for example, in 'Advertising, Marketing & Sales', there are sub-categories like: Headlines.....Offers.... Guarantees.....Consumer Psychology.....Multi-Step Marketing.....Lead Generation.....Sense Of Urgency.....Positioning....and many more.

A small, sampling of the important strategies, tactics, "pearls of wisdom", etc. included in Power Points can be found on the "goldenrod" sheet of paper enclosed with this letter. I defy you to go through it and NOT find things certain to put money in your pocket!

The Power Points Incredibly Detailed Index
Makes All This Work For You As If I Was Sitting Right
There, Waiting To Instantly Answer Any Question

The INDEX is darned near magical. Putting together the Index was almost as herculean a project as was doing everything else.

This is a detailed, cross-cross-cross referenced, highly organized, easy to use Index, so you can get from question or topic to answers fast. Every Power Point is numbered, every page is numbered, and both sets of numbers are used in the Index.

You can go to the Index and instantly find all my Power Points for:

sales letters
envelopes
multi-step marketing campaigns
lead generation
recorded messages
offers
order forms
promotional books
using mailing lists
etc.

You can go to the Index and instantly find all my Power Points for:

preparing for an important NEGOTIATION
increasing a business' CASH FLOW
cheap, do-it-yourself MARKET RESEARCH
reacting to SUDDEN ADVERSITY
cleverly RE-INVENTING a business
adding sizzle to a SPEECH, etc.

D

How "big" is Power Points?

As big as my career experience.

I have consulted in over 176 different businesses, industries and professions, with clients ranging in size from less than a million dollars a year in sales to over a billion dollars a year in sales, and everything in between. My clients' successful results have made me a marketing legend.

I have built, bought, sold businesses. Created publishing and marketing businesses for $500.00 to $5,000.00 that have subsequently produced millions of dollars in sales.

I have had enormous and embarrassing failures.

I have private clients in continuing relationships as long as 10 years, customers and subscribers who've been with me as long as 15.

I have faced hundreds of business problems, thousands of marketing challenges, turned losing projects into winners, multiplied profits and incomes, invented truly new and innovative methods and strategies, even revolutionzed a few entire industries.

Every ounce of all that experience, successful and unsuccessful, is condensed and included in POWER POINTS.

POWER POINTS is so gigantic it can't even be put in one volume! Power Points will be delivered to you in three large volumes, across three months: the first volume, "Advertising, Marketing & Sales" will arrive early in August; the second, "Entrepreneurship & Business Success" will arrive in September; and the third, "Personal Achievement & Productivity" in October.

I've Made It As "Painless" As Possible To Acquire Power Points

You can take care of the investment three different ways;

OPTION A: You can instruct us to charge your credit card the week of each of these shipments, so you "pay as you go".

OPTION B: Or, if you prefer smaller monthly installments, instruct us to charge your credit card in five installments: July 15, August 15, September 15, October 15 and November 15.

OPTION C: Or, if you prefer to prepay, you'll save 10%. You can prepay with a check, now, or a single credit card charge with the shipment of the first volume.

E

You may indicate your preference on the Order Form, returned by FAX or mail, or if you want to call in your order, to 1-800-223-7180, be sure to tell the person taking your order of your payment preference: A, B, or C.

Why am I going to such an extent to make it easy for you to get Power Points? - even though everybody in my offices is grumbling mightily about all this complicated accounting? Because I believe this is the most important, valuable and beneficial "product" I've created in my entire career and I want every one of my Inner Circle Members to have it. I do not want to leave any stone unturned in my effort to put this in your hands and in the hands of every single Inner Circle Member.

That means I'm seeking an unheard of, never before achieved, "impossible" 100% response to this letter! (If I get that, together we'll have made history!)

Remember: It Is Impossible To Be Unhappy With Power Points, Impossible Not To Profit Handsomely From This Decision

Back to the guarantee: anytime within 60 days of your receipt of the first volume, you can yell "Stop", return everything you've received, get a 100% cash refund plus that amount again in "credit" good toward any products, services or seminars — DOUBLE your money back!

You Can Save BIG - During The Introductory Offer

POWER POINTS will be regularly priced at $599.00. Inner Circle Members who sign up for POWER POINTS no later than July 11, save 50%. Savings like this will NEVER be offered again.

Your investment is just $297.00.

Just As A Refresher - How Profitable Is My Advice?

Take a look at the enclosed "pink sheets" of paper - PROOF that paying CAREFUL AND THOROUGH attention to my advice is worth thousands, tens of thousands, even hundreds of thousands of dollars.

You might put thousands of dollars in your pocket from just one use of Power Points. Imagine what you might make by asking it a question everyday? BAGS OF MONEY, that's what!

Wake Me Up In The Middle Of The Night

Go ahead: worry me endlessly with your questions. Poke me in the side and ask me questions all day long. Roll me over and ask me a question in the

F

middle of the damned night. Like a circus sea lion who does a somersault every time a dead fish is waved over its head, I will leap to alertness, ready and eager to give you my very best ideas, advice and answers at a moment's notice, any time, as often as you desire. That's what having my POWER POINTS enables you to do.

By the way, to be an Inner Circle Member and NOT have this at your fingertips, well, that doesn't make much sense, does it? This really is THE ultimate Dan Kennedy product; if you've benefited from any of my products, then you must have this product.

Be there an Inner Circle Member with soul so dead he or she is not orgasmically excited about having my entire brain in a box deskside, waiting to respond to any business question?

Now, Here's How To Order
(Immediately, To Save 50%!!!)

PHONE:

Between 10AM and 4PM Eastern Time, you can call toll-free, 1-800-223-7180. Have the enclosed ACTION FORM in front of you, and order over the phone.

FAX:

Anytime, 24 hours a day, 7 days a week - right this minute - you can fill out the ACTION FORM and FAX it: 602/269-3113.

MAIL:

If paying by check, send the ACTION FORM and check to: Dan Kennedy's Office, 5818 N. 7th Str. #103, Phoenix, Arizona 85014. But your envelope must be postmarked no later than July 11 in order to claim your discount. Honest - no exceptions will be made. (Check should be payable to: Kennedy Inner Circle, Inc.)

As Red Foxx Used To Say: "This Is The Big One!"

I've never written a letter like this before and I'll probably never write one like it again, where I work so hard, where I implore, plead, urge and push you to respond. This is THE Big One! This is THE "moneymaking power tool" you'll use daily for the rest of your life, that you'll be thanking me for over and over again, that will directly bring bags of money through your phone, FAX, mailbox and door.

Please do not miss out on this.

G

Right now, you save 50%, get your choice of convenient payment choices, and get a double moneyback guarantee. What else can I do to motivate you to say "yes" right now? (Don't overlook the enclosed "orange" sheet of paper!!!!!)

So, it always comes to this: there's nothing left to say. I have done everything I know to do, to put you and Power Points together. In fact, if there's something I haven't done (short of giving it away) that you think I should have done, I'd like to know about it. And if you do get Power Points and you do not agree it is THE most powerful tool I've ever provided, agree it's easily worth ten times its price and more, I definitely want you to return it for your double refund.

It'll be a huge mystery to me if you choose not to put Power Points to work for you.

Sincerely,

Dan S. Kennedy

PS: After re-reading my entire letter and thinking this over for a few days, I've decided to up the ante. I am absolutely determined to get EVERY one of my Inner Circle Members using Power Points. So, should you be dissatisfied, not only will I refund your money PLUS give you that sum again in "script" toward any products, seminars or services - I'll ALSO PAY YOU $20.00 IN EXTRA CASH for your inconvenience. That's right: your money back plus twenty bucks out of my pocket.

PPS: If you take my current $700.00 per hour rate, and figure it takes about 5 minutes to ask a single question and have me answer it, that breaks down to about $58 for one piece of advice. Use Power Points just 6 times and you're ahead of the game. But that's still "small potatoes." Imagine what having "me" in a box, waiting to advise you anytime, instantly, can be worth over a year's time!

PPPS: Be sure to take a look at the "orange" piece of paper.

PPPS: I've even had (a limited number of) Power Points computer "mousepads" made up. The mousepad is full of Power Point sayings and ideas. It's yours as a FREE GIFT.... first come, first served, until the supply is gone - I'm not making anymore. To be sure you get a mousepad, either call 1-800-223-7180 or FAX 602-269-3113 IMMEDIATELY. (If you FAX, jot the date and time on your Form.)

H

Here's just a tiny sampling of the "gems" to be found in POWER POINTS

ENTREPRENEURSHIP & BUSINESS SUCCESS

1. THE paradigm shift in how you see yourself, that produces enormous, fast gains in sales and profits
2. What is the secret of the entrepreneur who can take risks without worry?
3. What to do if everybody hates your idea
4. The best piece of people management advice that everybody ignores
5. THE Cardinal Rule of Delegation
6. THE financial secret that pulls extraordinary profits from ordinary businesses
7. Why increasing sales is rarely the right #1 priority
8. The Three Rules Of Management that prevent panic, insure objectivity instead of emotional response, and foster calm peace of mind
9. How the Mini-Conglomerate Strategy can conquer most entrepreneurs' biggest, most frequently reoccurring, most distasteful problem
10. How to look at "customer retention"
11. What one "ingredient" should every product have, before you invest in marketing it?
12. How to create a Cash Flow Surge when you need it most
13. What single, reoccurring decision has more to do with your long-term success in business than any other decision you'll ever make - and why do most entrepreneurs blow this one more often than not
14. The power of parasite marketing: how to create marketing capital out of thin air
15. What is the purpose of being in business? (Most entrepreneurs have this all screwed up!!!)
16. The power of "overhead creep"
17. Why EGO is your worst enemy, and how to protect yourself
18. The Five Rules Of Business that, followed, virtually guarantee ultimate wealth

SALES

1. The only kind of question to ask when closing a sale
2. How a simple misunderstanding costs most professional offices, service businesses and stores small fortunes year after year

F

3. What you must know about offending people
4. The one thing every prospect, customer or client wants so desperately that they will buy just about anything from anybody who can fulfill this primal need
5. How to make price a non-issue - every time! (2 simple techniques that take 'price' out of the buying decision, even in price sensitive businesses filled with "cheapest price" competitors!
6. In person-to-person selling or negotiating, the most important "trick" that melts resistance away
7. The power of package selling

ADVERTISING

1. What is more important than creative, copy, offer, target markets, etc. in making your advertising pay off?
2. How to (at least) double the readership of just about any ad
3. THE most effective kind of direct-mail campaign
4. How to use five "Emotional Factors" to make advertising sizzle
5. What is THE one thing people are eager to buy, above all else?
6. The power of unfair comparison
7. The two most frequently made mistakes in advertising
8. Two magic words that boost the pulling power of most headlines
9. The power of the right offer
10. Two obstacles that even the very best copy, message and offer can never overcome
11. Why should you advertise? (Believe it or not, most people don't know, and waste a lot of money as a result.)
12. A tough, challenging, in-your-face question that will make all your advertising better.
13. A "sure winner" direct-mail campaign for just about any business
14. The power of the hidden benefit: how to use this strategy to re-invent "tired" offers
15. Five millionaires met on a Caribbean island, as a testament to the power of this one secret.
16. The power of risk reversal: how to create compelling guarantees
17. The power of primacy and recency
18. The sales letter "trick" most copywriters forget

Remember: each Power Points volume comes with a comprehensive INDEX, so you can ask your questions and get answers instantly!

J

Look! - I've had no personal consulting time with these folks.....here's what they've achieved just by paying close attention to my advice via my books, tapes and newsletter - imagine what they'll do once they get their paws on Power Points!!!! And why shouldn't you hit it even bigger?

1,655 LETTERS = $250,000.00

"In 1992, we almost went under. Our sales were $735,000.00. I sat down and wrote a 4 year plan in which I forecasted a 100% increase over the 4 years, with total annual sales the 4th year of $1.5 million. Frankly, I thought it was wishful thinking. If you possibly remember, I stayed after the 'Success 1994' event at Exhibition Coliseum in Toronto and thanked you. I told you of my success in the past 1-1/2 years with faxing flyers, but admitted that I had no other ideas on how to increase sales - until I listened to your presentation. I knew the FAX marketing would not last. (It tends to annoy people....the effect was more negative than positive.) **Using your ideas, the very first mailing I did was to 1,655 companies in western Ontario. The sales we made from the first mailing exceeded $250,000.00.** We have been mailing an average of 400 envelopes each week. Our total sales the 4th year from my 1992 planning were $2.5 million...a 340% increase from 1992. And profitable. Thank you Dan Kennedy."

- Don Gordon, President, SWL CRANE & HOIST LTD.

A CHANGED MAN

" Although this thank-you gift is long overdue, I hope it expresses my gratitude for what your books, tapes and newsletters have done to improve not only my business, but my entire life. You may recall meeting my younger brother, Mike, at your Orlando Seminar. Mike, unlike me, had little exposure to your work, although I had often shared your principles with him. He left Orlando 'a changed man'! Not only has his main business substantially improved, but he has 'gone on a tear' with our Alpine air purification business."

- William James Lee, President, FRIENDS FOR LIFE MARKETING

K

OUT OF DEBT AND IN THE CHIPS

"As a result of studying your ideas, I have taken a product that I had invested years and over $100,000.00 in, that was dead in the water, and completely, as you say, 're-invented' it, taken it directly to consumers with your kind of advertising, and **began making money the very first month.** If I stay at the current pace, I'll have all my debts paid off and be running a profitable business in just four more months. I once spent $15,000.00 with a big advertising agency and got bupkus for it. I've spent less than $1,500.00 with you and am making a fortune."

- Carol Van, CEO, INNOVATIONS, L.L.C.

And here's what's happening with a few personal clients - could one of the Power Points that I've given them personally have a huge impact on your business, too?

"$140,000.00 in business in 4 days, and a big chunk of that was extra revenue I'd have never seen without the one suggestion you gave me. If I'd been using that one since the first of the year, I'd be at least $100,000.00 farther ahead." - Joe Polish, Pirahana Marketing

"He put us in the high-priced seminar business. Showed us how to leverage a yearly marketing campaign we were already doing successfully into about 30% more profits. His impact on our business has been enormous." - Greg Stanley, Whitehall Management

"Your ad has out-pulled the 'control' by 3-to-1." - Michael Kimble

"I have purchased thousands of dollars' worth of Dan Kennedy's books, tapes, newsletters, etc. and have had him speak at two of my marketing boot camps held for the photography industry. His wealth of business-building ideas have helped me grow personally and professionally - and directly added no less than $336,000.00 to my sales last year." - John Hartman, Contemporary Photography

My clients ROUTINELY make $100,000.00, $200,000.00, $500,000.00, even millions of dollars from implementing my strategies - now, for the first time ever, you can have ready access to all of them for a tiny investment.....can there possibly be a sane reason NOT to get POWER POINTS? (If you've got one I really like, I'll pay $100.00 for it and publish it in my newsletter!)

L

360

WHY DID THIS WOMAN SEND DAN KENNEDY A PICTURE OF HERSELF RIDING AN ELEPHANT?

"I just want to let you know how much I enjoyed your seminar in New Orleans this week. Especially the story you told about the elephant keeper who didn't want to give up show business! How people cling to the comfortable rather than improve their financial circumstances. Boy, did I identify! As a zookeeper and animal handler, I have not been making a lot of money, so I have supplemented my income doing different things, even working as a cocktail waitress in Bourbon Street. But the difference between the person in your story and myself is, I decided I had to make some definite changes in my life. I found my opportunity with a sales company called (name omitted) this past summer. By October, I had left the zoo to concentrate all my efforts on my business. I am doing quite well now and am on my way to financial independence. Now I volunteer every Friday at the zoo. The ideas you shared are certain to help me achieve more, faster, and I'm excited about getting out there and going to work with your methods."

Donna M. D'Arcangelo
New Orleans, Louisiana

M

☆ ☆ ☆ POWER POINTS ACTION FORM ☆ ☆ ☆

"YES - I'd be a bloomin' fool NOT to take you up on this double-guaranteed offer - to have Dan's brain-in-a-box, ready to answer my questions morning, noon or night, for just $297.00 (a huge discount from the regular price of $599.00, going into effect after this introductory offer). If there's an Inner Circle Member who doesn't do this I'll be surprised! As soon as it's available, rush the first Power Points volume to:

Name_____
Street Address_____
City,State,Zip_____
Phone_____ FAX_____

SAMPLE ONLY
Contact Kimble & Kennedy Publishing for this product @ Phone: 512-328-4334 or FAX: 512-328-4464.

Here's how I want to take care of payment.....

___Option A: **Please charge my Credit Card the week of each of the shipments.** So I'll be charged $99.00 with the shipment of the first package in August, $99.00 again with the second shipment in September, and $99.00 again with the last shipment in October.
(Shipping is free)

___Option B: **I prefer even smaller monthly installments:** please charge my credit card $59.40 each month for five months, beginning with one charge July 15; the 2nd August 15th; 3rd Sept. 15th; 4th Oct. 15th; and the final installment November 15.
(Shipping is free).

___Option C: **I want to save an extra 10% by pre-paying.**
___A check is enclosed for $267.30 (Payable to Kennedy Inner Circle)
___Charge my Card for $267.30 when you ship the first package.

Please use my ☐ American Express ☐ VISA ☐ MasterCard

Card#_____Exp. date_____

Signature_____*(Required)*

I am ordering BEFORE JULY 11TH - So please be sure I receive all the bonuses: the Power Points Mousepad, Orlando Seminar Cassette, 31-Page Exclusive Interview Transcript, USP Checklist, $299 Savings Certificate and Frugal Entrepreneur book, Consulting Tricks Checklist, and the "free money". All told, over $1,200.00 in value, all FREE." (Supplies of some items limited; issued first come, first served.)

HOW TO ORDER: (1) RETURN THIS FORM BY **FAX** TO 602/269-3113
Or by **MAIL** to Dan Kennedy's Office at
5818 N. 7th Str. #103, Phoenix, Arizona 85014
(But, remember - it must be postmarked by July 11th!)

(2) **CALL** 1-800-223-7180, 10-4 EST, Monday-Friday
OR CALL DAN'S OFFICE DIRECTLY 602/269-3111
ONLY TUES. & THURS. 12-4 Arizona Time.

Please:

OPEN AND READ THIS LAST - ONLY AFTER YOU'VE READ MY LETTER IN ITS ENTIRETY.

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To try Power Points on a generously guaranteed basis, I'm going to bribe you so silly your legs'll wobble, you'll be bumping into furniture, holding your head and humming "Volare" before it's over.

OUTRAGEOUS BRIBE#1:

Audio-Tape Highlights of my April 7th Orlando Special Seminar. At this Seminar, I covered the most critical factors in a well-honed, "killer" Marketing Message. I showed eactly how to extract the greatest possible profits from every marketing effort, every customer. The attendees each paid no less than $395.00 to be in this one-time-only, full day, intensive session. Now you can eavesdrop on it for free. And this is the only way you can; this Tape will NOT be sold or otherwise made available.
Value: At least $100.00 to $400.00

OUTRAGEOUS BRIBE #2:

Michael Jans' 31-page exclusive interview with me - conducted for his clients and members of his 'wealth-builder workshop of the month'. Michael is a very astute, successful "student"-turned-master, and, in this interview, he asked precisely the right questions to suck out of my brain my very best marketing and moneymaking ideas, in a very logical, useful sequence. After it was all over and I saw this interview-transcript, I knew I somehow had to get it for my Inner Circle Members - because it is the best "dose of clarity" I've even done, about my methods. This 31-page book is very likely to be worth much more than you're investing in Power Points! and again, this is the only way to get it.
Value: At least $100.00.

OUTRAGEOUS BRIBE #3:

The "How To Create A Great Unique-Selling-Proposition" Checklist. At the Orlando Seminar, one of the attendees - a top-flight marketing consultant in his own right - urged me to put on paper a "master list" of the ways I dig into a client's brain and business, to uncover and clarify a Unique Selling Proposition. This was a very difficult task. But I did it. If you've ever struggled with a "USP" for your product, service, business or a particular campaign, you'll find this Checklist valuable beyond all measurement! You know getting this USP thing right is tough. This'll make it child's play easy.
Value: At least an hour of consulting: $700.00.

OUTRAGEOUS BRIBE #4:

Terri Lonier's nifty little book 'The Frugal Entrepreneur.' Obviously I'm into MAKING money. But hey, SAVING money is good too. In this book, you'll find all sorts of tricks and sources that'll help keep a few more bucks in your pocket. But that's not all: I am currently planning my biggest, grandest, most elaborate, most valuable Marketing Super-Conference ever. You'll get all the details in a few months. But right now, you'll get a $299.00 SAVINGS CERTIFICATE to hold onto, good toward Conference registration. (Yep, the entire amount of your Power Points investment as a rebate!)
Value: At least $300.00.

OUTRAGEOUS BRIBE #5:

My "Consulting Tricks Checklist". At the very beginning - when you opened up this package and found your bag of money, I promised you that there was more where that came from. And there is. I hope it's overwhelmingly obvious that having POWER POINTS at your fingertips HAS to make you bags and bags and bags of money. But how about some FAST CASH? I'm going to include my "Fast Cash Consultant's Tricks" -- these are the ways I uncover hidden, almost instantly available hunks of cash in just about every client's business. Up until now, I've kept these in my head and used them only for private clients paying at least $4,600.00 for a day. For example, I'll reveal how one of these "tricks" took something a client was already doing and increased its profitability by more than double instantly! Each "trick" on this list is THAT powerful. I used to think if I told all these to somebody, I'd then have to kill them.
Impossible To Place A Value On This!

P

OUTRAGEOUS BRIBE #6:

FREE MONEY: If you're not already a GOLD IC-Member, you'll get a Certificate good for a $25.00 DISCOUNT on Gold Upgrade, good the next time we offer the upgrade opportunity or anytime through 1998. If you are a GOLD IC-Member,

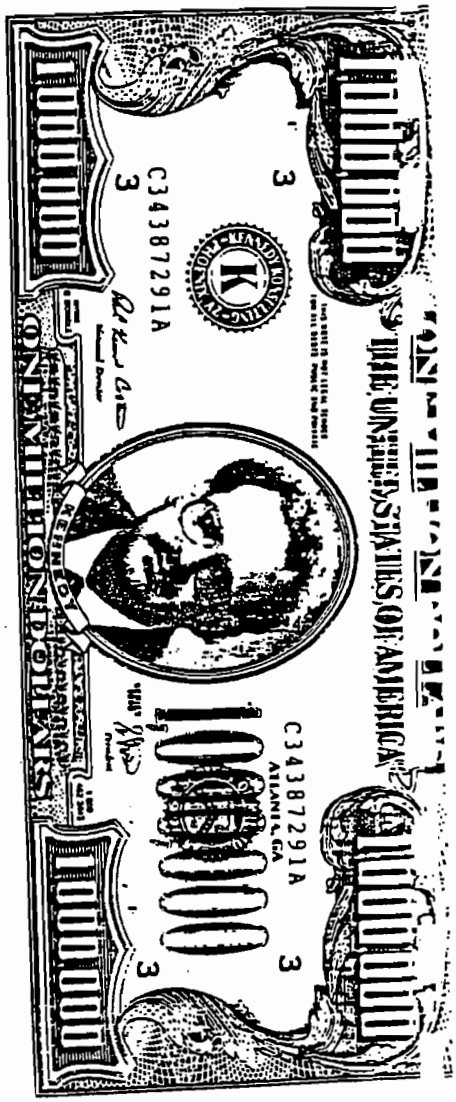
Sample: First Pages Of Follow-Up Mailings For "Power Points"

Inner Circle Final Offer – FREE AIR TRAVEL – new added bonus

1 (36)

As you can see, I've sent you a million dollar bill. There's a lot more where that came from.

Dear Inner Circle Member,



When I say "there's a lot more where that came from" - a moneymaking "tool" extraordinaire, that I have invested 19 called "POWER POINTS", and it is, by far and away, the most v "tool" or product of any kind I've ever brought forward, and I to you in all of its glorious detail.

But let me begin with its extraordinary guarantee:

DOUBLE YOUR MONEY BAC

That's right - exclusively for my Inner Circle Members, I your-money-back guarantee with this new "tool."

You will have a full TWO MONTHS to review it and profit absolutely thrilled with it, eager to keep it, and eager to contin benefits attached to it, you can simply return everything for a every penny you paid PLUS again that amount in "script" that purchase with me or my companies; for books, tapes, subscrip als, seminar attendance, even consulting fees.

In all my years of publishing, I have NEVER offered such should immediately tell you something about just how profitat its entirety, carefully, thoroughly, might be to you.

The problem: how to access what I kı efficiently, to get what you need, when you

The answer: Power Points.

Let me explain how this "tool" was built. Two years ago, a very cal nized-thinker, very familiar with my work, took everything we could fin recorded or written, published and unpublished, even consulting sessior 1975.....quite literally a trailer-truck full of "raw material".....and set ou cation, pull together all the "gems", and get it organized into categories like an encyclopedia.

It took her nearly an entire year of very dedicated effort. I investe in her efforts. Now I've been working with what she delivered, to make i ... more useable and accessible. In total, 19 years of my experience and nearly 3 years of arduous labor have gone into assembling POWER POINTS for you.

Here was my goal, my idea:

At any time, for any specific purpose, you could go right to the proper place in this "tool" and get a quick, concise refresher - *what would Dan Kennedy think and say about this?*

So, let's say you're getting ready to go and give a speech, to persuade 10 or 10,000 to accept your proposition or buy your products. You could instantly yank me

Q

2nd & Final Offer – FREE AIR TRAVEL new added bonus

(366)

As you can see, I've sent you a million dollar bill. There's a lot more where that came from.

Dear Inner Circle Member,

When I say "there's a lot more where that came from" - I'm writing to you about a moneymaking "tool" extraordinaire, that I have invested 19 years in making. It is called "POWER POINTS", and it is, by far and away, the most valuable and important "tool" or product of any kind I've ever brought forward, and I can't wait to describe it to you in all of its glorious detail.

But let me begin with its extraordinary guarantee:

DOUBLE YOUR MONEY BACK.

That's right - exclusively for my Inner Circle Members, I'm providing a DOUBLE-your-money-back guarantee with this new "tool."

You will have a full TWO MONTHS to review it and profit from it. If you are not absolutely thrilled with it, eager to keep it, and eager to continue receiving certain benefits attached to it, you can simply return everything for a full cash refund of every penny you paid PLUS again that amount in "script" that you can use for ANY purchase with me or my companies; for books, tapes, subscription upgrades or renewals, seminar attendance, even consulting fees.

In all my years of publishing, I have NEVER offered such a guarantee. That should immediately tell you something about just how profitable reading this letter in its entirety, carefully, thoroughly, might be to you.

The problem: how to access what I know efficiently, to get what you need, when you need it.

The answer: Power Points.

Let me explain how this "tool" was built. Two years ago, a very capable editor and organized-thinker, very familiar with my work, took everything we could find that I had said, taught, recorded or written, published and unpublished, even consulting session notes, since 1975.....quite literally a trailer-truck full of "raw material".....and set out to edit out all the duplication, pull together all the "gems", and get it organized into categories and disciplines, somewhat like an encyclopedia.

It took her nearly an entire year of very dedicated effort. I invested a large sum of money in her efforts. Now I've been working with what she delivered, to make it even more useable and accessible. In total, 19 years of my experience and nearly 3 years of arduous labor have gone into assembling POWER POINTS for you.

Here was my goal, my idea:

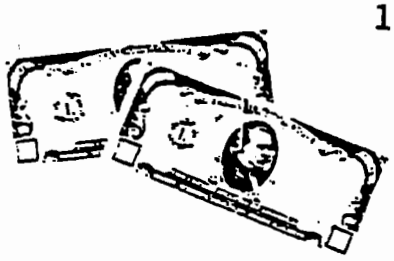
At any time, for any specific purpose, you could go right to the proper place in this "tool" and get a quick, concise refresher - *what would Dan Kennedy think and say about this?*

So, let's say you're getting ready to go and give a speech, to persuade 10 or 10,000 to accept your proposition or buy your products. You could instantly yank me

R

2nd + Final Offer

As you can see, I've sent you a "little money". But, there's a lot of "big money" too, where that came from.



Dear Friend and Customer,

When I say "there's a lot of "big money" where that came from" - I'm writing to you about a moneymaking "tool" extraordinaire, that I have invested 19 years in making. It is called "POWER POINTS", and it is, by far and away, the most valuable and important "tool" or product of any kind I've ever brought forward, and I can't wait to describe it to you in all of its glorious detail.

But let me begin with its extraordinary guarantee:

DOUBLE YOUR MONEY BACK.

That's right - exclusively for my specially selected customers, I'm providing a DOUBLE-your-money-back guarantee with this new "tool."

You will have a full TWO MONTHS to review it and profit from it. If you are not absolutely thrilled with it, eager to keep it, and eager to continue receiving certain benefits attached to it, you can simply return everything for a full cash refund of every penny you paid PLUS again that amount in "script" that you can use for ANY purchase with me or my companies; for books, tapes, subscription upgrades or renewals, seminar attendance, even consulting fees.

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So, let's say you're getting ready to go and give a speech, to persuade 10 or 10,000 to accept your proposition or buy your products. You could instantly yank me

S

PROSPECTING & MARKETING INSTITUTE, INC.
39 Vista Estrella South
Lamy NM 87540 USA
(800) 927-9410 (U.S.) ✦ (505) 466-1167
(505) 466-2167 fax

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simple tv promo bumper old letter

January 12, 2000

Dan Kennedy
Kennedy Inner Circle
5818 N. 7th Street, #103
Phoenix, AZ 85014

602-269-3111
602-269-3113 fax

Dear Dan,

In a recent issue of your newsletter, you mentioned that, if you're not in a holiday-related business, you have two choices for December. Either take the month off and enjoy it, or offer a holiday-related promotion.

For the last 3 years, we have offered a holiday-related promotion. Each year we tweak it some. This year we had our best results ever, and I thought you might like to share the results, and the copy examples with your readers, etc.

As you can see from the attached cover letter, which was printed on "Christmas green" colored 8-1/2" x 11" paper, we had a 50% off sale on one of our programs.

To give more credence to the offer, and to give a further "reason why," we decided to use this opportunity to clear out our inventory of scratched and scuffed programs.

We sent the promotion out to two markets – life insurance and financial services professionals and dry cleaners.

I've also enclosed a sample of one of the envelopes that we used, which, as you can see, was sent bulk rate mail, and covered with teaser copy.

The results? We mailed this to previous buyers and unconverted inquiries in the insurance market, and to unconverted inquiries in the dry cleaners market. More important than the actual percentage response to the offer (which was respectable) are the return on investment and profit figures. We received a 7.86 times return on our investment. And, our profit, after deducting marketing expenses and hard costs, was $26,070. Not bad for what used to be a very slow month for us.

Our success with the sale brought to mind the story of the very successful furniture company in Colorado, masters at marketing, who once held a sale when they received mattresses from the factory where the label was sewn on upside down. The sale was so successful that they later requested that the manufacturer intentionally sew the labels on upside down.

The only thing I regret is that we didn't send this promotion out to our entire database, which we will definitely do next year. And, in the meantime, I just sent out a promotion based on a similar concept, only repositioned as a "kick-off the new millennium sale."

Thanks again for all your great ideas and motivation to implement them!

Sincerely,

Pamela Yellen
CEO

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Prospecting & Marketing Institute, Inc.
39 Vista Estrella South
Lamy, NM 87540

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One-Time Only 50% Discount On Pamela Yellen's Most Powerful Prospecting Program Ever

"In the last 2 months alone, using your strategies, I've gotten 2-1/2 times as much business in the pipeline as I wrote all last year! One strategy got nearly 10% of my prospects to call or fax me requesting an appointment. I highly recommend your Program – there's nothing else like it anywhere."

- Tom Mitchell, California

"In the last 5 months, I wrote $500,000 of premium – nearly 3 times what I did last year. Using your strategies to do estate planning for high net-worth individuals, I'm now getting 3 to 4 opening appointments per week, instead of the one or two per month I averaged before using your strategies."

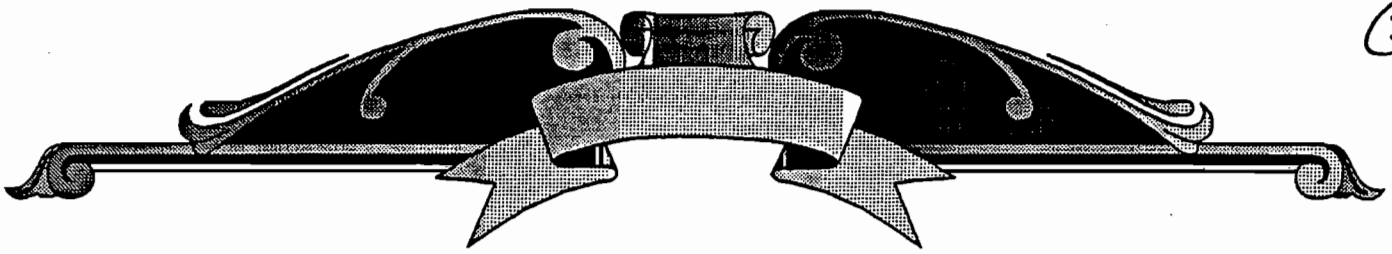
- David Gerstenblatt, CLU, CFP, CFC, Massachusetts

"Using your strategies, my prospects– CEOs of companies with $5 to $40 million in sales - literally run to the phone to take my call!"

- Richard Moravek, Florida

Open Immediately! This Holiday Special Offer Expires Soon....

Susan Richards
39 Vista Estrella S
Lamy NM 87540-9631



50% Off Holiday Sale!

Expires December 24, 1999

Yes, Virginia, there *is* a Santa Claus! Finally, some relief from the usual year-end budget crunch! This certificate entitles you to a 50% discount on your purchase! Hit the ground running in the new millennium! The time to invest in turbo-charging your practice is NOW. Plus, you'll get to take advantage of any tax deductions your accountant will allow THIS YEAR.

What's The Catch?

We want to clear out our inventory of slightly blemished programs before the end of the year. Other than a few nicks, scratches or scuffs, you'll get the same powerful prospecting strategies and all the valuable bonuses. This is a one-time only holiday bonus, and positively, absolutely expires on December 24, 1999! This offer is available on a first-come, first-served basis and supplies are limited. To take advantage of it, mention Certificate H-202 when you call in your order. Or, you can fax or mail the special Enrollment Form.

If you don't want to keep repeating this year again in the new millennium, there won't be a better time – or price – to invest in yourself and tools guaranteed to increase your commissions!

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Spring Supplement

The Cleaners "Bag of Gold"

This Issue Loaded with Free Reports, Special Opportunities and More Secrets to Higher Profits, More Fun, Less Stress and Better Living

Dear Piranha Member,

Now that you've thawed out from winter, and spring has arrived, you can be certain that we've been busy gearing up to provide you with the best resources, information and ideas on the planet. Here is your Spring Supplement – full of nuggets sure to bring you business success. Read through these pages and mark all of the items that interest you the most. Call and request the FREE reports to help you generate a profit avalanche in the coming weeks and months.
Just remember...prepare properly and profit promisingly.
Have a successful Spring Season!
- Joe Polish

In This Issue:

- **Shocking True Story: "How I made $10,000 extra dollars in one month" (pg. 2)**
- **How To Make Your Clients Rave About Your Service From The Minute You Set Foot In Their Door. (pg. 3-4)**
- **Consumer Awareness of Bait and Switch at an All Time High (pg.5)**
- **Free Report Reveals Cleaner Jim Wolverton's Secrets To Build Your Company from Scratch to a Multi-Truck Operation in less than 18 months (pg. 6)**
- **Special Tools To Make Creating Your Marketing Promotions Easier. (pg. 8)**
- **Joe's Top Book Picks To Help You Gear Up For Big Profits (pg. 12 back cover)**
- **The Big Mistake That Stops You Cold From Closing High Dollar Jobs (pg. 9)**
- **New "Old Technology" Simplifies Prospecting (pg. 10)**
- **Who Wants To Be A Millionaire? (pg. 7)**

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"I Didn't Believe It When Tony Said I Could Turn Cleaning Customers Into Referral Making Machines... Until I Tried It And Made $10,000 Extra Dollars In One Month!"

California. Veteran Cleaner Dave Perez was kicking himself in the butt over his stubbornesss. This came after he finally gave up his obstinance and decided to listen to a suggestion from Tony at Piranha Marketing. He was spending a lot of money chasing new business while his current customer base was virtually ignored.

There's a simple secret to BIG profits by keeping your name in front of your clients. It's called a monthly newsletter. Now before you say "Oh No! Not me, who has time for that?" Let me share Dave's story with you in his own words.

"Here are the results I received from my first mailing of the Piranha Client Newsletter to my past customer list. I kick myself in the butt for not implementing it sooner.

I sent out a total of 900 newsletters to my clients, I only received a 2 _ % response (23 clients) but the total dollar amount is what I'm excited about. These 23 clients brought in a total of $8,288 with an average invoice of $360. My lowest was $76 and my highest was $527. Plus I also received 10 referrals for an additional $1,765. My total printing and mailing cost was $875.40 and my cost for the referrals was $200 worth of the reward you suggest in the newsletter. That's a total investment of $1,075.40, it brought me a total of 33 new invoices for a total of $10,053 and change. I'm sure you can see why this excites me. JOE'S Newsletter works!"

Get this... It may be COSTING you thousands or MORE in lost repeat and referral business to NOT send a client newsletter (I hope you cringed when I said that!). Many of us (falsely) believe that we render such an awesome service that *OUR* clients will naturally refer us, and wouldn't even THINK of using anybody else.

Dumb, dumb, dumb. It's a vicious world out there. Your competitors are constantly, secretly attempting to "steal" your clients away from you. Imagine driving past one of your favorite client's homes and seeing another cleaner's van in the driveway. Later, when you ask her why she didn't call you, she tells you, " I couldn't find your phone number" or " I forgot the name of your company" or " I didn't know you did air ducts too. I thought you just did carpet. I wish I would have known that before we hired XYZ to do our new ...."

Whose fault is it that you didn't get the job? Hers or yours? Yours! Secondly, to maximize repeat and referral business, it is absolutely VITAL that you communicate with your clients on a frequent basis. You should be talking to your client base at LEAST once a month.

A newsletter is a very effective, pleasant, and FUN way to open the floodgates to a stream of steady referrals, and repeat business.

Like Dave, You Can Put An Additional $10,000 In YOUR Pocket This Month, Automatically!

How simple can this be?

Do you want to avoid blowing YOUR repeat and referral business and put a bushel of extra cash in your pocket to boot? A regular, **interesting**, informative newsletter mailed to your entire database each month will do just that. Many of you say, *"Hey, I love the idea of a client newsletter, but I don't know how to put one together. And even if I did, I don't have the time! Can you help?!"*

The answer is a resounding - YES!

Now You Can Have It Done For You!

Here's how it works: I'll write a *Killer* newsletter for you and send it to you each month on a computer disk. (In case I even have to mention it – this newsletter is NOT anything like those stuffy, canned newsletters you may have seen.) No, no, no. Yours will be packed with home improvement and cleaning tips, "news you can use", client quizzes, the works.

The disk will have the newsletter saved in word processor formats, like MS Publisher, and PageMaker. Just pop it right into your word processor and use it word for word, add a few things if you want, (personal stuff, neighborhood news, whatever you want) or drop it off at your local copy shop and have them do it, and then drop it in the mail. Easy.

Voila! You have your own, personalized, newsletter that looks and reads for all the world like you spent hours slaving away, writing it yourself! Your time investment each month *might* be as much as ten to fifteen minutes! Then just mail it and watch your business soar.

All For Only $47 A Month!

What's that you say? You want EVEN BIGGER savings? Jeez, you're tough.

OK. Here's an irresistible offer for you. If you're smart enough to pay for a full year in advance, I'll knock a full 20% off! That's right. **Subscribe on an annual basis for just $451.20 and you'll SAVE A FULL $112.80**

Special Free Bonus:

Sign up now for the monthly newsletter and get a **FREE** audiocassette, "Secrets To Newsletter Marketing." On this tape you'll discover how to get your newsletter done for **FREE**! Yes, that's right, **FREE**! It'll also show you how to get it printed, stuffed, labeled, stamped, sealed and out the door with virtually ZERO time and effort on your part or your staff's part! Don't make the fatal mistake of ignoring this powerful tool See the enclosed order form or call our office today for your first issue.

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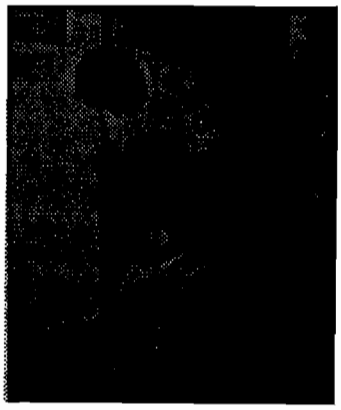
A Guaranteed Way That Your First Impression, Will Be A GREAT Impression- This Time - Every Time!

"How To Make Your Clients Rave About You From The Moment You Set Foot Inside Their Front Door"



How would you like to "clone" your good Clients and double or even triple your business this year – without spending even a penny on hit-or-miss advertising???

If there was a strategy that never fails, would you want to know about it?

Our friend Dan Kennedy often quotes Walt Disney. Disney's number-one marketing secret was: "Do what you do so well and so uniquely that your customers can't resist telling others about you." This is THE secret to multiplying business income without spending any money on advertising! And very often it is little things that make big differences.

Little things mean a lot. People remember and tell others about the "little things" you do for them.

And so the search began for some "little thing" that Carpet Cleaners could use or do, that would add the *"Wow – look at that!" factor* to their businesses. Something clients would be surprised by, would notice, would remember, would appreciate and would tell their neighbors and friends about. *A "conversation piece."*

Doubletree Hotels does this with free, fresh-baked chocolate chip cookies given to each guest at check-in. Their research clearly shows that customer loyalty, measured in increased numbers of stays per frequent traveler, has been boosted by-*the cookies!* A veterinarian in Pennsylvania saw his referrals increase by better than 60% vs. the previous year, the year after he delivered gift-wrapped boxes of dog biscuits as Christmas gifts to the dogs' homes.

Sure, we're talking about "gimmicks." But if you had a simple "gimmick" like this that GUARANTEED increases in customer satisfaction, retention and referrals, with no extra work & virtually no cost, would you be too "stuffy" to use it?

Well... have you seen the little plastic shoe covers I discovered? Actually they are the highest quality surgical "booties" available today. They even make you look a bit like a "doctor", a highly sophisticated technician. They get noticed. They get you talked about. And they cost a measly twenty-six cents per pair. These disposable shoe covers simply protect your clients' carpets while you finish up your work. And, more importantly, your clients can wear them while the carpets are drying so they are not a prisoner in their own home.

And this IS a gimmick that works. After our last Boot Camp - when I presented this strategy - we've had Carpet Cleaners reporting story after story of their clients impressed by (and referring others because of) this odd little gimmick. In fact, since I presented the "booties" at the August 1998 Boot Camp, I've had problems just getting enough of these things to supply the Members who were there or who heard about them.

That's why I've gone to the trouble of entering into an exclusive contract directly with the #1 manufacturer, negotiating the best volume discounts (which I'm passing on to you), and establishing a reliable supply of these things. Because once you try 'em for a month, you will NOT want to operate your business without them.

Here's a true story: seven jobs for 26 cents of "advertising".

A Piranha Member told me this story during a recent telephone session, I'll bet it's one that YOU can identify with. It's about, "The Grumpy Customer." When she scheduled a cleaning, he almost wished she hadn't! The last time he'd been out there, she'd accused him of deliberately tracking in mud and dirt on his shoes onto her

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carpets (and truth was, he did have some "stuff" in the soles of his shoes). She said, "How are my carpets ever going to be clean with you walking in and out and out and in?

You'll leave them dirty!" The grump also complained about having to stay off the carpets for three hours after the protection was applied –"whaddya think, I've got nothing to do all day? That I can sit in a corner and not move?" And on and on and on. Picky, grouchy, impossible to satisfy.

This time, he stopped at her tile entryway and put these white "booties" on over his shoes before walking on her carpet. When he had to go back outside, he took a minute to remove the "booties", then put them back on when he re-entered her home. Finally, when he left, he gave her a complimentary pair to use, so she didn't have to wait for the "wet" carpet to dry.

Over the next two weeks, he got SEVEN!!!!! calls from the Grumpy Customer's neighbors, daughter, daughter-in-law, dentist and even the owner of a local restaurant, and all seven booked jobs. Why? She had told every one of them about being amazed at how incredibly careful this guy was in her home – even to the point of putting surgical booties on over his shoes!

You see, these "booties" ARE advertising. Of course, you're not going to get seven referrals out of every customer just by wearing 'em, having your techs wear 'em and giving 'em away. But let's do tiny numbers.

Let's assume you get just one referral you wouldn't have otherwise per ten jobs, thanks to the "Wow!" of these little booties. And let's say you use two pairs and give away a pair at each job. That's 12 pairs of booties x .26 cents - $3.12 to get a solid referral, a new customer. How many times this month would you leap to "buy" a good new customer for $3.12??? (If a job is $130.00, that's over a 4000% return on investment. If you turn $3.12 into $130.00 just 52 times this year, that's $6,760.00 in your pocket!)

Clearly, this is a "no-brainer."

So here's what I want you to do: get an initial supply of these "booties" immediately (unsure if this is for you? Well try our Starter Pak of 50 pairs, it's just $19.95), get a case (the Pro Pak) with 150 pairs for $39.95 (.26 cents a pair!).

Try 'em out for a month in your business. Make sure your techs wear them, and leave a complimentary pair or pairs with each customer. If you don't hear and see the results...get praise from customers...get referrals...if you don't think this is a terrific "plus" to your business' image and professionalism, anytime within 30 days, return any unused "booties" for a full refund. As of this writing we have a 98% reorder rate from our clients who are using them and raving over the results!!!

I'll Even "Bribe" You To Get You Using This 26-Cent "Marketing Strategy"

Order 6 or more cases right now, and get FREE shipping and handling on your order. Order 12 cases and get FREE s/h PLUS a 13th case FREE ---a "Baker's Dozen." Don't be fooled! There are some cheap booties made by slave labor in dank basements in Pakistan or someplace like that. The seams rip while you're wearing them. Some of 'em even pick up dirt and leave smear marks on carpet! I was careful here. These are hospital-quality booties. Seamless. Guaranteed against defects by free replacement. And geez, how much cheaper than 13 cents each must you get?

Okay, so these are only booties. It's not something that is going to revolutionize the industry. But you know how it goes. You can surf the tide of success or let the waves crash over you. These booties are the first wave of a new tide called "increased professionalism." Either get on top of it or get washed over.

I ain't gettin' rich on these things. There is NO BETTER OFFER. And when was the last time you could do something so cheap that has so much potential impact on your clients? The cheapest cleaning agents cost many times this much. No amount of labor can be purchased for this price. Call 800-275-2643 or 360-943-9999 to order yours today or use the master order form located on the inside cover of this booklet.

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"Heightened Consumer Awareness Of Unethical Carpet Cleaning Tactics Creates Golden Opportunity For Piranha Members"

Congratulations to the Piranha Members that have received free publicity from this exciting turn of events. Some have received TV, radio and newspaper attention.
This issue will be hot as summer draws nearer and people are more inclined to clean after months of hibernating. So if you have not received publicity yet – here's the plan. (Or if you haven't got the press releases yet call our office)
Publicity Check list:

1. Fax out press releases
2. Mail out the press release, bio, and Q & A along with your picture.
3. Ask your clients if they saw the recent 20/20 or Dateline show.

If they did not – it gives you a great opportunity to share the information with them and build credibility that you are a Member of an organization that has been working to eliminate Bait & Switch from the industry. If they have seen the show – great - use the same information. You are a Member of an organization that has been working to eliminate Bait & Switch from the industry.

After you have your press kit then: Fax the press releases to the media people. If they don't call you then follow up buy calling the News Room, or the editor and tell him/her:
"Consumers are concerned about how to choose a carpet cleaning company. These consumers may be aware of the show that has been done on 20/20 and Dateline and want to be sure they won't be ripped off. I know the public is concerned and I would like to help by presenting this information to you and give you a list of questions a consumer could ask a carpet cleaning company that will help them make an educated decision and avoid a carpet cleaning rip-off. When would be a good time to discuss this with you?"

OR

"You may have seen the 20/20 report on October 1, 1999 that showed the tactics that were used by Bait & Switch carpet cleaning companies to cheat the public. This information was excellent for educating consumers and providing them with information on what to expect from an ethical carpet cleaning company. I know the public is concerned and I would like to help by presenting this information to you and give you a list of questions a consumer could ask a carpet cleaning company that will help them make an educated decision and avoid a carpet cleaning rip-off. When would be a good time to discuss this with you?"

If you can't reach a person, put the above information in a **second press release** and get it faxed out.

Alternately: One Piranha Member has printed "Consumer News – October 99" and done the story herself. The Consumer News is being inserted into the newspaper. Remember advertorials will receive more attention than an ad. (Keep up the good work – and let us know how it's going!)

Are you sick & tired of those bait-n-switch scumbags who pollute the marketplace, poisoning the minds of potentially good customers, leaving scorched earth in their wake, and generally making it harder for ethical (honest advertising) carpet cleaners to make a living?

Do you want to attract a flood of new clients, create market dominance, all while kicking the bait-n-switch boys in the rear?

Here's how you do it. With Joe's Attack on Bait-n-Switch Publicity Kit, you'll get everything you need to get news or newspaper coverage. You'll get specific instructions on how to contact local TV and radio stations, newspapers and magazines.

The kit also includes an introductory letter that will get the News Managers to call you. Press releases that are so simple to use that you just put your name and telephone number into the spaces provided and fax or mail them to the news station. With these press releases you will get Free Publicity while educating hundreds and thousands of potential clients about the rip-off bait-n-switch cleaners, and position yourself as the Consumer Advocate for Carpet Cleaners, all at the media's expense.

Getting Free Publicity Beats Paid Advertising Every Time.

When you are quoted by the media, interviewed on radio, or presented on TV as a knowledgeable, ethical expert in your field, you gain stature no competitor can match. You don't need to overcome the natural skepticism that happens when you read an ad. One little article in a newspaper, with one power sentence in it (included with kit) can bring you 30 to 100 or more really good new clients.

Not to mention the fact that you can use reprints of your articles or put "As seen on the Good Morning (Your City) show" in your ads and Consumer Awareness Guides forever. In the course of a year you can rack up thousands of dollars worth of publicity-FREE. Joe did a local TV segment that generated over five hundred calls as a direct result of being on TV, using the same strategies that you'll get in his attack kit.

Here's what you get:

- Specific step-by-step instructions that tell you exactly what to do to get the media to contact you.
- Actual Plug-and-Chug news releases. Just put your name and phone number into the space provided, fax or mail them and your phone will ring with reporters wanting to interview you.
- The video of Joe's actual interviews so you can see how its done. Or even better, show it to your local news managers and they will want to do a story like it too. Imagine having your company on TV with you as the Expert- just like Joe.

Also included is a bonus taped interview with Dr. Paul Hartunian- "*The Worlds leading Expert on FREE Publicity.*" He has gotten over 6 million dollars worth of publicity Free in the last few years. This tape alone will save you thousands of dollars in advertising expense. **As a special bonus to the first twenty people who order, we will include Paul Hartunian's "How To get One Million Dollars Worth of Publicity Free" a one hour long video taped lecture where Paul tells some of his secrets to getting free publicity. Call 800-275-2643 or see form on page 11.**

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FREE Report Reveals:

"Secrets Used By Oregon Cleaner Jim Wolverton To Build His Company From Scratch To A Multi-Truck Operation In Less Than 18 Months!"

Dear Fellow Carpet Cleaner:

In this month's newsletter you have just read very powerful sales tactics and marketing strategies that I know will make you a lot of money if you use them. I hope you didn't miss any information. What I am sure you missed, are another six hundred pages of ads, strategies and more that I have prepared for you, all based upon Joe's approach to direct response marketing. If you liked what you read in the newsletter, I can't wait to see what you will think when I send you my complete collection of winning ads and sales-letters, plus a whole lot more. This is all the best marketing I've created that helped me to build my company from scratch to a multi-truck operation in 18 short months!

I'm talking about my Marketing Funnel Package. This mammoth body of work includes tools to monitor, evaluate and prioritize your marketing, systemization techniques, the world's most thorough pricing guide, example after example of effective ads, and more. It's all arranged in a way that makes sense, simple to work with, designed to help you as you choose an effective marketing plan. It is also designed to help you see the leaks in your business and plug them. There are strategies to guide your client along every checkpoint from prospect to champion.

One of the most common praises I hear about this package is that people can actually understand what I am talking about. I constantly read marketing information that has to be translated by a legal secretary. But I deliberately wrote this to give you marketing sophistication written by a Carpet Cleaner for Carpet Cleaners in language we can all understand without the slightest pretense. I feel that guys with Ivy League marketing degrees disguise their lack of marketing punch with jargon and big words. You'll see I have no need to posture myself or try to disguise my strategies with "puffed up words", because I use only straight shooting marketing that works.

This is not a rehash of Joe's kit. I designed my marketing around Joe's strategies and I have even shared some of it with Piranha Marketers through this newsletter and other mediums. Sure, some things you have seen from me are included. But I guarantee there are lots of new, never before seen strategies and ads that will make the phone sing . . . Ads that may bring you as much as a 30 to 1 return on investment.

Look, I could tell you about this forever, but I have a better idea. At this moment I personally invite you to call and request a special FREE REPORT I have created for you with no obligation. For more information **call Piranha at 1-800-275-2643 or 360-943-9999** and ask for the free report on Jim Wolverton's Marketing Funnel Package.

At your service,

Jim Wolverton

Jim Wolverton

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"Who Want's To Be A Millionaire?'

"How To Turn Your Ordinary, Boring Sales Letters, Thank You Cards And More... Into Million-Dollar Winners!!"

Some of you are not making the most of your direct mail efforts. Some sales letters need a little boost. They don't grab the reader's attention – and if you can't get your reader's attention, you'll never get 'em to read your letter.

Three to ten seconds - that's all you've got to get your prospects attention and get them reading. That's the bad news. The good news is, studies show, if you can get your prospect to read the first 50 words of your letter, they will continue to read the next 500 words. So, the real challenge becomes, how can we get the attention of our reader so effectively that they absolutely can't resist and MUST read our letter? One of my favorite ways is with a...

Million Dollar Bill!

Just attach these babies with glue, tape, staple, or paper clip to a sales letter –watch in dumbfounded amazement as they **capture and command attention**, assuring you your letter WILL be read!! Using a Million Dollar Bill as an attention grabber is one of my favorite direct mail secrets! Why? Because they are different and fun. They get people's attention. They work! Why does this stuff work?

Well, imagine the reaction a prospective client might have when they open a letter like this. "What the heck is..... why is someone sending me a letter with a Million Dollar Bill on it?" Well, they gotta read the letter to find out, don't they? And guess what. That's exactly what they do. The Million Dollar Bill commands the prospect's attention and gets **your letter read** (yeah!!). And, as I said before, if we can get 'em to read the first 50 words, odds are we can get 'em to read the next 500! Here's how you can use Million Dollar Bills in your marketing!

Consider these headlines:

1. **"Thanks A Million For Stopping By Our Trade Show Booth..."**
2. **"How To Make Your Carpet Look Like A Million Bucks..."**
3. **"Thanks A Million For Your Referral!"**

There's no limit to how you can use them! Listen: Using a Million Dollar Bill as an attention grabber is really one of those "insider's marketing secrets" that few (if any) people outside of the direct marketing business know about or understand. They're not easy to find. And if you do find a source, they're usually quite expensive and you have to buy 'em in big quantities.

Many of you have seen me use these before in my own promotions. A lot of you have called up and asked how you can get these for your own sales letters. Until now, you couldn't. But, now you can get these Million Dollar Bills for yourself directly from us. I went out and found the best Million Dollar Bill money could buy. And I bought a truck-load of 'em. Because I did, I got the absolute lowest, rock-bottom price for these babies.

Here's how it works. You can get:

- **1,000 Million Dollar Bills** for $149 (do the math, about 15 cents each – cheap!)
- **2,000 Million Dollar Bills** - Just $249 (better deal only 12.5 cents a piece)
- **5,000 Million Dollar Bills** – the best bargain $495 bucks!

If you've never used an attention grabber like a Million Dollar Bill on your sales letters, you should try it now! It works! Hurry, at these prices these puppies won't last long. So, go check out the enclosed order form, fill it out and FAX/Mail it in NOW! Then, sit back and watch in amazement as your mailings pull in... **SALES, & PROFITS!!** Let me know how you used your Million Dollar Bills... and I'll publish your success story in a future issue of this newsletter!

To Order: **Call our office 800-275-2643 or Fax the enclosed order form to (360) 786-1159 SPECIAL Starter Pak of 100 only $20!**

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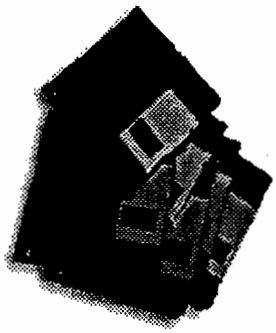
"Are You Having Trouble Sending Out Joe's Letters Because You Don't Have The Time To Type Them Up?"

Here's a quick and easy solution. A disk with all of the letters on it. This disk works with all word processing software written for PC or Macintosh.

This disk contains the following letters



Voicemail/Answering Machine script	Carpet Audit® Forms
Complaint Response Form	Consumer Awareness Message
Confirmation Letter	Dollar Bill Letter
Are You Embarrassed By Your Carpet	Dustmite Letter
Employee Contract	Evaluation Form
Miss You Letter	Maintenance Form
New Home Owner	Free Gift Letter
2nd Notice To Claim Prize Letter	Thank You Letter
Appointee Reminder Letter	Testimonial Form
Walked On, Stomped On, Run Over	Tracking/ Referral Form

A Free Gift For You for Being A Great Client
You Won One Free Room Of Carpet Cleaning

Regularly $97 SALE! $57 Save $40!!!!

Get Your Own Personal Copy Of Piranha's Custom Made Clip Art

These are just a few examples of the NEW Clip Art for Carpet Cleaners.
50 different images designed especially for Piranha Marketing. Original design not available anywhere else. Available for PC or Macintosh. (See Enclosed Order Form)

Regularly $149.95 Sale $59.00 Save $90.95! Only A few Left at this price!

Special Bargains

GIVE YOUR CLIENTS $200 IN FREE GROCERIES

This is an incentive that works like crazy! I had my entire staff test these coupon books before offering them to you and the verdict was thumbs up! How about using it as a premium for the person who just won't pay that extra $50 bucks for carpet protection. You can also give them out as rewards for referrals or just plain gifts. These things work! Regular Low Price: $6.00 **SALE $4.00 Qty: 37**

SELL MORE CLEANING (ESPECIALLY AIR DUCTS) CONSUMER IAQ VIDEO

This 7 minute video can be used to educate the client or prospect about the importance of Indoor Air Quality. Show this video for selling air duct and frequent carpet cleaning and watch the DOLLAR$ roll in.
Normal Price: $89.00 **SALE $29 Quantity Available: 17 Save $60!!**

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"How To Turn 96% of Your Calls Into High Dollar Jobs"

I'm a bit confused... I've heard rumors that some of my Piranha Members are not using the "free room of cleaning" concept and what's worse...that some of you are using it and winding up only giving away a free room.

This has got to stop! Listen. That concept can make you filthy rich but you have to use it! Then it struck me...maybe the ones who are not using it... or are not closing sales... need a little help with the concept. So... in a past issue of my newsletter, I asked all of my Piranha Marketing Members about doing Carpet Audits®. I wanted to know if anyone was interested in a video that would show exactly how to do a Carpet Audit® correctly A video that showed you how to close virtually all your Carpet Audit® presentations, turning your free rooms into dollars!

The response was overwhelming.

My office was bombarded with calls, faxes and letters from Members mentioning how valuable an educational video set like this would be. So I had Tony (who took most of the calls) get right on it. He scheduled some time with Master Cleaner Mike Tubbs (a Carpet Audit® expert) to shoot a video presentation of a Carpet Audit® and do a sit down Q&A on how to do a successful Carpet Audit® . Here's what happened...

Tony and Mike sat down and filmed a table discussion about how he does carpets audits and what he's learned. (Mike has now done over 3000 Carpet Audits® and he closes almost ALL of them into additional cleaning immediately). Of the ones who don't want additional cleaning at the time of the Audit, 3 out of 4 call him back to do additional cleaning within a few months.

Tony then filmed an actual Audit and Mike shows you how he talks and does his presentation in the home. When it was all said and done they had almost 90 minutes of solid moneymaking information.

BUT THEN I REALIZED A TRUTH!

There's more than one successful way to do Carpet Audits. If I sent out that video alone I would be limiting all of my Members to thinking there's only one way to do it! I immediately got a few of the brightest and most successful Piranha Marketing Members (known as the famous Headbangers) together before a Boot Camp and dragged them down to my video guys studio. We shot another near 90 minutes of top Piranha Members doing Audits, just to give you variety, but effective variety! **There are some things you just have to do every time you perform an Audit to make it sell. It's a system.**

So we created not just one, but two videos (nearly three-hours) of the best instruction available on **turning those free rooms into bank deposits without arm twisting, sales experience or hype.** Simply watch these powerful videos, model the procedures used by my top Members, and bingo! You've just entered the money-zone! The investment in these videos is miniscule and you can learn this stuff fast, and teach your technicians EXACTLY what they're supposed to do if they are out there giving the Audits!

And I'm offering a special re-introductory price. That's right! For 40 days from the time you receive this catalog, call and ask for the Carpet Audit® Video package and you'll get a discounted price! That's right, only $119 for the two-video tape set. That's a savings of $30!!!

So call 800-275-2643 or 360-943-9999 now or check it off on the enclosed order form. (This offer may be withdrawn without notice and the normal price of $149 reinstated at any time.)

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$$$ Bulletin $$$

Joe Polish Has Arranged For You To Get An 800 # For Your Free Recorded Messages Through Phone Direct Communications For Only A $1 Setup Fee

Here's how Phone Direct Communications will get you started using Joe Polish's Marketing Strategies To Their Full Potential Immediately...For only a buck!

There's one thing you have to do right away in order to get your consumer awareness or free recorded message up and running:

You need access to a voice mail company (preferably one that can provide you with at least ten minutes message time) so you can have the ability to thoroughly educate and pre-sell all of your prospects. Plus, with Phone Direct you can capture all the phone numbers of the callers through their 800 caller ID service.

- Phone Direct normally charges $24.95 for a one-time set up fee.
- As a special introductory offer to all, Piranha Members, Phone Direct has reduced this fee to only $1.00! Yes, that's right! If you order a toll free message lead system it'll only cost a dollar per system you set up. Phone Direct guarantees that your system will be up and running within 48 hours, or your first month's rent will be free.
- This offer is only good for Piranha members.

Phone Direct is one of the nation's best recorded message technology companies. They have systems that no one else can come close to in benefits! They get all the phone numbers from your lead without asking from Caller-ID. They have so many lines coming into each box, no one ever gets a busy signal.

They have on-line statistics, that you can view anytime 24 hours a day via their internet website, so you can see how many callers are leaving messages or hanging up... and act instantly! They have optional transcription services, that allow you to request reports either by fax or by viewing on their website right on your computer!

Call Phone Direct at 1-800-858-8889 or fax 1-800-858-5753 to ask any questions, or get a copy of their FREE information. But you must act NOW to save a bundle and get your business up and running! For only a $1.00 set up fee deal. Don't procrastinate-call NOW! Make sure to tell them you're a Piranha Marketing Member and you want the Joe Polish $1 set up special.

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Tear Along Perforation To Fax or Mail In This Form

Free Information And Product Request Form

Page Number and Description	Investment And S&H
❑ (pg. 2) Annual Subscription To Monthly Deluxe Client Newsletter and **FREE** Bonus Cassette "Secrets To Newsletter Marketing" (You Save 20%!)	$451.12
❑ Charge My Credit Card Monthly For The Deluxe Client Newsletter	$ 47.00
❑ (pg. 8) Joe's Letters and Consumer Message on Disk (__PC __Mac)	**SALE** $57 + $4
❑ (pg. 8) Clip Art For Carpet Cleaners ___Mac ___PC 50 designs (Regularly $149)	**SALE** $59 + $4
❑ $200 in Free Grocery Coupons While Supplies Last	$4 each
❑ Consumer IAQ Video While Supplies Last	$29 + $4
❑ (pg. 6) **Free Report** How I built my business from scratch to multi-trucks in under 18 months!	**FREE**
❑ (pg. 5) The "Attack on Bait & Switch Free Publicity Kit" - get on Radio, TV and Papers.	$97 + $3
❑ (pg. 9) **FREE REPORT** Simplify your lead generation , tracking and consumer info line.	**FREE**
❑ (pg. 9) The "Close Every Audit" training video set	$119+ $4
❑ (pg. 3-4) "Wow" Your Clients Surgical Booties Shoe Covers (Starter Pak 50 pair)	$19.95 $6
Enter total # of cases here_____ (Order 6 or more cases we ship Free) (Case of 150 pair)	$39.95 $8
❑ (pg. 7) Million Dollar Bills – Quantity 1,000 regularly $149 (circle your choice)	**SALE** $139 + $4
Special 100 for $20 Quantity 2,000 regularly $249	**SALE** $229 + $6
Quantity 5,000 regularly $495	**SALE** $445 + $8

Books On Back Cover (page 12)

❑ **How To Succeed In Business...**by Dan Kennedy	9	Available	$10
❑ **How To Make Millions With Your Ideas...** by Dan Kennedy	11	Available	$11
❑ **The E-Myth** by Michael Gerber	9	Available	$11
❑ **Magic Words** by Ted Nicholas	21	Available	$19
❑ **The Ultimate Marketing Plan** by Dan Kennedy	5	Available	$10
❑ **No B.S. Sales Success** by Dan Kennedy	17	Available	$7
❑ **Taming The Paper Tiger At Home** by Barbara Hemphill	5	Available	$11

Shipping and Handling

Books $3 for the first book, add $1 for each additional book

Grocery Coupon Books (based on weight) Quantity 1-8 $2; 9-16 $3, add additional $1 for each 8.

(Foreign shipping based on destination, method and weight)

Total From Both Sides Of This Form.....$_____

Total Shipping And Handling.....$_____

Total To Be Charged or Total Of Enclosed Check.....$_____

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email_____

Mail Orders
To: Piranha Marketing
6528 Belmore St. SW
Olympia, WA 98512

❑ **Please send me Free information on upgrading my Membership from Basic to Gold or Platinum**

Payment:

❑ Check (we can do checks by phone too) or money order, payable to Piranha Marketing, Inc.

❑ Credit Card: ❑ Visa ❑ MasterCard ❑ American Express ❑ Discover

Credit Card Number _____ Expiration Date _____

Signature _____ Today's Date _____

Questions? CALL: 800-275-2643 or (360) 943-9999 Fax Orders To (360) 786-1159

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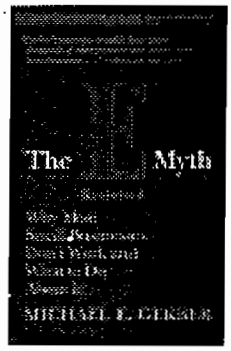
The Best Books For Building Your Business At The Lowest Price On The Planet!

Each of these books has been hand picked by Joe to help you be a better marketer and run a smoother more fulfilling business. For a limited time you can get them at the lowest price on the planet...don't believe me? Well if you find them for less we'll pay you back double what you bought it for! This Cassette Symbol means that Joe has done a tape interview to accompany the book and they are available for an additional charge of only $10 with the book purchase or FREE to Coaching Club Members with purchase.



The E-Myth

By Michael Gerber

You already know what you want to do with your business. This book gives you a process on how to do it. Gerber's clarity is something every business owner desperately needs. The E-Myth process ensures your success. **$11 Save $4**

HOW TO MAKE MILLIONS WITH YOUR IDEAS By Dan Kennedy

Filled with much of the expertise people are spending thousands of dollars at Dan's seminars to hear. Which makes this the best value ever

Price: $10.50 Save: $3.45

Tape only $10 with book

Taming The Paper Tiger at Home

By Barbara Hemphill

When company comes over do you hide papers in drawers and later wonder where you put the bills? Do you subscribe to magazines you recycle or trash instead of read? Does the art of managing your paper evade you? Barbara tells you how to tame that "paper tiger" with quick practical solutions. Manage everything from client files to taxes. Turn your to do list's into results. Price **$11 save $3.95**

How to Succeed in Business by Breaking All the Rules

By Dan Kennedy

This is a no-nonsense, no-holds-barred guide to achieving real success by one of America's most successful and straight-talking entrepreneurs. Dan Kennedy tells you everything they don't teach you in business school. **Price: $10 You Save 2.95**

NO BS SALES SUCCESS

-BY DAN KENNEDY

POSITION yourself as an expert in the eyes of the consumers in your market. In this way, they discover you, and SEEK YOU OUT. **Price: Only $7. You Save $2.95**

MAGIC WORDS THAT BRING YOU RICHES BY TED NICHOLAS

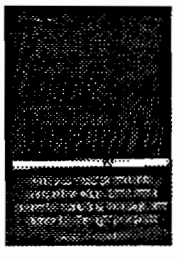
Ted has taken almost all of his very, very high priced info and packed it into this brilliant book. Ted is a Marketing genius. He has earned as much as $500,000 from a single 1,000 word ad and he has invested over $100,000,000 in tests to find exactly the right words to use in your marketing. This book is jammed packed with the results of years of research and millions of dollars.

Discover how to turn words into riches-- do yourself a favor and read this book. **Price Only $15.95**

Don't Miss Joe's Latest Tape Of The Month Interview With Ted

Extra: Get Joe's Tape Interview Of Dan for only $10 with the purchase of any of Dan's books! Free when you purchase them all

Save up to $20



The Ultimate Marketing Plan

By Dan Kennedy

Discover "poor boy" marketing. Create a powerful Unique Selling Proposition. Get Free advertising an develop a bullet proof marketing plan. Only $10

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(384)

There will only be ONE Boot Camp this entire year.
Right now, you can register, claim an "early bird discount" and take care of payment via an easy 6-month "layaway plan".....

Boot Camp

"Operating Your Business (Even With Joe's Marketing Systems) Without Attending A Boot Camp In Person Is Like Surviving On Bread And Water When Your Favorite Foods And Gourmet Meals Are Easily Within Reach..."*

Advance Invitation Information

Dear Friend,

As you can see, I've attached a "faux" check for $40,000.00, made out to you, to this letter. I'll tell you why in just a minute.

*That's exactly what one attendee at our last Boot Camp said: operating your business, even with my System, without attending a Boot Camp in person is like subsisting on bread crusts and water when a gourmet meal is readily available. Why do that? And, others' comments are enclosed on the Gold Pages. **WARNING:** If you take the time to read them, the only sensible conclusion you can reach is: you cannot afford NOT to be at this Boot Camp. So if you are determined *not* to invest any money in building your business, and you are fat and happy with things just as they are, whatever you do, do NOT read these comments, on the Gold Pages.

But if you'd like to finally, totally, make the leap from working *hard* for a living to working *smart* for a life, from just eking out a good income to creating financial independence, then you will read these comments carefully, and you will conclude that it will not cost you to attend; it will pay you. Which, incidentally, I even guarantee.

FACT: last year, a survey of past Boot Camp attendees, from the first to the most recent Boot Camps, revealed that the *average* improvement in their incomes in the 6 months following attending was $3,680.00 a month. The *average* twelve-month value in increased earning was over $40,000.00. Those are AVERAGES. Do you think you can at least match up with "average?" Could you do better?

What will you do with your $40,000.00 raise?

Pay off bills, get out of debt? Buy a new home or remodel your present home? Have a mortgage-burning party? Get a new truck or car? Finally hire that extra person you really need, to expand, and to stop doing it all yourself? Take extra time off or take your family on a really great vacation? Disney... a cruise... a lazy week in a beachfront resort? Secure your son's or daughter's college education? Invest for your retirement? Go ahead, get out a yellow legal pad and spend that $40,000.00 "bonus money" as you see fit, because the way I see it, it is the LEAST that'll be coming to you ....

Unless an extra $40,000.00 this year'd just be a damned nuisance, you won't want to miss this Boot Camp.

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Which brings me to a cautionary note:

Unlike prior years, my other commitments have allowed me to schedule, prepare and present ONLY ONE of these Boot Camps this year: on October 27-29, 2000. And, the number of Piranha Members who can attend IS limited, and some places are already taken -- returning alumni signed up right after the last Boot Camp; some people on a "waiting list" are already registered. **To be as fair as possible, I am sending this "First Notice" to ALL Piranha Members at exactly the same time, dropping all the mail going east of the Mississippi one day, all the mail going west the following day, then the race is on: registrations will be taken "first come, first served" until we max out, then we'll have no choice but to start telling people "wait until 2001." For that reason, I urge you to respond immediately.**

Our most recent Boot Camps have filled up faster than ol' Jim Wolverton can wolf down a pizza. And that's fast. If you fool around "thinking it over," you WILL be turned away. If you are seriously ready to transform your business and business-life, then here is what you MUST do: first, take time right now to read through the rest of the enclosed information. Don't put it off. Don't set it aside. Don't procrastinate. Do it now. Then you'd better grab the phone and call in to Paulette, Kelly or Eunice and register immediately. (I want to do my part to encourage such decisiveness. After all, this is all about making success decisions. So here's a little bonus for you: from the first 49 to register, we will random-draw 10 to join me and the returning alumni attending (super successful folks!) for a closed-door lunch, as my guests.)

---------- Make Payment Painless: ----------

"Layaway Plan" NO-Interest Financing

If you register immediately, you can instruct us to split your registration fee into SIX monthly credit card charges (May-October), so it'll be fully paid for by the time the Boot Camp rolls around, and we will NOT add any interest or service charges for doing so. You can even grab the "early bird discount" of $1,097 even though you are paying in 6 monthly installments!

But here's the rub.....

You have to register for this Boot Camp pretty much "sight unseen." The full-blown, long sales letter and complete agenda, list of guest speakers, and all that jazz will not be ready, and won't be mailed until May, maybe even June.....and people waiting for that will NOT get the extra "early bird" $400.00 discount nor will they have the 6-payment option. (If there's even any room left for later registrants.)

To save the extra $400.00 and have the option of 6 payments, you must respond no later then the date marked in red ink on the enclosed Form.

Trust Me And Be Paid $400.00 Just For Doing So

So this invitation is for Piranha Members who've thought about attending past Boot Camps, haven't done so for one reason or another, are ready now, and have enough trust and confidence in me to go ahead and register without having all the details, the who-what-etc. all spelled out.

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You CAN count on me to assemble a group of absolutely top-notch speakers, just as I have every time..... to plan panel discussions and "what works" show-n-tells with some of my most successful Members..... to present NEW opportunities and discoveries and strategies..... to challenge you with a bigger, better vision for your future..... to introduce you to people already blazing the trail to the goals you aspire to... and to send you home newly empowered to dramatically increase your income.

But you will have to take it at that, and act without all the blow-by-blow, hour-by-hour details of who will be speaking about what. (If you need a better idea of what goes on at these things to decide, you can review the information about the last Boot Camp by going to www.cleanersnetwork.com..... although keep in mind I always knock myself out and drive my staff crazy trying to top myself, so this Boot Camp WILL be bigger, better, crazier, more valuable, more useful, more activity-packed than any of the previous 6 Boot Camps.)

Your Guarantee Of REAL Value.....

I know that taking 3 days away from your business isn't easy. I've been there. I also recognize that the fee plus the travel may very well be a "stretch" for you, and may involve some bill-juggling at the kitchen table. Been there too. Frankly, I cannot do anything about that. But I can put myself and my team way out on a limb, and absolutely guarantee that your time won't be wasted, your investment will be worthwhile, and that you will rank attending as one of the best decisions of your entire adult life!

And that I will do. Two ways:

First, if, at the end of Day # One, you have not already captured enough immediately useful, practical to-do items to have made your journey and attendance worthwhile, and you are dissatisfied, you can bail out, ask for and receive a FULL 100% REFUND of your registration fee PLUS UP TO $500.00 in air travel reimbursement, based on your documented cost, paid right out of my pocket as a penalty for letting you down. Listen, it'd be brain-dead stupid of me to make such an offer if my experience with 6 previous Boot Camps and over 800 attendees had not proven to me that everybody profits enormously at these events.

Second, if, at the end of the entire Boot Camp, you have been in every session, you have taken at least 20 pages of notes, and you honestly feel you have not captured at least ten times your investment in practical, doable strategies, I will still refund your entire fee, and you will have attended for free.

You have me on trial the entire 3 days. You are my judge and my jury. I stand before you, noose around my neck, teetering precariously on a little stool constructed solely of my ability to clearly and definitively show you exactly how to "re-mold" your business, your income, your employees, your customers, your advertising, even your thinking in ways that will get you from wherever you may be now to your ideal business and lifestyle. If I fail, you kick the stool out from under me and my neck snaps like a skinny, dry, brittle twig on a hot Arizona day.

I cannot imagine what could possibly be fairer than this.

I know that, via this Boot Camp, I can and will give you at least a $40,000.00 "raise" in the 12 months that follow. Many do better. But there's a lot more to this "boot camp experience" than just going home afterward and making more money. Members attending Boot Camps enjoy an intense,

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exciting, uplifting three days that give them renewed pride, and enthusiasm for their businesses. Nagging problems get solved. Causes of pressure, stress and frustration cured. Lifetime friendships form. You leave able to grab control of your business and make it serve you, rather than you being bossed around by it. You not only get a better business, you get a better lifestyle.

****

THIS IS VERY IMPORTANT: You'll meet and talk with carpet cleaning business owners from big cities and small towns all over the country, some with big businesses, some with small businesses, some who went from struggle to prosperity, some still struggling to get all the pieces put together, and some with *huge* incomes... some who've increased their earnings while taking more time off than ever before, for family or personal interests. Frankly, your networking with all the other Members in attendance can actually be even more valuable than what you hear me and the other speakers say --- **and you can NOT get this from tapes, or books, or any other way but being here!** It doesn't matter whether you are wrestling with pricing or competitive challenges, employee or expansion difficulties, time problems, even personal/emotional hang-ups -- there will be people here who have already slayed those very same dragons, and will generously share their experiences. You will even meet "carpet cleaner-millionaires," the embodiment of "the millionaire next door" book, the powerful demonstration of how my TOTAL APPROACH can make your business the equal of a "magic vase" containing a "genie" capable of granting any wish! You'll meet married couples who've not only ironed out the difficulties of being business partners, but have grown closer together and are happier than ever before! You'll meet young people and "old timers," people new to the business and very experienced veterans. ALL speaking the "common language" of my approach to marketing and business development.

This "experience" really does change lives. I hope this will be the year that you share in it. I hope you won't miss it.

Sincerely,

Joe Polish

Joe Polish
President
PIRANHA MARKETING INC.

PS: As you'll see on the enclosed Form, you can take the ordinary Member discounts you may be eligible for PLUS THE EXTRA $400.00 EARLY BIRD DISCOUNT. Members waiting to register will NOT get this extra $400.00 discount. Only by responding now to this letter can you pocket this $400.00 savings.

PPS: We are even forced to limit the number of Alumni who are allowed to return for this particular Boot Camp to make sure there is available space for my Piranha Members who've yet to experience power of my Boot Camp.

PPPS: Be one of the first 49 to respond to this letter, to be in the drawing for 10 who will join my private "closed door luncheon" at the Boot Camp.

©2000 Piranha Marketing Inc.

Urgent: The Time To Register Is NOW!!!!

DUE TO THE CLOSENESS OF THE BOOTCAMP - PAYMENT PLAN IS 5 MONTHLY

SECOND NOTICE!

"October 2000 'EARLY BIRD' Boot Camp Layaway Enrollment Form"

☐ Yes, Joe!!! Count me in. I wouldn't miss your next Boot Camp for the world. Reserve a seat for me in the Closed Door, 3-day intensive Boot Camp Seminar room, to take place on October 27, 28, and 29th in Phoenix. I understand I will receive a $400 "Early Bird" discount off the $1497 tuition. Plus, if I pay in full, I'll save an additional $100 reducing my investment to just $997! And, the best part is **I'm protected by your "Better Than Risk Free Guarantee."** If for any reason I'm unhappy with the Boot Camp, I simply have to tell you by the end of the first day, and I'll receive a 100% refund of my entire tuition investment PLUS you'll give me an additional $500 for my travel. On that basis, please sign me up immediately!

Your Name: _____ Your Company Name: _____

Address: _____

City, State, Zip: _____ Phone: _____

Fax: _____ Email: _____

5 21950 EACH

- ☐ **I'm signing up immediately. Please give me the "early bird" special and deduct $400 from my tuition investment, so I pay 6 installments of only $182.83.**
- ☐ **Pay in full and save another $100 reducing my fee to only $997 for early bird registration.**
- ☐ **I'm a returning "Alumni" of one of your previous Boot Camps. Please enroll me at the special "alumni" rate of only $497.**
- ☐ **I'm a Mastermind Coaching Club Member. Please enroll me at the special "Coaching Club rate of only $497.**

- ☐ Yes I'll be bringing ____ guests/additional attendees with me. Please add an additional $497 per guest to my tuition investment. List additional attendees (guest must be employee or family member to receive discount, proof required.)
  1. _____ 2. _____

Payment Method: ☐ Check or Money Order. (Payable to Piranha Marketing, Inc.)
☐ Please bill my: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

- ☐ **One Installment. I want to SAVE $100 off my tuition costs please bill me in one installment.**
- ☐ **Sign me up for your easy pay 'Boot Camp Layaway Plan'.** The entire cost of your registration can be split into ~~six~~ FIVE easy payments of only ~~$182.83~~ $219.40! First Installment to be paid now, the next ~~five~~ FOUR installments to be paid 30 days apart. (If paying by check: Send all six installments at once. Date first check for now and postdate the other ~~5~~ 4 checks appropriately.)

Credit Card #: _____ Exp. Date: _____

Signature: _____

FAX THIS FORM TO: 1-360-786-1159

You'll receive complete info on transportation, the hotel, etc. in your confirmation packet we'll mail to you prior to the Boot Camp.

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Piranha Marketing, Inc.
6528 Belmore Street SW
Olympia, WA 98512
360 943 9999

Bank of Prosperity
Olympia, WA

1013

12-345
6789

PAY
TO THE
ORDER OF "Your Super Star Carpet Cleaning Company" $ 40,000.00

Forty Thousand and 00/100..... DOLLARS

NOT NEGOTIABLE
DO NOT DEPOSIT
NO CASH VALUE

MEMO: For Taking Action!

Joe Polish
AUTHORIZED SIGNATURE

"001013" :678903456: 9876543210"

A few weeks ago, you received a check like this one—if you didn't call, you could just be tearing up money and throwing it away! Don't delay!

Here's the line up of Speakers for this year's Boot Camp —This WILL BLOW YOU AWAY!

Joe Polish: of course, (immodestly!) the main point of attending the boot camp is to pick MY brain and get MY most prized and valued knowledge. And there WILL be plenty of time and opportunity for that. But in addition to getting up-close personal training, mentoring, and coaching from me, let me share with you why each of these carefully chosen Guest Experts can be so important to you:

Jeff Smith: "Stress Free Success" expert and co-creator of the Piranha Mastermind Coaching Program, Jeff Smith will reveal to you his 'life success' formula for doubling your income in the next 12 months while taking an EXTRA day off each week! If you miss this, I guarantee you'll miss out on these life-changing secrets that will keep you from living the stress-free, prosperous, wealthy lifestyle you're capable of!

Dan Wheeler: "How To Create The Perfect Selling Environment"; host to QVC-(yes, that's right!-the Home Shopping Network) with 70 million viewers DAILY, Dan is an expert on how to create a selling environment. Dan is responsible for selling over 1 billion dollars on television(no, that is not a misprint, Billion with a "B"!) and he will share with the Piranha Members the exact strategies he uses to help YOU create YOUR perfect selling environment.

Craig Forte: "How Any Entrepreneur Can Create A Consistent, Ever-Growing, $6-Figure Income From Their Business By Using Simple, "Critical Mass" Marketing Systems." Craig is one of the top marketing gurus to the real estate industry. You may remember the tape interview I did with Craig a while back. I got so many amazing comments about this tape that I invited him to speak at this Boot Camp as a follow up to this awesome interview! He was happy to do it and he promises to share with you the systems he's used to helping real estate and business professionals optimize their growth and profits, and achieve success beyond their expectations.

Brian Tracy: "Strategic Planning For The Sales Professional" an internationally known speaker and best-selling author of training programs and books in the areas of personal development, sales, sales management, and strategic planning. Brian has shared the platform with big wigs such as Anthony Robbins, Larry King, and Barbara Bush (to name a few) with audiences of 10,000 to 20,000 in attendance worldwide at the powerful Success seminars. You definitely won't want to miss this presentation to help you unlock your personal potential to help lead you to increased achievement, satisfaction, and results for your business.!

Dan Kennedy: "Magnetic Marketing" You'll get 2 hours of entrepreneurial wisdom from one of my most important mentors! Dan has hands-on helped me, not just increase, but MULTIPLY my own income each year for the past 5 years with his 'outside the box' expertise from other service businesses he regularly consults with. And Dan has graciously agreed to share this expertise with you at this Boot Camp-and I say graciously because he frequently speaks to groups of 5,000 to as many as 25,000 with such famous celebrities as Bill Cosby and Christopher Reeves (just to name a few). Hear for yourself why I continually invite him as a Guest Expert to all my Boot Camps.

Doyle Bloss: Doyle Bloss is CEO for Steamway International, a leading manufacturer of truck mounted and portable carpet cleaning and restoration equipment, cleaning and deodorization chemical solutions, and innovative training and marketing programs. The entire Bloss family's dedication, integrity, and sincerity to the cleaning industry is the exact reason I asked Doyle to speak at my Boot Camp again. I got so much positive feedback from his presentation during one of my previous Boot Camps, I wanted to give the Piranha Members the opportunity to benefit from Doyle's wisdom once again!

PLUS-Many of the Piranha Marketing Superstars like: Jim Wolverton, Paulette Roswall, Robert Peters, the Headbanger's, and much more-DO NOT MISS IT!

If you have not registered for the Boot Camp on October 27, 28, and 29th, 2000, there is still a few days left to register on the LAYAWAY PLAN - $182.83 PER MONTH. Call Piranha Marketing at 1-800-275-2643 or 1-360-943-9999

This letter contains an urgent and confidential invitation for 3-Steps members ONLY. **There is nothing whatsoever to buy...**

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"No More Than 28 Realtor-Members Will Be Privy To The Most Exclusive, Personal Coaching Program In America...PROVEN To Add $5,000 To $25,000 *Per Month* To Your *Net* Income, Working Only 5 Days A Week..."

"For The Past 4 Months, A Small Group Of Realtors Have Been Quietly Re-inventing Their Practices...Growing Their Incomes To Record Levels (some in excess of $300,000 a year)...And Transforming Their Personal Lives.

This Letter Reveals How They Achieved Their Success, And Contains A Private Invitation For You To Join Them In The First-Ever Personal Coaching Program Of Its Kind.

I'm Selecting Only A Small Group Of Our Members To Be Personally Mentored By Me And Master Success Coach, Jeff Smith. If You Qualify, We'll Take You By The Hand And Guide You Step-By-Step To Creating The Most Profitable, Most Fun, And Lowest Stress Year Of Your Career. Remember, Your Current Income Is NOT The Important Factor In Qualifying.

If You're Serious About Multiplying Your Income, And Gaining A Personal Life YOU Control, You're Invited To Apply For Membership In This Elite Group. But You Must Act NOW..."

Coaching

Dear 3-Steps Member,

I've never seen a superstar in any profession who wasn't relentlessly molded by a coach for most of their career. For example...

Michael Jordan was "cut" by his high school basketball team before his coach stepped forward and personally mentored him to become the greatest basketball player of all time. Tiger Woods was not only the youngest winner of the Masters golf championship, but he set the record for the lowest score. With all his skill and talent, he credits his success to his coach – in fact, many coaches. He *still* uses a coach.

No one ever won an Olympic gold medal without a coach. Actors and actresses like John Travolta, Jim Carey and Julia Roberts all have coaches. And according to *Forbes* magazine, more an more of the nation's top entrepreneurs, business owners, and Realtors are all using coaches to help achieve new levels of success.

Regardless Of The Skills And Talents You Bring To Any Profession, Achieving Success All Alone Is A Grinding, Almost Hopeless Uphill Battle

Hi. This is Craig Forte. If you've ever felt overwhelmed or stressed-out with the seemingly impossible task of building a consistent, ever-growing $6-figure practice, while still having a life of your own...in fact...a life that YOU control instead of clients, your broker, and "real estate obligations," you'll want to read every word I'm about to tell you. Here's why...

4) You must be willing to make an investment of time, energy, and resources to MAXIMIZE your success.
5) You must be willing to take responsibility for your mistakes, learn from them and keep going.
6) You must not have a "Victim" mentality. This program is not for "complainers" or people who cannot take responsibility for themselves and their actions – honestly, this program is for "Players" who recognize the realities behind success. You must be honest and always try to do the "right thing".

If you meet these criteria, then I strongly suggest you take the first step to multiplying your success by completing the enclosed form and rushing it to my office. I promise you our elite Coaching System will be one of the most PROFITABLE, most ENJOYABLE, most FUN experiences you'll ever have.

To Be Eligible For The Next Step Of The Application Process, You Must Complete The Enclosed Application And Return It To Me By Toll-Free FAX at (1-800-622-5541) BEFORE THE STAMPED EXPIRATION DATE.

Jeff and I will review your application as soon as we get it, and notify you within 7 days whether or not this program is right for you – and whether or not we feel you are right for this program. If your application is accepted, we'll notify you what the next step of the process of becoming an active member of this program will be.

And HEY! Don't Be Intimidated If You Don't Feel Like A Top Producer Yet...

I'm far more interested in your desire to improve and your willingness to take action to get new results in your life than in any past success or failures you've had, or how long you've been practicing real estate.

So if you're serious about your successful future...about finally defining and reaching your goals...about realizing your dreams and finding that perfect balance between success and peace of mind, then you owe it to yourself to immediately complete the enclosed application and RUSH it to me by toll-free FAX at **1-800-622-5541**.

I'm looking forward to receiving your application and helping you make the next 12 months the BEST, most profitable and stress-free you've ever had!

To your continued success,

Craig Forte
3-Steps Marketing Group

P.S. Remember, we'll be evaluating applications on a "first come-first serve" basis. Once we reach our limit of new candidates who qualify for the *Mastermind Coaching Program*, I'll have to close the doors, and NO ADDITIONAL APPLICATIONS WILL BE ACCEPTED. If you apply too late and we can't accept you, I hope you'll understand.

P.P.S. Due to limited space and the large number of people applying, it's best to send your application by toll-free FAX at my private office: **1-800-622-5541**. If you have to mail your application, it's best to send it by overnight express to: 3-Steps Marketing Group 6890 E. Sunrise Dr., #120-124 Tucson, AZ 85750. Applications must be received in our office BEFORE the stamped expiration date, no later than 5:00 PM Mountain Time.

Seminar

(392)

"THANK YOU"

Your Invitation To Attend My First-Ever
(And Likely One-Time Only)

FREE

CUSTOMER APPRECIATION SEMINAR:

"21 Building Blocks To
Total Financial Liberty
Via Entrepreneurship & Direct Marketing"

Dear Inner Circle Member,

I haven't worked for free in 20 years.

In fact, I won't even go to lunch with somebody for free.....my $800.00 hourly consulting fee applies. With me, there really is no free lunch!

But - to the utter amazement of everybody who knows me - I have decided to conduct a very special seminar, FREE to Inner Circle Members, as my way of expressing my appreciation for the tremendous support given me in recent years and especially this past year.

There are no strings attached. I am taping it, to convert to a new product afterward, and I do want a live (and lively) audience to interact with. But that's the only "ulterior motive." There is no other. It's definitely NOT a "sales pitch" masquerading as a seminar. Not at all. I have planned a very valuable full day and evening seminar that "covers the waterfront" of my entrepreneurial and marketing experience and expertise. The only

glitchiness is that we must limit attendance to an absolute maximum of 328 registrants - out of our thousands of Inner Circle Members.

So, I'd urge you to get your calendar and circle this very important date: February 20, 1999 in red AND get your Registration FAXed in immediately. Feb. 20th
(If we hear from you after the event is full, you'll be notified immediately.)

This day might be the single most important day of your life, because I'm going to share with you my philosophy, my personal success principles, my entrepreneurial, deal-making, moneymaking and marketing strategies....EVERYTHING that has enabled me to be successfully self-employed for 25 years, to rise to the very top of not one but two professions, to create huge incomes and personal wealth.

By the way, I know "you can't eat philosophy", and that's why I usually restrict my speaking and writing to very pragmatic matters. What-to-do more than what-to-think. However, behind every successful individual, there is a definite, always evolving, and I think fascinating personal philosophy. I have decided to include mine in the context of this seminar -- and only this seminar.

5 Powerful Ways This Seminar Can Supercharge Your Skills, Skyrocket Your Income And Secure Your Financial Freedom

#1. You'll be 1 of only 328 registrants to attend my 25th Anniversary Seminar

#2. You'll "travel" from A - to - Z with me, through my experiences, as no other audience has done before or will do in the future. Get the synthesis of 25 years of "expensive experience" and use it as your personal shortcut to your goals.

#3. You will receive a "kit" of TEN WEALTH-BUILDING TOOLS to take home and use. This Tool Kit is a FREE GIFT.

#4. You will be invited to complete a very detailed Pre-Seminar Questionnaire to stimulate your thinking AND to submit specific questions you want me to address.

#5. You will have an opportunity to participate, by submitting questions in advance, and in "LIVE" question-and-answer times during the seminar.

This is definitely the biggest event in the entire history of my business career, and I'm going to work very hard to make it very special for everyone who attends. You see, I've been able to achieve Total

Financial Liberty before even turning 45, and I started from the dirt up, with no personal or family resources, no backing, only a high school education. And, although I've taught thousands and thousands of hours of seminars, given over 1,500 speeches, written numerous books, etc., etc., I've never before presented ALL my "building blocks" of financial freedom at one time, in one place, integrated together. Here, at this event, I'm going to do just that.

Let me quickly define "Total Financial Liberty" as I see it and now live it:

1. Enough assets and wealth so that the passive income it provides can meet all your needs, so that you need never do a minute of work again if you don't want to.

2. **Earning income doing things that genuinely interest you.** And feeling totally comfortable saying no to opportunities, jobs, etc. that do not or that no longer interest you.

3. Earning income dealing only with people you want to deal with. And saying no to those you don't want to deal with, without even a twinge of regret.

4. Being and feeling completely free of any pressure, other than self-imposed pressure to achieve goals totally of your own selection.

5. Not caring at all what anybody or everybody else thinks of you, not worrying about who you please or offend.

6. **Arranging your lifestyle to suit you.**

7. **Possessing the ability to create income at will,** through direct marketing (NOT through manual labor).....to transcend any one business or product category and create profitable promotions for virtually any product, service or business - or charity, non-profit, political cause.

Okay, to be totally frank, I'm not 100% there just yet. I still deal with some government forms I detest and hope to eliminate in the future. I still occasionally succumb to temptation and take a consulting assignment or speaking engagement that I shouldn't and later wish I hadn't. There are a few (very few) tasks I take care of in my businesses or linked to my business interests that I don't like doing. But all that has been

systematically pared down to the barest minimum. 99% of the time, I live life on my terms.

And as I get correspondence from people who've really grabbed onto my methods and used them.....as I talk with clients and 'students'.....three things leap out at me, that have been most important to these folks I've influenced:

First, they have been able to radically change the way they get their customers, clients or patients, so that what was once such unpleasant drudgery they had to force themselves to do it is now easy and enjoyable, and what was once painfully expensive and often full of waste is now affordable, measureable and efficient.

Second, they have radically changed their attitudes about themselves, their businesses, their fees or prices or compensation, their valuing and using of time, and their clientele, so that they are better paid and enjoy greater respect. Both the intangibles of how they feel about themselves and their business lives and their more tangible day-to-day experiences have changed for the better.

Third, they have and exercise much greater control over all the outcomes in their lives. They have become more "powerful", not in a bullying sense, but in terms of the ability to choose and achieve goals.

I believe you will leave this Special Seminar stronger in all three of these areas than you already are. Even if you are already very successful, as many IC Members are; already a millionaire or multi-millionaire and/or a very high income earner, already captain of a large business, already very skilled and confident in your particular activities....I still believe you will leave this Seminar equipped to do even better. But if you are in the process of "climbing up" now, then I think it is critically important for you to be here. Regardless of your present circumstances, I dare you to attend and not find "gems" you'll benefit and profit from.

You Will Even Receive A Giant Box Of Exciting Gifts, FREE

Many of my clients, colleagues, co-authors, etc. are providing useful gifts: tapes, books, special reports, valuable coupons and certificates. So, instead of you giving me an anniversary present, I'll be handing out anniversary presents. Any one of which might be THE "key" you've been missing, that for you, swings open a door of enormous opportunity previously off limits to you. So, clean off a bookshelf at home, because you'll need it to store everything you get!

You Will Also Hear From Some Of My Most Successful 'Students' And Clients

You'll be there for one of the most unusual evenings that has ever occurred at any seminar, anywhere, any time. A number of people who have achieved truly extraordinary profits and successes with my advice or strategies will share their very best ideas with you. They'll show-n-tell exactly how a "Kennedy strategy" put huge sums of cash in their coffers. If you can't walk away from this with something very specific you are eager to implement in your own business and life, you need to be checked carefully for brain wave activity.

I am not going to tell you who these people are and what they'll be sharing here. Someone else is coordinating this part of the seminar for me, so I'm not even going to know in advance who'll be standing up and what they'll be sharing. But I can certainly promise you a power-packed, fast-paced evening with one million dollar idea and one inspiring success story after another.

There's Even A Bonus Worth $199.00

Everybody attending this Anniversary Event will get a Certificate valid for a $199.00 DISCOUNT from my 1999 multi-day SuperConference, to be held later in 1999. (This is like being paid to attend my 25th Anniversary Seminar!)

Positions In This Historic Event Are Extremely Limited, So You May Not Be Able To Attend

I don't know for sure, but I suspect we'll hit the 328 maximum registration number at lightning speed, and will have to turn away hundreds of people who fail to respond to this invitation immediately. I want to be on record, here and now, that you should not and can not get angry or irritable with me or anybody on my team if you are shut out of this event. It'll be nobody's fault but yours. The only way to be certain of NOT being shut out is to register just as soon as you finish this letter. Not tomorrow morning. *Now.*

How Registration Works: PLEASE Read This Carefully:

There is a $50.00 refundable deposit required. This means you pay $50.00 now. That $50.00 will be refunded when you attend. However, should you fail to attend for ANY reason, you forfeit the $50.00 deposit.

This is the only way we can avoid having lots of people register and block seats from others but then fail to show up. (NO cancellations.)

There is also a $10.00 donation required, for Habitat For Humanity.

But there is no fee for the seminar.

Of course, you're responsible for your own travel, lodging and meals. If possible, I suggest you stay at the hotel where we are holding the event. That information will be given to you (only) when you have a confirmed seminar registration via paid deposit. Then I urge you to immediately secure hotel reservations, as we have established only a small room block.

To register, you can return the enclosed Form by FAX (or mail if you must, although I'd suggest FedEx instead). THERE WILL BE NO BY-PHONE REGISTRATIONS, so please do NOT call either our 800# or our Office to register - because this event is free, I cannot allocate staff time to handling telephone registrations. You will receive a confirming letter, including hotel info, shortly after we get your registration. (Patience, please - we'll be handling an avalanche of registrations hitting here all at once, on top of the regular workload.)

As you'll see on the Form, you may register up to 3 people with you: your spouse, immediate family members, business partner or employees. There IS a registration fee for these extra attendees of just $20.00 each. This is NOT a refundable deposit; it is a fee. Please do not abuse this privilege. And, sorry, but no more than 3. (ONLY Inner Circle Members may register themselves plus up to 3 attendees.)

I'm looking forward to seeing you,

Dan Kennedy

PS: WARNING: This may not be for you. First of all, I am going to be very, very blunt, outspoken and "unpolished" at this seminar, so if you are easily offended or need to be coddled and gently spoonfed, do us both the favor of staying home. Second, this seminar is unabashedly about making very large sums of money (required to buy liberty). That offends some people in and of itself. If it does you, stay home.

PPS: Recently, we had to turn away nearly 50 people from the Copywriting Seminar who waited too late to try and register. Please do not dally and wind up being left out of this one-time-only event.

PPSS: It would be a huge mistake to under-value this Seminar just because it is available to you for free. These days, just about every time I conduct a seminar, the per-person fee is at least $1,000.00, sometimes more. With the exception of my speeches at the big SUCCESS events, most of my other speaking is limited to appearances at specialized "marketing boot camps" attendees pay $1,000.00 to $5,000.00 each to attend. And I'm going to get even pickier about where I speak, as I cut my number of dates next year and again the year after. You should look at this as a Seminar with at least a $1,000.00 price tag.

PPSSS: I recently got a letter from a customer, Rob Dosier, in which he talked about finding little gems of "philosophy" hidden in my books and other works....and somewhat tongue in cheek, he wrote "Is it possible that under the staid and stoic Dan Kennedy exterior, there lurks a meditative marshmellow of a philosopher? It might be too bad that what you make your bucks doing is showing people how to market intelligently, when there very well could be a neglected career in there somewhere. I can picture you in robes and a turban sitting on the ground with your followers gathered around you..." Well, marshmellow never. And I feel good about the good I do helping people straighten out their marketing, so they can achieve their business goals. But at this particular seminar, I am going to tackle the bigger vision, the whole subject of success, so if you are intrigued with all aspects of my own success philosophy, as Rob and others who've written are, this is the place to be - although none of us'll sit on the ground and you won't catch me in robes and a turban.

FREE
CUSTOMER APPRECIATION SEMINAR
2/20/98
8:00 a.m. to 10:00 p.m.

Registration Form

PRIMARY REGISTRANT (INNER CIRCLE MEMBER):

NAME_____

Address_____

City, State, Zip_____

Phone_____ FAX_____

(Your Registration Is FREE. A $50.00 Deposit Is Required, Refunded At Event. Also A $10.00 Donation To 'Habitat For Humanity'. Total: $60.00.)

ADDITIONAL REGISTRANTS - SPOUSE, ASSOCIATE OR EMPLOYEES (LIMIT 3) NAMES:

_____ _____ _____

(These Individuals Require A Registration Fee Of $20.00 Each)

Total Amount Due: $_____

☐ Check/M.O. Enclosed (Payable to Kennedy Inner Circle Inc.)

☐ CHARGE MY: _____ VISA _____ MasterCard _____American Express

Card #_____ Exp. Date_____

Signature_____

(Required - Cardholder must be same as primary registrant)

Hotel Location Provided After Confirmed Reservation
NO CANCELLATIONS - Deposit AND Fees Forfeited

FAX: 602/269-3113 (24 hrs a day, 7 days a week)

MAIL: Kennedy Inner Circle, Inc.
5818 N. 7th St., #103
Phoenix, AZ 85014

Time Sensitive: Please Read & Respond Immediately

Seminar In Box (400)

DAN S. KENNEDY

How To "Steal" A Full Day Seminar, without using a gun.

Dear Inner Circle Member,

You are receiving this, because you are NOT registered to attend my February 20th Customer Appreciation Seminar. Maybe you had a date conflict or just couldn't take the time to travel here. Maybe you waited too long, and were told there were no more seats available. In any case, you are missing out on a very special event, where I'm bringing forward the most valuable things I've learned not just about marketing success but also about entrepreneurial and personal success.

This is the only seminar I ever anticipate presenting about choosing the right strategies and opportunities to get where you want to get to in business and in life in general. I'll talk a lot about "marketing", of course, but I'm also going to talk about the key success principles and strategies that I've found most productive personally - as well as about a few choices I made that might have been avoided if I knew then what I know now. Simply put, at a relatively young age, I've "arrived" where a lot of folks wish they could be but aren't at all sure how to get there, so at this Seminar, I share what I know about achieving financial, business and personal independence at an accelerated pace.

A copy of the original letter about the Seminar itself is enclosed, just to refresh your memory about its contents - about what you're missing.

Obviously I'm putting this in your hands for a reason. You see, I really wanted this to be a very special "THANK YOU" to all my terrific Inner Circle Members.

The Seminar *was* a free gift to Inner Circle Members - but they did have to travel to Phoenix, stay in a hotel, and incur other expenses, so it probably cost the average attendee at least a few hundred dollars out-of-pocket to be there. (220 are coming. You aren't. But.....)

Even though you couldn't attend, I don't want you to miss out. So, on the 20th, we will be tape-recording the entire Seminar, and I then intend to edit that into a set of 6 audio-cassettes. And you can have a set of the tapes for a lot less money than the average attendee spent just getting there or on his hotel bill.

In fact, if you order immediately, as a result of this letter, you'll get your set of these tapes for not much more than production, shipping and handling costs. I have

never offered a package of my materials at such a "steal" price and I doubt I'll ever do it again. I'd like to give you this Seminar on tape for <u>just $47.00.</u>

I'm sure that when this package is later offered to the general public by Kimble&Kennedy Publishing, it'll be for more than twice that price. After all, this is a very special set of recordings: the only "a-to-z" Seminar about my success methods that I've presented in years, and it won't be repeated.

The "catch" to the $47.00 price is that I can only make this offer once, and <u>it is absolutely limited to my issuing just 450 sets</u>. After that, this becomes a Kimble&Kennedy Publishing product, and Michael will set the prices and add the Tapes to the regular catalog. I have sent this invitation to every Inner Circle Member who missed the Seminar....thousands....so I expect to hit the 450 limit very quickly. You must respond immediately or risk having your order refused.

FAX in the enclosed Form anytime, or call my Office @ 602/997-7707 Tuesday or Wednesday afternoons.

Best,

Dan Kennedy
Kennedy Inner Circle, Inc.

PS: At these prices, there's no fancy packaging. You're just gonna get the tapes!

PPS: I've written this letter before I've completely planned the Seminar - I'm putting five more full days into that effort. So I don't know if there'll be any hand-outs or not, but if there are, I'll include them for you at no additional charge. I'm anticipating having your tapes ready to ship by or before March 20th. Your credit card will not be charged until the week of shipment. But you must order immediately and be in the first 450 who do, to obtain the $47.00 price.

PPSS: I really wanted to give these to everybody free, but I just cannot do that, given the size of our Membership. Also, I've always found that "free advice" is usually valued as such, so you're better served by having reached into your wallet a little. However, **I will come as close as I can to making this free: you will receive a $47.00 CREDIT** good toward this year's SuperConference or this year's Marketing & Business Boot Camp For Speakers or toward Gold Upgrade (if you're not Gold) or towards a 2-year Membership extension at the lowest rates. Or valid as a Critique Certificate. If you redeem this in any way, it basically does make these tapes free.

"THANK YOU"

Your Invitation To Attend My First-Ever
(And Likely One-Time Only)

FREE

CUSTOMER APPRECIATION SEMINAR:

"21 Building Blocks To
Total Financial Liberty
Via Entrepreneurship & Direct Marketing"

Dear Inner Circle Member,

I haven't worked for free in 20 years.

In fact, I won't even go to lunch with somebody for free.....my $800.00 hourly consulting fee applies. With me, there really is no free lunch!

But - to the utter amazement of everybody who knows me - I have decided to conduct a very special seminar, FREE to Inner Circle Members, as my way of expressing my appreciation for the tremendous support given me in recent years and especially this past year.

There are no strings attached. I am taping it, to convert to a new product afterward, and I do want a live (and lively) audience to interact with. But that's the only "ulterior motive." There is no other. It's definitely NOT a "sales pitch" masquerading as a seminar. Not at all. I have planned a very valuable full day and evening seminar that "covers the waterfront" of my entrepreneurial and marketing experience and expertise. The only

glitchiness is that we must limit attendance to an absolute maximum of 328 registrants - out of our thousands of Inner Circle Members.

So, I'd urge you to get your calendar and circle this very important date: February 20, 1999 in red AND get your Registration FAXed in immediately.
(If we hear from you after the event is full, you'll be notified immediately.)

This day might be the single most important day of your life, because I'm going to share with you my philosophy, my personal success principles, my entrepreneurial, deal-making, moneymaking and marketing strategies....EVERYTHING that has enabled me to be successfully self-employed for 25 years, to rise to the very top of not one but two professions, to create huge incomes and personal wealth.

By the way, I know "you can't eat philosophy", and that's why I usually restrict my speaking and writing to very pragmatic matters. What-to-do more than what-to-think. However, behind every successful individual, there is a definite, always evolving, and I think fascinating personal philosophy. I have decided to include mine in the context of this seminar -- and only this seminar.

5 Powerful Ways This Seminar Can Supercharge Your Skills, Skyrocket Your Income And Secure Your Financial Freedom

#1. You'll be 1 of only 328 registrants to attend my 25th Anniversary Seminar

#2. You'll "travel" from A - to - Z with me, through my experiences, as no other audience has done before or will do in the future. Get the synthesis of 25 years of "expensive experience" and use it as your personal shortcut to your goals.

#3. You will receive a "kit" of TEN WEALTH-BUILDING TOOLS to take home and use. This Tool Kit is a FREE GIFT.

#4. You will be invited to complete a very detailed Pre-Seminar Questionnaire to stimulate your thinking AND to submit specific questions you want me to address.

#5. You will have an opportunity to participate, by submitting questions in advance, and in "LIVE" question-and-answer times during the seminar.

This is definitely the biggest event in the entire history of my business career, and I'm going to work very hard to make it very special for everyone who attends. You see, I've been able to achieve Total

Financial Liberty before even turning 45, and I started from the dirt up, with no personal or family resources, no backing, only a high school education. And, although I've taught thousands and thousands of hours of seminars, given over 1,500 speeches, written numerous books, etc., etc., I've never before presented ALL my "building blocks" of financial freedom at one time, in one place, integrated together. Here, at this event, I'm going to do just that.

When you have an understanding of ALL these "building blocks", you can at least equal my accomplishments and, as you wish, surpass them.

Let me quickly define "Total Financial Liberty" as I see it and now live it:

1. Enough assets and wealth so that the passive income it provides can meet all your needs, so that you need never do a minute of work again if you don't want to.

2. Earning income doing things that genuinely interest you. And feeling totally comfortable saying no to opportunities, jobs, etc. that do not or that no longer interest you.

3. Earning income dealing only with people you want to deal with. And saying no to those you don't want to deal with, without even a twinge of regret.

4. Being and feeling completely free of any pressure, other than self-imposed pressure to achieve goals totally of your own selection.

5. Not caring at all what anybody or everybody else thinks of you, not worrying about who you please or offend.

6. Arranging your lifestyle to suit you.

7. Possessing the ability to create income at will, through direct marketing (NOT through manual labor).....to transcend any one business or product category and create profitable promotions for virtually any product, service or business - or charity, non-profit, political cause.

Okay, to be totally frank, I'm not 100% there just yet. I still deal with some government forms I detest and hope to eliminate in the future. I still occasionally succumb to temptation and take a consulting assignment or speaking engagement that I shouldn't and later wish I hadn't. There are a few (very few) tasks I take care of in my businesses or linked to my business interests that I don't like doing. But all that has been

systematically pared down to the barest minimum. 99% of the time, I live life on my terms.

And as I get correspondence from people who've really grabbed onto my methods and used them.....as I talk with clients and 'students'.....three things leap out at me, that have been most important to these folks I've influenced:

First, they have been able to radically change the way they get their customers, clients or patients, so that what was once such unpleasant drudgery they had to force themselves to do it is now easy and enjoyable, and what was once painfully expensive and often full of waste is now affordable, measureable and efficient.

Second, they have radically changed their attitudes about themselves, their businesses, their fees or prices or compensation, their valuing and using of time, and their clientele, so that they are better paid and enjoy greater respect. Both the intangibles of how they feel about themselves and their business lives and their more tangible day-to-day experiences have changed for the better.

Third, they have and exercise much greater control over all the outcomes in their lives. They have become more "powerful", not in a bullying sense, but in terms of the ability to choose and achieve goals.

I believe you will leave this Special Seminar stronger in all three of these areas than you already are. Even if you are already very successful, as many IC Members are; already a millionaire or multi-millionaire and/or a very high income earner, already captain of a large business, already very skilled and confident in your particular activities....I still believe you will leave this Seminar equipped to do even better. But if you are in the process of "climbing up" now, then I think it is critically important for you to be here. Regardless of your present circustances, I dare you to attend and not find "gems" you'll benefit and profit from.

You Will Even Receive A Giant Box Of Exciting Gifts, FREE

Many of my clients, colleagues, co-authors, etc. are providing useful gifts: tapes, books, special reports, valuable coupons and certificates. So, instead of you giving me an anniversary present, I'll be handing out anniversary presents. Any one of which might be THE "key" you've been missing, that for you, swings open a door of enormous opportunity previously off limits to you. So, clean off a bookshelf at home, because you'll need it to store everything you get!

You Will Also Hear From Some Of My Most Successful 'Students' And Clients

You'll be there for one of the most unusual evenings that has ever occurred at any seminar, anywhere, any time. A number of people who have achieved truly extraordinary profits and successes with my advice or strategies will share their very best ideas with you. They'll show-n-tell exactly how a "Kennedy strategy" put huge sums of cash in their coffers. If you can't walk away from this with something very specific you are eager to implement in your own business and life, you need to be checked carefully for brain wave activity.

I am not going to tell you who these people are and what they'll be sharing here. Someone else is coordinating this part of the seminar for me, so I'm not even going to know in advance who'll be standing up and what they'll be sharing. But I can certainly promise you a power-packed, fast-paced evening with one million dollar idea and one inspiring success story after another.

There's Even A Bonus Worth $199.00

Everybody attending this Anniversary Event will get a Certificate valid for a $199.00 DISCOUNT from my 1999 multi-day SuperConference, to be held later in 1999. (This is like being paid to attend my 25th Anniversary Seminar!)

Positions In This Historic Event Are Extremely Limited, So You May Not Be Able To Attend

I don't know for sure, but I suspect we'll hit the 328 maximum registration number at lightning speed, and will have to turn away hundreds of people who fail to respond to this invitation immediately. I want to be on record, here and now, that you should not and can not get angry or irritable with me or anybody on my team if you are shut out of this event. It'll be nobody's fault but yours. The only way to be certain of NOT being shut out is to register just as soon as you finish this letter. Not tomorrow morning. *Now.*

How Registration Works: PLEASE Read This Carefully:

There is a $50.00 refundable deposit required. This means you pay $50.00 now. That $50.00 will be refunded when you attend. However, should you fail to attend for ANY reason, you forfeit the $50.00 deposit.

This is the only way we can avoid having lots of people register and block seats from others but then fail to show up. (NO cancellations.)

There is also a $10.00 donation required, for Habitat For Humanity.

But there is no fee for the seminar.

Of course, you're responsible for your own travel, lodging and meals. If possible, I suggest you stay at the hotel where we are holding the event. That information will be given to you (only) when you have a confirmed seminar registration via paid deposit. Then I urge you to immediately secure hotel reservations, as we have established only a small room block.

To register, you can return the enclosed Form by FAX (or mail if you must, although I'd suggest FedEx instead). THERE WILL BE NO BY-PHONE REGISTRATIONS, so please do NOT call either our 800# or our Office to register - because this event is free, I cannot allocate staff time to handling telephone registrations. You will receive a confirming letter, including hotel info, shortly after we get your registration. (Patience, please - we'll be handling an avalanche of registrations hitting here all at once, on top of the regular workload.)

As you'll see on the Form, you may register up to 3 people with you: your spouse, immediate family members, business partner or employees. There IS a registration fee for these extra attendees of just $20.00 each. This is NOT a refundable deposit; it is a fee. Please do not abuse this privilege. And, sorry, but no more than 3. (ONLY Inner Circle Members may register themselves plus up to 3 attendees.)

I'm looking forward to seeing you.

Dan Kennedy

PS: WARNING: This may not be for you. First of all, I am going to be very, very blunt, outspoken and "unpolished" at this seminar, so if you are easily offended or need to be coddled and gently spoonfed, do us both the favor of staying home. Second, this seminar is unabashedly about making very large sums of money (required to buy liberty). That offends some people in and of itself. If it does you, stay home.

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PPS: Recently, we had to turn away nearly 50 people from the Copywriting Seminar who waited too late to try and register. Please do not dally and wind up being left out of this one-time-only event.

PPSS: It would be a huge mistake to under-value this Seminar just because it is available to you for free. These days, just about every time I conduct a seminar, the per-person fee is at least $1,000.00, sometimes more. With the exception of my speeches at the big SUCCESS events, most of my other speaking is limited to appearances at specialized "marketing boot camps" attendees pay $1,000.00 to $5,000.00 each to attend. And I'm going to get even pickier about where I speak, as I cut my number of dates next year and again the year after. You should look at this as a Seminar with at least a $1,000.00 price tag.

PPSSS: I recently got a letter from a customer, Rob Dosier, in which he talked about finding little gems of "philosophy" hidden in my books and other works....and somewhat tongue in cheek, he wrote "Is it possible that under the staid and stoic Dan Kennedy exterior, there lurks a meditative marshmellow of a philosopher? It might be too bad that what you make your bucks doing is showing people how to market intelligently, when there very well could be a neglected career in there somewhere. I can picture you in robes and a turban sitting on the ground with your followers gathered around you..." Well, marshmellow never. And I feel good about the good I do helping people straighten out their marketing, so they can achieve their business goals. But at this particular seminar, I am going to tackle the bigger vision, the whole subject of success, so if you are intrigued with all aspects of my own success philosophy, as Rob and others who've written are, this is the place to be - although none of us'll sit on the ground and you won't catch me in robes and a turban.

FREE

CUSTOMER APPRECIATION SEMINAR

2/20/98

8:00 a.m. to 10:00 p.m.

Registration Form

PRIMARY REGISTRANT (INNER CIRCLE MEMBER):

NAME_____

Address_____

City, State, Zip_____

Phone_____ FAX_____

(Your Registration Is FREE. A $50.00 Deposit Is Required, Refunded At Event. Also A $10.00 Donation To 'Habitat For Humanity'. Total: $60.00.)

ADDITIONAL REGISTRANTS - SPOUSE, ASSOCIATE OR EMPLOYEES (LIMIT 3) NAMES:

_____ _____ _____

(These Individuals Require A Registration Fee Of $20.00 Each)

Total Amount Due: $_____

☐ Check/M.O. Enclosed (Payable to Kennedy Inner Circle Inc.)

☐ CHARGE MY: _____ VISA _____ MasterCard _____American Express

Card #_____ Exp. Date_____

Signature_____

(Required - Cardholder must be same as primary registrant)

Hotel Location Provided After Confirmed Reservation
NO CANCELLATIONS - Deposit AND Fees Forfeited

FAX: 602/269-3113 (24 hrs a day, 7 days a week)

MAIL: Kennedy Inner Circle, Inc.
5818 N. 7th St., #103
Phoenix, AZ 85014

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FEBRUARY 1999 NEWSLETTER OFFERS

ORDER FORM

❑ **February Customer Appreciation Seminar audio cassette package. 6 Audio tapes for just $47.00. (Remember, you receive full credit for these towards this year's SuperConference or this year's Marketing & Business Boot Camp For Speakers or towards Gold Upgrade, or towards extention of a regular newsletter subscription, or it can be utilized as a critique certificate.)**

❑ Please send me the "How To Write Million Dollar Ads, Sales Letters And Web Marketing Pieces" by Bob Serling for just $129.00 + $8.00 S/H. Includes a 462 page Manual plus 3 bonus cassettes and 2 bonus reports. Also included as an Extra Bonus: A lifetime subscription to Bob's on-line newsletter "Reverse Marketing Hotline" *AND* unlimited access to 2 years of back issues. (Copywriting Coaching Program Members and Platinum Members pay just $99.00 + $8.00 S/H.)

❑ Please send me Barry Maher's book "Getting The Most From Your Yellow Pages Ad." This is a 304 Page "Giant" book full of examples, tests, guidelines for spending and inside info. Just $19.95 + $4.50 S/H, Total $24.45.

❑ **"EVERYTHING PACKAGE: All 3 items above for only $208.45.**

(Only $178.45 for Coaching Program Members or Platinum Members.)

❑ I would like to take advantage of the 2-pay option, 1/2 at time of shipment, 1/2 in 30 days. (Available for the "Everything Package" only.)

ORDER TOTAL $_____

Name_____

Street Address (for UPS)_____

City, State, Zip_____

Phone_____ FAX_____

Payment By: ❑ Check/Money Order (Payable to Kennedy Inner Circle, Inc.)

❑ Charge My Credit Card: ❑ American Express ❑ VISA ❑ MasterCard

Card#_____ Exp Date_____

Signature_____(Required)

HOW TO ORDER:

FAX: (602) 269-3113 (24 Hours A Day)

Phone: (602) 997-7707 (Answered Live Tues. & Weds. 12:00-4:00 pm, Arizona Time)

Mail To: Kennedy Inner Circle, Inc., 5818 N. 7th St. #103, Phoenix, AZ 85014

Seminars In A Box (401)

Piranha Marketing, Inc.

Seminar At Sea 2000

Piranha Members do it in style! Here's Joe and the rest of the Piranha Members ready for an evening of fun during one of the cruise's formal evenings!

The Cruise Experience

By Eunice Miller (Joe's Personal Assistant)

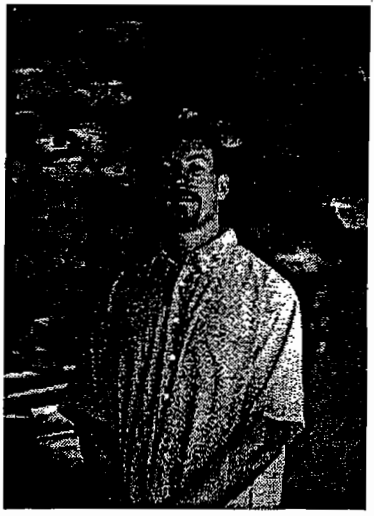
If you had the opportunity to experience the seminar at sea, or even if you didn't, you're in for a real treat! We've decided to share with all of you some of those magic moments that were experienced by those who were able to participate. We heard so many great comments from all the Members-how much they truly enjoyed the cruise, the beautiful ports of call, and the knowledge that was gained brainstorming with one another. It is always so wonderful to hear all the great comments from the Piranha Members. The general consensus was this: It was a great opportunity for time away AND to brainstorm with other Carpet Cleaners. I also got to see familiar faces like Robert Saunders of Active Chemical Products from the UK and Members Don Deleeuw, John Long, Ann Waters, Doug and Debbie Meehan (just to name a few) and I also had the pleasure of meeting new Members such as Richard Thibodeau, (who, by the way, decided to join us on the cruise the very same day he became a Piranha Member) and Andrew and Diane Walker, Piranha Members who decided to wed on the cruise ship (a snapshot of the cute couple is included!) And as you flip through all the photos, you'll notice all the smiling faces of all the Members because the cruise WAS amazing! We experienced it all! Everything you hear about cruises is true! The food was great! The ports of call were awesome! But it wasn't just that—we worked too. We all learned many things (**one Member Jonathon Sandberg even boasted that he was going to save $40,000 off a purchase when he returned home, just from brainstorming with the group**), especially about marketing, how to structure your business, internet marketing, endorsement relationships, and on and on and on.

In fact, the group came up with so many killer ideas that Paulette Roswall took it upon herself to feverishly write down on paper ALL of the amazing ideas and information that was shared. AND she took it one step further and created a wonderful summary of that list and shared it with the group. And just to make things more interesting, Joe and Coaching Club co-creator Jeff Smith came up with a new spin –the Piranha Game Show!-with grand prize being free tuition to the upcoming October Boot Camp. And I learned one very important thing: **Piranha Members are highly competitive—even with each other!** All in all, it was tons of fun and loads of laughter! And just when you thought it couldn't get better, Joe surprised us AGAIN by inviting Mike Frye of Fancy Fortune Cookies to entertain us with his magic. He even spent some time demonstrating to the Members how to juggle-using colored handkerchiefs. It makes me smile, just thinking about it. Let me say this: If you weren't there, you DEFINITELY missed out! So do yourself a favor right now and allow yourself to *'relive'* or *'experience'* (if you were unfortunate to not be able to attend) the cruise now by reading through all the wonderful comments and looking at the photos that are enclosed. They're pretty amazing, to say the least!

Take care,

Eunice

Coaching Club Members pose ecstatically for this group photo after a big day of brainstorming with Joe, Jeff Smith and the rest of the Mastermind Coaching Club!



The Guru Man Himself! Posing here with a 'school of Piranha's in the background at the awesome Atlantis Resort in beautiful Bahamas!

"Thank you for a superb idea - getting us away from the business for a few days for some much-needed rest and fun. We enjoyed visiting with other marketers; learning from their experiences and successes. It was great to meet Joe, Paulette and Jim. I think that the changes you are making sound very positive, i.e., Paulette and Jim coming along. Thanks again!"

– Kevin & Leslie Buck

"This was the first time I have taken a week-long vacation in over five years. I had the time of my life this week. It was very relaxing as well. The seminars were just an added bonus that Joe made available at no charge. The information I learned will allow me to make my business even more profitable. As in the past, I am excited to start implementing new ideas. I can honestly say that I would never miss a Piranha Marketing seminar." – Kevin Thompson

"This is what many entrepreneurs need. Excellent idea. You get the best of two worlds - the training aspect and the R&R that goes with it. Let's do it every year! Thanks, Joe, Paulette, Tom, and Eunice for all your efforts in organizing this. Sincere thanks!" - Glen, Joellyn & Glen Dean Miller

"The ship and staff were wonderful – would love to do this again – maybe every other year. Like being able to talk with peers in the industry. Materials and presentation were I informative. In general, trip and seminar well-planned – got a lot of information in advance that was very helpful."

Here's Joe with Coaching Club Co-Creator Jeff Smith. Aren't they Handsome?!

"We really enjoyed the cruise and the meetings. The information shared in and out of the meetings was fantastic. We are going to change many things and improve many things in our business as a result of this cruise. We also had plenty of time to enjoy the activities and islands during the cruise."

– Chuck & Betti Irsak, Quality 1st Carpet Care

"Joe, thank you, thank you. I would not have been on vacation for these days without your help. One of my MOA's was to describe "my perfect days." Before the cruise, I flew to Ft. Lauderdale to spend a few days (with my wife, Becky) and play golf with my father and just relax. Please add my name for 4 reservations to the next 'seminar at sea.' Thank you again."

– Mike Crowley, Deep Down

This was a fantastic way for me to take a vacation yet get around the best cleaners and marketers in the industry. Sitting and talking with them throughout the week has answered many of my questions and given me many new ideas."

– Ron Werner, Happy Carpet Cleaners

Here's Joe with the infamous "King of Copy" Jim Wolverton

"I thought the seminar was great! I loved all the information and learned tons, as always. It was great to be able to have an 'excuse' to come and visit some great places I've always wanted to see. The value was great. I would definitely do it again!! Thanks."

– Laura Bankston

Newlyweds Andrew and Diane kiss in front of the beautiful tropical beaches of St. Thomas! Don't they make a great couple?!

"Fantastic! Met expectations and more (not unusual for Piranha). We would participate in future cruises, etc. More, more, more!"
– Sylvan & Judi Freed
Supermachine, Inc.

Here is Joe toasting the happy couple Andrew and Diane on their marriage. Congratulations Andrew and Diane!

"Wonderful opportunity to rest, relax, and test our company's ability to function totally without me. It was great to have this scheduled, as we may never have arranged for a cruise on our own. Thanks for a wonderful time. We will have many fine memories from our trip and lots of pictures." – John Long

"I've learned firsthand that Piranha Marketing is for real! We've used some strategies and had instant results, but to meet you guys in person was a real treat. It's nice to put a face to the names of the people we talk to when we call in. The relationships that my wife and I made this week are just unbelievable. We fell in love with the other Piranha couples that we had dinner with 7 nights in a row! The ability to network ideas with other members is priceless. I've already signed up for the October boot camp and would recommend those who haven't yet attended one to do so. Put it on your credit card, borrow, beg, just do it. You will not regret it for a second. I'm totally convinced that Joe should do a cruise like this every year!"

– Ralph Grimes, Simply Best Carpet

"The opportunity to meet with some of the most successful carpet cleaners in the country and brainstorm and share ideas was priceless! The fact that it was combined with a great vacation made it that much more exciting."

– Bruce & Joanna DeLoatch,
Phoenix Carpet Care, Inc

"We've taken six cruises - and Piranha Marketing made this one the best! Joe and his staff, our fellow carpet cleaners, and Costa Cruise Line all provided us with wonderful opportunities to nurture our personal lives and develop our business marketing savvy."

- Carole & Dick Thibodeau

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Seminar At Sea *FAST RESPONSE* Form

☑ **Yes! Joe, rush me the entire Seminar At Sea recorded on tape for only $497. Plus I want all the handouts and "How-To" literature as a FREE BONUS Gift. I understand that this comes with a 60-Day, Money Back Guarantee if I am dissatisfied for any reason or no reason at all.**

What You Get In The Recordings:

- Finally! How To Grab Your Ideal Lifestyle
- The Secret Power Of MOA's
- How To Replace Low Dollar Activities With High Dollar Activities
- How To Get Rid Of Loser Marketing Strategies And Replace Them With Killer Marketing Strategies
- Find Out If Your Business Funds Your Ideal Lifestyle
- Big Rocks: The Key To Personal Freedom From Your Business
- Marketing Strategies:
  a. New Sales Letter Strategy
  b. Consistent Newsletter Response Techniques
  c. How To Improved Offers To Increase Profits
  d. Setting Up Endorsement Relationship
  e. How To Get Referrals With Thank You Letters
  f. How To Set Up A Turn Key Maintenance Program
  g. How To Generate Web Site Traffic
  h. Offers- Offers- Offers!
- How To Build A Successful Team
- How To Have A Guaranteed Income
- How To Get Off The Truck Now!
- How To Direct Your Business To Make You Money
- How To Master The Most Powerful And Most Neglected Marketing Strategy
- New Psychology Of Internet Selling
- Can't Get A Newsletter Done? Here's How...
- How To Use & Collect Testimonials
- How To Sell Your Business For Lots Of Money!
- **A Powerful Discussion of Joe Sugarman's Psychological Triggers And Sales Tools You Can Use to Control the Mind of Your Prospect to Motivate, Influence and Persuade**

Free Bonus Materials Include

A Huge Collection Of Piranha Member Strategies... See Other Side For Complete Details

- Pink Flyer Version
- Calendar Of The Most Important Marketing Dates
- **9 Killer Direct Response Yellow Page Ads**
- Referral Coupons
- Referral Letter
- Client Newsletter Samples
- New Client Handbook
- **4 Page Sequence Letter**
- Power-Packed Flyers
- Special Offer For Realtors To Their Clients
- Lead Generating Postcard
- **2 Val-Pak/Dollar Bill Size Ads**
- Great Flyer Written Like A Newspaper Story
- **3 Newspaper Ads**
- **2 Great Neighbor Letters**
- **3 Stand Alone Flyer Inserts**
- Commercial Lead Generation Letter/Fax
- 8 ½ X 11 Version Of Pink Flyer
- Great Leave Behind Information/Survey Tech Leaves In The Home
- Gift Certificates
- **2 Post Cards**
- Joint Venture Sample
- Internet Lead Generation Information
- **9 Page Report** On Structuring Your Business To Sell

Name _____ Company Name _____

Street Address _____

City, State, Zip _____ E-mail: _____

Phone Number _____ Fax # _____

Payment Options: $497 + $13 Shipping and Handling (Add $20 if out of continental United States)

☐ Check (Payable to Piranha Marketing, Inc.)

☐ Credit Card: ___Visa ___MasterCard ___AMEX ___Discover

Card# _____ Exp. Date _____

Signature _____ (Required)

To order call 1-800-275-2643
Or 360-943-9999
Or fax to: 360-786-1159
Or mail to: 6528 Belmore Street SW
Olympia, WA 95812

Free Bonus Materials (Continued)

Piranha Members each brought and contributed their best marketing strategy. You get a stack of proven, high-powered, ready-to-use strategies. Frankly, we thought long and hard about selling each of these strategies individually for hundreds of dollars. Think about it... Wouldn't you pay hundreds, even thousands of dollars for a strategy that could make you tens of thousands of dollars in return? But the Cruise Attendees themselves felt that this information was so powerful... So important... That they unanimously voted to share their best marketing strategies with all the attendees. And now you can get these promotions for FREE just for being smart enough to invest in the tapes. These materials alone are worth many times the cost of the tapes and you would be crazy not to take advantage of this incredible offer unless of course you don't have any use for dozens of proven money making ads, sales letters and promotions.

Here is some of what you get FREE with the Seminar At Sea Tapes:

- **Pink Flyer Version**—This is the famous pink flyer Jim Wolverton designed to insert into newspapers. It has been re-written and used by many Piranha Members and collectively made them millions of dollars. But what makes this version important? This is a highly profitable rewrite of Jim's little known and never before published "Best" version of the pink flyer. This version fueled his company and now fuels the company of the Member who submitted it.
- **Calendar Of Important Dates**—Here is a secret that can make you rich... Did you know that carpet cleaning is an "Event" driven service? Clients clean their carpet because of an event, not just because it's dirty. Here are all the important events that influence carpet cleaning, so you can plan your strategy to capitalize upon them.
- **9 Direct Response Yellow Page Ads**—How much is a great Yellow Page Ad worth? Thousands of dollars! Here are 9 proven ads, from Piranha Members, all FREE!
- **Referral Coupons**—Don't have the time or inclinations to collect referrals and mail them? Here is a Member solution to owner/operator time constraints so that you can get far more referrals with no time or effort on your part.
- **Referral Letter**—This fantastic strategy will blow you away when you see what it can do to increase response to the referrals you collect.
- **Client Newsletter**—Would you like to double the business you get from repeat clients next month? Sure, you can continue to do nothing and you will get calls from repeat clients. Or you can send out this newsletter and as much as double your repeat business next month—as many Members claim to have done.
- **New Client Handbook**—Make your clients feel indebted to you and impress them with your highly professional appearance with this complete New Client Handbook.
- **4 Page Sequence Letter**—More than a letter, this strategy is one Member's bread and butter... Their sole strategy for attracting new clients.
- **Special Offer For Realtors To Their Clients**—One Member reports that they have virtually cornered the realtor referrals market with their version of this strategy. If this strategy got just 1 or 2 realtors to refer you, it would pay for the entire package. But this strategy is free with the package.
- **Lead Generating Postcard**—Who says you can't make a profit attracting first time clients with postcards? This Member's breakthrough postcard has proven that you can!
- **2 Val-Pak/Dollar Bill Size Ads**—Here is not one, but two illustrations showing how to attract quality clients that pay top dollar for carpet cleaning through Val-Pak style marketing.
- **Great Flyer Written Like A Newspaper Story**—Ads that have the appearance of newspaper articles can achieve up to 5 times as much readership. This is a phenomenal example of how to write news-like strategies.
- **3 Newspaper Ads**—Want some quick, easy cash? Here are 3 ads you can have in the newspaper tomorrow with just a phone call, tried and tested by Members.
- **2 Great Neighbor Letters**—Are you still doing 5-A-Rounds the old fashioned way... with door hangers? We know a better way. Adapted from Jim Wolverton's marketing package, these letters beat the socks off of door hangers.
- **Commercial Lead Generation Letter/Fax To Office Manager**—Want some instantaneous commercial work? It's easy and free when you have the right sales fax. You won't find this strategy anywhere else but in this package.

I can't even scratch the surface on this page of all the great strategies and materials you get FREE along with this Seminar At Sea taped seminar series. So I ask you again... Wouldn't you pay hundreds, even thousands of dollars for a strategy that will make you tens of thousands of dollars in return? What are you waiting for?! Turn this page over and sign your name . . .

Newsletter Insert (413)

RISK-FREE ORDER FORM

☐ **YES!** I'm serious about my having a practice that is as financially successful and profitable as possible. I understand I have a complete 100% satisfaction guarantee, and that if I am not satisfied for ANY reason, I am entitled to a full DOUBLE my money back refund.

☐ **BEST DEAL:** Two years of **The Successful Practice** (24 issues) for just:.....$79.95
I understand that this includes: 24 jam-packed issues and all 17 FREE Bonuses as described below.

1.) FREE - The 90 Point Marketing Plan for maximum practice growth!
2.) FREE - Your Yellow Page Ad: How to triple Your Response & Cut Your Risk.
3.) FREE - Can Radio & Television Ads Work For You (Facts You Must Know).
4.) FREE - How to Find Hundreds of People In Your Area Who Want Your Service.
5.) FREE - 10 Simple Strategies You Can Use Right Now to Get More New Patients.
6.) FREE - How to Turn Your Business Card into a Mini Brochure for More New Patients.
7.) FREE - 21 Powerful Strategies to Supercharge Your New Patient Flow.
8.) FREE - How to Prevent the #1 Practice Killer.
9.) FREE - 5 Direct Response Secrets to Bring In More New patients.
10.) FREE - How to Get Other Professionals To Refer Tons of New Patients.
11.) FREE - 10 Secrets of Positioning For Maximum Practice Growth.
12.) FREE - How to Avoid Mistakes When Doing New Mover Mailings.
13.) FREE - How to Handle Patients Who Leave Your Practice (this is critical).
14.) FREE - A Unique Way to Get Other Professionals as Patients in Your Practice.
15.) FREE - How to Get Businesses to Refer You New Patients.
16.) FREE - The Crucial Connection Between Your Overhead and Your Public Image.
17.) FREE - The One Critical Aspect About Your Outside Sign.

☐ GOOD DEAL: One year of **The Successful Practice** (12 issues) for just: $49.95
I understand that this includes Free Bonuses 1&2.

☐ **Quick Reply Bonus:** I'm responding within 7 days. Please include my FREE Audio Tape: *10 Incredibly Dumb Things Doctors Do to Stunt the Growth and Prosperity of Their Practice!* Plus, please include these three additional FREE Bonus Reports:

1.) FREE - How To Promote Your Practice On The Internet.
2.) FREE - Special Back Issue: Promoting Your Practice On The Internet.
3.) FREE - Three EXTRA Free Issues!

☐ Enclosed is my check for: $_____
☐ Charge my Credit Card:
☐ VISA ☐ MC

Card #:_____ Expires:_____

Signature_____

Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone:_____

3 EASY WAYS TO ORDER:

1.) Mail this order form to:
The Successful Practice
2085 Commercial NE
Salem, OR 97303

2.) Fax Toll Free: **1-888-371-1391**

3.) Call Toll Free: **1-800-311-1390**

A NEW OPPORTUNITY TO GET MARKETING COACHING FROM ONE OF THE GREATEST OLD MASTERS.....

How to create sales letters that will make you rich.....one of my "secret weapons"

Newsletter Insert

Dear Inner Circle Member,

People are always asking me who I learn(ed) copywriting, direct response strategies, my "magic" from, and I often tell them about the "old masters": Claude Hopkins, James Kennedy, certainly Robert Collier. 'The Robert Collier Letter Book' is one of the essential "secret weapons" of all truly great copywriters, but it has been out-of-print for years and very difficult to get most of the time. Fortunately, my friend Mike Roth has obtained reprint rights (for a limited time) and we are able to offer you a new opportunity to get your hands on this remarkable resource.

If You Really Want To Know How To Sell By Mail, You Must Study Robert Collier.

Techniques and strategies Robert Collier invented back in the 1930's are even more powerful today. **As a mail-order pioneer,** Collier sold books, raincoats, watches, jams and jellies, winter underwear, rare gems, life insurance, coal, bread, dates from the Holy Land, magazine subscriptions, gym memberships and at least a hundred other, diverse products direct by mail. Right after the Great Depression, he successfully marketed a stock market investing program -- he had to be good! He also built a retail store into a grand success with direct-mail. Robert Collier took risks, blazed trails, and made long copy, direct mail and direct response work where everybody said it couldn't.

Just as an example of his acumen, Robert Collier was one of the original marketers of Business Week Magazine subscribers - and was so successful they wound up turning away cash orders! Why? You've got to hear the whole story!

Although many "pros" don't talk about it, <u>just about every top copywriter has "stolen" from Robert Collier left and right, with impunity.</u> You do NOT need to be a pro copywriter, though, to profit enormously from studying Collier; ANY and EVERY business owner, entrepreneur, marketer and salesperson will become more persuasive.

If Robert Collier were alive and I could go and spend a day with him, I'd invest just about any sum required for the opportunity. $10,000.00? A bargain at twice the price. You should feel exactly the same way. <u>Collier is one of only a handful of pioneers in our field who</u>

established true principles that, if understood and adhered to, virtually *guarantee* success.

Of course, you can't go pick his brain in person. But **Robert Collier's ghost can coach you** - through this book, loaded with actual ads and sales letters, analysis, stories of success and failure, a close-up look at an entire career of extraordinary accomplishment. Going through this book is like having Collier's ghost sit with you and show you his greatest promotions and reveal his secrets.

If you'd miss out on such a session, you're either already making entirely too much money or you are inexcuseably intellectually lazy.

Collier's ghost awaits. He sits in the library, in the maroon leather chair, a glass of port at his side, a Cuban cigar in hand, eager to show off his most valuable strategies and to answer your questions. Don't keep him waiting.

A Sampling Of The Secrets Robert Collier Has In Store For You:

1. How to use The Great Motivator - what the world wants most, has desired most since the beginning of time, and will always 'kill for'. (Page 14)
2. The one type of letter that is ALWAYS interesting to its recipients. (Page 23)
3. How to fold your letters in different ways, to increase response. Collier increased response by as much as 10% by folding letters differently.
4. **What you MUST do BEFORE asking for the order. (Page 31)**
5. How to create FEAR. (Page 69)
6. Are you sure you understand why people buy? (Page 113)
7. **How to squeeze more profits out of a tired, old, overworked or neglected list. (Page 120)**
8. How to reduce refunds. (Page 178)
9. **Big mistakes made with free bonuses. (Page 181)**
10. How to use "GIANT" letters to make "giant" money!
11. Pull of one of the most difficult direct marketing tasks: how to sell two separate and unrelated products in the same mailing.
12. The right ways to use pictures to boost response. (Page 233)
13. **Here's a simple premium used 70 years ago, that tripled response then and can still be used today as a "new idea". (Page 240)**
14. Dozens of "opening lines" you can steal and use.
15. **How to get through to business leaders by direct-mail. (Chap 33.)**
16. A millionaire-making paragraph. (First page, Chapter 29.)
17. How to "put ideas in their heads" - the psychology of highly effective sales letters. (Page 457)
18. Dozens and dozens of sales letter examples you will not find anywhere else!

Can you stand NOT to get Robert Collier to reveal all this to you?

An Outstanding Opportunity.

Good news: the famous but so hard to find, original Robert Collier Letter Book has been expanded to a full 8-1/2 x 11" page size, making it

easier to read, easier to underline, hi-lite and use. And you can now get a copy at a special Inner Circle discount.

But that's not all. Four of today's most successful practioners of the sales letter who have studied Robert Collier are interviewed by Mike Roth* on exclusive new audio cassettes. TED NICHOLAS, who has sold over 200-Million Dollars worth of business books, products and services via print ads and sales letters.....LEONARDO HEBEGGAR, bestselling author of the #1 weight loss book in Switzerland, formerly a marketing wiz at the Readers Digest organization....my student-turned-client-turned business partner, JEFF PAUL, who has sold millions of dollars of products in four different, distinctly different niche markets with powerful sales letters.....ME, Dan Kennedy. *(Mike now has the worldwide publishing rights to the Collier book. Mike is a talented and successful copywriter in his own right. I gave him his first fee-paid copywriting job. And he has applied Collier strategies for his own high profit promotions and for clients.)

Listening to these five cassettes will not only give you a much greater appreciation for The Robert Collier Letter Book - these tapes will also give you contemporary, timely insights into the art and science of writing and using sales letters to make large sums of money.

How Much Should You Invest For The Collier Letter Book PLUS The "Fireside Chats" With These Four Contemporary Masters Of Making Money With Sales Letters?

Mike has allowed me to give you, my Inner Circle Members, an opportunity to get The Robert Collier Letter Book and the interview cassettes FIRST, and at a special low investment. I know that he is still uncertain about the price he will use in the future - under discussion, $395, $495, or $595. Frankly, if I didn't already have the book, I'd give $595 for it in a heartbeat. And I'd cheerfully pay that much again for these one-of-a-kind "Collier student" tapes. Does that seem like a lot to you? If it does, it can only be that you have not yet had the experience of having a great sales letter bring you tens of thousands or even hundreds of thousands of dollars. I have and frequently do have sales letters prove to be worth $10,000.00, $25,000.00, $50,000.00, even $100,000.00 or more to me. If $595 for all this still sounds like a lot to you, it can only mean you haven't yet experienced a "tweak", a single change, a single "twist" increase a letter's pulling power by 2%, 5% or even 10%. You see, $595 is NOTHING, NOTHING if it can bump a letter's performance by a percentage point.

However, <u>you</u> do <u>not</u> need to shell out $595. Or $495. Or even $395. Not even $295.

I've beat Mike up and gotten a price of just $195.00, for you, for just the next 21 days. After the 21st day, this offer ends and the price definitely will go up. How high, I don't know. But to get The Robert Collier Letter Book (huge, over 450 pages!!!) PLUS all five of the cassettes for just $195, you've got to jump on it right now.

**From Across Time, Out Of The Mists Of The Past,
A Word Directly From Robert Collier.....**

Robert Collier said:

"YOU are only ONE sales letter away from making more money than you've ever made in your life! Many people have become millionaires practically overnight thanks to a great sales letter!"

Can just ONE great sales letter support you in grand style for life? Absolutely. Can one great sales letter make you rich? Certainly. Can you get YOUR hands on such a letter and put it to work for you? Robert Collier's ghost is ready to help.

"Meeting" and studying Robert Collier has been worth a fortune to me. Why shouldn't it be similarly valuable to you?

Use the FAX-BACK FORM below or call 1-800-223-7180 or 602/269-3111 to get your copy of this treasured book PLUS the five cassettes rushed to you.

Best,

Dan Kennedy

PS: At this discounted price, there is no return privilege.

PPS: ...but there are bonuses! I twisted Mike's arm for this. You may or may not know this, but Mike is an avid collector of "classic" direct-response ads from 20, 30, 40 years ago. He has some ads and letters put together by Robert Collier that are not in the book. I've convinced Mike to send these along with your package. And, in addition to that, he's going to give you a copy of a fascinating little "parable" about advertising by "Obvious Adams." These goodies are first come, first served, while his small supply lasts, so order now.

ORDER FORM

Yes, Dan send my copy of the Robert Collier Letter Book and the 5 Cassettes for just $195.00. And while the supply lasts, please send my free bonuses also!

Name_____
Address_____
City, State, Zip_____
Telephone_____FAX_____

PAYMENT BY: ❑ Check/Money Order (Payable to Kennedy Inner Circle, Inc.)

OR Charge My: ❑ VISA ❑ MasterCard ❑ American Express

Card #_____ Exp. Date_____

Signature_____ *(Required)*

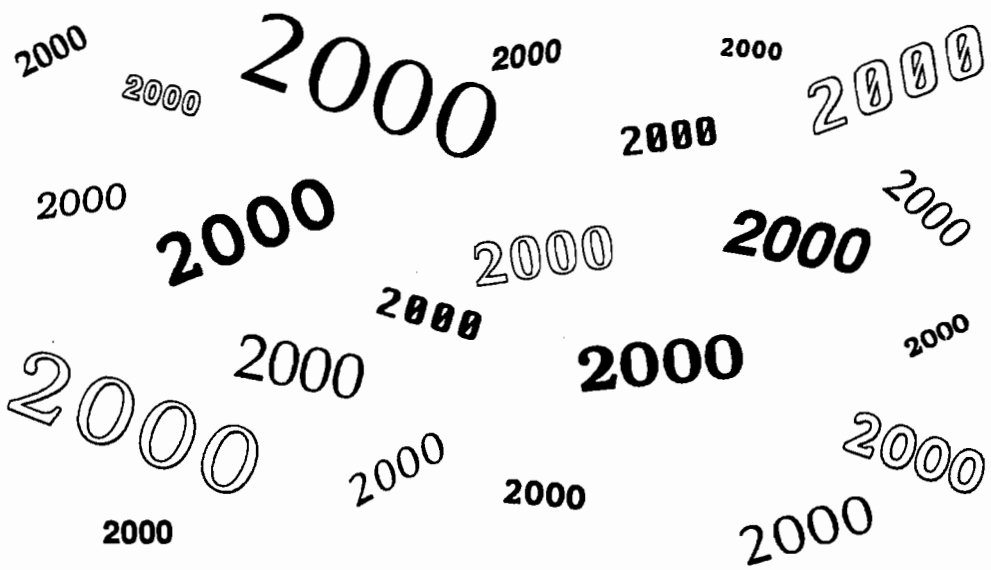
Kennedy Inner Circle, Inc.
5818 N. 7th Street, #103
Phoenix, AZ 85014
Phone: 602/997-7707 FAX: 602/269-3113

Newsletter insert

End Of Year, End Of Millenium Special Offers Round-Up & Close-Out Supplement

Here are a few of the best resources and resource-offers we've arranged for Kennedy Inner Circle Members in 1999 - with a LAST CHANCE OPPORTUNITY to acquire them at KIC Member discounts.

(LIMITED QUANTITIES - when inventory exhausted, offer withdrawn.)



Now, a warning: these are "blemished" Courses. In some, the staples have rusted. In others, a page or two has flawed printing or water stains. These things have been stored in less-than-perfect conditions, moved in and out of warehouses a few times, and so forth. Barrie's had them all cleaned up and plastic bagged. But they're not perfect. However, I'm guessing you'll be okay with a little dust and wear-n-tear, to "steal" your copy of this $395.00+ Course for just $99.00. Limited quantity.

Brief Summary
Of The Advertising Mastery Course Components/Contents

Part 1: Defining The Advertising Job...marrying imaginative ideas with rational, scientific techniques. Part 2: Six Universal Truths Behind All Successful Advertising. Smart questions. Part 3: A Look At The Raw Materials Of All Good Advertising. Part 4: Great Headline Ingredients. Part 5, 6 & 7: Body Copy - Where The Selling Gets Done. How to move from skepticism to conviction. Asking for action. Part 8: How To Write For Easy Reading. Part 9, 10 & 11: Marrying Copy With Layout & Type For Maximum Effectiveness. Part 12: Follow-Through. Integrating good advertising with savvy marketing. Part 13: Checklists To Use Everyday. Part 14 & 15: Summaries, Self-Tests, Index.

One other thing - Barrie Bedell has put together 3 Special Bonus Gifts for the first 100 to order. They are: BONUS #1: Customer Reactivation Letter. Rights for unlimited use in your business (or a client's). This simple one-page letter is responsible for millions in sales - from $17 per name for a furniture store to $6.67 per letter last March for a business with very low price points, to $14 per letter for a service business. Easily adaptable. BONUS #2: SuperStar Audio Tape. Marketer extraordinare Joe Polish interviews C. Barrie Bedell on "How To Create Advertising That Sells." Discusses costly mistakes almost all advertisers make today, how you can avoid them, and make certain your advertising is a dynamic profit-making force. BONUS #3: Print Ad Checklist. Ignore these 37 critical factors at your peril. Covers proposition, headline, copy and graphics.

Remember, to even have a hope of getting this entire Course at the $99 price, you must order immediately. To get the three bonus gifts, be in the first 100.

ITEM #4

"HOW TO WRITE MILLION DOLLAR ADS, SALES LETTERS AND WEB MARKETING PIECES" EDITED BY BOB SERLING features examples with blow-by-blow analysis of ads, sales letters, etc. provided by Dan Kennedy plus 21 other direct-marketing stars, like Bob Bly, Ted Nicholas, Murray Raphel, Pamela Yellen. IC Member Pamela Yellen shows how she uses a powerful "free report" to sell her how-to courses. Murray put in a one-page sales letter that sold over 5,000 books. Brian Keith Voiles: a postcard that brought in $26.97 for each dollar spent. Don Bice: a sales letter he's used profitably, continuously for ten years. In addition to complete samples of successful pieces with "why I did this" explanations from the copywriters, there's also a big section of hot headlines, three audio tapes of interviews with top Internet marketing experts, and a special Report from self-publishing wiz Ted Nicholas, and another Report featuring hot, new secrets of getting free publicity. The massive 462-page manual is one you'll keep handy and keep going back to, as you put together your own promo-tions - just as I will. I fully expected Bob to price this at over $300.00, and I'd have paid it without blinking. But I've arranged for Inner Circle Members to get the Manual plus the bonus cassettes and reports, all for just $129.00.

EXTRA BONUS:

Bob is also providing a lifetime subscription to his on-line newsletter "Reverse Marketing Hotline AND unlimited access to archives of two years' back issues plus additional reports at his web site. (The archive access sells by itself for over $300.00!). This is really an extraordinary value for people serious about direct-response copywriting and marketing, not to be missed!

ITEM #5

It's doubtful there is a more accomplished direct marketing expert alive than Joe Sugarman. Most IC Members are familiar with Joe. He was the first person to use an 800-Number in full-page direct-response, mail-order advertising. For many years, his full-page ads appeared in The Wall Street Journal, virtually every airline magazine, major newspapers and millions of his own catalogs, selling everything from electronic calculators to laser-beam mousetraps. He was one of the featured speakers at our 1999 SuperConference, sharing his "Most Profitable Lessons Learned From A Lifetime In Direct Marketing." We're able now to offer his books to our members at a 10% discount. The titles available are listed below.

Advertising Secrets of Written Word Books!	$39.95 retail, $35.95 IC Member cost
Marketing Secrets of Mail Order Maverick	$39.95 retail, $35.95 IC Member cost
Television Secrets for Marketing Success	$39.95 retail, $35.95 IC Member cost
Sugarman Secrets Boxed (3 titles above)	$99.95 retail, $90.00 IC Member cost
Triggers (newest release)	$19.95 retail, $17.95 IC Member cost

ITEM #1:

UPSIDE DOWN MARKETING by George Walther is in sync with our approach, and filled with fascinating insider case histories and examples certain to give you profitable ideas. You want to pay particular attention to pages 3-5, 116-122, 174-178, but do take the time to go through the entire book, hi-liter pen in hand. Hardcover, 203 pgs, $19.95 bookstore price. IC MEMBER PRICE: $10.00. I have 93 copies, and that's it.

ITEM #2

WILSON HARRELL/FOR ENTREPRENEURS. Maybe you've seen Wilson's columns in Inc. or Success. Wilson was an entrepreneur's entrepreneur. True stories of his entrepreneurial adventures are priceless, like how he kept FORMULA 409 CLEANER selling and sabotaged Proctor&Gamble's multi-million dollar competitive product launch. This is a book that's not only a blast to read, but loaded with street-smart wisdom. Hardcover, 213 pgs, $21.95 bookstore price. IC MEMBER PRICE: $10.00. I have 90 copies.

ITEM #3

What Napoleon Hill was to success philosophy, Robert Collier to direct-response advertising, Clyde Bedell was to retail advertising.....

*Turn "Space Advertising" Into Cash Profits With Greater Certainty And Alacrity Than Ever Before - With The Techniques Found In This "Buried Treasure" Work By One Of The Legendary Masters.....*if you spend any money at all on advertising, you must read this most carefully....

In 1935, Ford Motor Company had been getting their butt kicked year after year by GM. They sought out Clyde Bedell, and he created a powerful advertising program that put Ford ahead of Chevy for the first time in ten years. (Later, Clyde gave Mercedes-Benz an idea so glaringly valuable they handed him the keys to a new Benz on the spot, just as a thank-you gift!)

Nearly 35 years ago, when the Newspaper Advertising Executives Association wanted to assemble a course, to help all the companies and stores advertising in their newspapers get better results, they chased down Clyde Bedell and put him on the project. For a number of years, Bedell was the "secret weapon" behind the incredible rise of the Marshall Field and Company department store empire.

Within insider advertising circles, Cylde Bedell's name is mentioned right up there with Ogilvy and Burnett. In fact, he was the first person elected to the Retail Advertising Hall Of Fame, with his vote-count outpulling the other nominees' combined. But Clyde was way ahead of his time, integrating direct-response techniques, exceptionally strong copy, and other "unusual" techniques into retail advertising.

That's why studying his "classic" teaching, and illustrations, examples, and critiques are extraordinarily valuable to anybody who uses "space advertising" in newspapers, magazines, flyers, FSI's, coupon packs, etc. for retail businesses, service businesses or products. If you spend money on such advertising without considering and using Clyde Bedell's methods, you ARE wasting part of your money, every single time. (If you have somebody doing advertising for you unfamiliar with CB's methods - fire them.)

Some foolish people glance at these and assume they're too "dated" to be useful. This edition of Clyde Bedell's "Advertising Mastery" Course was first published in 1960. Prior editions go back to the 50's. But those of us who live, breathe, eat, sleep marketing and know how much money can be made by recycling the "old masters" work into today's media grab at something like this like a caged lion suddenly let loose on a hunk of bloody meat. That's exactly what I did when I first saw this material. Took it home and, that night, couldn't go to bed until I'd gone over every page - and, yes, I found exactly what I expected: a gem of true wisdom here, an idea I could steal, dust off, up-date and use there. At the end, a little pile of "gold".

Many contemporary, hugely successful entrepreneurs have benefited from Clyde Bedell's methods. Like Mo Siegel, founder and CEO of Celestial Seasonings, who says: "I was fortunate to know and receive counsel from Clyde Bedell, one of the true marketing wizards of all time. His advice for improving the selling effectiveness of our teas has been worth significant dollars to us over the years. I would urge any entrepreneur to immerse himself in the timeless, priceless Clyde Bedell classics I personally have found so valuable."

The Bedell Course actually consists of 14 Manuals, in oversize formats, to allow for showing all the ad exhibits. Each Manual is a jumbo 11 x 14 page size, so you see all the ad examples easily. You'll go through them like I did, mining for gold. And you'll refer to them often, as you create your advertising. Whether to get them or not is a pretty easy decision: if you spend at least $100.00 a month on advertising, then you MUST get the Bedell Course --- because, incredibly, I've arranged for you to have a complete copy for just $99.00.

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CHRISTMAS GIFTS OF SUCCESS

Give clients or friends and family members in business something more useful and lasting than a fruit basket or necktie. (All orders must be received by 12/3/99.)

ITEM #6

❑ **"POWER BAG":** Magnetic Marketing System, Midas Touch Audio Series, Collection of Special Reports, Free Book Coupon, and Critique Coupon. Over $500.00 in value. Lowest price offered anywhere: $278.00. MEMBERS X-MAS GIFT PRICE: $99.00. (Limit 3 per Member.)

ITEM #7

❑ **AUTOGRAPHED BOOKS:**

_____ The Ultimate No B.S. No Holds Barred, Kick Butt, Take No Prisoners, and Make Tons Of MONEY BUSINESS SUCCESS Book.....$10.95 each

_____ The Ultimate No B.S. SALES Success Book....$10.95 each

_____ The No B.S. TIME MANAGEMENT Book.....$8.95 each

_____ The Ultimate Sales Letter Book.....$10.95 each

_____ The Ultimate Marketing Plan Book.....$10.95 each

_____ The Ultimate Success Secret Book.....$8.95 each *(Special: $6.00 off cover price)*

_____ How To Make Millions With Your Ideas Book.....$12.95 each

_____ No Rules: 21 Giant Lies About Success.....$12.95 each

_____ Zero Resistance Selling.....$13.00 each

Orders must be received no later than December 1st to ensure delivery for the holidays. Please indicate the quantity of each book you would like and write in the names below indicating who you would like them autographed to. *Please print clearly.*

TITLE	TO	INDIVIDUAL'S NAME
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____
_____		_____

End Of Millenium Special Offers

ORDER FORM

OKAY, Dan, send me the following items from this Last Chance Opportunity!

QTY.	ITEM#	DESCRIPTION	PRICE
____	1	Upside Marketing book by George Walther, $10.00, each	$_____
____	2	Wilson Harrell for Entrepreneurs book, $10.00 each	$_____
____	3	Clyde Bedell's Advertising Mastery Course, $99.00 each	$_____
____	4	Bob Serling's How To Write Million Dollar Ads, Sales Letters And Web Marketing Pieces, $129.00 each	$_____
____	5	Joe Sugarman Books:	
		____Advertising Secrets of Written Word, $35.95	$_____
		____Marketing Secrets of Mail Order Maverick, $35.95	$_____
		____Television Secrets for Marketing Success, $35.95	$_____
		____Sugarman Secrets Boxed (3 titles above), $90.00	$_____
		____Triggers (newest release), $17.95	$_____
____	6	"POWER BAG" Magnetic Marketing System+Midas Touch Series $99.00 each, limit 3 per IC Member.	$_____
____	7	AUTOGRAPHED BOOKS - **ORDER MUST BE RECEIVED BY DEC. 1ST** Please include copy of Page 4 from Supplement listing the books you want and how you want them autographed. Then indicate the total for books ordered here.....	$_____

ORDER SUBTOTAL: $_____

LESS COUPON: - $_____

ORDER TOTAL: $_____

Name_____ Company_____

Street Address (for UPS)_____ ❑ Business ❑ Home

City, State/Providence, Zip/Postal Code_____

Phone_____ FAX_____

PAYMENT BY: ❑ Check/M.O. (Payable to Kennedy Inner Circle, Inc.)

❑ Charge my: ❑ VISA ❑ MasterCard ❑ American Express

Card #_____ Exp. _____

Signature_____(Required)

ORDER INSTRUCTIONS:

FAX TO: 602/269-3113 - 24 hrs/7 days a week (For Fastest Service)

MAIL TO: Kennedy Inner Circle Inc., 5818 N. 7th St. #103, Phoenix AZ 85014

PHONE: 602/997-7707 - Tues/Weds. 12:00 - 4:00 PM Arizona Time

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Early HAPPY
THANKSGIVING

Please open and read after reading the newsletter - but no later than October 25, 1998.

FAST RESPONSE REQUIRED

50% DISCOUNT
COUPON

Exclusively for Inner Circle Members: You are invited to purchase any one item from our Catalog at a 50% DISCOUNT!*

It doesn't matter whether you buy an inexpensive book or one of our most expensive Courses, like the complete Course on the Consulting Business or the giant Inventor's Friend System - The 'How To Make Millions With Your Ideas' Course. Or, if you don't already have the Promotional Merchandise Sources Manual, this is a great opportunity to save $39 and get this very useful tool....to find "grabbers" and enclosures for your direct-mail campaigns, giveaway items, customer gifts and premiums at rock-bottom costs. Look through our Catalog carefully and use your HALF-OFF privilege wisely!

You can refer to our complete 1997-98 Catalog if you still have it or to the abbreviated copy enclosed. Use the Order Form, just write 50% OFF on it, and deduct 50%. Your choice, any ONE item at HALF OFF.

One caution: this is a limited time offer, good only until November 10, 1998.

*Items NOT available at the 50% discount:#5-98, #6-98, #7-98, #8-98. Coupon may not be used with other coupons for this offer.

"We Appreciate Your Business."

HAPPY THANKSGIVING

425

One-Time-Only

Odd Lot, Big Discount Tent Sale

If I could have a tent sale in the parking lot, I would. I can't, so this is the next best thing. We have accumulated a bunch of "odd lot merchandise", which we have only small quantities of. Too few to do anything with. Nothing wrong with any of it. Some of it is old or out-of-print but still packed with valuable information. So, it's listed here and offered at big, big discounts, just to clear it out fast and fully.

WAIT AND YOU WON'T GET WHAT YOU WANT: We only have the quantities listed here. That's all there is. No more. So this is first come, first served. If we're out of whatever you order, we'll adjust your order, charge you only for what we can ship, and notify you of what you're getting and can't get. So if you find things here you want, "RUN TO THE TENT!!!" - get this Form in by FAX immediately!!!

ITEM NAME & DESCRIPTION	ORIGINAL PRICE	CLOSE-OUT PRICE	QUANTITY AVAILABLE
#C-1 Entrepreneur Magazine's Be Your Own Boss Kit, featuring 8 Audio Tapes w. Entrepreneur columnists, Dan Kennedy, Fran Tarkenton, Tony Robbins + Manual, "TV Bonuses"	$249.95	69.00	14
#C-2 Mind Your Own Business book by Murray Raphel (hardcover) Great advertising ideas!	$19.95	9.00	7
#C-3 How To Argue And Win Every Time Book by Gerry Spence - I highly recommend	22.95	10.00	4
#C-4 Break Out Of The Box Book by Mike Vance*	24.99	10.00	5
#C-5 Think Out Of The Box Book by Mike Vance*	24.99	10.00	1
#C-6 Management by Values 8-tape audio program by Michael Vance*	79.95	40.00	3
#C-7 A Kitchen For The Mind 4-tape audio program by Michael Vance*	49.95	10.00	2
#C-8 Entrepreneurial Thinking 8-tape audio program by Michael Vance*	89.95	20.00	2
#C-9 How To Earn $25,000 A Year Typing At Home Books by Anne Drouillard	9.95	3.00	3
#C-10 How To Start & Operate A Home-Based Word Processing Or Desktop Publishing Business book by M. Loftus	9.95	3.00	2
#C-11 Starting A Successful Business in Canada 2-tape audio program by Dan Kennedy	16.95	4.00	5
#C-12 Be Your Own Boss Master Tape Series, Volume 2, 4-tape audio program	69.95	15.00	4
#C-13 Life Choice book by Dr. Richard and Dawn Bence - Excellent "Success 101" Book for young people.	10.00	2.00	71
#C-14 You Just Became A Millionaire Game Great X-Mas Gift!	19.95	5.00	24

(Continued Other Side)

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ITEM NAME &DESCRIPTION	ORIGINAL PRICE	CLOSE-OUT PRICE	QUANTITY AVAILABLE
#C-15 Don't Squat With Yer Spurs On books by Texas Bix Bender - Humorous success philosophy - one of my favorites	6.95	3.00	64
#C-16 Frugal Entrepreneur Book by Terri Lonier - Great resource directory for small business or home-based business people	12.95	4.00	38
#C-17 Talking From 9 To 5 Book by Deborah Tannen (For Business Managers)	23.00	5.00	210
#C-18 What's The Big Idea? Book by George Lois A legendary ad man tells how to create breakthrough advertising ideas	22.50	10.00	23
#C19 How To Get More Leads/Power-Packed Direct Mail Book by Robert Bly	25.00	10.00	11
#C-20 Nichecraft Book by Lynda Falkenstein - How To Exploit A Niche	16.00	10.00	24
#C-21 It's About Time Book by Bill Brooks & Dan Kennedy - About Time Management	10.95	2.00	355
#C-22 Fast Forward Book by Michael LeBoeuf - Excellent book about "revving up" speed of your marketing for "new" consumer	21.95	4.00	92
#C-23 How To Market To Women Books by Carol Nelson - Includes detailed research data	19.95	5.00	22

*MIKE VANCE was the featured Guest Speaker at our 1998 SuperConference - and he was phenomenal! Mike worked personally with Walt Disney. His messages are unusual, provocative and certain to stimulate profitable ideas.

Odd-Lot, Big Discount Tent Sale
ORDER FORM

FREE SHIPPING

Name_____

Shipping Address (for UPS)_____

City, State, Zip_____

Phone_____ FAX_____

Items Ordered: Qty_____ Item #_____ Price $_____ Qty_____ Item #_____ Price $_____

Qty_____ Item #_____ Price $_____ Qty_____ Item #_____ Price $_____

Qty_____ Item #_____ Price $_____ Qty_____ Item #_____ Price $_____

Order Total: $_____

Payment By: **(Credit Card Orders *ONLY*)** ❑ VISA ❑ MasterCard ❑ American Express

Card #_____ Exp Date_____

Signature_____(Required)

FAX TO: 602/269-3113 (24 Hours A Day, 7 Days A Week)

DEADLINE FOR RESPONSE IS NOV. 6TH!

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EARLY SANTA SPECIAL OFFER: 'TIL NOV. 10th
GIVE THE GIFT OF SUCCESS

Earn the undying gratitude of your best clients, customers, friends in business, college grads just getting into sales or marketing, etc. - by giving them a giant "SANTA SACK" of Dan Kennedy's best stuff!

Included:

1.	Complete MAGNETIC MARKETING SYSTEM (with Bonus Reports & Critique Coupons)	399.00 Value
2.	MIDAS TOUCH AUDIO LIBRARY (12 Cassettes + Bonus Book Coupon)	139.00 Value

---

Catalog Price Value	538.00
LOWEST PRICE SOLD AT SEMINARS	278.00

3.	My newest book: NO RULES (Paperback of 'How To Succeed In Business By Breaking ALL The Rules')*	12.95
4.	ULTIMATE SUCCESS SECRET Book	14.95
5.	Current Copy, NO B.S. NEWSLETTER & Discount Membership Certificate	
6.	Packaged in the large canvas bag used at seminars	

REGULAR VALUE INCL. DISCOUNTS: 305.90

*Book Autographed To Recipient On Request/Include List Of Names

EARLY SANTA PRICING:

One Unit	**$169.00**
Two - Six Units	**$119.00 Each**
Seven - Twelve Units	**$ 89.00 Each**

(LIMIT 12) (NOT FOR RESALE)

This Offer Expires On NOVEMBER 10th

Name_____

Shipping Address (for UPS)_____

City, State, Zip_____

Phone_____ FAX_____

FREE SHIPPING

_____# Units @ $_____ = Order Total: $_____

Payment By: ❑ Check/M.O. (Payable To Kennedy Inner Circle, Inc.) ❑ VISA ❑ MasterCard ❑ AMEX

Card #_____ Exp Date_____

Signature_____(Required)

FAX TO: 602/269-3113 (24 Hours A Day, 7 Days A Week)

MAIL TO: Kennedy Inner Circle Inc., 5818 N. 7th St., #103, Phoenix, AZ 85014

(NO PHONE ORDERS, PLEASE.)

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ACTION RESPONSE FORM

"MAYBE." - "Okay, Dan, go ahead and send me the mountain of moneymaking information, tools, audio tapes from your SuperConference, the Reports, THE WORKS - all FREE - and sign me up for your Inner Circle, also FREE - with my subscription to your "No B.S. Marketing Letter." I canNOT lose or waste even a penny with your Double Guarantee, so why wouldn't I take you up on this offer? At this point, all I'm saying is MAYBE, that I'll give your 'stuff' a try."

___3-MONTH GUARANTEED TEST-DRIVE* AND 1-YEAR SUBSCRIPTION, $149.00.

OR:

___3-MONTH GUARANTEED TEST-DRIVE* AND "BEST VALUE" 2-YEAR SUBSCRIPTION for just $227.00 (Save an extra $71.00)

(*Anytime within the first 3 months, you may cancel and return everything for a full refund plus an extra $10 for your trouble - that's a 3 month free test drive! Also, continue for a full year, and, if you can honestly say you haven't made at least $10,000.00 as a direct result of this service and these materials, you may still request and receive a full refund. Additional details of these Guarantees appear in the accompanying letter.)

"I would also like to receive some of your books - add these to my order:"

____ NO RULES: 21 GIANT LIES ABOUT SUCCESS AND HOW TO MAKE IT HAPPEN *NOW!* - 168 pages, softcover. $12.95. Dan's newest book, featuring 21 lies and myths about success and how to break free of them, fascinating true stories, "contrarian success strategies."

____ HOW TO MAKE MILLIONS WITH YOUR IDEAS. 252-pages, paperback. $12.95. Every opportunity and strategy for bringing new ideas, products or services to market, with an emphasis on direct marketing. Incl. 45 Millionaire-Maker Strategies.

____ BOTH OF THESE BOOKS: $25.90 - ***less 10% discount*** - Total $23.30.

CODE: _____
Exp. Date_____

PAYMENT: ☐ Check/M.O. (Payable to Kennedy Inner Circle)
☐ VISA ☐ AmericanExpress ☐ MasterCard

Card#_____Expire Date_____

Signature_____*(Required)*

Your Name_____
Street Address_____
City, State, Zip_____
Phone (In Case we Have A Question)_____
FAX (Optional)_____

✆ FAX FORM TO: 602/269-3113 (Available 24 hrs a day, every day)
☎ CALL 602-997-7707 Tue. & Weds. 12:00 - 4:00 pm/Voice Mail otherwise)
✉ MAIL TO: Kennedy Inner Circle, Inc., 5818 N. 7th St. #103, Phoenix, AZ 85014

FREE BOOK COUPON

PLEASE READ THIS CAREFULLY: IF PURCHASED AT A SEMINAR: Mr. Kennedy indicated that he had several books available in bookstores; that many people already own one or the other; and that a Coupon was enclosed providing for a choice of any ONE of the books FREE. Here is that Coupon. (Note: he did NOT promise more than one book free. He delivers the same 'commercial' at every seminar, word-for-word, and has for several years. Also, certain audio cassettes refer to different books, however the current, correct offer made at every speech and seminar is for one book and only one book free.)

YOU MAY CHOOSE ANY ONE BOOK FREE.
YOU MAY PURCHASE ADDITIONAL BOOKS AT YOUR OPTION, WITH THIS SAME FORM

YOUR CHOICE OF.....

(1) THE ULTIMATE SALES LETTER: This book retails in bookstores for $10.95. Novices and pros alike praise this book as an indispensable tool. In its 192 pages, Dan Kennedy provides the 28-Step System he uses for crafting super-productive sales letters for his clients. You can use this System and the examples to write your own powerful sales letters - even if you can't write a grocery list!

(2) THE ULTIMATE MARKETING PLAN. One of the Tapes refers to this book. This is the Coupon to use to get this book free. This 163 page book gives you Dan's 13 Steps to creating your own marketing campaigns; 17 secret marketing weapons; Ultimate Marketing Sins to avoid; and "do-it" pages and forms.

(3) THE ULTIMATE NO HOLDS BARRED, KICK BUTT, TAKE NO PRISONERS, AND MAKE TONS OF MONEY BUSINESS SUCCESS BOOK. A bestselling book that's fun to read, provocative, and very, very blunt - exactly what it takes to succeed as an entrepreneur. 20 years' "expensive experience" on the business battlefield is condensed into this inspirational and practical book. Featured in both SUCCESS and INC. MAGAZINES.

(4) THE ULTIMATE NO HOLDS BARRED, KICK BUTT, TAKE NO PRISONERS, AND MAKES TONS OF MONEY SALES SUCCESS BOOK. Updated in 1998.....no psychobabble here! Tough-as-nails, practical, proven selling and negotiating strategies. Features: fail-safe preparation for important presentations; pre-emptive elimination of objections; ending 'cold' prospecting forever; and Dan's 'secret' of "Takeaway Selling."

THE BOOK I'D LIKE FREE IS: #_____

I'D ALSO LIKE TO PURCHASE: __#1 ($10.95) __#2 ($10.95) __#3 ($10.95) __#4 ($10.95) __#5 ($12.95)

For a TOTAL of $ _____ (FREE Shipping & Handling, This Form Only) ☆

☐ *BEST DEAL: ALL 4 BOOKS (this side) PLUS "MILLIONS" BOOK (other side, this page): $56.75 Retail LESS FREE BOOK @ $10.95 = $45.80, LESS EXTRA SAVINGS OF $5.00: Your Cost Only $40.80 for all 5 books.*

☆ Books shipped by USPS "Book Rate"; allow 3-4 weeks for delivery OR:

☐ *Add $4.00 for priority shipping.*

Name_____
Address_____
City, State, Zip_____
Phone_____ FAX_____

☐ Check Enclosed
☐ Money Order Enclosed

Charge my: ☐ American Express ☐ VISA ☐ MasterCard
Card #_____ Exp Date_____
Signature_____ *(Required)*

RETURN BY MAIL TO: Kennedy Inner Circle, Inc., 5818 N. 7th Street, #103, Phoenix, AZ 85014
OR FAX, ANYTIME, 24 HRS. DAY: 602/269-3113

◆ SEE OTHER SIDE FOR MORE IMPORTANT INFORMATION ◆

Code: KIC

$210 WORTH OF BONUSES

Coupon

2ND OPINION CONSULTATION CERTIFICATE
Value in Specified Services: $200+

Entitles bearer to submit any single printed piece; brochure; catalog, direct-mail package; advertisement or similar promotional material by mail for critique by Dan S. Kennedy. Send Certificate and materials to:

Dan S. Kennedy
Kennedy Inner Circle, Inc.
5818 N. 7th Street, #103 ● Phoenix, AZ 8501

Code: KIC

← Free Critique Coupon

TERMS AND CONDITIONS: Certificates expire 12 months from date of your purchase. Allow 2 to 4 weeks for Mr. Kennedy's response. Do NOT telephone; consultation given by mail only. Actual, finished materials or "rough sketch" and copy for planned material may be submitted. Certificates are redeemable only for listed services. Additional consulting may be contracted for. Mr. Kennedy's schedule permitting; fees quoted on request.

PLEASE BE ADVISED THAT ANY MATERIALS SUBMITTED FOR REVIEW BY DAN KENNEDY, INCLUDING THOSE SUBMITTED WITH CRITIQUE COUPONS, MAY BE PUBLISHED IN ANY OF DAN KENNEDY AUTHORED/EDITED PUBLICATIONS, AS EXAMPLES. ALSO, SUBMITTED MATERIALS WILL NOT BE RETURNED. DO NOT SUBMIT MATERIALS YOU ARE CONCERNED ABOUT KEEPING CONFIDENTIAL.

© 1999/Dan S. Kennedy

Dear James:

Yes! I want to get rich alongside Bill Gates ... and Frank Cary, former CEO of IBM ... James Ferguson, former Chairman of the Board of General Foods ... Bob Pangia, former Executive Vice President of PaineWebber ... Alexander Trowbridge, former Secretary of Commerce ... George Rathmann, former Chairman of Amgen ... and Walter Wriston, former Chairman of the Board of CitiCorp. Enter my subscription now and send me my bonus report, "The $100 Million Dollar Company with the Hundred Billion Dollar Board of Directors." Sign me up for ...

[ ] 2 years, Half-Priced Charter Subscription at $187. In addition to "The $100 Million Dollar Company with the Hundred Billion Dollar Board of Directors" I receive "Why the Dow is Headed to 15,000" as an additional free bonus.

[ ] 1 year, Half-Priced Charter Subscription, only $99. Please send me "The $100 Million Dollar Company with the Hundred Billion Dollar Board of Directors" free as a bonus.

[ ] **Convenient monthly billing -- Just $8 per month.** (Credit card orders only.) You'll bill my credit card just $8 a month until I tell you to stop. I receive BOTH of your Special Situation Reports, plus the economy and convenience of low-cost monthly billing.

I wish to pay by

[ ] My check is enclosed

Charge my
[ ]Amex
[ ]Visa
[ ]Mastercard

Phone Margaret at 1-800-817-8890, for faster service. We're open 6 days a week, Monday through Saturday, 9 a.m. to 8 p.m. New York Time. The fax (1-612-895-5526) is 24 hours a day.

Amount $_____

Signature _____

Card # _____ Exp. Date _____

Name _____

Address _____

City/State/Zip _____

Phone: (_____) _____

E-mail: _____

Florida residents, please add 6% sales tax. Non-US subscribers, add $20 per year for extra postage and handling.
Please make checks payable in US dollars. With checks drawn on non-US banks, add an additional $30 for processing.

Return to: *21st Century Investor*
12254 Nicollet Avenue South, Burnsville, Minnesota 55337

TC0200 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

ENTIRE CONFIDENTIAL MAILING #1 (431)

✓ You got my book.

✓ You are eager to move ahead to great success in business.

✓ You are eager to acquire greater business savvy.

✓ Enroll in ENTREPRENEURSHIP UNIVERSITY - that's your next giant step!!!

7707 3111 BOOK BUYERS

PHONE COURSE

___ Enroll IMMEDIATELY to be in the Class that gets Lessons #1 and #2 right after the first of the year

___ Enroll IMMEDIATELY and use the tax deduction this year.

___ *Enroll immediately and SAVE UP TO $40!*

SPLIT PAY OPTIONS

I think you'll find the enclosed brochure on Entrepreneurship University fascinating and exciting. It probably offers exactly the in-depth, step-by-step training and counselling you've hoped existed somewhere! In its 24 Lessons, during the next 12 months, I give you a college-quality Course that you never had the opportunity of taking: "a-through-z of how to achieve exceptional success in the business of your choice."

Enrolling in the University should be an easy, instant decision for you.

But I want to give three options, instead of just one way to enroll:

ONE: you can enroll exactly as the brochure indicates...send in the Form with just $9.00, and then pay monthly, as you progress. To be in the Class that starts in January, you must act now!

X *TWO: enroll and pay the entire Tuition right now. The total, regular price is $207.00. Pay in full now and save a full $40.00 --- pay just $167! And that $167 can be used as a 1987 tax deduction. If using VISA, MasterCard or AmericanExpress to enroll, call: 602/977-7707 or 602/269-3111.*

X *THREE: enroll and pay one-half the Tuition right now, the other half in January, and save $20.00! Your cost reduces to just $187.00: $93.50 now, the other $93.50 by January 30th. Use a credit card and call to enroll right now!*

☆ *Also, when you enroll now, with Method TWO or THREE, you'll receive a FREE copy of my new Cassette: Welcome To The New Year - What Happened To The Old One?, sent with your Lessons, immediately after the first of the year. This new Tape will help you exercise greater control over events, circumstances and people in 1988!*

FOR YOUR CHOICE OF DISCOUNT...FREE GIFT....and to be in the Class starting in January..... YOU MUST ACT ON THIS IMMEDIATELY. RIGHT NOW!

Incidentally, I know the temptation is to think of your Christmas expenses first at this time of year...BUT, if you're like me, when you go Christmas shopping, you invariably find something you like and wind up buying yourself a gift, too! Why not do that now instead of at the mall? Give yourself a gift that can make next year better, brighter and more prosperous --- ENTREPRENEURSHIP UNIVERSITY!

Dan S. Kennedy

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FREE CAMERA REDEMPTION CERTIFICATE

√ MC 12/17

Choose *one* of these options:

(1) _____ **FREE 35-MM CAMERA with 5-Year Warranty**

(2) √ **FREE 35-MM CAMERA with 5-Year Warranty, Gift-Boxed In A Set With Lens Cover, Neck Strap, Camera Pouch, Strobe Flash Unit and Tripod. In total, a $139.00 Retail Value - just $20.00. (Camera Free. $20.00 Charge is for accessories.) EXTRA FREE BONUS: Set comes with a Photo Express Gold Card redeemable for 200 rolls of color print film!**

(3) _____ **FREE 110-CAMERA with 5-Year Warranty**

SELF LIQ PREMIUMS

Your Name Marge Ferguson

Ship-To Address 1709 E. 83rd Pl

City, State, Zip Chicago, Ill. 60617

SHIP THE CHOICE INDICATED BELOW:

___(1) Shipping/Insured Delivery/Handling Charge of $3.00 Enclosed

_√_(2) Accessory Charge of $20.00 PLUS $5.00 Shipping/Insured Delivery Enclosed

___(3) Shipping/Insured Delivery/Handling Charge of $3.00 Enclosed

_√_ CHECK ENCLOSED ___CASH ENCLOSED

___CHARGE MY: ___VISA ___MASTERCARD

Card Number _____ Expire Date _____

SEND CERTIFICATE & PAYMENT TO:

ECC PREMIUMS - 8350 N. 7th Street - Phoenix, Arizona 85020

Really neat "bounceback" offer. Your company's various enterprises and operations are ~~worthwhile~~ studying and imitating. You are doing exactly what I just starting to do. Dan Kennedy has proved to me that marketing related services and products is the way to go. I love the Audio Brochure. It was a very valuable unexpected surprise. You practice what you teach. I know why your repeat order rate is so high. I'm studying everything you did in the initial ~~response~~ solicitation package and in the order fulfillment package. You're GREAT.

Marge Ferguson

(permission granted to use my comments - MF)

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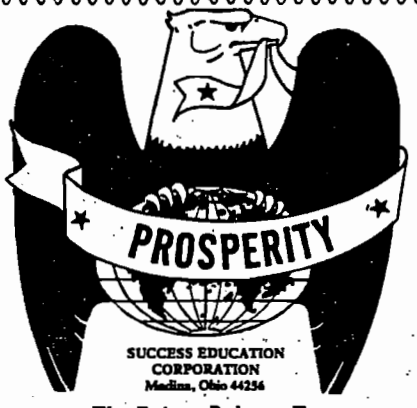


The Future Belongs To
Those Who Prepare For It!

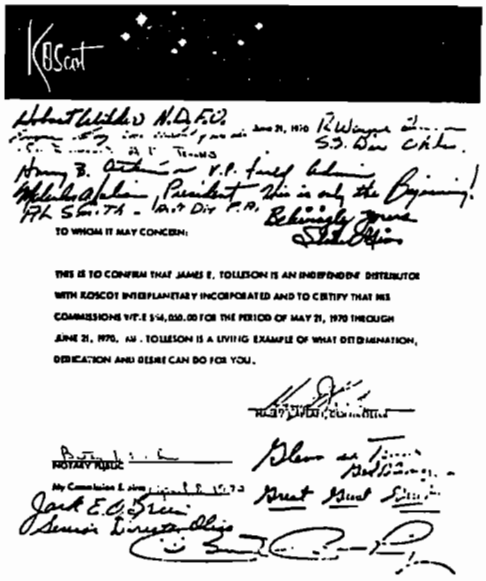
Your Golden Opportunity Certificate

YOUR EXTRA REWARD FOR IMMEDIATE ACTION

I started this Company, and this letter, against all odds because most people have Instant-Disbelief in the American Way. So, I reward people who still have the faith and belief that someone will treat them right...and the guts to act on their feelings and decisions.

I am giving an extra, almost unbelievable valuable Bonus that I guarantee will surprise and shock you when your Golden Opportunity Certificate is received by the date stamped in red!

This Bonus is NOT something-for-nothing — there is no such thing. It IS YOUR reward for taking action now. In this day and age we usually get less than we pay for...but much of my success has come from giving people more than they pay for — when they place their trust in me.



TO WHOM IT MAY CONCERN:

THIS IS TO CONFIRM THAT JAMES E. TOLLESON IS AN INDEPENDENT DISTRIBUTOR WITH ROSCOT INTERPLANETARY INCORPORATED AND TO CERTIFY THAT HIS COMMISSIONS WERE $54,050.00 FOR THE PERIOD OF MAY 21, 1970 THROUGH JUNE 21, 1970. MR. TOLLESON IS A LIVING EXAMPLE OF WHAT DETERMINATION, DEDICATION AND DESIRE CAN DO FOR YOU.

NOTARY PUBLIC

My Commission Expires

Jack E. O'Brien
Senior Director, Ohio

Jim, I'm convinced this teaching has worked fantastic for you! With your all-to-win, nothing-to-lose promise, send me my Empire Builder's Program right now!

Name _____

Address _____

City _____ State _____ Zip _____

Send order to: **Success Education Corporation**
980 W. Lafayette Road • Medina, Ohio 44256

☐ $300.00 check or money order enclosed
☐ Charge my ☐ MasterCharge ☐ VISA
☐ I am enclosing $5.00 to cover shipping and handling Air Mail — Please **Rush**.

Card # _____

Bank I. D. # _____

Card. Exp. Date _____

Telephone Ordering — Toll Free — **800-824-5136, Operator 55, Dept. GO** (California residents: **800-852-7631**) or telephone our office directly — **216/723-1247**. Business hours: 9:00 am to 4:00 pm, Monday through Friday.

TO GET TESTIMLS (435)

Who Else Wants To Tell Me Their Successful Tax Season Story?

Dear Real Tax Marketing, Inc. Member,

Thanks to those of you sending in faxes and cards letting me know about your successful tax season. I'm glad my consulting services helped you and your tax business this year.

If your tax business did well this year and my consulting advice, marketing manuals, tapes, books or ad critiques helped you make more money and/or reduce some of your tax season stress -- I'd like to hear YOUR story, too!

$25 FREE!!

Yeah ... I'll give you a $25 gift certificate good towards ANY new product or service I offer that'll help you and your tax business have even more success in the future. No, I don't mind "bribing" you a little bit with this $25 offer. If you take the time to sit down and write out your specific story and how you used something you learned from me and it made a difference in your life, then I'm happy to reward your time and effort.

Look, we're BOTH going to benefit here. If you send me a specific story about your success this past tax season and how you got this information from my marketing consulting business, I'll sell more Membership packages if I use your name in my sales material. Plus, YOU will receive a discount on other consulting products or services which will improve your tax business even more! *(Win/Win is a good thing.)*

I'm Giving Away a Special BONUS Tape to the Best 31 Testimonials I Receive in the Next 10 Days!

I've got an extra 31 tapes in my office from an interview Dan Kennedy did with me back in December 1999. He pulled some of my best and most practical marketing strategies out of me in the interview. It was right before tax season so I had marketing-on-the-brain (translation: everything coming out of my mouth was getting old and new clients in our tax offices more profitably) so as it turns out there are a few new "gems" on this tape you might not have ever heard before. And since these are Dan Kennedy's Gold "Inner-Circle" tapes and for his Members exclusively, I can't go around making a bunch more copies -- so 31 is all I have to give away!

Yes -- I'm giving these special tapes away, but ONLY to a select few. Many of you will be kind and send me a testimonial. But, others will send in POWERFUL success stories.

The top 31 specific testimonials explaining the benefits they received from using my

(436)

consulting business as a resource to improve their life and tax business will each be awarded one of these bonus interview tapes!

Oh, and there is a catch .... I need you to send me your testimonial now. So if you've got a great story to tell me, don't delay. I'm mailing these 31 "gold" tapes out in the next two weeks! **(That means you should fax or mail your success story no later than the next 10 days!)**

By the way, I'm NOT looking for only those folks making a million dollars or so this year. I want success stories from ALL different types of tax businesses -- growing from all different kinds of situations. So whether you are working from the basement in home or you've opened your 250th tax office this year -- success is all relative and I'll decide who got the most from my Membership package and who didn't.

It is very gratifying to hear how a little technique or strategy I taught made such a huge impact in someone's life and business. Do I need to have this kind of feedback? No, not really. I enjoy what I do so I'd do it no matter what anyone said. But it is nice to know folks all over North America are benefiting from being a part of my "Million Dollar Tax Business Builder" Membership Group.

So again, send me your story. I look forward to reading it.

Very Sincerely,

Chauncey Hutter, Jr.
Real Tax Marketing, Inc.

P.S. I can't end a letter without a "postscript" so --- REMEMBER to do the following:

1) Write your specific success story on the enclosed sheet of paper and **FAX (804) 984-1590 or MAIL to: RTM, Inc. 205 Second Street S.W. Charlottesville, VA 22902.**

2) If my office receives a quality testimonial from you, you'll automatically receive a **FREE $25 gift certificate** good towards any new product or service I offer.

3) The most powerful 31 testimonials (from all size and types of tax businesses) will receive an Extra Bonus: "Chauncey Hutter, Jr. Reveals New Marketing Secrets During Dan Kennedy's Exclusive Gold "Inner-Circle" Interview Audio Series.

Don't Miss This !!

PPS: If questions: Call Terri Gruber **1 (888) 878-0869 (new office phone #)** on Tuesdays & Thursdays between 10am - 4pm EST. Also, look for your May Marketing Newsletter coming soon!

"Chauncey -- Here's My Story ..... How You And Being A Part Of Your "Million Dollar Tax Business Builder" Membership Group Has Improved My Tax Business And The Quality Of My Life!"

FAX: (804) 984-1590 or **MAIL:** RTM, Inc. 205 Second Street S.W. Charlottesville, VA 22902

Chauncey -- I give you permission to use my name and story for promotional purposes if you so desire. (Please circle: **Yes/ No**) *Best way to contact me if needed:_____

Name _____ Business _____

Piranha Member Survey

Please Write Legibly.

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(If you return this survey to us before July 1, 2000, we will send you a $10 coupon good for anything you buy from us in the future!) Mail your completed survey to: Piranha Marketing, Inc. 6528 Belmore St. SW, Olympia, WA 98512, or, **fax it to us 360-786-1159.** Thanks for helping us help you!

*** (If you need more room, please write on a separate sheet of paper)**

1. What did you think of my interview with Rob Anspach? _____

2. Would you like to hear more interviews with Successful Piranha Members? ☐YES ☐NO
3. Do you currently subscribe to my Superstar Audio Tape Of the Month Club? ☐YES ☐NO
   If YES, for how long? _____
4. If NO, would you like to join on a totally risk free basis and receive a new tape every month?
   ☐YES, please send me additional information
   ☐NO , please let me know why? _____

5. Would you prefer receiving my Piranha Marketing Newsletter in a tape format or do you prefer the written format and Why? _____

6. What topics/subjects would you like to see in future issues of my marketing newsletter or hear in future interviews? _____

7. How have you most benefited by being a Member of Piranha Marketing? _____

8. Would you be interested in participating in tele-seminars conducted throughout the year with special Guest Experts? ☐YES ☐NO
   If YES, what types of topics/subjects/ Guest experts would you like to learn about? _____

9. Other comments: _____

☐ Checking this box and signing below allows Piranha Marketing to use any comments for our marketing. If you don't check this box, we won't use your comments.

Signature _____ Date _____

Thank you for taking the time to fill out this survey and return it to us. This helps us better understand your needs. If we can be of any service whatsoever, please don't hesitate to call us at 1-800-275-2643.

Name _____ Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Please Fax Back This Form To: 360-786-1159

Remember, we are in business because we help our Members make more money and build better businesses. If you are not experiencing the growth that you want, please take advantage of the services that I offer my Members. We have hundreds and hundreds of successful Cleaners all over the world. What we teach works; if you use it! And we are here to help you. WE succeed if YOU succeed!

Customer Survey