

# **Dan Kennedy's Copywriting Seminar In-A-Box**

**BOOK TWO  
THE "LAB"**



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## Acknowledgements

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Two of Canada's Top Real Estate Experts Reveal...

## How Albertans Can Profit From The Current Alberta Real Estate Boom... Starting Today



Ozzie Jurock

"Canada's #1 Real Estate Trend &amp; Forecast Expert"



Tim Johnson

"Starting right now... after you discover the 3 critical steps... you can use this Boom to become financially independent in 5 years or less!"

CALGARY - "People across Alberta have an amazing opportunity to create huge profits during the current Alberta Real Estate Boom," reveals Tim Johnson, one of Canada's top real estate experts.

Mr. Johnson's latest research also reveals "If you invest using the '3 critical steps,' you can create as much as \$1,000,000 in the next 5 years... even if you don't have much money to start with!"

Recently, Ozzie Jurock, past President of Royal LePage, and currently Canada's leading Real Estate trend expert, also revealed that certain towns in Alberta are THE best places to invest in Canada. But only certain towns will give you maximum profits, while other towns may miss the boom completely.

You've probably heard Mr. Jurock on "Money Talks" a weekly national radio program, or seen him on national T.V. He predicted the B.C. real estate boom of the early '90s and many profited handsomely from his advice. And now he's coming to Calgary to reveal his predictions for Albertans - and you're going to be the first to profit from them.

Both Mr. Jurock and Mr. Johnson are coming to Calgary for **One Night Only** to reveal to Calgary Herald readers how you can use their latest research and the "3 simple steps" to cash in on this amazing Alberta real estate boom. You'll also discover:

- Which **Eight Towns To Invest In Right Now** And the **Five To Avoid At All Cost!**
- How Long The Boom Will Last - And How To Guarantee You Put The Profits Into Your Pocket!
- Exactly How To Use This Boom To Become

Financially Independent In Five Years Or Less!

- The **Best Types Of Real Estate** To Invest In For Maximum Return On Investment and Profits!
- How You Can Become A Part Of The "Inner Circle" - **Discovering Trends and Hot Towns BEFORE The Public!**
- How To Use Other People's Money To **Create Wealth For You And Your Family!**
- Most Importantly, The Three Proven Steps The Research Reveals Will Ensure You Maximize Your Profits And Minimize Your Risk!

You'll discover all this and much, much more when you attend this special evening. The tuition is only \$39 per person (or \$49 for two) and comes with a **100% money back guarantee** if you're not completely satisfied. **FREE Success Manual** included.

All the research has been done for you - now's the time for you to discover the secrets it revealed. Here are the details of this special event:

**How To Profit From The Current Alberta Real Estate Boom**  
With Experts Ozzie Jurock & Tim Johnson  
Thursday Evening, November 27, 1997  
7:00pm - 10:00pm (arrive at 6:30pm)  
Sheraton Cavalier, 2620 32nd Ave NE Calgary

Seating is extremely limited, they expect a sell out. Don't be disappointed, to guarantee you and your guest(s) a seat call and register **TODAY (24hrs)**

1-888-824-7346

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Amount of downpayment  
or trade in.

**REAL ESTATE INVESTMENT NETWORK™**  
(A division of Cutting Edge Research Inc.)  
105-150 Crowfoot Crescent NW #1018, Calgary, Alberta, Canada T3G 3T2  
Telephone: (403) 208-2722 Fax: (403) 241-6685

Monday, May 11, 1998

Dear Real Estate Investor:

On a beautiful late spring afternoon, five years ago, two men in their mid-30s completed a real estate investment Workshop. At that time, they were very much alike, these two men. Both had good jobs, both were personable, both took the course, so they could better themselves financially and both — as novice real estate investors - were filled with ambitious dreams for the future.

Recently, five years later, these men met each other again while attending an evening lecture on real estate investing.

They were still very much alike. Both were happily married. Both had started to build a nest egg in their RRSP. And both, it turned out, had purchased their first home using the techniques they discovered back in the first real estate Workshop.

But there was a difference. One of the men, though he had the best of intentions, had no investment properties. While, at the same time, the other had created a portfolio of 17 investment properties with a positive cash flow of \$4,838 a month.

What Made The Difference?

Well, as it turns out, it was only a very subtle step the one man took that the other didn't.

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always intelligence or talent or dedication or passion- It isn't that one person wants success and the other doesn't.

The difference lies in what information each person knows, how they obtain that knowledge and how he or she makes use of that knowledge.

And that is why I am writing to you about the Real Estate Investment Network (REIN) and how a simple little step can make such a huge difference in your life. For the whole reason that REIN exists is for that one single purpose: To give its Members knowledge - knowledge that they can use to build a cash producing real estate portfolio in this booming Alberta Real Estate Market

Knowledge Is Power

Right now, I am looking at the Wealth Creation Library all Member receive when they join REIN. It's valued at over \$2,200. It's packed with "insider" techniques, research and strategies that are just not available anywhere else. And that's just the beginning. There's our exclusive "Members Only" Monthly Workshops in both Edmonton and Calgary which are the cornerstone of the Program. This is where the real results are created... discussing the real estate market with others who are investing, meeting special guest speakers from across North America, and discovering the latest research before its released to the public!

Members also take advantage of the telephone consulting service, the special relationships with banks and lenders, special seminars & courses (FREE to Members up to \$699 for public), REIN Newsletter, exclusive resource directory, exclusive buying opportunities, the Annual REIN Real

- LETTER SENT TO  
DEAD LIST TO SEE  
WHO'S STILL INTERESTED -  
- MODELLED AFTER  
"WALL STREET JOURNAL" CONTROL  
- 489 MAILED 23 Responses  
\$2,500 IN SALES

Estate Conference, the “Success Mentor” program, the REIN Awards program, and many other benefits too numerous to list here.

Much of the information presented to REIN Members is not available from any other source. In fact, usually when we discover a city or town that is about to boom, or uncover an outstanding positive cash flow property, REIN Members are the only people to ever hear about it.

#### An Invitation To Wealth

You’re invited to discover more... at no obligation... and receive your own personal copy of the REIN “Invitation To Wealth” package. It describes the REIN Program in detail. It even contains highlights of the successes some of our Members have created. Because of your interest in real estate investing, we’ve reserved a copy of this special package just for you... and it’s yours absolutely FREE with no obligation on your part. We’re proud of REIN and what it has helped people like you achieve... we’d like to share the concept with you.

Simply fill out the enclosed request form and mail it to our office. Or if you prefer, fax it to us at (403) 241-6685. For a more personal touch, you can call us at 1-888-824-REIN (7346) or (403) 208-2722 to request your package. Choose whatever method feels right for you.

About those two real estate investment course classmates I mention at the beginning of this letter: They graduated from the same course at the same time. And they both had ambitious dreams for the future. So, what made their lives in real estate so different?

Knowledge. Useful Street-wise Knowledge. And its application.

#### An Investment In Success

I cannot promise you that you will create wealth the instant you join REIN. But if you truly desire success and would like to take advantage of the current Alberta Real Estate Boom you will find REIN to be a leading-edge source of innovative strategies, systems and support that will propel you to success. Members across Western Canada are already prospering beyond their dreams... this is your no-obligation invitation to discover if it works for you.

Sincerely yours,



Tim Johnson President

P.S. In the “Invitation To Wealth” Package, you’ll also discover how you can attend an exclusive Quick-Cash Real Estate Program (selling in Alberta for \$1,500)... And you attend absolutely FREE. Fax or mail us the enclosed form today or call us at 1-888-824-REIN (7346) to receive your FREE Invitation To Wealth Package.

Dear Tim,

☐ **YES! Please Send Me My FREE No-Obligation  
REIN™ “Invitation To Wealth”  
Package Right Away**

***So, I Can Discover When, Where & How To Buy  
Alberta Real Estate, Safely and Profitably!***

***...And Also Learn How I Can Attend The Upcoming Quick-Cash Real  
Estate Workshop... Absolutely Free  
A \$1,500 Value!***

I have two options to receive my no-obligation “*Invitation To Wealth*” Package:

1. I can CALL directly 1-888-824-REIN(7346) or (403) 208-2722 and have it sent to me immediately.

- or -

2. I'll fax this form to the REAL ESTATE INVESTMENT NETWORK™ Office at (403) 241-6685, and as soon as it is received, the package will be rushed to me at the address I've indicated below.

Please send my REIN™ “*Invitation to Wealth*” Package to:

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

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

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**Program # 1 - February 1998****Mailed 886 Pieces**

	<b>Sales</b>	<b>Income</b>	<b>Cost of Mailing</b>	<b>Net From Mailing</b>
<b>Letter #1</b>	15	2,805.00	797 40	2 007 60
<b>Letter #2</b>	19	3,553.00	793.90	2,759.10
<b>Letter #3</b>	25	4,675.00	766.80	3,908.20
<b>TOTALS</b>		<b>11,033.00</b>	<b>2,358.10</b>	<b>8,674.90</b>

**Backend Sales \$94,724****Next Year will be a four-letter system!**

MAILED

- 2 YEARS IN A ROW
- RESULTS FOR BOTH ATTACHED
- 2 COPIES OF EACH LETTER PROVIDED.

**1998 Campbell business Services Inc.**

## Multi Letter System

### *Offering Live Seminars*

Program #1 -- February 1997

Mailed 899 Pieces

	Sales	Income	Cost of Mailing	Net From Mailing
Letter #1	17	3,179.00	809.00	2,370.00
Letter #2	8	1,496.00	793.80	702.20
Letter #3	11	2,057.00	786.60	1,270.40
<b>TOTALS</b>		<b>6,732.00</b>	<b>2,389.40</b>	<b>4,342.60</b>

**PLUS Backend Sales \$77,809**

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**Exclusive In 1998 - Take Advantage Of Our Hot Market! New  
“Guaranteed Success” Program -  
“They Laughed When I Told Them I’d  
Become A Successful Real Estate  
Investor In 4 Short Weeks... Until I  
Showed Them My Results!”**

The Above Quote Is Exactly What You’ll Be Saying As A Confident,  
Knowledgeable Real Estate Investor In Just Four Short Weeks... I  
Personally Guarantee It!

But You Must Read This Letter Today. This Is A Very Limited  
Opportunity To Grab This 100% Guarantee... Don’t Put It Aside!

You’re Invited To Become One Of The First In North America To  
Discover This Unique 4 Week Real Estate Success Course ...At A  
Ridiculously Low Valued Client Discounted Price!

Dear Valued INNER CIRCLE Client,

Never in the history of real estate investing has there been a real estate investment Program that 100% guarantees your success. Sure, we’ve all heard the many empty promises and high expectations of some courses, seminars, textbooks etc... but never before has there been a Program that delivers all it promises and much more!

We’ve investigated far and wide, across the continent, and have found that never before has there been a Program that 100% guarantees, with absolutely NO QUESTION, that you will qualify to own a positive cash flow property that pays you every single month!

This sad fact has been true for decades... but, with this Program being offered exclusively in Alberta in 1998, this has...

**Changed The Course Of Educational History Forever...  
Giving You Guaranteed Success!**

Beginning in February of 1998, ALL real estate investment Programs will be measured against the 100% guaranteed...  
*(Please turn over)*

### **Real Estate Investors' Quickstart Program!**

As you know, most real estate programs, seminars or courses give you only some of the tools you need to create success. But then, when that Event is over, you're left with a bunch of hand-written notes, a pile of books and still no positive cash-flow properties.

In other words, they send you out into the real world of real estate investing with ZERO practical experience, and about a 6 to 8% chance of getting all the secrets and strategic right... or, in feet, taking any action at all. In the past, this has not been a proven recipe for your success.

In feet, many people continue to attend more and more high-quality seminars and courses... but still end up with the exact same results they already have, a pile of notes, a pile of ideas... but still no real action. That's why it all has to change starting RIGHT NOW!

### **Beginning In A Few Very Short Weeks, The Future Of Real Estate Education Is Changing For The Better, Guaranteeing Your Success!**

A new beginning that guarantees, no matter what, that you will qualify to own a property that creates a regular positive cash flow right into your bank account... month after month after month.

My commitment has always been to ensure you have exclusive access to the most powerful (and proven) investment systems on the planet... your total success has always been our goal.

That's why, over the last 514 years, we have been conducting a derailed analysis of exactly what the keys to creating massive results are. And, at the same time, studying in great detail EXACTLY why some people attend investment seminars but end up taking no action. We interviewed hundreds of attendees, we studied programs from across the continent, we brought in the training experts, we even spoke with government and education officials!

### **Just To Ensure That This Program Is Going To Create Immediate Results For You!**

When we finally compiled all of the surveys and all of the data we discovered a breakthrough. A breakthrough so unbelievably profound feat, as of today, you can be 100% sure that success for you is only 4 short weeks away.

Why? Because when you become one of the first in North America to attend the "Real Estate Investors' Quickstart Program" you will discover the breakthrough we've uncovered and become one of the most confident and knowledgeable investors in the country... plus you'll be guaranteed to qualify to own at least one positive cash flow property... no ifs, ands or buts!

In feet, I'm so convinced that you will create the success you want, I'm willing to put that guarantee in writing!

**"We Guarantee That You Will Have All The Practical Hands-on Knowledge, Plus Be 100% Financially Qualified, To Purchase At Least 1 Positive Cash Flow Investment Property, Or You Will Receive An Immediate 100% Refund-No Questions Asked!"**

How can I be so bold and offer a guarantee that nobody else on the planet is willing to offer? The answer is quite simple...

*(Please go to page 3)*

**No One Else On The Planet Is Willing To Put Their Reputation On The Line And Guarantee Your Success Except Us —Because They Don't Have The Breakthrough You're Going To Discover!**

***“So, what is this Quickstart Program all about? And how does it create such huge success for everyone?”***

Well, as I mentioned, this Program is 5 ½ years in the making, with “no stone left unturned.” You will create maximum results in minimum time by using the best education techniques and combining them with proven Real Estate Investing strategies.

**And Because We Refuse To Have Corporate Sponsors, You Know You’re Getting 100% True And Unbiased Information!**

Here’s a quick preview of the exciting Quickstart Program:

Over 4 weeks, beginning on February 24th in Walla Walla, you will attend 4 full evening sessions. These sessions are the nucleus of an in-depth hands-on education program that’s guaranteed to give you the absolute confidence, knowledge and expertise to go out and purchase only the best (and most profitable) properties in the marketplace... anywhere in North America! And when you do, you’ll know, without question, you’ve maximized your profits!

Here are just a few of the tons of comments we received right after the last Quickstart Program:

***“Gets the adrenalin flowing & sure builds confidence... the information has been excellent***

R. McCullough

***“Excellent information - wish I could have attended something like this 10 years ago!”***

Wayne Thomas

***‘Fantastic, information was so good I couldn’t get to sleep until 4:00am I was so excited!’***

Robin Hendry

But unlike other “night school” courses, not only do we provide you with ALL the textbooks you need, you’ll also receive the most powerful guarantee ever offered! Here’s a brief summary of the exerting details you’ll be discovering during those 5 sessions:

Session 1 -

19 Ways Real Estate Can Go Up (or down) In Value... You’ll be the first to hear all 19 of these key factors presented live! When you combine these factors, they point directly at the towns that are going to boom... Anywhere In North America!

The Cash Flow Real Estate Investment System... A completely updated system that has just passed all of the rigorous “In The Field” testing. You’ll discover the four key steps to creating a regular monthly income that flows to you in ANY real estate market... up or down!

Where and What To Buy! - Well tell you specifically, right here in Washington, which cities and towns are the best to invest in right now for maximum profits. Plus, we’ll reveal EXACTLY what type of properties will create the “Best Bang For Your Investment Buck!”

Session 2 -

How To Get The Bank To Say YES! This is critical for ALL real estate investors and will prove to be one of the many turning points in this program! You’ll hear from one of the top real estate financial experts in the country... Flown in specially for this session. Using his patented techniques, you’ll actually complete a full mortgage application and learn all the ins and out of getting approved! No longer will the banks be a concern... You’ll know ALL the secrets, including many that have never been discussed in public!

*(Please go to page 4)*

### Session 3-

How To Ensure You're Buying A Great Investment Property — Discover the 7 secrets veteran real estate investors use to maximize their results when buying investment property. This is another critical Quickstart Session and because of that you'll hear from a very special guest. One of Canada's foremost real estate experts will be sharing with you his years of expertise. You'll discover how to analyze a property from top to bottom and know how much you'll make BEFORE you close the deal. You'll also learn how poor vendors can make poor properties look good... and learn how good vendors ensure they only put their name on Great properties!

You'll discover EXACTLY what to look for... and exactly what to LOOK OUT for. In other words, you'll be able to find the real "positive cash flow gold mines" amongst the dozens of real estate projects available on the market.

How To Present Creative Offers That Get Accepted! — Another special guest expert will be sharing the strategies he has used to purchase of 10,000,000 of properties for himself and his clients. This presentation is not to be missed!

### Session 4 -

How To Choose And Own A Positive Cash Flow Property. Another critical session you won't want to miss! Using the secrets, you discovered in Session 3, you'll analyze real live properties just like the veterans do! This is where you'll quickly become confident in any real estate situation... true hands-on experience. After this analysis you'll begin to take action... analyzing, writing offers and maybe even buying a piece of premium quality, positive cash flow investment real estate!

Pro-Active Ownership and Creative Landlording... The Key To Making Real Estate Investing A Breeze. You'll discover secrets only the top real estate investors use to increase their profits and eliminate their headaches. Secrets like:

- ◆ How To Make Sure You Never Have A Single Vacancy Even If You're Surrounded By Vacant Suites!
- ◆ How To Have Long-Term, Trouble-Free Tenants Who Pay Your Mortgage Each And Every Month!
- ◆ How To Turn A Negative Cash Flow Property Into A Positive Cash Flow "Gold Mine!"
- ◆ How Becoming Proactive Instead Of Reactive Will Make Your Investment Soar!
- ◆ And Much, Much More!

You'll discover how you can own as many pieces of positive cash flow properties as you want... and not receive one single call from your tenants! Landlording is one of the biggest concerns inexperienced investors have, and after this session... owning a property will be a breeze.

Now feat's quite a line-up for only \$287! Yes, that's right 4 full sessions for a total of only \$287! And because you're already a valued Client YOU don't have to even pay the full advertised tuition - discover an amazing discount offer for you on page 6! And there will be no books or tapes sold at these sessions!

And as I mentioned earlier, you'll be provided with every single one of the textbooks' you'll need for this phenomenal Program... absolutely FREE!

Free Bonus Textbooks Including:

1. Hot-Off-The-Press Edition Of *The Future Of Washington Real Estate*. The research has just been completed - this is one reference book you won't leave on the shelf! A \$25 Value!
2. *How To Get The Bank To Say YES!* The textbook for Session 2. This will become your reference guide for ALL of your future dealings with ANY financial institution. Loans, mortgages, lines-of-credit, you'll Have the inside guide right in your hands. A \$27 Value!

3. ***How To Get The Bank To Say YES - Computer Software.*** This special package has all the forms you'll ever need to put the bank on your side... in any negotiation. Use them to get a cut in your interest rate, use them to speed up the approval process or use them to push through a tough deal. They're designed to be another part of your "investment arsenal." A \$49 Value!
4. Quickstart Real Estate Action Plan Exclusive and confidential resource materials you'll receive at each and every session. These will become your guidebook of profits well into the next century. (Not sold anywhere -exclusive to Quickstart Graduates)

**That's A Total Of over \$101 Of Reference Textbooks... Absolutely Free!**

Over the last 5 1/2 years, real estate investors have told us that their key to success is follow-up and networking with other investors. That's why you're also going to receive a very special "early bird" bonus, if you call and enroll by 4:00pm Thursday, February 12th.

So, that means when you call and enroll by this registration deadline, in addition to these FREE bonus text books, we've also arranged...

**For You To Attend A Fifth Session — Absolutely FREE!**

For those of you who do buy property, this special bonus Workshop is extremely important and not to be missed. At it, there will be extensive follow-up to ensure that you:

- ◆ Have Found and Selected A Top-Quality Property Manager
- ◆ Discover EXACTLY Who Can Solve Any Of Your Concerns That May Arise In The Future... You'll Never Be Left Without A Support Team!
- ◆ How To Work Together With Other Investors To Minimize Your Time And Maximize Your Returns!
- ◆ Plus, You'll Discover How You Can Double (Or Even Triple) The Success You've Already Created!
- ◆ A Complete Question and Answer Period!
- ◆ And Much, Much More!

Because of the way this program is designed (and the unique guarantee), we know, without question, that everyone who attends the first 4 sessions is going to be creating a lot of success during 1998... and because the Alberta economy and real estate market is really beginning to skyrocket, the success that people like you can create (easily, quickly and with confidence) is going to be even greater!

But when you combine it with this FREE Bonus 5th session you can be assured that your momentum continues. The subject to be covered has never been discussed in any real estate program before, and what you'll hear will literally send you into hyper-drive. This 5th session will ensure that 1998 will be one of the best years you've ever had! So now you can clearly see why I'm willing to put my reputation on the line and guarantee this phenomenal program.

After the first 4 sessions, it's critical that you continue to put your new-found knowledge into action! Most courses teach you the system then leave you to the dogs. Our commitment is to turn you into a confident and very successful real estate investor... it's the bottom line. Therefore, you'll find out that this real estate education Program is like no other course in the world... guaranteed! It's like going to university and getting a bachelor's degree in real estate... in only five sessions!

But unlike other 'night school' or 'university' courses this Program doesn't cost \$695, \$495 or even \$395! Because you're a valued INNER CIRCLE Client, you can use the enclosed "\$100 Discount Coupon" and get...  
(Please go to page 6)

**All Four Evening Sessions, All \$101 Of Textbooks FREE PLUS The FREE Bonus 5th Session Not For The Regular Price Of \$287 But NOW For Only \$187! That's It!**

Whether you already own a property or two, or don't know the first thing about real estate investing (other than it makes many people very rich), you'll leave this "Real Estate University" with the absolute confidence, knowledge and expertise to go out and purchase only the best properties in the marketplace... anywhere in Washington! Plus, you'll be 100% qualified to purchase a positive cash flow property that flows money into your bank account every single month!

And remember, because you're a very valued INNER CIRCLE client, you're invited to become one of the first in North America to take advantage of this incredible '100% success guarantee' Program at a \$100 discount!

The 'scale of success' is finally tipped in your favor and beginning today, ALL real estate investment Programs will be measured against the 100% guaranteed Real Estate Investors' Quickstart Program. And you're about to be the first one to cash-in!

It's easy to register. To take advantage of this incredible guaranteed **INNER CIRCLE** \$100 Discount Offer, call my office right now toll free at 1-888-xxx-xxxx or (xxx) xxx-xxxx. If you call during regular office hours (9:00 a.m. - 5:00 p.m. Monday to Friday) ask for Jane and she'll help you personally.

After regular office hours or on the weekend, call 1-888-xxx-xxxx or (xxx) xxx-xxxx and leave your name and telephone number on the answering machine. Please also leave the best time to return your call, and Jane will call you back to make sure you're well taken care of.

or—

Fax the enclosed reservation form to us at (xxx) xxx-xxxx (24 hours a day).

or-

Mail the enclosed Reservation Form to 1705 Wallaby Way Walla Walla Washington 36578. Ensure the form is fully completed and your deposit is enclosed. It's that easy... and is just 4 short weeks, you'll be creating guaranteed success... more than you could ever think possible in that short of time.

Give Jane a call TODAY! You'll be amazed at the huge impact this ground-breaking Program will have on your life. All the experts agree, they've seen nothing even remotely close to the power and profits this program holds for you. I'll see you there!

Sincerely,  
Quickstart Program™  
***A Division of 1256987 Inc.***

Wally Wilson President

*P.S. I guarantee this Program will work for you... In fact, with the 1998 real estate market heating up this Program will prove, beyond doubt, to be a major turning point for you!* To take advantage of the very special \$100 Discount Offer and the phenomenal 'success guarantee' and extra 5th Session you must pre-register by 4:00 p.m. Thursday, February 12th... after that, the offer will expire, and the room will be foil! Call Jane toll free at 1-888-xxx-xxxx or (xxx) xxx-xxxx TODAY!

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*Past Predictions Create Massive Results For Action Takers...*  
*Now 1998 Predictions Ready For Release... Primed To Create Huge Results Again!*

# **\$475,368 To The Person Who's Primed To Take Action!**

## **Exciting New “Never-Before-Released” Real Estate Research Will Show You EXACTLY How To Create Massive Results!**

Dear Inner Circle Client,

Imagine you can foresee the future of real estate, you'd know the answer to the most critical questions like: *Is the market going up or is it going down – and for how long will the trend continue? What types of real estate should I buy? Where should I buy for the biggest bang for my buck?* In fact, you'd know exactly when to buy, when to sell, when the interest rates are going to bottom out and best of all...

### **You'd Know Which Towns Will Boom - And Which Town Will Bust!**

If you could foresee the future of real estate, you'd also know, without question:

- ◆ Exactly How Lone To Lock In Your Mortgages To Cash In on The Lowest Interest Rates Of The Decade...saving you thousands of dollars!
- ◆ That Property Values Will Explode In Three VERY Specific Areas Or Alberta In The Next 3 Years- ***While Other Areas Will Miss The Boom!***
- ◆ That Property Values In Two Major Towns Will Benin Drop Dramatically And Bottom Out In The Next Few Years... ***Providing You HUGE Buying Opportunities!***
- ◆ Exactly What Types Of Real Estate Will Give You The Best 'Bang For Your Buck' During The Boom— ***Giving You Monthly Cash Flow AND Huge Increases In Value!***
- ◆ Where and How To Invest In Real Estate To Get A Consistent 100% Return On Your Money... ***Every Year For The Next Decade!***

This may sound like a fantasy... maybe even an ad for the “Psychic Network.”

But this is exactly what has occurred (and continues to occur) for a very select group of real estate investors right now. A select group of real estate investors who are working quietly in the background and creating massive profits and tremendous monthly positive cash flow!

Starting back in January of 1992, a group of real estate investors began using Washington's # 1 real estate expert Wally Warmer's research. He has shared with this select group his investment systems, his predictions and his detailed “insider” market research so that they could create phenomenal results and profits right alongside me.

Many of these people held in their hands a letter very much like the one you're reading right now. Many had never invested in real estate before, some were veteran investors... but the key is that they all identified a huge opportunity when they read the letter... This letter was inviting them, as INNER CIRCLE Members, to discover the hottest, leading-edge research. LONG before it was released to the general public!

**Beginning On Tuesday. February 24th...**

# “Discover the Most Profitable Real Estate Secret Ever Revealed!”

***The Deadline Is HERE - Only 19 Seats Left!***  
***Don't Miss Out On This Phenomenal 100% Guaranteed Program!***

Dear INNER CIRCLE Client,

Recently I've sent you two personal invitation to take advantage of what is quickly proving to be one of the most impactful (and best guaranteed) real estate Programs ever held in North America. In fact, it is the first Event ever that...

**100% Guarantees You Are Going To Create Success By Becoming A Knowledgeable And Confident Real Estate Investor Taking Advantage Of North America's Hottest Real Estate Market... ALBERTA!**

In those invitations, I described, in great detail, the breakthroughs you'll be discovering. And these are guaranteed breakthroughs... whether you already own a few properties or don't know the first thing about real estate investing (other than it makes many people very rich!).

I sent you those personal invitations because I was sure you'd want to be one of the first in North America to take advantage of this first ever 100% Guaranteed Success Program! ... plus, it was an opportunity to offer you the ridiculously low Special Discount tuition that may very well never be offered again!

But since I sent you that personal invitation...

## **I Haven't Heard From You!**

And frankly I'm a little shocked! Now, I could spend the next few minutes attempting to dazzle you with a lot of hype and sizzle trying to “sell” you on enrolling in this Program. But I'm not going to do that.

I'm going strip away all the fat, get right to the heart of the matter and give you 6 quick, hardcore, results-creating, short and sweet reasons why this Program is going to put “Results In Your Bank Account!”

### **CASH-PRODUCING REASON #1**

You're receiving over 8 hours of live, hands-on, leading edge, cash-producing investment systems and research... everything you'll need to. create a sure-fire, can't-fail, absolutely killer personalized real estate game plan!

Here's a brief summary of the exciting details you'll be discovering during those 6 exciting sessions:

*(please turn to page 2)*



**Program #2 -- May 1996**

Mailed 667 pieces

	<b>Sales</b>	<b>Income</b>	<b>Cost of Mailing</b>	<b>Net from Mailing</b>
Letter #1	3	7,500.00	600.30	6,899.70
Letter #2	10	33,830.00	1,200.60	32,629.40
Letter #3	12	40,596.00	591.30	40,004.70
Letter #4	16	54,128.00	583.20	53,544.80
<b>TOTALS</b>		<b>136,054.00</b>	<b>2,975.40</b>	<b>133,078.60</b>

**PLUS Back-End Sales of \$51,000**- 2 COPIES OF EACH  
LETTER ATTACHED**Imagine If We Stopped After Letter #1!**

- RESULTS ATTACHED

© 1998 Campbi

Announcing a Major Breakthrough For Real Estate Investors...

**Your #1 Problem Has Been Solved. Starting Today You'll Discover...**

# Quick-Turn Real Estate Expert Reveals 1 Secrets To Making \$117,000 In Cold Hard Cash... In 12 Months Or Less Using A 100% Guaranteed Program!

***Exclusive Alberta Appearance... You'll Create  
Pure Profit... 100% Guaranteed!***

Special Offer Only For "INNER CIRCLE" Clients Only!

Dear Valued INNER CIRCLE Client,

You're about to be one of the first in Canada to discover a real estate system ***(with a long and proven track record)*** that can put an extra £9,750 of cash into your pocket every month.

Not only would that have a major positive affect on your lifestyle, just think of how much more investment real estate you could purchase!

Recently, my company Cutting Edge Research Inc. again completed a survey of a select group of Alberta real estate investors. This survey revealed their #1 concern was getting enough cash to fund all of their real estate purchases!

Let's be frank, you already understand how important it is to take action in this hot Alberta Real Estate market., before the real estate boom hits with full force! You and I both know that the properties you buy during this next few months could very easily make you a millionaire in only 4 short years! But here's the real truth, as a successful investor...



*Ron Legend -  
North America's #1 Quick Turn  
Expert!*

**You Need Cold Hard Cash TODAY To Start Taking Action!**

Each and every real estate investor we've talked to has the exact same problem. And we have uncovered a unique and proven solution to creating cash quickly... and, because you're a valued Inner Circle Client we're going to share it with you in this letter...

*(please go to page 2)*

We're hearing from both veteran and beginner investors that the deals are so good in Alberta, that investors are taking more action than ever before... leaving themselves cash poor and equity rich... and still wanting to buy more properties!

And no matter how you structure it, it's getting to be more and more difficult to get 100% financing or find Joint Venture Partners with cash... This means that...

**Right Now, Cash Is King! And By The End Of This Letter... You'll Be "Wearing The Crown!"**

After talking to investors like yourself, it soon became obvious to me that what investors need, right now, is a proven strategy to...

**Create A Lot Of Capital... Quickly And With Little Risk.**

And that's the exact strategy we've discovered. In fact, I went out and found...

**The #1 Expert In All Of North America To Help You Create Cold Hard Cash Quickly!**

His strategies will be the key that opens your own "personal vault of cash," (as it has for thousands of people already!

In fact, I'm so sure his strategies will work for you...

**I Personally Guarantee It With A \$5,500 Profit Guarantee!**

That's right, because you're a valued client who is committed to creating vast wealth, I personally guarantee this is going to be one of the most exciting (*and profitable*) Events you've ever attended! All the details of which I'll reveal a little later in this letter.

The #1 Expert we've discovered is real estate expert Ron LeGrand. Although LeGrand is not a "Household Name" in Canada yet, he is THE #1 North American Expert on quick turn/quick cash real estate... and his Events are fully booked in the United States often over a year in advance... almost every single weekend!

*"I've made several very profitable deals and the opportunities I've had this past year have all been because of the education I received from Ron LeGrand!"*

Maria Sechtel Bristol

And even with this hectic teaching schedule, Mr. LeGrand is still a full-time real estate investor who walks his talk, investing in real estate using the exact strategies he teaches in his properties... earning himself millions! And he still continues to be out-in-the-field doing quick turn deals every week... earning him and those who know his secrets, even more!

During the last 12 years, his techniques and strategies have proven to be THE most powerful instant cash-creating program available anywhere. The secrets he'll be sharing with you and other INNER CIRCLE clients will get cold-hard cash in your pocket immediately... and it works extra well in this exciting Alberta Real Estate Market!

***“At other seminars I’d learned a lot of theory, but Ron gave me concrete, step-by-step specifics...a proven plan I am following to create wealth beyond my expectations!”***

Greg Falvo

His exclusive Quick-Cash Program is truly astonishing, it blew me away when I first discovered it... and I’ve been investing in real estate for over 14 years. And it’s so easy, the instant cash can be created by ANYONE willing to take action... whether you’re about to buy your first property or your 150th! You really have to see this to believe it. You’ll discover it all at the very aptly named Event...

## **Quick-Turn Real Estate For Fast Cash!**

### **How To Make Fast Cash On Every Real Estate Transaction With No Credit, No Loans, No Partners and No Cash... Guaranteed!**

Using the proven strategies of Mr. LeGrand, you can be 100% assured of your success... I unconditionally guarantee it! *(More details on the \$5,300 Profit Guarantee in a moment)*

Although Ron LeGrand is THE recognized #1 expert in Quick Turn Real Estate, that is only a small portion of what you’ll discover. You’ll also learn street-level, out-in-the-field real estate secrets... he’s even committed to sharing with you secrets he has never before revealed in public... Secrets that he’s used to double, and sometimes even triple, the amount of money he makes on every real estate deal.

That means during one very full day, you’ll learn ALL the incredible secrets of a man who’s personally “Quick Turned” over 750 properties and continues to do it every single month.

***“Ron gives real information, not just ideas. And he’s out there doing it along with us! He gave me what I needed - right in my hands. Within two months I flipped my first house.”***

Rick Kana

Here are some of the powerful strategies you’ll discover...

- \* How You Can Create A Monthly Residual Income That Surpasses Your Salary In Only 90 Days!
- \* How To Be Among The Select Few Who Know How To Get Paid On A Seemingly Worthless Property!
- \* How You Can Start Harvesting A Hidden Goldmine Of Profits And Create A \$5,000 per Month Part Time Income!
- \* How To Control Millions Of Dollars Of Real Estate Without Risking A Penny Of Your Own Money!
- \* How To Have Buyers Lining Up To Buy Your Properties... Even Before You Have Any!
- \* The Three Secrets Steps To Getting On The Fast-Track To Creating Maximum Money In Minimum Time!
- \* How To Make Huge Dollars On Nice Homes, In Nice Areas...
  - Without Doing Any Repairs or Renovations!
  - Without Risking Any Of Your Own Money!
  - Without Paying Any Closing Costs!
  - Without Making One Single Monthly Payment!
- \* How To Create A Massive \$10,000 Monthly Income On Property You Don't Even Own!
- \* How To Analyze A Purchase So You Know What Your Profit Will Be... Before You Buy!
- \* Discover A Proven System That Will Have People Begging You (and paying you) To Help You Find Real Estate!
- \* Discover Exactly How To Protect Your Assets From Banks, Governments and Law Suits!
- \* How To Build A Financial Empire... Without Credit!
- \* How To Locate Properties That No One Else Knows Are For Sale— It's Not Where You Think!
- \* A Quick And Easy System To Create Cash RIGHT NOW... and Whenever You Need It For Life!
- \* The Two Unrevealed Secrets To Submitting Offers That Get Accepted Over 80% Of The Time!
- \* Discover The 4 Steps That Will Eliminate Risk Forever!
- \* How You Can Use A Proven Method To Generate \$5,000 in Cash In 30 Days... Without Borrowing It!
- \* How To Profit Handsomely From Real Estate You Don't Even Own!
- \* How To Attract Buyers Like A Magnet And Have Any Of Your Real Estate Sold... Even Before You Find It!
- \* And Much, Much More!

This entire Program is dedicated to those who want to Generate Cash Now with No Loans. No Partners. No Credit, or No Money... Guaranteed!

*(More details on next page)*

***"I was skeptical, but Ron gave me all the tools I needed. As a full-time pilot I didn't have much free-time to do this. But even part time I make enough to replace my pilots income!"***

Bill Henderson

This is, beyond a doubt, the simplest and fastest cash generating system available on the planet. You'll discover proven secrets that actually work TODAY (many never before revealed in Canada)... secrets not taught by ANYONE ELSE, ANYWHERE! Plus, you'll discover exactly how to tap into where the real money is made in real estate investing... and it's not what or where you think!

I must admit, it has not been a simple process getting Mr. LeGrand to come to Alberta. He's booked almost every single weekend, and people line up ready and willing to pay the full tuition just to sit somewhere in the room. He's just that outrageous and his strategies are that good!

About this time last year, we started negotiating to get him to come here. He flatly said he would not be coming to Alberta in the near future... he's just too booked-up to even consider it!

Well, I knew without any hesitation, that I had to do whatever it takes to get him to reveal his secrets to you. His strategies are EXACTLY the answer to the quick-cash problem investors need RIGHT NOW!

So, how did it end up that we talked Ron LeGrand into coming to Alberta? First of all, we found a hole in his schedule and then I launched into a very detailed description of just how hot the Alberta real estate market is! Then I played my trump card...

When I told him of the tremendous action INNER CIRCLE and REIN Clients have taken over the last year, he committed to coming right then and there! He only wants to work with players and action takers like you because his philosophy is...

**He Refuses To Reveal All His Powerful Secrets To People  
Who Refuse To Start Making Massive Profits!**

He only agreed to come here and reveal his secrets to INNER CIRCLE Clients on one condition... a condition that was easy to fulfil -

**Everyone In The Room Must Be A Player And Must Be Willing To Take Action!**

Before I hung up (*I knew I was on a roll*) I asked him how many quick-turn strategies he uses., and he said he has dozens! Then he immediately revealed the details of just one of these secrets... and boy was it ever powerful, I was blown away again!

After I talked with him, a Member of the Real Estate Investment Network™, Shirley Schroeder, called me to say she had found a property way below market value... but wanted to structure this deal to create quick cash. I immediately relayed to her the exact Quick Turn strategy Ron LeGrand had just revealed to me.

Shirley also saw how remarkable this strategy was... and, like many REIN Members would do, immediately went out and put it into action on a property in Marlborough (Calgary). In fact, this one strategy turned out to be so powerful she made...

**An Instant \$22,000 Profit On This One Deal...  
Without Ever Taking Possession Of The Property!**

That's \$22,000 profit, using none of her own money, no loans and not even taking possession of the property! Let me ask you this... would \$22,000 make a difference in your life right about now? If Shirley can make \$22,000 on one deal using only one of Ron LeGrand's Quick Turn Strategies... How much do you think you'll make after spending a whole day picking his brain clean and discovering dozens of his secrets!

After this occurred, I called Ron back and told him that because all my INNER CIRCLE Clients are proven action takers (I shared Shirley's story with him) they ALWAYS receive massive discounts on all Events. He didn't like this one bit, he told me he never discounts his events and they always sell out. He saw absolutely no reason to start discounting now.

Ron LeGrand has been charging upwards of charges up to \$2,500 in U.S. Funds for his intensive hands-on Events all over the continent... and they continually sell out! (His training company is rated by Fortune Magazine as one of the top 500 in North America) This \$2,500 price is the "street-price" you'll see this offered at all over Alberta. But of course, as an INNER CIRCLE client, I refused to have your tuition be the same as just anyone off the street!

I restated, to Ron, the commitment I've made to your education, and he agreed that we needed to do something very special... he also knew, without hesitation, that you'd receive way more than your money's worth at ANY price! So, this is what I told him I am going to do...

I am giving you a 100% Unconditional Guarantee that you'll succeed. I am so confident that this Program will work for you, I'm giving you the absolute best guarantee I've ever offered...

100% Unconditional Guarantee  
***"You Will Make At Least \$5,500 On Your First Two Quick Turn Deals, Using Ron LeGrand's System, Or I'll Refund The Difference Up To Your Entire Tuition... No Questions Asked!"***

That's right, that means that this Program is so powerful that even if you do just two deals using his strategies you will make AT LEAST \$5,500... in your pocket! I guarantee it!

And it gets even better for you! When I told Ron that I was willing to put my money on the line to guarantee your success... Ron grabbed the bull by the horns and reduced the tuition by \$1,000 for this amazing Event and changed the tuition to CANADIAN FUNDS (please note this is for Alberta only!). That means...

**You Receive A \$5,500 Profit Guarantee PLUS a \$1,000 Discount  
Just By Registering As An INNER CIRCLE Client!**

This also means not only are you going to discover ALL of Ron's breakthrough strategies...

**You're Going To Discover It All  
At Less Than Anyone Else!**

And this spectacular INNER CIRCLE Offer doesn't stop there... it gets even better. Your tuition isn't due until the week of the Event. All you need to do, if you're really serious about making fast cash in 1998 and beyond, is provide a \$500 deposit TODAY and the balance is only due the week of the Event.

You must reserve your seat in this way because Ron LeGrand tells us he now refuses to speak to large groups of people: He's not the least bit interested in getting a bunch of people in a room and talking all day... His Program is hands-on, face-to-face training and with a large crowd this just won't happen. He's a man of ethics, man of morals... and he sticks to his commitments. So, when his Program is full, it's full... no ifs, ands or buts.

If you miss this chance to discover how to create quick cash, you're going to have to wait at least 2 years (and probably more) until he can return. And creating this much quick cash is definitely not something you'd want to put off doing... especially in this hot market!

***"Ron's unique method of selling real estate has already netted me an extra \$20,000 on my first sale! This stuff works."***

John Hofer

This is hands-on training. In fact, Ron LeGrand will work with you and guide you through real life deals. And the systems you'll discover are so powerful I guarantee you'll make a lot of money! That's why I can guarantee your profits!

So, if you've ever really wanted to achieve wealth in Alberta real estate and you truly want to start creating quick cash RIGHT NOW - this is the guaranteed success Event you need... "Quick-Turn Real Estate **For Fast Cash!**" How Make Fast Cash On Every Real Estate Transaction With No Credit, No Loans, No Partners and No Cash... Guaranteed!" with Ron LeGrand.

And because you're a valued INNER CIRCLE Client, I'm going to make this deal even better. This Program is so good I can confidently give you a second unconditional guarantee. You're going to receive so much value, I also guarantee that...

***"If, At Any Time During This Program, You Don't Feel You've Received Substantially More Than Your Money's Worth We'll Give You A Full 100% Refund Cheerfully and Immediately... No Questions Asked!"***

A phenomenal double guarantee. This means you're double-covered... You will make at least \$5,500 using this system... guaranteed and **if**, during the event, you find that it's not for you... I'll give you your money back... Guaranteed! An absolute winning no-risk opportunity for you!

Here's what you need to do to make sure you're one of the select few Albertans to discover how to create cash quickly... with little risk... using proven real estate strategies. Discover all the secrets on Saturday June 20th at the Edmonton Convention Centre. 9:00am to 5:00pm. To take advantage of this incredible guaranteed **INNER CIRCLE** Offer and receive the double guarantee and the 51,000 discount, call my office right now toll free at 1-888-824-7346 or (403) 208-2722. If you call during regular office hours (9:00 a.m. - 5:00 p.m. Monday to Friday) ask for Brandi and she'll help you personally.



After regular office hours or on the weekend, call 1-888-824-7346 or (403) 208-2722 and on the answering machine, leave your name, telephone number and the best time to return your call, and Brandi will call you back.

or...

Fax the enclosed reservation form to us at (403) 241-6685 (24 hours a day). Along with your \$500 deposit!

or...

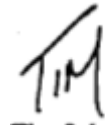
Mail the enclosed Reservation Form to 105 - 150 Crowfoot Cres NW #1018, Calgary, AJB T3G 3T2. Please ensure the form is fully completed and your deposit is enclosed.

It's that easy... soon you'll have all the tools you need to...

**Start Creating Cash Fast!**

Give Brandi a call TODAY! The deadline for this offer is Friday, May 15th at 4:00pm (or until all seats are sold) We're honored that we're able to offer such an amazing opportunity for you... I look forward to seeing you there!

Sincerely,  
REAL ESTATE INVESTMENT NETWORK™  
*A Division of dating Edge Research Inc.*



Tim Johnson President

*P.S. I guarantee you'll make money using this Program!* To take advantage of the unconditional Double Guarantee and the \$1000 discount tuition you must pre-register by 4:00 p.m. Friday, May 15, 1998... after that the offer will expire and you'll have to pay the full "Street Price"! Call Brandi at 1-888-824-7346 or (403) 208-2722 TODAY!

*P.P.S. Please remember, you don't have to pay your full tuition today, just a \$500us deposit will guarantee you a seat at this very limited event. You'll soon be on your way to creating more cash every month using Ron Legrand's Proven System than you make as a monthly salary!*

*P.P.P.S. "Ron Legrand's System has helped me make more money than I ever thought possible. If you want, or need, to create cash fast I urge you not to hesitate in learning this system. It's is truly the best investment I've ever made!"* Brenda Orsen

*P.P.P.P.S. If you are a REIN Member, please note that I've arranged to pay your full tuition, so you attend FREE... please call Brandi to ensure you're pre-registered!*

## **Discover How To Create Quick Cash In Alberta Real Estate With Special Guest Ron LeGrand**

Here are some of the powerful strategies you'll discover...

- \* How You Can Create A Monthly Residual Income That Surpasses Your Salary In Only 90 Days!
- \* How To Be Among The Select Few Who Know How To Get Paid On A Seemingly Worthless Property!
- \* How You Can Start Harvesting A Hidden Goldmine Of Profits And Create A \$5,000 per Month Part Time Income!
- \* How To Control Millions Of Dollars Of Real Estate Without Risking A Penny Of Your Own Money!
- \* How To Have Buyers Lining Up To Buy Your Properties— Even Before You Have Any!
- \* The Three Secrets Steps To Getting On The Fast-Track To Creating Maximum Money In Minimum Time!
- \* How To Make Huge Dollars On Nice Homes, In Nice Areas...
  - Without Doing Any Repairs or Renovations!
  - Without Risking Any Of Your Own Money!
  - Without Paying Any Closing Costs!
  - Without Making One Single Monthly Payment!
- \* How To Create A Massive \$10,000 Monthly Income On Property You Don't Even Own!
- \* How To Analyze A Purchase So You Know What Your Profit Will Be— Before You Buy!
- \* Discover A Proven System That Will Have People Begging You (and paying you) To Help You Find Real Estate!
- \* Discover Exactly How To Protect Your Assets From Banks, Governments and Law Suits!
- \* How To Build A Financial Empire... Without Credit!
- \* How To Locate Properties That No One Else Knows Are For Sale— It's Not Where You Think!
- \* A Quick And Easy System To Create Cash RIGHT NOW... and Whenever You Need It For Life!
- \* The Two Unrevealed Secrets To Submitting Offers That Get Accepted Over 80% Of The Time!
- \* Discover The 4 Steps That Will Eliminate Risk Forever!
- \* How You Can Use A Proven Method To Generate \$5,000 in Cash In 30 Days- Without Borrowing It!
- \* How To Profit Handsomely From Real Estate You Don't Even Own!
- \* How To Attract Buyers Like A Magnet And Have Any Of Your Real Estate Sold... Even Before You Find It!
- \* And Much, Much More!

This entire Program is dedicated to those who want to Generate Cash Now with No Loans, No Partners, No Credit or No Money— Guaranteed!

**Plus Enroll TODAY and receive a \$5,500 Profit Guarantee And A \$1,000 Tuition Discount!**

*See Enclosed Letter For All The Exciting Details.*

## ***Ron LeGrand's Quick-Cash Real Estate Program***

☐ **YES!** I want to discover how to make quick cash using Alberta Real Estate. And I especially want to take advantage of the \$5,500 Profit Guarantee! Please register me at the INNER CIRCLE \$1,000 discount price of only \$1,500.

**Event:** Quick Turn Quick-Cash Real Estate

**Location:** Shaw Convention Centre

9797 Jasper Avenue, Edmonton

**Time:** 9:00am to 5:00pm

**Tuition:** ~~\$2,500~~ Only \$1,500

**Deposit:** Only \$500 today, balance due the week of the event

### **Your \$5,500 Profit Guarantee**

*"You Will Make At Least \$5,500 On Your First Two Quick Turn Deals, Using Ron LeGrand's System, Or I'll Refund The Difference Up To Your Entire Tuition... No Questions Asked!"*

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

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

**City:** \_\_\_\_\_ **Prov:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

### ***3 Easy Options To Enroll***

**Telephone:** Call 1-888-824-7346

or (403) 208-2722

9:00am to 5:00pm Monday to Friday

**OR**

**Fax:** Fax this Enrollment Form to (403) 241-6685

24 hours a day - 7 days a week

**OR**

**Mail:** If you prefer to wait until we receive your enrollment by mail, send this Enrollment Form with your \$500 deposit to:

**Real Estate Investment Network**

105 - 150 Crowfoot Cres #1018 NW Calgary, AB T3G 3T2

### **Here's How I Wish Provide My \$500 Deposit:**

*All Information Kept 100% Confidential*

☐ VISA    ☐ MasterCard    ☐ American Express

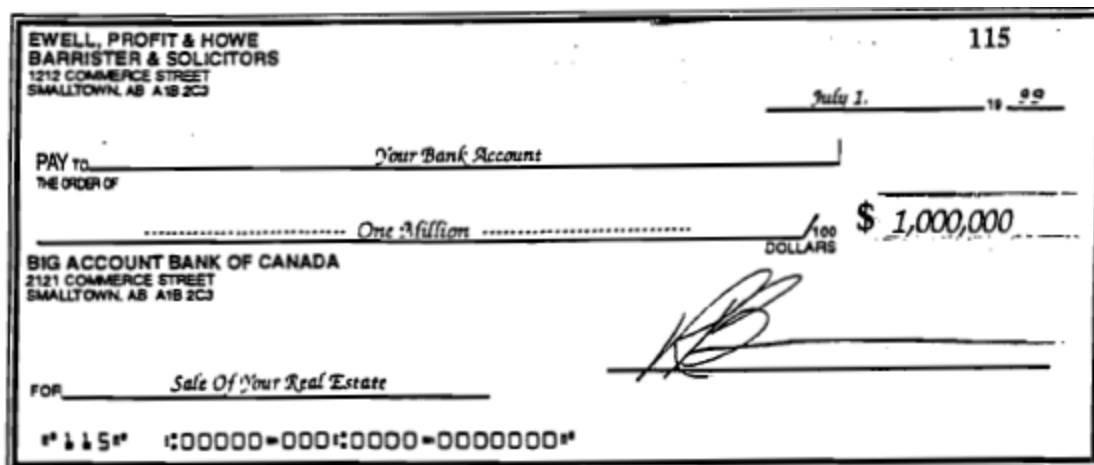
**Card#** \_\_\_\_\_

**Expiry Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

☐ **Cheque:** (I've enclosed a cheque for \$500 as a deposit towards my full tuition. Cheque made to Real Estate Investment Network)

**This \$5,500 Profit Guarantee and \$1,000 discount offer expires 4:00pm Friday, May 15, 1998.  
So Enroll Today!**



*In This SPECIAL REPORT You Are Personally Invited To...*

# Discover When, Where & How to Buy Alberta Real Estate For Maximum Profits!

*... And Create A Million Dollars Or More By Taking  
Advantage Of The Greatest Buying Opportunity of The  
Decade!*

**PLUS Discover How You Can Attend A \$2,500 Guaranteed Quick-Cash  
Real Estate Program Absolutely FREE!**

Special Confidential Report  
By Tim Johnson  
Calgary, AB

Dear Friend,

As you can see, I've attached a million-dollar  
cheque to the top of this letter. Why have I done  
this? Actually, there are two reasons:

#1 I have something very important to tell you,  
so I wanted to make sure I'd catch your attention.  
and...

#2 Since I'm going to show you exactly how to  
achieve financial independence through

Alberta real estate. I thought some kind of "financial  
eye-catcher" would be appropriate.

You'll notice it's dated not too far in the future. I did  
this for a very good reason. If you use the research and  
systems in this Special Report, you'll discover how you  
can create a million dollars (or more) in Alberta Real  
Estate — so let's get right to it!

Earlier this year, I made the following prediction  
about Alberta real estate:

*"Five years from now we'll look back on Today and  
realize it was the greatest buying opportunity of the  
decade! "*

Hot off the Desk of Time Johnson...

# **Delirious Millionaire Reveals How To Greatly Improve Your Sex Life...**

*And Receive \$5,384 In Free Wealth Creation Gifts  
...Absolutely FREE!*

Dear INNER CIRCLE CLIENT,

This short letter promises to be the most profitable and pleasurable letter you've ever received... You are about to discover one of the most important secrets of your life.

A strange thing has happened to me over the last 3 years... not exactly strange... more like different and pleasurable! No that's not it either.

Something wonderful and extremely enjoyable has happened - yeah that's it! My wife and I have discovered that "more of a good thing is definitely better!"

Let me explain. A few years ago, my wife Dawn and I began to experience a great deal of success in the purchasing of cash producing real estate. And because of this our friends and family would call us up and ask if they could come over some evening and "Talk Real Estate." Of course, we immediately agreed because...

**Real Estate Is My #1 Passion  
*And I have to teach it!***

They'd come over and we'd sit around our kitchen table and answer questions from our guests, brainstorm profitable solutions to their problems and help them work out their financing.

We'd tell them exactly what to say to the banks, we'd tell them how to structure an offer and then we'd reveal to them exactly how to get someone else to pay all of their mortgage payments!

After a few months, these informal meetings moved into our dining room, so we could accommodate the growing number of people... as these people created more and more success with our strategies they brought along some friends of their own. Until there were literally hundreds of people creating wealth using our easy-to-follow strategies.

Then one day, during one of these special evenings, our lives changed forever. What we discovered has positively impacted on our life EVERY SINGLE DAY since then... and now I'm going to share this secret with you!

I dearly remember the day, I had just found a prime piece of revenue property for a client of mine named Francis. (It was his first ever revenue property).

As with all of our clients, it's our goal to ensure each and every one of them creates success, so we invited Francis over to get him started on the right foot. Setting up his books, answering his questions, writing ads to rent his suites etc.

After he graciously accepted the invitation he asked me if he could bring his family along, so they could learn also. Because I love talking about my passion and teaching real estate so much, I said...

**"SURE, Let's Do It!!"**

The next evening 15 (that's right fifteen!) of his closest friends and family filed into our home ready to pick our brains clean. They wanted us to...

### **Reveal Every Single Real Estate Secret We Know— *All In One Evening!***

I was blown away. What I witnessed that evening changed my life forever and will change yours starting today!

It was soon very obvious each guest had two distinct qualities. They were extremely passionate about real estate and they were totally coachable. And because they had these 2 attributes...

### **An Incredible Thing Happened That Night!**

I clearly witnessed what it takes to be a major success in real estate. It's not having a higher education or I.Q. it's not having major financial backing... *(These are the two things the masses think are important., that's why most people don't take action!)*.

What soon became very clear is that the #1 thing ALL successful real estate investors have is...

### **A Burning Passion For Knowledge and Success!**

And I clearly saw it that night With those 15 people in the room, you could feel the electricity! In fact, it felt like they were hooking up to the side of my brain and sucking out all the information they could find! Looking back, it's clear why they went out and created tremendous wealth from literally nothing at all... It Was Their PASSION and Coachability!!!

This night changed my life forever... and combined with another secret I've discovered it's also going to have a major positive impact on your life... starting RIGHT NOW!

I discovered this second secret a few weeks ago. I was up early; the house was quiet, and I was sitting in my favorite easy chair leafing through some magazines when a headline caught my attention.

"A recent National Survey shows that after 5 years of marriage 91% of all couples complained about a significant:

**"Decrease In Sexual Activity  
And Excitement!"**

The more I read, the more interested I became. The article talked about how much excitement and romance there is in the "honeymoon" of a relationship. But after a few years, when that initial excitement wears off most couple don't know how to rekindle the flame.

It's quite obvious that I'm not Dr. Ruth, but I have a very possible explanation and more importantly a solution!

When you first get married, most couples have a shortage of money but an abundance of youth, energy, desire and time! So, to take advantage of these resources what do most newlyweds do to pass the time...

I also observed that by the time most couples have been married for five years they have a couple of kids, a career, mortgage payments, cash-flow problems, PTA & little league meetings, in-laws and outlaws and a dozen other commitments that sap every little bit of "creative energy" out of them! They literally have no time and/or no passion... They're Just Too Pooped To Pop! But—

### **There Is A Simple And Easy Solution!**

My point to this story, and yes, I do have one, is to bring your attention to the extraordinary similarity between meeting the person of your dreams and investing in real estate! Both need passion to succeed... but both have a record of PASSION BURN-OUT!

The first stage in real estate investing is where everyone is excited (the honeymoon). As an example, take those 15 people who spent the evening at my home... learning about real estate for the first time.

They were full of passion, energy and excitement. They tore up the marketplace and really started to make things happen. They were definitely in the real estate honeymoon phase.

But in all my years of being in real estate, I have constantly observed, after about 5 years that well over 90% of all investors, even the most successful and motivated real estate investors will complain about a significant:

**"Decrease In Investing Activity And Excitement!"**

Does this sound familiar? Over the last few years, I have spoken with hundreds of successful real estate investors who have all made very good money... then one day making money in real estate became so easy, they began to lose their desire for it!

They slipped back into the middle of the road with the rest of the masses... their passion slipping and their chance for long term wealth extinguished! They didn't know how to keep the flame of passion burning bright! Just Like The Survey Revealed About Married Couples!

**But When You Discover The Hidden Passion Strategy You Can Become Fabulously Wealthy—  
And Keep Your Passion Burning Forever!**

The strategy, while not difficult, is an ongoing process... a process designed specifically to...

**Keep The Honeymoon Going —Forever!**

It starts with grabbing control. Grabbing Control of Your Life, Your time, Your Money and Most Of All—Your Desire! Using a unique and trademarked Program that has already helped create more passionate millionaires than any other real estate Program in Canada!

This proven system is used every day by a very exclusive group of investors to help them create all the passion, time and money they've ever wanted... and it's a system THAT WORKS!

*"The REIN group has given us all the knowledge and ability to buy 4 properties in the last 4 months...the best system anywhere to help me grow personally and financially!"*

*Betty Patterson, Edmonton*

In fact, in the middle of the Alberta icebox winter on February 11th, the Top 10 Action Takers (and their spouses) in this special group are flying off to warm and sunny Hawaii., and I am gladly paying all of their airfare! Well sit around the pool and at the beach discussing exactly how we're going to duplicate and surpass the successes we created last year!

Why am I doing this, because these Top 10 Achievers have passion and they've acted upon it and

become extremely successful! And their passion is the exact same as mine... real estate!

These top performers are from a very special group of serious real estate investors who I meet with on a regular basis called the Real Estate Investment Network (R.E.I.N.).

The Real Estate Investment Network is where the people with true passion about Alberta real estate meet with me each and every month. I provide the Members with a "Success Roadmap" along with leadership and direction, the Members bring their passion for accumulating wealth through Alberta real estate and all we do is...

**Create The Most Powerful And Profitable Real Estate Group Of All Time!**

*"I purchased 16 excellent revenue condo's in my first 6 months of REIN. Now, 5 years later I own over 50 properties and have significantly increased my monthly cashflow and net worth! Thanks REIN Team!"*

*George Marois, Edmonton*

This group of committed investors has discovered the true hidden secret to real estate investing all through their Membership in REIN™! Not only are they discovering exactly how to create wealth... they are learning how to have the time and passion to enjoy it!

When a new Member joins our group they always seem to have the same concern...

**"We Don't Have Enough Spare Time To Follow Our Passion!"**

This is something many people struggle with... that is until they discover the secret these REIN™ Members are using.

I've developed a proven system for myself and every one of the REIN™ Members who wanted to play at a higher level. A system that recreates the "Honeymoon" phase of real estate investing over and over again so...

**The Passion Never Dies And The Profits Keep Pouring In!**

*"I joined REIN on June 16th/94. Starting from zero I now own 31 properties. Joining REIN is the mast*

*positive thing I've done... my only regret is I never found out about REIN sooner!"*

*Perry Lumayko, Clyde AB*

This incredible Passion system is called THE PROGRAM™. It's for REIN™ Members only and is an ongoing process that will blow your mind! The bottom line of THE PROGRAM™ is that it...

### **Creates Time For Your Passions And Your Passions Create Wealth!**

While most people complain about not having enough time, REIN™ Members use THE PROGRAM to create as much time as they need and the wealth to enjoy it! Which results in them having better relationships and a lot more fun in their lives!

In reality, there are only two commodities that people are truly interested in and they are MONEY & TIME.

MONEY is the easiest of the two. If you lose some, you can always find or earn more. TIME on the other hand is a non-renewable resource. Once time is gone... it's gone. So, if you control your time, you control your life!

THE PROGRAM (and the new found free time) is just one of the dozens of benefits you as a REIN™ Member will take advantage of to create more wealth than you thought possible... quickly and safely!

Here's a quick explanation on how you can immediately get control of your life, time and wealth:

REIN™ IS...

An exclusive monthly membership Program which is dedicated to educating its Members about how, where and when to buy Alberta real estate for maximum profits and minimum risk... using little of their own money. From networking with other active investors, to having direct access to leading-edge experts, it is simply the most complete real estate program of its kind anywhere in North America!

REIN™ IS NOT...

We are not real estate syndicated. You will never have to buy from, invest with, or put money into any real estate deal with anyone in, or associated with,

REIN™. But if you want to, there will be many opportunities to do joint ventures or purchase properties on your own or with other Members. You are always in control!

It is a proven fact of life most people lose money when they start a new business or investing program... this trend continues until they've made a lot of mistakes and have developed their own systems to stop the mistakes.

This is where you, as a new REIN™ Member will have a distinct advantage over the masses. I've already identified ALL of the problems and mistakes you can make in real estate investing, and I've designed a fool-proof system that will show you how to avoid them and start you off on the right track.

There is no need to re-invent the wheel, you'll avoid mistakes, so you can start closer to the finish line... instead of back with the masses!

Our objective is to help you become an experienced, confident and wealthy real estate investor... taking action in any market conditions... up or down! And, because Alberta has become an unprecedented "Super Buyers' Market," Members of REIN™ are in a unique position to...

### **Create Success Faster Than Ever!**

REIN™ is now an organization of over 350 Members in B.C. and Alberta with a Membership that ranges from novice investors to millionaires.

The #1 reason that REIN™ is successful is because it works! The Members are making tremendous profits and because Alberta is on the verge of a massive real estate boom their results are soon to go right through the roof.

*I never thought I would receive a cheque larger than my annual income, but in my first year of REIN I received a cheque for \$56,248 using a strategy I learned."*

*Brad Hanoski, Edmonton AB*



Each and every one of the Members is completely committed to creating financial independence for themselves and supporting their fellow Members in doing the same. In fact, they are 100% passionate about it... and their passion (and bank accounts) keep growing!

To put it mildly, the financial results the Members of REIN™ are achieving, safely and securely, are nothing less than spectacular. This is because REIN™ is...

***The*** Most Complete Real Estate Wealth Creation Program Available Anywhere On The Planet!

*"This is by far the best real estate networking group I've ever come across in all my years of speaking across North America... And this even includes the groups I've started! If you're even curious about real estate I recommend joining immediately."*

Robert Allen  
Best-selling real estate author of "Nothing Down"  
and "Creating Wealth"

The above quote came from Millionaire-Maker Robert Allen the last time he met with the REIN™ group in Edmonton. He spent some time speaking privately with some of the REIN™ Members and was literally blown away with the success stories he heard!

Why are REIN™ Members and Real Estate experts singing the praises of REIN™? Well, one of the many reasons they give me is dozens of spectacular "Real Estate Wealth Creation Benefits" Members are using to create financial success faster than they thought possible. Here's just a small sampling of these powerful benefits:

- \*\* Membership Benefit #1  
Monthly Real Estate Workshops
- \*\* Membership Benefit #3  
Exclusive Group Buying Opportunities
- \*\* Membership Benefit #5  
Killer Buying Strategies Not Revealed Anywhere Else On The Planet
- \*\* Membership Benefit #6  
Special Mortgage Rate Discounts
- \*\* Membership Benefit #7  
Direct One-on-one Telephone Consulting
- \*\* Membership Benefit #12  
Special Courses & Workshops (including an explosive \$2500 course coming to Alberta on June

20th. Once you're a REIN Member I pay your tuition to all these wealth building Events!)

- \*\* Membership Benefit #14  
Exclusive REIN Newsletter
- \*\* Membership Benefit #16  
Membership Income Tax Deductibility
- \*\* Plus, Much, Much More...

Remember, these are just a few of the dozens of powerful wealth-creating benefits you'll receive as a REIN™ Member. You'll also discover

- ♦ Which Cities & Towns To Invest In—And Which Ones To Avoid At All Costs!
- ♦ How To Buy Alberta Real Estate At Bargain Prices!
- ♦ Why Now Is THE Best And Safest Time To Buy Alberta Real Estate in Decades!
- ♦ The Secrets to Submitting "Killer" Offers That Get Accepted... Even When They Contain Outrageous Clauses!
- ♦ EXACTLY Where The Next Real Estate Boom Will Hit In Alberta!
- ♦ How To Turn Almost Any Negative Cash Flow Property Into A Cash Producing Gold Mine!
- ♦ How To Make Sure Your Real Estate Investments Are Safe And Profitable!
- ♦ How To Keep Your Revenue Properties 100% Occupied No Matter What The Market!
- ♦ How To Get The Bank To Say "YES!" To ALL Your Financing Requests!
- ♦ How To Have Long-Term Quality Tenants Pay Your Mortgage For You!!
- ♦ And Much, Much More!

As you can see, the REIN™ Program is the template for your real estate success... all you need to do is take action!

At REIN™ we have developed a strong and proven framework to success which has been tempered with the valuable input of Alan Jacques, Ron LeGrand, Robert Allen and many other real estate experts from around the globe.

In other words, we have a system that you can instantly plug into and get onto the superhighway to wealth and success! You simply show up coachable with your drive and passion... we supply the rest!

Being a Member of REIN™ has been described as having a computer hacker tap right into the brains of North America's top Money-Making Wizards downloading every bit of their knowledge and experience straight into the hard-drive in your head!

*"In the first 6 months, I purchased 16 properties and earned \$141,000 of equity! Truly a program that does what it promises."*

Juan Wang, Port Moody, BC

OK, now that you can see the tremendous value Members are receiving (and the profits they're creating) each and every month let's talk about how easy it is to join.

Your investment is only \$199 per month, with a onetime only \$100 administration the when you join! THATS IT!!! Now you know why REIN™ has become so successful. It's incredibly affordable and more importantly... proven to be the fastest track to wealth and happiness!

But I must make something perfectly clear, if you have any doubts about the value of REIN™ - please my friend... Do Not Join! If you're the kind of person who would join but put in a 50% effort, please Don't Join!

If you just want to give it a try, then please don't join! The REIN group we have formed is very focused and powerful, this invitation to join is only for truly committed people who will add depth and character to the group no matter what level of experience you have.

If you see the true value this highly successful Program holds for you then I'm going to make you an offer better than I have ever before...

Because you've read this far it's obvious you want to start creating wealth RIGHT NOW! Well here's an extra special bonus just for you. As a Member of REIN™, you never have to pay for another real estate Event again. That's Right! When you become a Member of REIN I pay your tuition for all the REIN™ Events (see the attached list of Upcoming Events)!

I'll even pay your \$2,500 tuition for breakthrough Event...

Quick-Turn Real Estate ***For Fast Cash!*** ***"How To Make Fast Cash On Every Real Estate" Transaction With No Credit, No Loans, No Partners and No Cash... Guaranteed!*** with Ron Legrand.

This Event is guaranteed to be a valuable tool for EVERYONE who attends... Ron Legrand. is booked every weekend of the year and this is the only time he'll come to Alberta this year... If you're serious about creating wealth this is a tremendous Event...and

As A REIN™ Member I pay Your Full Tuition!

Now, here's the icing on the cake: even though you're going to discover a ton of money making secrets as a REIN™ Member you'll also need some very valuable reference material and special Events that will help keep your passion burning for years to come.

I'm going to give you this incredible package of Wealth Creation Tools valued at over \$5384

ABSOLUTELY FREE When You Become A REIN™ Member:

Here are your Real Estate Wealth Creation FREE Bonuses...

1. Quick-Turn Real Estate ***For Fast Cash!***  
100% guaranteed that you'll put at least \$5500 into your pocket using this system! Live Event with Ron Legrand. (See enclosed flyer)  
Valued At \$2,500
2. ProActive Landlording - by Tim Johnson  
The best landlording system ever developed! Discover how to get your repairs done for FREE, how to cut your bills in HALF, How to save literally thousands of dollars in advertising... and much more!  
Valued at \$ 197
3. Real Estate Action Kit - by Tim Johnson  
A complete software package and hard copy manual of EVERY form, program and agreement you'll ever need!

Volume I - Contracts & Disclaimers

Volume II - Maximum Money In Minimum Time

Volume III- Purchase Offers & Sales Agreements

Volume IV - Amortization Schedules

Volume V - Joint Ventures Valued at \$995

4. ***The Famous Real Estate BootCamp*** by Real Estate Expert Tim Johnson. The #1 Real Estate Training Program. Discover and re-discover all the secrets to producing maximum money in minimum time in real estate. In your car, in your home on your iPod. All the highlights of this amazing Workshop at your fingertips on 4 audio cassettes and manual!
- Valued at \$197
5. 6<sup>th</sup> Annual REIN Real Estate Conference - ***Cashing In On The Alberta Boom!***

The REIN Annual Conference returns to Alberta with a Bang! This is the annual gathering of REIN Members from all the cities across BC and Alberta. Always a huge event, with fun, knowledge and some very special speakers. This 3-Day Conference is always one of the most popular Events in the REIN calendar and each year it gets better and better. A \$1,495 Value!

You'll Receive A Total Of Over \$5,384 Of These Gifts Absolutely FREE Immediately When You Join REIN™!

And last but not least, when you become a REIN™ Member you'll receive the most valuable gift of all...

The Ability To Make As Much Money As You Want  
-For The Rest Of Your Life!

So, if you've ever really wanted to achieve wealth in Alberta real estate and you truly want to get and keep the passion flowing in your life - you MUST take advantage of this spectacular \$5384 Bonus Offer... TODAY!

To become a Member of the Real Estate Investment Network, simply pick up the telephone right now and call Brandi or Don at my office toll free at 1-888-824-7346 or (403) 208-2722. If you're calling after hours, please leave your name and telephone number and the best time to call you back... we'll get back to you as soon as possible.

Or, if you have some questions you'd like answered about REIN™, please call my office and speak to me or any Member of the REIN™ staff. We'll be happy to answer any questions you may have.

I urge you to take advantage of this tremendous opportunity and join the other Members of REIN as

they create wealth beyond their imagination. This is truly the opportunity you've been looking for to make 1998 the best and most passionate year of your life.

And remember, you must act by 4:00 pm Friday, June 12th, because The Ron LeGrand Quick Cash Event is happening VERY SOON, and you wouldn't want to miss out on having someone else (me) pay your full \$2,500 tuition for this Event... an Event that guarantees you'll make at least \$5,500 using the secrets you'll discover!

So, call Brandi or Don right now at toll free 1-888-824-7346 or (403) 208-2722 and plug into the greatest wealth creation Program ever developed! The difference it will make in your life will astonish you as it has every other of the over 350 Members!

I look forward to speaking with you and seeing you at all the REIN™ Events! Call us right now 1-888-824-7346 it is guaranteed to be the most profitable call you've ever made.

Sincerely  
**REAL ESTATE INVESTMENT NETWORK™**  
*A Division of Cutting Edge Research Inc.*

Tim Johnson  
President

P.S. Would you like to discover how to have the real estate success you've always dreamed about? And have more passion in your life! Membership in REIN™ is a proven path to reaching your goals. Call Brandi or Don TODAY at 1-888-824-7346 and tell them you want to take control of your time, money and life as a REIN™ Member. It's guaranteed to knock your socks off!

*"Since joining REIN, my husband and I have purchased 8 pieces of property with a total of \$2000 per month positive cash flow! Interacting with like-minded people with similar goals is a key to this success."*

Gina Johnston

## You'll Receive Dozens Of Benefits Including:

Monthly Real Estate Workshops: Every month, these workshops feature some of North America's top real estate experts. You'll hear experts like Ozzie Jurock, Wright Thurston, Alan Jacques, David Baxter, Robert Allen, Tim Johnson and many others! You'll participate in 12 Monthly Workshops each year. Some of the profitable secrets you'll discover include:

- ◆ How To Find Investors & Have Them Lining Up To Give You Wads Of Cash!
- ◆ How to Find The Hottest Real Estate Bargains In Small Cities And Towns!
- ◆ How To Build A \$10,000 A Month Positive Cash Flow!
- ◆ How To Stan Buying Real Estate Right Now and Keep Buying It No Matter What The Bank Says!
- ◆ Other People's Money- How To Get It To Build Your Own Real Estate Fortune!
- ◆ Getting Good Tenants... The Inside Secrets To Having Someone Else Pay Your Mortgage!
- ◆ And much, much more!

Insider Information: We are constantly doing extensive research on where to buy in Alberta, (and also in B.C.). You'll have access to this exclusive "insider information" long before the public or other investors even know it exists!

Killer Buying Strategies: We'll show you exactly how to buy real estate in key small cities and towns in Alberta using techniques that do not drive the price up until after YOU have purchased all the properties you want. Detailed strategies that are never revealed outside of a REIN™ Workshop.

Real Estate Networking You'll have dozens of opportunities to network with REIN™ Members who are committed to real estate action. You'll also have the opportunity to network with the expert guest speakers at the Monthly Workshops.

Exclusive Group Buying Opportunities: As an action-oriented group of investors, we often create situations where REIN™ Members buy complete townhouse or condo apartment complexes. Of course, each participating Member owns the title to their own unit(s). This allows you to have full control and still negotiate phenomenal prices and terms!

Exclusive Banking Opportunities: In a recent group purchase, one bank offered our Members a 1/2% rate discount, a one-year rate guarantee and free appraisals. This benefit alone could save you thousands of dollars in interest and closing costs!

REIN Mentor Program: If you choose, in your third month of Membership, you will be matched with a senior, experienced REIN Member who will be your Mentor and who will help coach you to real estate success. This will not put you on the fast-track and help maximize your results.

Exclusive REIN™ Resource Team: As a REIN™ Member, you'll have access to a hand-picked group of real estate-oriented professionals. These experts know exactly how to position your portfolio to maximize your returns and minimize your taxes!

REIN™ Newsletter Every second month you'll receive an information-packed newsletter that's published exclusively for REIN™ Members and is not available to the public at any price!

Telephone Consulting Service: Call us anytime for one-on-one advice on any real estate matter! Call us right from the realtor's office, and we'll answer any questions or concerns you may have, before you place the offer! The same holds true if you're negotiating with vendors, looking *for* a creative way to finance a deal, analyzing a property you think fits the system but want a second opinion, or any other real estate matter... Just give us a call!

Special Discounts And Free Events: Because of our special relationship with other real estate experts, as a REIN™ Member, you'll receive discounts on many of their services and products, including exclusive workshops and BBHBB For example our Members recently were able to attend a \$699 real estate seminar... absolutely FREE! This special benefit will save you hundreds, if not thousands of dollars every year!

Special Benefits In 3 Other REIN™ Groups: Whether you join the Edmonton or Calgary group, you automatically become a Member of all the other REIN™ groups... at no additional charge.

That's right, you'll instantly become a Member of the Vancouver group as well as Calgary and Edmonton.

Tax Deductibility Status Of The REIN™ Program Is the cost of the REIN™ Program tax deductible? Well, here is the official answer, quite likely YES! This can Reduce Your Membership Fees By Up To 50%!

Call Brandi today at 1-888-824-7346 and start immediately taking advantage of these exclusive benefits PLUS receive your \$5,384 of FREE Wealth creation benefits!

## **REIN UPCOMING EVENTS**

***June to November 1998***

### **I'll Pay Your Complete Tuition For All Of These Events When You Become A REIN Member**

#### ***REIN™ June Monthly Evening Workshop - With Special Guest Ron LeGrand***

The master of Quick-Turn/Quick-Cash real estate is coming to Alberta for an exclusive engagement. Ron LeGrand is heralded as the Absolute Master in creating cash quickly using real estate. Many REIN Members are using his strategies TODAY with amazing results and this is your opportunity to discover, and re-discover, these phenomenal cash-producing strategies. EXCLUSIVE TO REIN MEMBERS ONLY!

Calgary Thursday, June 18<sup>th</sup>

Edmonton Friday, June 19<sup>th</sup>

#### ***SPECIAL ALL-DAY Workshop Quick-Cash Real Estate- with Ron LeGrand***

Ron LeGrand's one and only booked appearance in Alberta in 1998—and he promises to be bigger and better than ever. He will be bringing his whole team of Quick-Turn Experts, and REIN Members will be invited to bring a guest to this ALL-DAY Workshop for a very nominal fee. For those of you who have been fortunate enough to attend his all-day Workshop previously, you know the amazing results you can create - immediately! Be prepared to take a ton of notes — and discover how to create cash now!

\$2,500 Value!

Saturday, June 20<sup>th</sup>, 1998 830am to 6:00pm

#### ***REIN™ July Monthly Workshop - With Alberta Expert Tim Johnson & Guest***

This Hands-on Workshop reveals another new strategy currently being tested. Create a huge positive cash flow from your current properties and increase the appraised value. A unique concept that has tremendous potential. But, as promised, we'll only reveal the details if we've already proven that it works! EXCLUSIVE TO REIN MEMBERS ONLY!

Edmonton Tuesday, July 7<sup>th</sup>

Calgary Wednesday, July 8<sup>th</sup>

#### ***REIN™ August Monthly Evening Workshop With Very Special Guest Greg Simmons***

Greg Simmons, who has purchased well over \$10,000,000 of properties for himself and his clients is a master at submitting offers that get accepted. We are lucky enough to get Greg to find time in his extremely busy schedule to share his latest strategies with us as a kick-off to the summer. This will be a very entertaining hands-on Workshop you won't want to miss. EXCLUSIVE TO REIN MEMBERS ONLY!

Calgary Tuesday, August 25<sup>th</sup>

Edmonton Wednesday, August 26<sup>th</sup>

## 6<sup>th</sup> Annual REIN Real Estate Conference - *Cashing In On The Alberta Boom!*

The REIN Annual Conference returns to Alberta with a Bang! This is the annual gathering of REIN Members from all the cities across BC and Alberta. Always a huge event, with fun, knowledge and some very special speakers. We're in negotiations with some amazing guest speakers - some who's schedules are so full they haven't been to Alberta for YEARS. This 3-Day Conference is always one of the most popular Events in the REIN calendar— and each year it gets better and better, You'll want to mark these dates on your calendar today, so you and your guest don't miss out! EXCLUSIVE TO REIN MEMBERS ONLY!

Thursday, Friday & Saturday September 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>

### *REIN™ October Monthly Workshop With Real Estate Expert Tim Johnson*

We kick off the fall 'buying' season with another hands-on, get into the details workshop. A great follow-up to the 6<sup>th</sup> Annual Conference and another unique opportunity to discover Alberta Specific profit strategies. EXCLUSIVE TO REIN MEMBERS ONLY!

Edmonton Tuesday, October 20<sup>th</sup>

Calgary Wednesday, October 21<sup>st</sup>

### *REIN™ November Monthly Workshop With TWO Very Special Guests*

This REIN Only Workshop is devoted to having ALL your legal and tax questions answered. Should you incorporate, how much liability do I have, EXACTLY how do I reduce my taxes, what can I legally write-off etc. A VERY important Workshop for ANYONE involved in real estate and even if you are currently working with an accountant and lawyer— it is imperative to always get yourself a second opinion!

Calgary Tuesday, November 17<sup>th</sup>

Edmonton Wednesday, November 18<sup>th</sup>

## Black Tie Celebration - *Enjoying and Celebrating an Amazing 1998!*

Every year we all get together for an evening of celebration, awards and fun— and this year promises to be the best ever. This is an evening of acknowledgment—with a great meal and a lot of laughs. This year is extra special because we are proud to have arranged to have one of the funniest people in Canada to come and share their 'unique' brand of humor with us. His name is Dennis Hull and if you have been lucky enough to see him before, you know what I mean. Always a great celebration and it's EXCLUSIVE TO REIN MEMBERS AND THEIR SIGNIFICANT OTHERS ONLY!

Saturday Evening November 21<sup>st</sup> 1998

Calgary Palliser Hotel

**PLUS, Watch for other exciting Events and Guest Speakers  
Announced Throughout The Year.**

***REAL ESTATE INVESTMENT NETWORK™***

***(A division of Cutting Edge Research Inc.)***

**105 -150 Crowfoot Crescent NW #1018, Calgary, AB T3G 3T2**

**Telephone: (403) 208-2722 Fax:(403)241-6685**

# **“Discover The Amazing Secret That’s Making These 376 People Wealthy In Real Estate!”**

*...And How You Can Use The Same Secret Starting TODAY!*

From: Tim Johnson  
Somewhere North of Edmonton, AB  
Saturday, 1:17 pm

FINAL NOTICE

Dear INNER CIRCLE Client,

Over the last 6 weeks, I’ve sent three very important letters to you and the number of other specially selected action-oriented people. Letters that described, in detail, EXACTLY how you can create wealth in real estate.

The first letter was about Ron LeGrand’s \$2,500 “Quick-Turn Real Estate *For Fast Cash!*” Event, being held in Alberta exclusively for the Real Estate Investment Network. The second and third letter were about the Real Estate Investment Network™ (REIN™) and they revealed how you can attend this spectacular \$2,500 Event... Absolutely FREE!

Even though we received an overwhelming response to those letters from the other specially selected people, something is still pushing me...

## **We Haven’t Heard From You!**

So, I’ve decided to send you this fourth AND FINAL letter to ensure that you didn’t miss out on this phenomenal opportunity.

As I write this letter, I’m sitting in a cafe about 160 minutes from Edmonton, with some Members of REIN™.

Why a small town in the Edmonton area? Because today we’re on one of our many research field trips.” You see we take one of these field trips every 8 to 12 weeks, and each time we go to a different area of the province, we check out two or three towns where the real estate is about to boom, then make offers on the properties we like the best and share all of this research with other REIN Members.

In fact, recently, some of the REIN Members made excellent offers on below-market-value properties in the best building in a town that is poised to EXPLODE in this boom!

I figure that the price of these condo’s may very well double in the next 3 years and that’s...

## **Over a 100% Profit On Each One!**

Not bad for a day’s work, wouldn’t you say! And to make this deal even more exciting...

## **Each Unit Produces Positive Cash Flow Each And Every Month! Flowing Directly Into The Bank Accounts Of REIN Members!**

So, not only could the value double in the next three years, each and every month every REIN Member who was fortunate enough to take advantage of this opportunity will receive a positive cash flow cheque... money they do with whatever they want! (please go to page 2)

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**Homeowners Tax Review (HTR)**

Non-Governmental Tax Reduction Processing

980 Ninth Street, 16th Floor  
 Sacramento, CA 95814  
 (916) 554-7224



Property Owner of Record  
 Brian Paul  
 350 Stonebridge Dr  
 Fremont, CA 94536-1590

**PROPOSED SAVINGS**

Current Assessment: \$273,100  
 Proposed Assessment: \$203,706  
 Estimated Annual Savings: \$832.72  
 Processing Fee: \$49.50

**DATE**

Mail Before: 03/07/97

**MAKE CHECK PAYABLE TO**

Homeowners Tax Review (HTR)  
 Put your parcel number  
 (8765-020-046) on your check.

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Sign the authorization on the reverse side of this form, detach, and mail with required fee in the enclosed postage paid envelope.

**Notice for Los Angeles County Property Owners: Brian Paul**

Your property has been qualified for tax reduction review. Our records indicate that the property purchased/transferred on May 15, 1989 at 20902 E Canyon Ridge Ln in Walnut Ca is overassessed for tax purposes.

Our records show an overassessed value of \$273,100 and that you have not filed a current REQUEST FOR PROPERTY TAX RE-ASSESSMENT available as a result of Proposition 8. California Law requires the Los Angeles County Assessor to provide Property Tax Relief to taxpayers when assessed values exceed market values.

Our records indicate that your property is currently assessed at \$176.65 per sq. ft. Below are listed 10 area homes (similar to yours) that have sold for less per sq. ft. and . . . support an appeal for a lower assessment of \$203,706. This reduction should yield an annual savings of \$832.72.

**PROPERTY DESCRIPTION AND PROFILE**

Your Property	Address	Last Transfer/Sale	Date	Sq Ft	\$ per Sq Ft
Current Assessment: \$273,100	20902 E Canyon Ridge Ln	\$273,100 (Assmnt)	05/15/89	1546	\$176.65
Proposed Assessment: \$203,706*	<b>Comparable Sales</b>				
EST. ANNUAL TAX SAVINGS: \$832.72	E Canyon Ridge	\$210,000	10/16/96	1,546	\$135.83
APPLICATION FEE: \$49.50	E Cliffside Ln	\$195,000	04/30/96	1,546	\$126.13
PARCEL NO.: 8765-020-046	Eaglecrest Pl	\$234,000	10/25/96	1,755	\$133.33
NO. BEDRMS: 3	Quail Run Dr	\$260,000	08/23/96	1,714	\$151.69
NO. BATHS: 3	Eaglecrest Pl	\$214,000	03/29/96	1,546	\$138.42
SQ FT: 1546	Ravenwood Ct	\$210,000	03/15/96	1,546	\$135.83
	Woodview Ct	\$208,000	03/08/96	1,546	\$134.54
	Timberline Ln	\$215,000	09/06/96	1,755	\$122.51
	High Country Dr	\$209,000	06/18/96	1,714	\$121.94
	Timberline Ln	\$205,000	01/25/96	1,546	\$132.60

**NOTE:**

Upon receipt of your Authorization and Fee our complete and most recent data to support a lower assessment will be used for the preparation of the Appeal Application

**TO ASSURE PROMPT PROCESSING RETURN NO LATER THAN 03/07/97.**  
**Make check payable to Homeowners Tax Review (HTR)**

To assure that HTR processes your application for review by the County Assessor, sign and mail the Authorization Form no later than 03/07/97.

The processing fee of \$49.50 will allow us to verify and print the comparable sales, update the opinion of value, and complete the application and Supporting Documents prior to the Assessor's deadline. In addition we will continue to monitor your property. Your application will be completed promptly. However, the County may take more than 30 days to process your application.

Proposed assessment. This amount reflects our current best estimate computed from the above comparable sales. Your final result may vary.

**REFUND POLICY:** If for any reason HTR is unable to prepare and forward an Application for Tax Reduction before the deadline, your processing fee will be immediately and fully refunded.

Homeowners Tax Review (HTR) • 980 Ninth Street, 16th Floor • Sacramento, CA 95814 (916) 554-7224

Tax Reduction Processing Service

Homeowners Tax Review (HTR) is a private, non-governmental agency.

AUTHORIZATION FORM — PROPERTY TAX REDUCTION APPEAL				
<b>REVIEW, SIGN AND MAIL COMPLETED FORM WITH CHECK BEFORE DEADLINE</b>				
Please read the property description on the front of the letter and note any changes here:				
# of Bedrooms:	# of Bathrooms:	Sq. Footage:	Pool:	View:
As the owners of the Real Property named on the front of this form, I/we authorize the preparation of a Property Tax Reduction analysis and all necessary documents for Tax Year 1996.				
Parcel No. _____			_____	
Phone ( ) _____			X _____ Signature	
<input type="checkbox"/> I am over 62. Send information on property tax postponement/relief.				
PLEASE WRITE YOUR PARCEL NUMBER ON YOUR CHECK				

DETACH AND MAIL THE ABOVE FORM ALONG WITH YOUR CHECK OR MONEY ORDER



# You may be paying too much in Property Taxes!

## **BUT. . .The County May Not Want Me To Tell You About IT**

Dear Homeowner:

According to information obtained from public records, I believe you should file for property tax reduction.

Three years ago, I learned some important information: many County homeowners (very possibly you) were being billed too much for property taxes. I also learned another thing: persuading the County to give homeowners the reduction they deserve can be a lot of work. I learned how and over the past several years I have saved thousands of dollars in property taxes.

I believe you can save property taxes too.

If you want to save money on your property taxes as most people I talk to do – Then let me tell you how!

*Based on my preliminary review of public records, I believe you are paying too much in property taxes.*

But receiving a property tax reduction may not be easy. It will require time to do the research and a calculator to do the math. It may require patience because you will wait for a response from the county and you will probably need to attend a hearing.

Why does it take so much work to obtain the tax reduction promised by Proposition 8? *Maybe the County doesn't like giving up your tax dollars.*

## **Get the Straight Answers to Your Questions!!!**

### *Frequently Asked Questions about Property Tax Reductions*

- \* How Can I Get A Tax Reduction When Property Values Are Coming Back Up?
- \* How Hard Is It To Request A Tax Reduction Myself?
- \* When I Called The County Assessor Office They Told Me "You Don't Need To Pay A Company to Request Your Property Tax Reduction Because Tax Reductions Are A Free Service Provided To The Public By The Assessor's Office."

**These are very good questions. You deserve answers.**

When you know the whole truth, it is easy to make the decision best for you. By reading this letter you will have a better understanding of your options.

***Here Are The Answers To Your Questions!***

As set forth in Proposition 8, you are entitled to a temporary reduction on property taxes when the market value of your property falls below the assessed value.

***"NOT ALL PROPERTY VALUES ARE UP"***

You have heard that values are coming back up. That is true in some areas of the County but not all. Property values do not come up evenly throughout the County.

In many areas throughout the County, prices have not reached previous levels. The home I live in is still worth less than it was five years ago even though it has gained back some of its value.

***"IS IT EASY TO FILE YOUR OWN APPLICATION FOR PROPERTY TAX REDUCTION?"***

Filing the form with the county is the easy part. Finding the information and figuring out where to put the information on the form is another matter.

***The whole process can be VERY TIME CONSUMING.***

After I started a company to helping others file for property tax reductions, my wife received a phone call one day from a homeowner I'll call Mary.

*Mary was MAD.*

She had just talked to an employee of the Assessor's office. Mary was told not to waste her time or money hiring any company like mine because the Assessor's Office would do all the work for her - including finding the comparable sales and calculating Mary's new assessed value - all for free.

Mary came away from her discussion with the Assessor's Office believing that all she had to do to request a property tax reduction was to give an employee in the Assessor's Office her name and parcel number.

She thought the county would do the rest.

My wife was concerned. Was I offering a valuable service to homeowners ***"WILL THE COUNTY DO THE WORK TO REDUCE YOUR TAXES - FOR FREE???"***

Mary and my wife had a good point. *If what Mary understood was true, I was not providing a valuable service to homeowners. So, I made a deal with my wife. Here it is: "Let's go to the County offices and process my brother's property using the resources the county provides - If by the time we are done you do not feel that our company offers a valuable service to the homeowners of the county we will close our doors."* She felt that was fair.

Off we went to the county offices.

When we arrived at the County offices, we were handed a form which we were told to fill out. This form asked for proof that my brother's home had declined in value by listing recent sales of comparable properties. I asked the lady who was helping us if she would look up the comparable sales for my brother's property. She turned around and yelled to a co-worker across the big office, "They want us to do the work."

***The whole office started laughing.***

**I looked at my wife and asked, "Do we need to continue this exercise?" She answered, "Yes!"**

We were instructed to go next door and use the microfiche machines to find comparable sales. I looked up my brother's property and found what appeared to me (I did not count them all) to be over 100 property sales in the same area. I used a calculator to figure the cost per square foot on each of the properties. Then, I tried to compare them all to my brother's property (location, number bedrooms, baths, square feet etc.).

I spent more than 2+ hours squinting at the microfiche screen trying to find the comparable sales I thought were usable.

***I knew that my computers at the office and extensive database of County-property sales could analyze these 100 or so properties and find the ones I wanted to use In just minutes.***

After spending over three hours in total at the county offices, I had a headache from looking at all those numbers and trying to keep track of which property was which for proper comparison.

***THE COUNTY'S "FREE" SERVICE TOOK MORE THAN 3 HOURS OF MY TIME - PIUS TRAVEL***

Needless to say, we have helped thousands file and save on their property taxes. My brother saved over \$1000 on his taxes that year. My wife came away, with the sure understanding that we were helping lots of people in saving money and taxes.

*To file your application, you can do 1 of 2 filings:*

1) Do it yourself... This requires a lot of time, patience, a calculator and a love for working with the county and official forms.

**YOU WILL NEED TO DO THE FOLLOWING:**

**Step 1** Compute the current value of your home. This means finding at least three recently sold properties which are comparable to yours... similar in size, number of bedrooms, location and that sold within the time parameters set by the county. You will want to calculate cost per square foot for easy comparison.

**Step 2** Pick up the form from the county.

**Step 3** Fill out the data properly on the form. If not properly filled out it may be rejected and could cost, you another year of increased taxes.

**Step 4** Once the county has reviewed the application they can either grant a reduction or you can appeal. If you file an appeal and are not in LA County you may have to attend a hearing.

**Step 5** If "you file an appeal in the County of L.A. - you will have to attend a hearing (this has been the policy in the past and has not changed to our knowledge). This is a courtroom like proceeding before a hearing officer where a representative from the County Assessor's Office may argue against your request for a tax reduction.

**Step 6** You may not receive a decision at your hearing. You may have to Wait for your answer.

**OR**

## **2) WE WILL DO ALL THE ABOVE FOR YOU!!**

If you're like most people we talk to, you're just too busy making a living and raising a family to even think about taking on one more project. Even if it is to save money.

You know you should file for your property tax reduction .or you filed several years ago and should do it again; but, you just don't have the time or want the hassle of getting all the information together. Even if you go to the trouble, you know you will possibly be forced to take time off work to go to a hearing.

We will do all of that for you. We do the research and interact with the County as your agent for the low price of only \$65.

**If we are not able to help you lower your property taxes, we will refund your money in full.**

Regardless of whether you use our services or do it yourself we wish you success in lowering your property taxes.

Sincerely,



P.S. We feel strongly about who we invite to use our services because...we give a money back guarantee. If we cannot help you get a property tax reduction, we refund 100% of your fee. You have nothing to lose – except by not acting – not applying for your potential property tax reduction and/or refund.

The Wren Group LLC (TWO)  
NOT AFFILIATED WITH ANY GOVERNMENT AGENCY  
PROPERTY TAX AGENTS/HELPING THE PUBLIC SAVE ON TAXES  
249 N. Brand Blvd. #497  
Glendale, CA 91203  
(213) 833-2838

**Some county assessors are not interested in giving property owners the refunds they are entitled to, only in manipulating the laws against taxpayers."**

Ernest J. Dronenburg, Jr.  
Chairman State Board Of Equalization  
Member, Franchise Tax Board

Dear Homeowner:

Three years ago, I learned some important information: many County homeowners (very possibly you) were being billed too much for property taxes. I also learned another thing: persuading the County to give homeowners the reduction they deserve can be a lot of work. I learned how and did the work myself and I have saved thousands of dollars in property taxes.

According to information obtained from public records, I believe you should file for property tax reduction.

You can probably save on taxes too.

Are you willing to save money on your property taxes? Then let me tell you how!

***Based on my preliminary review of public records, I believe you are paying too much in property taxes.***

But receiving a property tax reduction may not be easy. It will require time to do the research and a calculator to do the math. It may require patience because you will wait for a response from the county and probably need to attend a hearing.

Why does it take so much work to obtain the tax reduction promised by Proposition 8? *Maybe the County doesn't like giving up your tax dollars.*

### **Get the Straight Answers to Your Questions!!!**

#### ***Frequently Asked Questions about Property Tax Reductions***

- \* How Can I Get A Tax Reduction When Property Values Are Coming Back Up?
- \* How Hard Is It To Request A Tax Reduction Myself?

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If I could just  
reduce some of my  
bills and taxes!

**Los Angeles County Homeowners**

**How I Reduced My Property  
Taxes By These Simple and  
Easy Steps—You Can Too!!!**

Dear Homeowner,

At The Wren Group we have set a goal of identifying all of the homeowners in the county that are overtaxed according to our calculations and help them to file for tax relief. For this reason, we've had a special, and we think very informative, report prepared as a FREE GIFT that we'd like to send to you. The report is titled:

**"5 Simple And Easy Steps  
To Reducing Your  
Property Taxes!"**

**Here's our guarantee:** If we can't help you save on your property taxes you don't owe us a cent for our time... or the report. Fair enough?

Sincerely,

*William B Findley*  
William Findley CPA  
The Wren Group

P.S. It doesn't matter whether you pay your property taxes directly to the county by personal check or through your mortgage company impound account, you may be entitled to a payment reduction and/or refund of property taxes. Don't hesitate to ask for your FREE REPORT on how to save on your property taxes.

**To get a FREE copy of your property tax saving report, just  
send in the post card enclosed.**

## **I saved over one thousand dollars.**

Dear Homeowner,

I must have received solicitations from every company in the County offering to file my application for property tax reductions. I knew I was probably over paying my property taxes. I intended to file an application for tax reduction. I didn't need some company to do it for me. I am an attorney. It was going to be easy.

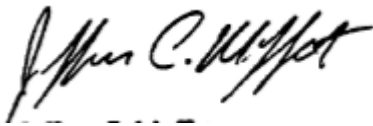
I estimated that it would take me about ten hours to obtain comparable sales, correctly fill out the County forms and attend the hearing. But I never quite found those 10 hours. Several years later I still had not filed. I now estimate that I lost over \$2,000 because I never found time to do it.

I was finally persuaded by an individual now working with The Wren Group, LLP to let him help. He did all the work and I will save over \$1,000 in property taxes this year.

Using services of The Wren Group LLP is the only sensible way to request a property tax reduction. With their offer of a full refund, I had nothing to lose and everything to gain.

Don't waste as much time as I did — if you are due a property tax reduction, make immediate arrangements to file your application. Spend the minimal time and let these people do the job for you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey C. Moffat". The signature is fluid and cursive, with a horizontal line underneath it.

Jeffrey C. Moffat  
Attorney At Law

## Here is a small example of savings people have received from property tax reduction:

### **Thousands Of People In The County Of LA Have Benefited By Filing For Property Tax Reduction.**

**The following properties have been reduced recently.**

<b>City</b>	<b>Old Assessment</b>	<b>New Assessment</b>	<b>Change in Assessment</b>
Alhambra	\$ 178,000	\$ 159,000	\$ -19,800
Palmdale	124,218	102,000	-22,218
Diamond Bar	271,436	199,000	-72,436
Los Angeles	182,617	152,000	-30,617
Alhambra	239,211	192,000	-44,211
Bellflower	193,200	152,000	-41,200
Los Angeles	224,600	158,000	-66,600
Santa Monica	176,000	96,000	-80,000

**Let us help you reduce your taxes.**

Don't continue to pay more taxes than you are required to. If we are not able to help you reduce your property taxes you will receive a 100% refund of your agency fee.

Do not delay and let another year go by without tax relief. Put the money in your pocket not the counties. After all, you worked hard for your money and it is not getting easier to make or keep it.

The Wren Group's staff and independent consultants include CPAs, Attorneys, Financial Planners and a retired Californian county appraiser. Their Combined experience has helped 1000s file for tax reduction.

**The Wren Group LLC (TWG)**  
NOT AFFILIATED WITH ANY GOVERNMENT AGENCY

Mailing Address:  
249 North Brand Blvd. #497  
Glendale, Ca. 91203

## Money Back Guarantee Property tax Reduction Agency Agreement

If The Wren Group (TWG) is not able to help you get a property tax reduction -- we will refund your processing fee in full!!

You see, we only send this invitation to those people who we feel can benefit from our expertise and representation. We do an extensive computer search to find property owners who we believe will benefit from filing an application with Los Angeles County to reduce their property taxes.

### FINAL NOTICE

Thomas D. Isensee  
7911 Maynard Ave  
Canoga Park, CA 91304

### Property Profile

(Please make changes as needed)

Parcel Number: 2013-026-032  
Address: 7911 Maynard Av  
Canoga Park, CA 91304  
Current Assessment: \$ 207100  
No. Bed: 3 No. Bath: 2 q. Feet: 1196

**Response Deadline: July 20, 1998**

We feel strongly about who we invite to use our services because... we give a money back guarantee. If we cannot help you get a property tax reduction, we will refund 100% of your fee. You have nothing to lose -- except by not acting --not applying for your potential tax reduction and / or refund.

☒ **Yes!** Thank you for the invitation to be my agent in reducing my property taxes. I want to save money on taxes. I have felt that I have been over paying my taxes for years. Please give it your best shot and I understand that if you are not successful in reducing my taxes you will refund my fee in full.

### Samples of Comparable Sales

Sale #	Distance From Your Property	Sale Date	Price Per. Sq. Foot	Sale Price	Sq. Feet	# Bed	# Bath
1.	0.201777	02/13/97	\$ 113.41	\$ 137000	1208	3	2
2.	0.229989	04/30/97	\$ 117.47	\$ 160000	1362	4	2
3.	0.275792	01/30/97	\$ 96.85	\$ 117000	1208	3	2

Note: The value expressed in this opinion should not be construed as an appraisal report, which must be prepared in accordance with Uniform Standards of professional appraisal Practice.

<b>Estimated Property Tax Savings/Refund</b>	<b>\$ 835.30</b>
Current Assessment:	\$ 207100
Proposed New Assessment:	\$ 131060
Parcel Number:	2013-026-032
Processing Fee:	<b>\$65.00</b>
Response Deadline:	<b>July 20, 1998</b>
Make check payable to (TWG)	

**Agency Processing Fee:**

Mail this agency agreement back, along with your one time processing charge of \$65.00 to TWG at 249 North Brand Blvd., Glendale, Ca., 91203 #497. We will send you a confirmation that we have received your application within 25 business days.

You may pay by any of the following ways. If you write a check please make payable to (TWG).

☐ Check      ☐ Money Order      ☐ Visa      ☐ Master Card

Credit Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Agent Authorization**

I hereby authorize The Wren Group (TWG) and its representatives to act as my agent in this application and/or filing for the Assessment Appeals application in July - September 1998 filing period and TWG may inspect Assessor's records, enter into stipulations, and otherwise settle issues relating to this application and or the assessment appeals application.

Sign Please \_\_\_\_\_ Name (printed) \_\_\_\_\_ Date Signed \_\_\_\_\_ Phone Number \_\_\_\_\_

**We will not process without a check / credit card and signature.**

WG is not affiliated with any government agency or county government. They are a private company helping homeowners pay less taxes.

Agency fee of \$65.00 is a one-time processing and agency fee. It covers the whole reduction process including representing you at a hearing with the county.

Proposed New Assessment and the Estimated property Tax Savings/Refunds is based on three comparable sales in a close proximity of your home.

Comparable sales data is taken from county records. The Wren Group does an extensive computer search to determine which properties, according to our computer search, are overassessed. We only mail those individuals we feel are overassessed. The ultimate decision of setting property taxes is up to the County. The amount of reduction indicated is an estimate and may change up or down depending on the results of a hearing. The distance information is from Map Info, Inc.. They represent close approximation based on geographical codes. The three sales may vary depending on updated information.

If you have any additional properties and did not receive a letter from TWG regarding those properties, please do not submit a check for those properties. TWG only mails the properties that they feel will benefit from filing a request for property tax reduction.

WG reserves the right to use comparable sales information as they deem best in connection to reducing the property taxes of this application. After a final review TWG feels it would be best not to file an application with the county they have the right to do so and refund the agency fee in full.

**Full Guarantee:** If after the completion of the Formal Assessment Appeal process the county does not grant a tax reduction and /or a refund, you will receive a full refund of the \$65.00 processing fee.

Send this page into our office with you payment and signature. Keep the other page for your record

**The Wren Group LLC (TWG)**

NOT AFFILIATED WITH ANY GOVERNMENT AGENCY

**Mailing Address:**

249 North Brand Blvd. #497  
Glendale, Ca. 91203  
Phone: 213-222-2838

Thomas D. Isensee  
2013-026-032

Hi Dan,

Here's the statistics on the letter I'm submitting for your upcoming copywriting workshop—and a few background notes.

Throughout the letter, you'll notice the word specialty in parentheses: (specialty). This is where the letter is personalized to the particular health care specialty—chiropractor, touch for health, cosmetic dentist, midwife, etc.

My wife asked me to do her a last-minute favor and write the letter for her. She had no testimonials from past participants—visitors or health care practitioners, and no time to get any. That's why there are no testimonials in the letter.

And, of course, the letter was signed in blue.

Since this was last minute, the letter was personally handed to the potential participants because they didn't have enough time to mail them. That's also the reason the only response method is the telephone. The letter was hand delivered on May 14<sup>th</sup> or later. The deadline was May 22<sup>nd</sup>. The event took place on May 28<sup>th</sup>.

The letter was given to 10 potential prospects—8 of them signed on and showed up. They wanted to solicit more prospects, but they ran out of time.

My wife informed me that someone at UNICEF took part of the letter and used it for soliciting coupons and raffle prizes from local businesses. They got an 80 percent response from it (20 positive responses out of 25 solicitations). These solicitations were also hand delivered to the store owner or manager.

And finally, before your inner-circle marketing roundtable in Philadelphia, I was looking forward to attending your copywriting seminar in October. Then I experienced my first roundtable. I was amazed at how much more I learned in only one hour. Your depth of marketing knowledge and your ability to teach it so I understand it is outstanding. Now I'm panting with excitement waiting for more of your teaching at the seminar. Every time I learn from you, my writing gets better and better.

Thanks again for the roundtable, and the breakfast.

Best Wishes.

A handwritten signature in blue ink, appearing to read 'Ken Kirshenbaum', with a stylized flourish at the end.

Ken Kirshenbaum

P.S. If this faxed copy of the letter is not “clean” enough for you to make an overhead from, let me know and I'll Priority Mail you another copy.

[illegible]

# We Have 826 Customers With Cash In Their Hands Wanting To Give You Their Money—Will You Take It?

Dear Healthcare Practitioner:

Sound like a dream? It could be your dream come true.

Every year UNICEF Fitness Centre sponsors a health & fitness fair. And every year it's attended by over 800 UNICEF and UN staff members wanting information only you can provide.

For the past five years, healthcare practitioners like yourself have participated in the fitness fair—by giving advice on healthy living based on their specialty. And in return, they have reaped the rewards of many new clients for their personal practices—and now you can too.

Due to the fair's popularity, we're expanding. The fair has become so popular, it now attracts UN staff as well as UNICEF staff—which means more potential clients for you.

And with alternative medicine gaining more acceptance, people are asking us to give them more choices of healthcare at the UNICEF Fitness Fair.

And we give you exclusive marketing rights to the UNICEF staff because we only allow one type of each practitioner at the fair—to avoid conflicts.

You were recommended by UNICEF staff members and fitness instructors as the one (*specialty*) in all of New York City to best participate in the UNICEF Fitness Fair.

You will have the opportunity to solicit over 800 people interested in better health.

(Next page, please)



People who have 'raised their hands' wanting to know more--wanting to be helped. And they all work near your office for easy working-hour appointments.

And UNICEF has great health insurance--picking up most forms of health treatments.

You can gain more new customers in two hours than you have for the past 2 years.

And the best part is, it's free for you. No table charges. No payments whatsoever.

Think about it. What's a new client worth to you? \$1,500... \$2,000...\$5,000 a year? And each customer lasts for 5 to 7 years. Let's say each customer is worth \$2,000 a year for the next 5 years. That's \$10,000 income for each new customer.

And with over 800 interested people to solicit, you should easily get 20 to 30 new clients. Twenty new clients at \$10,000 each is \$200,000 for 2 hours of work.

## Why are we doing this?

For two reasons. UNICEF Fitness Centre is dedicated to promoting good health and making life as enjoyable as possible along the way--just like you believe.

Second, UNICEF Fitness Centre needs memberships in order to keep its doors open, treadmills running, and aerobics classes hopping. That's where we can help each other.

We want you to get as many new clients as possible from the UNICEF Fitness Fair. And in return, we ask that you help us sign-up new memberships by offering members of the UNICEF Fitness Centre a special discount or service above and beyond what a new client of yours normally gets.

For example, giving UNICEF Fitness Centre members a \$50.00 off coupon for their first visit--above any other discounts you might offer new customers--or % off their first visit--or a free exam people would normally pay for. Some benefit the fitness center member can see immediate value from.

Page 2

(Next page, please)

We will use this to promote memberships. And new members will be promoted to use your services because of the special offer made to them.

That discount only applies to UNICEF Fitness Centre members. All others you solicit can't get your special members-only discount.

We ask that you also provide useful information while you solicit customers in order to build excitement in the fair--and make the prospects happy to attend.

## What else will you get by participating?

When you sign on, we will actively promote the fair-- and you and your services to the UNICEF staff. This will create excitement to see what you have to offer before you even step through the door to the fair.

It will also give you the much-desired "HALO" effect. If you promote yourself, people won't believe most of what you say. That's human nature. But when we promote you, and outsider to your business, you get instant credibility. UNICEF staff will automatically assume you're good at your practice and a great value. Or why else would the fitness center have chosen you. This "HALO" effect is worth its weight in gold.

- You will get first choice for (*specialty*) to participate in next year's fitness fair.
- You will get a free ad in the fitness center's newsletter--a \$50.00 value.
- You will get space to place a brochure or flyer in the fitness center's training room or locker rooms--reminding members of your services.
- You will get free word-of-mouth advertising long after the fair is over--creating even more customers.
- You will get lots of referrals from the many new customers you get out of the fitness fair.
- UNICEF Fitness Centre staff will create and reproduce the members-only discount coupon for you--saving you time and money.

- UNICEF Fitness Centre will give you a handsome mountable certificate of appreciation to show off in your office—so others will know of your commitment to health and happiness.

## **What do you do next, so you can get access to over 800 hot prospects and get your foot in the door with the UN System?**

UNICEF Fitness Fair is almost here. It will be held May 28, 1998 from 12 noon to 2 p.m.

This popular lunch-hour time will bring you the most prospects in the shortest time. And you can use your lunch hour to build your business without missing any clients.

This is a unique offer to get many new customers easily. But you must act quickly, or we will be forced to contact the next person on our referral list for {specialty}.

UNICEF Fitness Centre has selected to promote your services to the entire UNICEF staff and with word-of-mouth passing it onto the UN staff (UNICEF and the UN staff are closely knit together). But we need your approval by May 22<sup>nd</sup> or we'll assume you're not interested in getting new customers.

So, pick up the phone now and call Jane Koch-Kirshenbaum at 212-326-7350. Don't delay. If you put this letter on your desk, it'll get buried under the day's mail. And when you find it, it'll be too late. We'll have contacted another (specialty), and they will have snatched up the only spot for (specialty).

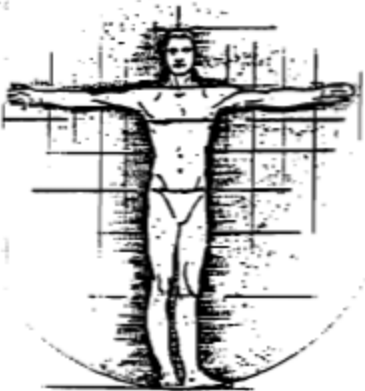
So, call Jane now at 212-336-7350. And start clearing your schedule today.

Best Wishes,

Jane Koch-Kirshenbaum  
UNICEF Fitness Fair Coordinator

P.S. Remember, we have to hear from you by May 22nd for you to reserve your free spot to openly solicit over 800 highly interested prospects who want better health and less stress.

[illegible]



# Medical Marketing Concepts

Theo Brandt-Sarif, M.D.

March 17, 1998

(Title) (First Name) (Last Name)

Company

Address

Address

Dear (Title) (Last Name):

healed to 1,200  
product and sales  
managers in the  
pharmaceutical industry,  
zero responses.

Prescribing physicians tell me that no more than 35% of the pharmaceutical sales representatives who call on them are believable when discussing their products, competitor agents, and the disease states their products are intended to treat. They also tell me that thought leaders who "promote" ethical pharmaceuticals frequently do not come across as being credible product advocates.

Let me help you address these significant challenges! Imagine having an experienced pharmaceutical physician available to you on an "as-needed" basis, with proven ability to bring focused clinical input to your key programs. In addition to medical school, residency training in internal medicine, and a Wharton MBA, I have 10 years experience that spans

continued on page 2 ...

9108 Hillsboro Drive  
Los Angeles, CA 90034

Phone (310)-841-5085  
Fax (310)-841-6584

Page 2/2

experience that spans *internship* at Bristol-Myers Squibb, and included assignments in market research, advertising, product management, sales training, and new product development. I then spent one year as a sales representative calling on physicians and gaining a clear picture of the day-to-day realities in the field. This two-year program was the perfect springboard for my career as a pharmaceutical physician in clinical research and marketing/sales support.

As a pharmaceutical physician supporting marketing and sales at Bristol-Myers Squibb, I promoted the ACE-Inhibitor Capoten® and was involved with the launch of the anti-arrhythmic Enkaid®, as well as the pre-launch activities for the lipid-lowering agent Pravachol. At NeXstar pharmaceuticals, I was the physician supporting the pre-launch and launch activities for liposomal Daunorubicin (for HIV-related Kaposi's Sarcoma). NeXstar's stock price is now double its closest competitor, even though it's competitor was considered by many thought leaders to have the superior agent (liposomal Doxorubicin).

Why not give me a call so we can "brainstorm" possibilities that will offer you the greatest benefits. There's absolutely no obligation, but together we may figure out the perfect situation for your needs.

Sincerely Yours,

Theo S. Brandt-iSarif, M.D.

P.S. My consulting practice is limited to no more than three pharmaceutical/biotechnology clients at any one time. I therefore urge you to call me immediately, whether you have an immediate project, a future need, or are just curious!

**9108 Hillsboro Drive  
Los Angeles, CA 90034**

**Phone (310)-841-5085  
Fax (310)-841-6584**



Product and sales managers appreciate Dr. Brandt-Sarif because he delivers these benefits:

- Comprehensive grasp of pharmaceutical marketing, sales and regulatory environment.
- Communicates the language of medicine in an easy-to-understand manner.
- Possesses business acumen (Wharton MBA '86).
- Charismatic, engaging speaker.

Dr. Brandt-Sarif's 10-years of experience in the pharmaceutical industry includes Senior Medical Director for Marketing/Sales support and Clinical Research (Phases I-IV). He now runs his own medical marketing consulting firm from his office in Los Angeles.

**Dr. Brandt-Sarif's Corporate Positions Include:**

- Bristol-Myers Squibb 1987-1990
- Parexel (Contract Research) 1990-1993.
- Seragen Biotechnology, 1993-1995.
- Nexstar Pharmaceutical 1995-1996.

**Areas Of Therapeutic Experience Include:**

- General Oncology
- Anti-Bacterials
- Anti-Arrhythmics
- Anti-Fungals
- Lipid-Lowering Agents
- Anti-Depressants
- Anti-Retrovirals
- Anxiolytics

**Call Theo Brandt-Sarif M.D.  
(888) 872-8589**

## Just Two Words Mark The Finish Line Of Every Marketing & Sales Project **INCREASED SALES**

Three **HOT** areas where an experienced pharmaceutical physician can make a major contribution to marketing and sales success.

### • Training Sales Representatives To Speak Credibly With Key Physicians And Decision Makers

Have a physician develop or review all sales training materials for medical accuracy and strategic relevance, followed by physician-led training in related areas of medicine. New product launches are a specialty.

### • Cultivating Thought Leaders As Trusted Product Advocates Who Will Influence The Medical Community

Have a qualified pharmaceutical physician contact your key influential thought leaders to seek new indications and suggestions for clinical trials, implement Phase IV studies, cultivate trusted speaker advocates for your product, and develop standard response letters.

### • Using Cutting-Edge Technology

Have a physician knowledgeable about CD-ROM and web site development help you design powerful, state-of-the-art aids for sales training and physician education.

## Dr. Brandt-Sarif Is A Physician Consultant at Your Disposal

Product and sales managers finally have the opportunity to engage a qualified pharmaceutical physician as often as needed .... without incurring any fixed costs.

“ I can't tell you enough the tremendous help that Theo provided in successfully launching Enkaid. ”

*Greg Vannater, Product Manager,  
Bristol-Myers Squibb.*

“ Theo's clinical insights, together with the breadth of his understanding of management .... contributed to our profitability and reputation. ”

*Mindy Marantz, Director of Marketing,  
Active Care.*



[illegible]

Apply to what you do on a dream.  
Amazeing How Good You'll Feel...  
Without having massive breakdown risk patterns  
in the hours of frustrating practice. After using  
this advanced "tanks memory" you'll feel like  
you've landed your hands with pure malice.  
Completely converts the Chopstick to provide the  
precision and endurance than ever thought possible!  
Never Again know single strokes or transitions in  
your playing. You will surpass everybody you know  
by using the Chopstick!

It is no secret that conditioning the fingers  
and wrists is mandatory if you want explosive power  
and speed, so why spend all your frustrating hours on  
practice and when you can get it all by using the  
Chopstick?

Company's NEW Product Will Increase Your Hand Speed  
And Endurance In 2 Weeks GUARANTEED!

(708) 934-8768

Empower yourself with a guaranteed product, and share with others. Tel: (800) 555-9205 ext. 4828, or (250) 366-4304. [wngary@awinc.com](mailto:wngary@awinc.com). Ad #117443.

NOV	July 15	Sept 30
DEC	Aug 15	Oct 30

**"They laughed when I practiced with a CHOPSTICK, BUT their laughter changed to Jealousy as I outplayed them!"**

Los Angeles CA - STOP Practicing! It TRAGICALLY does more harm than good! That's the shocking result of a year of exhaustive research by a leading company.

Breakthrough research in drumming shows that 97% of drummers really have no idea how to get more speed and endurance in their chops quickly and effectively. SO...

How do you stop spending too many painful hours practicing and GET the speed and endurance YOU desire? READ ON!

Savior Inc has responded to this research with the release of a powerful tool that formerly was drum experts' "best kept secret" for gaining Ballistic chops in a remarkably quick and effective way.

When tested, this tool, the "Chopnack," proved incredibly effective. Savior Inc. reported that every single participant in their study got more speed, control and better chops without spending hours behind their kits.

In analyzing why the Chopnick enables you to achieve awesome chops, drum expert Joe Stronsick says: "I was skeptical until I gained more speed and endurance in 2 weeks than I have in 14 years. The Chopnick will work miracles for you too!"

**Awe-some Chops Have Never Been Easier:**  
The Chopstick's design is research proven to increase your speed, and control in two unique and effective ways:

One: Its exclusive rebound diameter quick reflex tension band, rapidly gives you explosive fingers!  
Two: It targets the fingers ONLY, not your wrist or forearms (*this is the secret to Ballistic Chop*).

What drummers especially like about this product is its comfort and natural stick feel. Its sleek, scientific design makes a consistently



### **New Breakthrough In Drumming Eliminates Hours of Frustrating Practice**

**pocket-sized** and so easy to use, producing results in no time at all. You can work your chops any time, anywhere (*even while driving or eating*)! You can finally give up all those boring hours practicing chops on your drumset. Now when you're behind the set, you can get down to the real business of playing.

The *Chopstick* is so far superior to any practice device ever made that the word device doesn't really do it justice. It is a pure "muscle memory" tool. What you learn on this tool will *INSTANTLY* apply to what you do on a drumset. One could spend all day with this product and never realize the full power he is putting into his hands.

**Imagine How Good You'll Feel...**  
 finally having awesome thunderous sick patterns  
 without the hours of frustrating practice. After using  
 this advanced "muscle memory" tool, you'll feel like  
 you just loaded your hands with pure adrenaline.

ready to go at all times. Simply compress the two sticks together to provide the sensation of striking a real drum. Gaining more speed and endurance than ever thought possible!

Never Again slow single strokes or frustration in your playing. You will outplay everybody you know by using the Chopstick!

### Feeling Is Believing

If we tell you all the awesome benefits you will get from this product, you might not believe us. If we show you the tons of testimonial and the results drummers are getting, you still might not believe us. BUT if you FEEL for yourself what it's like to get Ballistic speed anchored into your hands, and SEE the quick results you need, then YOU WILL BELIEVE US. You owe it to yourself to experience what other drummers are raving about.

However, we warn drummers that because this tool is so effective you can gain too much speed too quickly. If that happens, you should set the Chopsnack aside for 2 or 3 days.

**Available For A Limited Time**  
Get one *Chocipack* for \$20.00, plus \$3.95 S&H.  
Or, order within 30 days and get two (one for each hand) for only \$32.00, and mail pay only \$3.95 total S&H. Send your name and address on a piece of paper along with your check or money order to: **Savior Inc.** 2919 N Lake Ave. Alhambra CA 91001  
For even faster service with any credit card call:  
Toll Free 1-800-405-0348 24 hrs 7 days a week.  
Free instructions shipped with each order.

If for any reason you don't anchor Ballistic Chops into your hands after using the Chopstick for 60 days, simply return it and we'll refund your money.



[illegible]

stringent standard, where it exists, is based partly on the actual skills and knowledge that many martial artists possess and partly on exaggerated public perceptions (which judges, juries, and law enforcement officers sometimes share) of all martial artists as invulnerable to attack and lethally dangerous.

### The Duty to Retreat

In some situations, there may be a duty to retreat or leave a situation where possible to avoid physical conflict. But the courts are in disagreement about when that duty may arise. Some courts have held that a self-defense justification is available even where the person attacked reasonably believed that she could have avoided violence by leaving the location — especially when that location was her home. Other courts have held that individuals must retreat,

### Street Application

In our opening example, most courts would support your initial response to the knife attack; you would almost certainly be reasonable in perceiving a threat of serious (and perhaps lethal) harm, and in a meeting that threat with a strenuous counterattack. Once the attacker was subdued, however, your departing strike to his leg might fail as an act of self-defense for two independent reasons.

First, with the would-be attacker disarmed and semi-conscious, the danger of physical harm to you arguably ended. If so, your final blow to the attacker's leg was mere revenge or punishment rather than an act of self-defense. Second, after downing your attacker, you had an opportunity safely to retreat from the encounter (by contrast, you probably had no opportu-

jurisdictions, you might be liable for injuries to the attacker's leg — even if he still posed some danger — because you failed to take a safe and available path of escape.

As this example illustrates, the line between lawful self-defense and unlawful assault can be blurry. Fortunately, however, most martial arts instructors teach their students not only forms, sparring, and street applications, but also philosophical principles of self-restraint and inner-serenity. Those principles — which counsel avoiding violence where possible and using only so much force as is just under the circumstances — can go a long way toward avoiding legal problems. **[E]**

*About the Author: Alan Jenkins is a practitioner of Northern Eagle Claw Kung-Fu (Ying Jow Pai) and a 1989 graduate of the Harvard Law School. He is a former Editor-in-Chief of the Harvard Civil Rights-Civil Liberties Law Review.*

## "They laughed when I was Stabbed 23 times in the Lung, but their laughter changed to Amazement when I won the fight!"

Los Angeles, CA — STOP sparring and doing tests! It TRAGICALLY does more harm than good! That's the shocking result of a year of exhaustive research by a leading company.

Breakthrough research in training shows that 97% of fighters are being left in the dark. They do NOT know the two Secret Muscle Memory techniques to quickly gain speed and explosive reactions. **UNTIL NOW!**

Sever Inc. created clones of animals that actually fight back. These powerful tools were instantly fighters like you for gaining lightning speed and reactions in a remarkable quick and effective way.

When tested, these tools the Side-Arm and Bo-Leg proved so incredibly effective. Sever Inc. reported that every single participant got tremendous physical power coupled with inimitable reflexes and laser-like accuracy without spending hours sparring or doing tests.

In analyzing why these attachments to our heavy bag enable you to perform at your peak, Fighter Tom Butler has this to say: "I was skeptical at first, until I gained more speed and accuracy in 2 weeks than I have in 7 years. You can finally have fun training with full power while something actually strikes back!"

**Mind-blowing Results!**

They were specifically designed so you can go into a cross situation not freezing up but depending on "muscle memory" to activate the right moves you have stored in your brain. What you learn with these tools will instantly apply to what you do in any street confrontation.

**Getting Massive Results Here Never Before Known!**

The Side-Arm and Bo-Leg are the ONLY true muscle memory products on the market. Their components are research proven to give you blistering speed and reactions in two unique and effective ways:

**One:** Their quick rebound and patented sleek scientific light weight design in you pull, grab, and punch the arms and legs full throttle, launching your techniques into your



**New Breakthrough in Training Eliminates Hours Of Frustrating Practice**

long term memory 10 x faster than normal training.

**Two:** These powerful synthetic equivalent of human limbs strike back at you from thousands of different angles, shocking your nerves to massively increase your speed and reactions.

What fighters especially like about these revolutionary products is that you anchor in pure IMPACT, Rapid "Muscle Memory" moves that are REAL (giving you the same reactions from hitting a real person.) You automatically and almost effortlessly increase your speed, and accuracy while heightening your instincts.

**Makes Ordinary Practicing Seem Like The Dark Ages.**

The Side-Arm and Bo-Leg are so far superior to any practice device ever made that they produce amazing atypical

results in unconditioned fighters by specifically taking them to STOP doing tests, sparring, and hitting dummy targets that don't strike back. Since you can NOW do all your moves hard core - full throttle, while something is actually striking at you, you may never experience those frustrating hours of no results - ever again! Never Again! spend wasted hours hitting ordinary training products that may still, can't be pulled on, or don't strike back. The Side-Arm and Bo-Leg provide the most realistic practice without holding back. Never Again! taking months, training for hours getting a technique instinctive. These products strike back at you, training your muscles to instinctively act on impulse without hesitating.

**Feeling Is Believing**

If we tell you of the amazing benefits you will get from using these products you might not believe us. If we show you the tons of testimonials and the results they're getting you still might not believe us. **BUT if you FEEL for yourself what it's like to get ballistic confidence anchored into your limbs, getting quick results you need then YOU WILL BELIEVE US.**

There isn't enough space in this ad to tell you all the benefits you will get using the Side-Arm and Bo-Leg. Why would you want to invest in something you didn't know the full details about. So we have created a **FREE** special **REPORT** that blows the lid off the money myth about training and that uncovers the muscle memory to "Muscle Memory" training.

You owe it to yourself to experience what other fighters are by getting this **FREE** Report and information on the Side-Arm and Bo-Leg. To get your copy. Just call:

**Toll Free 1-888-272-8467**

24-hours / 7 days for a Free Recorded Message to get your Free Report. International call 818-683-1709

***FINALLY, the ANSWER to your frustrations about Double Bass Drums! This Report proves...***

***“ You Too Can Play Your Feet EXACTLY Like Your Hands And Get 100 MPH Ballistic Bass Drums In 15 Minutes Flat! Learn The Inside Secret To Having Your Feet Master Single & Double Strokes, Putting Rests Wherever You Want!”***

**Spend just 15 minutes a day with the *AMAZING* Ballistic Bass Drum System and get monumental thunderous Ballistic Bass Drums you want. Even if you're just a beginner. It's easy because the Ballistic System is fool proof. It ensures the most 'ahead of its time' efficient double bass playing you can get - every time.**

Dear Frustrated Drummer,

If you're tired of feeling frustrated with your feet, and wonder why you don't get any better, keep reading this report. Your about to discover how to learn the one aspect of your bass drums that everyone's taught you incorrectly. . .and how to INSTANTLY correct this mistake.

Here is what this is all about: My name is Tim Hogan, and until recently I was your basic drummer. I had a love/hate relationship with drums - some days I'd be playing like a pro...and the next day my playing would go to hell. I vividly recall trying to play a new rhythm that just took forever for me to get down. I swear I've stood there with a knife in my hand ready to stab every drumhead on my set!

Doesn't it drive you crazy? I had no consistency to my playing. One week I'm working on stuff from videos, the next from tapes, but the story's the same. Everyone tells me I sound like- the person on the tape or video. Hey after 10 years of playing out regularly, I've easily dropped thousands of dollars having pros tell me what I needed to do, and if only I would start "playing this way".

***Yeah, right!!***

**Thunder Strikes And I See The Light!**

**(how I met Ballistic Joe )**

I was practicing in L.A. and after about an hour I took a break. I left the practice room and headed down the hall when BOOM! Thunder struck! I never heard anything like it -so complex, fast, precise. I mean, I've heard metal players play fast double basses, but what I heard this guy doing was ballsy and unforgettable - his hands and feet were one! Pure power and adrenaline. I kept listening, a little jealous-I wanted to do what he was doing.

Well all of the sudden, he stopped playing and came out of the room and we started talking. And, My life changed forever.

**Best On The Planet When It Comes To**

**Bringing About Massive Improvement In Your Drumming!**

You see, we went back into the practice room and I showed him how I learned to use my feet for double bass playing and hi-hat work. He said, "Forget that old B.S. way of training. That's the way 98\* of double bass players play, and they're all heading down a dead-end road! I'll have you doing things you could only dream of in no time at all, and when-I'm done showing you, your hands and feet will be primed for 4-way independence."

He told me the way I played was' very 1 dimensional, as it is with most drummers. AND to get to the next step, you need to learn some secrets on the cutting edge of playing.

**He gave me the most intense lesson of my life; his system was so natural and easy -not like that so called "training" you get from drum pros, books, videos, etc. They've been teaching the same stuff forever, and you still can't play your bass drums exactly like your hands.**

I learned firsthand how easy it is to play my bass drums like I've always dreamed of. It didn't take hours to learn. It happened right there in that little practice spot...

Well a few weeks later, after my encounter with Joe I went to a drum clinic where it was advertised that 2 great double bass masters would be playing and giving some pointers out. I was game, Hell I figured maybe I could learn a thing or two. *Maybe something Joe doesn't know.*

Man was I surprised to find out they played double bass drums like I used to. I wouldn't call them masters. To me a master should be able to play his feet like his hands, rolling 16th notes where you want them. Playing rhythms that would knock you off your feet.

### **The Spectators There Thought They Were gods !**

As I watched these players, the crowd seemed somewhat mesmerized. X screamed out loud, in my head. **"Are you guys living in the dark ages"**. Is Joe the only drummer that knows about Proper FOOT POSITIONING, anchors, modeling, etc...or are they all keeping this stuff a secret. AND **"WHAT 1BOUT LEARNING TO PLAY YOUR BASS DRUMS LIKE YOUR HANDS AND HAVING JNSTOPPABLE INDEPENDENCE ?**

"

"Does this crowd actually think that this is all to playing double bass drums?" If my notion was correct, Joe could have a field day selling his material to these people.

### **Hold A Grenade And Joe Will Pull The Pin!**

Well today, my drumming keeps getting better and better! But it' s not magic at all! You see, Joe's hidden discoveries had everything to do with 4E. Everybody is unique (everybody, NO Exceptions) and he brings out. your uniqueness and turbo charges it.

This is why you will have an advantage over every drummer you know. I hope you're not like most drummers, who will just let life pass them up, afraid to try new strategies to take their playing to the next level. Sell, let procrastinators always be one step behind. But I expect you're not like them and you want to succeed, and reading this report is the first step.

Anyways, there's a very good reason I'm telling you all of this! You see, Stonsick knows most drummers want to get better . . NOW, but don't! So, he has made his teachings available to you, He has put together an unbelievably exciting package, (Ballistic Bass Drums) designed so you don't risk a dime checking it out in your own home! A system unlike anything

ever offered to you before. It is so easy and powerful that it takes only a few simple secrets revealed to you in the privacy of your own- home, and you're on your way.

## **Why A System This Effective Is So Quick And Easy To Learn**

You may feel this all sounds too good to be true. That any system this effective **MUST** require great, athleticism and years of training. But this system is different from anything you have seen before because it requires \_\_\_\_

**No Memorization,**

**No Learning Of Unnatural . Physical Movements!**

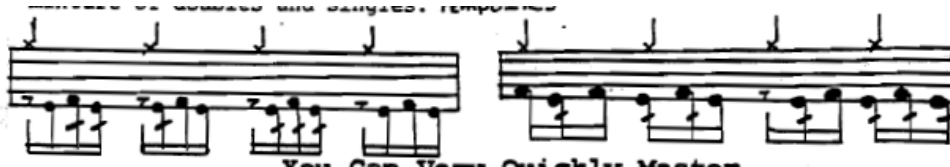
There is no need. You'll use a movement you've spent your entire life perfecting. For example: Every day you get up and walk. Now Joe's going to teach you how to take that very same move and turn it into a ravaging movement capable of giving you the best double bass drums in the world.

Other videos and instructors often ask you to execute moves which are not natural – movements you don't use every day. That's why you have to practice these moves for months, even years, just to get the rhythm down correctly. If you stop practicing they're quickly gone.

But with the Ballistic system you never need to retrain your feet just because you went on vacation or you decide on playing a different style of music. What you learn here carries over to odd times, flams and independence with your feet, and sticks with you overtime!

### **IF YOU CAN'T PLAY THESE SIMPLE BALLISTIC RHYTHMS NOW**

you need to check this system out—learn to play this and more! \*note the mixture of doubles and singles.



### **You Can Very Quickly Master Ballistic Drums and Implement It Into Your Playing: Like A Custom Tailor Fits A. Suit To An Individual**

After reviewing Joe Stronsick's Ballistic Bass Drum System, you'll fully understand how totally wrong others are who teach you to use typical motions when playing.

There's absolutely no scientific basis for what they're telling you.

You can't manipulate your feet (using their approach) to play like your hands (unless you lock yourself in your practice spot for .16 hours a day, and still it would take years to do what you will be able to do when you turn onto the Ballistic System). *You can see why this new system is causing such a sensation among drummers (of all ages) everywhere! The secrets*

*about to be revealed to you can cause dramatic changes in your playing on any level!*

## **If Somebody Tries To Steal Your Ballistic Bass Drum System You'll Be Tempted To Fight Him To Death!**

My advice to people involved with the Ballistic System is practice it AND KEEP IT TO YOURSELF!

I cannot stress how powerfully these jealously guarded discoveries of double bass playing can affect your life. With the release of the Ballistic Bass Drum System, you can satisfy your own double bass desires.

The changes you feel when you put these scientifically proven secrets into action will actually boost your self-esteem and confidence. Knowing you are getting the best Bass Drums in the world Quicker Than Any Other Method Available Today.

## **Just 15 minutes a day to SUPERCHARGE Your Feet!**

Let's be clear: this is not some "magic pill" you swallow, go to sleep and wake up the next morning-with pure adrenaline feet. This system does require a little effort from you. You will be mastering new SKILLS and TECHNIQUES. With as little as 15 minutes a day, you will be armed (and dangerous) with an entire new never heard of arsenal of very powerful Rhythms.

*(You have to experience these kinds of "Rocket Filled Rhythms" to believe they're possible)*

Consider:

Two people take up Double Bass drums at the same time. One masters it easily (plays his feet exactly like his hands) and enjoys it immensely. The other person goes through the same old books and videos - all saying the same thing (and believing it's impossible to play your bass drums like you desire). He struggles mightily, loses his temper often and eventually gives up and plays like most drummers.

## **What Is THE defining difference?**

It is the use of the Ballistic System. It took Ballistic Joe over 7,064 man-hours and \$25,000 to research and complete. Joe's hidden discovery in what it takes to play your feet exactly like your hands with really very little effort has already sent shock waves through the drum world.

I assure you that this program is powerful, life enhancing and different. The ability IT GIVES YOU is not something you can get out of any book, seminar, nor other tapes.

**Using It You Will enjoy the satisfaction of playing your feet EXACTLY the way you tell them to play, totally UNDER YOUR CONTROL**

## **6 Questions & Answers About The Ballistic System, That May Change Your Life.**

In preparing this letter, to give you ALL the information you need to make the decision to opt for the 'Ballistic Bass Drum System', we gathered many

people from different playing styles, told them about this System, and then had them ask questions - and we believe they asked the questions you'd ask, too. So here are a few of the most commonly asked questions:

Q: "Your program sounds good but I'm skeptical! I guess I've been burned by things I've bought in the past! How do I know this is for real?"

I understand how you feel. Just about everybody has been burned by unscrupulous businesses whose product or service didn't deliver what they promised, *myself included!*

First, it might help you out to tell you how Joe got the Gibraltar Pedals he used in the videos: He knows they are the best pedals on the market to play your feet like your hands, so he wanted to get their support.

He sent them one letter and information about what he was going to teach in the system, and that's all it took. It must've really impressed, Gibraltar, and they must have felt that this information was very important for drummers, because they sent Joe their top-of-the-line double bass pedal, hi-hat stand and full hardware. With a retail value of well over \$1,250.00.

I happen to know that big drum companies, as a rule of thumb, do not give their stuff away FREE unless you're in a signed band with a lot of recognition, or unless you are well known.

But Joe is just a simple guy with a few life enhancing secrets to share. Gibraltar wouldn't invest over \$1000 worth of hardware in a scam. They know better. They found Joe's information worthy to be shared only using top-of-the-line equipment. This is DEFINITELY for real.

SECOND, Since releasing the Ballistic System Joe is currently endorsing Mainline sticks. Again, if this wasn't for real why would this companies be involved?

THIRD, We're the only ones to offer a Ballistic NO RISK guarantee that's described later in the letter.

Just try *taking lessons for 60 days from an instructor and then asking for your money back if you don't like the results you are getting. FORGET IT-IT'S BLOWN MONEY!*

Q: "I have purchased tapes in the past - same of them seemed to take a lot of time to do what they were doing, Why Should I Get Yours?"

No One Else GUARANTEES You'll Be Able To Do Anything After Watching Their Videos! *Most tapes and videos offer styles based off of the featured artist's personality. When you are through with their information, you have no true basis for getting any better. You end up getting into a rut. After going through the Ballistic system, you will sound unique and be ahead of most drummers by light years. This system will revolutionize YOUR STYLE, not revolutionize your ability to do impressions of other drummers.*

Q: "I Like Wearing Shoes, Do You Have To Play Barefoot to get results?"  
Listen, You don't put 1" thick rubber gloves on your hands when you play. So why do it to your feet.

The point is that the ankle needs to be free like the wrist. You can get the same results wearing a wrestling shoe or the same shoes Dave Weckl uses. But, Joe recommends barefoot playing.

Q: "I am currently taking lessons from a pro - learning how to sight read. Why should I check you out?"

We believe strongly that this system is so far beyond anything else available, so scientifically correct, that we continue to offer the Ballistic Ultimate Guarantee (described in letter). Joe's system is the only one in the world that gives you quick results - having the best feet on the planet!

Q: "Is there anyone that can't use the system?"

NO, but if you wear a size 12 shoe or longer call Savior Inc before ordering. The reason is simple: pedals on the market seemed to be tailored to feet size 11 1/2 and smaller and there are a few pedals available on the market that are geared for bigger feet (12 and up). To make sure just call the office. (818) 296-2986.

Q: Who will benefit most from this system?

- 1.) Experienced Drummers who seek greater playing abilities...who need a new method for thriving in times of tougher competition. This system can transform your entire experience of playing.
- 2.) Any drum instructor, open minded to innovative ways to expand, diversify and re-invent your teaching for greater profits.
- 3.) Hobby or "WEEKEND" players - who would love to lift their performance to a much higher level without reliance on gadgets, gimmicks or tricks-

#### **LET'S TAKE A CLOSE LOOK AT THE BALLISTIC SYSTEM:**

What you will receive in the System, and how you will use everything:

#### **The Ballistic-Bass Drum Video**

A total of 30 minutes of straight "how to" information. With this long play video, you have every detail of how to get Ballistic Bass Drums, from beginning to advanced playing.

Here, finally, is your opportunity to learn the "world class" double bass secrets that only a handful of lucky people even knew existed until a short time ago.

#### **Examples of the Specific "Super Advanced" Secrets**

##### **Revealed Are:**

- 1) Why the single most common (and devastating) double bass problem is also the easiest to treat.
- 2) The principle of Economy of Motion that will blow you away!
- 3) 3 Hyper Intense Simple exercises that can make your feet EXPLODE!
- 4) One Simple Change in your practice that can drastically help in your playing! (get this right, and you'll never experience a lack of creativity, or frustration in your playing!)
- 5) The one overriding secret quality you must have to even approach your bass drums.
- 6) This video shows you proper pedal setup and brings out the exact



steps on how you will develop ballistic bass drum rhythms.

No, this video was not shot on a Hollywood sound stage. Actually it was shot in Joe's rehearsal space, where he teaches his students. The information on Ballistic Drums is the best on the planet. GUARANTEED!

*By the way, there is no glam in this video. I hope you're above that. One very successful, older drummer said to me: "I'm no longer interested in being impressed. Now I want to be informed." That's all Joe concerned himself with in this video.*

## **BALLISTIC BASS DRUMS GUIDE**

This collection of over 142 Bass drum exercises takes you through 16th and triplet accents. This book tracks the Cassettes. It is like personally working with Joe Stronsick. It was designed for your own individuality; you are not copying rhythms that Joe uses – you are literally creating your own. (You fill in the snare accents where you feel they should hit as you follow the bass drum patterns.)'

## **5 BALLISTIC AUDIO CASSETTES**

As you listen to the very first tape, you'll know you have something very special in your hands. It starts by REVEALING THE SOLUTION TO STOPPING hours of hard frustrating practice. This tape explains the advanced SRL (spaced repetition learning) strategy, which goes far beyond any type of practice you have been exposed to in the past. Listening to and understanding SRL will let you achieve your results quicker than normal practicing. Joe suggests using all 5 of these Cassettes three ways First, listen to each all the way through as an "overview", preferably while relaxing in a comfortable place; Second, – listen to each one 5 to 7 times, maybe once each day, as you drive home from work if you wish just would let your subconscious mind absorb the material and *rhythms*. Third, set aside 15 minutes or so a day or 30 minutes every other day to complete the accompanying Exercises in the Ballistic Bass Drum Book. You'll then keep using those rhythms as you move on to more advanced ones.

### **Quick Explanation of Tapes:**

**Tape 1** introduction tape, SRL explained, and advanced practicing methods you've never been told. (MASTERING YOUR CREATIVE MECHANISM!)

**Tapes 2 and 3** are Ballistic Rhythms using 16th note and triplets.

**Tape 4** is a workout tape just for your feet. This will give you better timing, explosive rhythms set to different styles of music, and give you blistering *SPEED*!

**Tape 5** Covers spacing, odd times, flams, 3 over 4, and the breathtaking independence you can get from using the Ballistic System.

\* audio tapes are approximately 30 minutes long.

•Conveniently packaged in a giant hard covered case with dividers, etc.

As you can see, this is a carefully designed, fully integrated System in the truest sense of the word "System".

You will see everything from the inside (not as an outsider). You WILL be able to replicate everything to gain the unfair advantage in your playing.

**BUT!** I want you to have this SYSTEM today. So, I'm going to bribe you

silly just to prove everything I said about the Ballistic Bass' Drum System.

So, if you order' BEFORE YOUR DEADLINE DATE I WILL SEND YOU 3 FREE BONUSES valued at over \$200.00

**Free Gift #1    *Ballistic Secrets To Ballistic Drums* (\$29.95 value)**

People view the mind as something you stuff information into, the very idea that you could "lift the hood" and go in there, rearrange stuff, tune it up – that idea alone changed my life. BUT the practical how-to's are elusive, aren't they? So, Joe sat down and wrote this workbook that will create AWESOME results in your drumming. Some examples of what you will learn:

1.    *Create anchors, that will keep your playing at its peak.*
2.    *How to create the most vivid, detailed mental pictures to make difficult playing seem easy.*
3.    *Modeling to shortcut hours of frustrating practice.*
4.    *Quick exercise that will erase negative emotions, so they don't hinder you're playing.*

This manual will for sure set your drum career in a whole new empowering direction!

**Free Gift #2    TWO Critique Coupons**

With your system, you'll receive 2 Critique Certificates, in total a \$200.00 Value! With these valuable certificates, Joe will review any challenge you might have or ideas you need worked out. You get his expert help ABSOLUTELY FREE! Send in your tape or video; he doesn't care if the quality is crap, as long as he can hear it. Send the tape, and the certificate and he will personally review it. You will get his reply directly.

**Free Gift #3    Ballistic Newsletter**

This includes 6 powerful issues of Ballistic News, a continuously up-to-date in your face newsletter written by Joe himself, (a value of \$29.00)

It shows new rhythms to work with, motivational ideas, discount coupons on new products, pointers for better goal setting, and questions and answers.

Joe basically challenges you to try new and different strategies. As an insider to ballistic drums you'll share his secrets and new ideas of other members around the country. This creates group synergy while members learn from each other's experiences! Is This A Great Concept, Or What?

You'll have these jealously guarded secrets revealed to you. He holds nothing back in this System. There is nowhere else you're going to learn these insider secrets, unless you run across one of his students. In which case you might get charged a fee just as radical as these techniques.

**CAN ANYBODY PUT A PRICE ON ALL THIS?**

Joe normally charges \$75 an hour – that's if you can nail him down for lessons. At this rate it would cost you nearly \$900.00 to get just some of the information contained in the Ballistic Bass Drum System. BUT, Once you've experienced all of the benefits of having Ballistic Feet, you would gladly pay \$500, more likely \$1,000, to keep and use these techniques. If it was possible to charge you a yearly (Lesson Fee) – well, it boggles the mind!

After all, what is a Proven System worth that finally gives you good nights<sup>1</sup> sleep, peace of mind knowing that you are playing your bass drums YOU DESIRE quicker than any other method in the world! What is a System worth that supercharges your feet and turns you into a virtual MONSTER double bass player? And on and on. Well the good news is that you don't need to come up with large sums of money to get this System. Nor do you... have to take days or weeks away from your schedule, travel to a distant location to learn from Joe himself. — You can conveniently learn, master and instill Ballistic Bass Drums 15 minutes a day or at any pace you desire. And everything is available to you for only \$129.00

You've got to agree that's an incredible price for this System.

Sure, it's still a lot of money. That's why this course isn't for everyone.

You see, it costs no more to own this system than you'd pay for maybe three months personal lessons. And what would THIS give you? An introduction and the wrong way to start playing Double bass drums!

You'd need to spend thousands of dollars and years of your life practicing before you'd ever get exposed to techniques demonstrated today in this System.

***You could spend hundreds of dollars buying other videos and books learning the same old material and at best be able to play only a handful of rhythms that every double bass player plays.***

In this light, an investment into the Ballistic Bass Drum System may be the best investment you'll make at any time during the rest of your life. AND to prove beyond a doubt about what you can do. with this system... .

## **Joe DARES Other Instructors To Match This GUARANTEE, But So Far There Are No Takers! This Isn't Some Ordinary Satisfaction Guarantee. HE Guarantees Results.**

Nothing like this Ballistic Bass Drum System has ever been offered before — except to Joe's students. And since he believes strongly that this System is so far beyond anything else available, Joe offers his amazing Ballistic Guarantee.

60 DAY BALLISTIC UNCONDITIONAL SATISFACTION GUARANTEE. Here is the only condition: if, within 60 days from your purchase, you want a refund, just show me proof that you did something, anything, used one of Joe's strategies, and look me in the eye (on paper) and tell me that you didn't put Ballistic rhythms into your hands and feet that you wouldn't have otherwise, and I'll refund every penny you paid.(less S & H)

You take absolutely no risk. We want only happy and successful students. Of course, if you ask for a refund you still must-AGREE to never reveal or use any of the Unfair Advantage skills that you were taught by Joe.


**NO INDIVIDUAL OR COMPANY DARES OFFER A GUARANTEE LIKE THIS!**

**HERE IS WHAT TO DO NEXT:**

It is however, a limited time offer. So, your only true option is to respond now by picking up the phone and dialing 1-800-405-0348 and order your personal copy of Joe Stronsick's Ballistic Bass Drum System. You can call 24 hours, 7 days a week. Or if you prefer, fill out the EASY ORDER FORM enclosed and fax or mail it to me today. (See Order Form For More Details)

There is absolutely no risk on your part. You've got 60 days to review this revolutionary new course and prove to yourself it's everything I say it is far beyond anything you've ever seen before.

Sincerely,



Tim Hogan

PS If you've been searching for the ultimate way to play your feet EXACTLY like your hands and start your way to having the best feet in the world then this is it. Joe will be guiding you every step along the way.

And now you can own the complete Ballistic Bass Drum System plus the incredible FREE bonuses. BUT only if you order before the date stamped on the attached order form. After that the Introductory Special Offer is over.

PSS If you're still not sure you can get a FREE quick audio demo tape of what you will be experiencing. To get the Ballistic Bass Drum demo audio tape, see Order Form for details

## **What DRUM!, Gibraltar, Mainline and Drummers Aare Saying About The Ballistic Systems**

"Joe Stronsick's unique system represents a giant leap forward in bass drum technique - especially for developing speed and control. He presents his ideas in easy, logical steps that allow any drummer to develop lightning-fast feet!" - Andy Doerschuk, Editor, DRUM! Magazine

"We, at Gibraltar, are pleased that Joe Ballistic Systems has chosen our pedals to demonstrate their incredible pedal technique. The video is special for several reasons. First of all, it highlights basic techniques that can help all aspects of your playing. If applied correctly, these same techniques can help you with aspects of your personal life. Additionally, it puts incredible technical skill within the reach of average players. Lastly, it speaks to you and not over you as do many instructional videos on the market" - John Roderick Jr., Director Of Marketing, Gibraltar

Mark Lipp / President MAINLINE - "His System is fascinating and in depth. Unlike many videos, it will make dramatic improvements to anyone's playing style and ability. The ultimate coach for cutting edge double bass players. We at MAINLINE are honored to team up with Joe Stronsick and his Ballistic System, who like ourselves are innovators in the percussive arts."

Rocky Neill / Author of Mel Bay's Complete Double Bass Cook Book - "I got immediate results and it takes potential speed to a whole new level."

Chris Toney - "Remarkable technique that can be done by anyone. Really simple to be done and the mental exercises help you in hearing your outcome before you practice."

"It works, check it out - within 5 minutes I was doing very quick doubles!" Keith White -Blues/Swing

Bob Thompson • "Honest legitimate, a lot of thought went into this system So much information, *I'm* really happy to finally see a video that covers this kind of hidden information. I've gone through 3 different teachers and I've gotten more from this system. To have the best bass drums you start with the Ballistic System. The visualization portion of the system gave me more Ballistic Abilities. I feel like a valued customer. *I'm* keeping this system a secret."

"Incredible - when you see the video you'll wonder why more drummers aren't doing this. His cassettes cover a lot of heavy things." - Rudy Sisneros

"When I saw your report, I thought it was BOLOGNA. But I was desperate to be the best. I got the system and said HOLY S#!T. It's all revealed in this system. *I've* incorporated the Ballistic System in between sets and at the bar mingling, this drum pro, about 40, said "what kind of drugs are you on - what kind of pedals are you using". YES, it was being a waste of money!" - - Jeremy Rupert / Peep 'N Tom

Eric Bircher / Grasp – I've been playing for 8 years and my double bass drums (triplet patterns) just weren't coming out. I was willing to try anything. NOW my triplet playing is phenomenal. And of course, the guys in my band have noticed a big difference in my playing."

"You're not going to find anything like this anywhere PERIOD! His method works. It kicks ass. The fastest thing I've ever heard. His rhythms are so precise. He rocks over Metallica!" Seth Nokes / Alienated

Matt Brookman - The natural motion is easy to get down – It just clicks instantly"

John Sadowski - Canada - "Best investment *I've* ever made. It's like he's just sitting there drinking his coffee as his feet are going 100 MPH."

"The Ballistic System helped more than any other video I've seen in the past. The most innovative method in years. It changed my whole thinking • it opened up a whole new spectrum. *I've* watched Neil Pert videos and he is great, but it didn't inspire me like the Ballistic System did. I became excited after watching the video and went right at it." -Steve Stafford

Bryan West -Independent/Frontier "I was blown away when I first saw this. It's totally ballistic. I realized I wasted years trying to play double bass *'the wrong way'*. It took my drumming to the next level effortlessly."

"It takes the secret out of drumming. Nobody is showing what Joe is. It's the best drum video I have ever seen. I got it Saturday and immediately - it started happening. I was putting doubles and singles together. It was so natural and easy. For the last 10 years I was taught the wrong way! "-Paul Cohen -Texas

"Thanks for the system! You are an excellent player and your technique has really refined and smoothed out my playing style!" -Mike Scoggins - Colorado



Peter Schiller / Independent - "It's a gamble buying something through mail order and thinking maybe I'll get stiffed. Not with the Ballistic System. My teachers never taught me this kind of information. He revealed it all, broke it down from step 1. In fret my brother and I go to Bozzio clinics and he thought Bozzio was the Fastest, most complex. Well he heard the Ballistic System and said, "How in the HELL Is He Doing That?" I told him he's doing it all with his feet."

*My extremely powerful, "Ballistic Bass Drum System" is guaranteed to prove its value to you, over and over again, and become as vital to your playing as your own "personal treasure map", or your money back.'*

Joe Stronsick

***“The Board of Directors at Savior Inc. has just announced  
A NEW Ballistic Drive - And Are Giving Just 45 People  
The Opportunity To Own This Valuable System ... For  
ONLY \$89.57  
OR just get the video for only \$54.95***

Pasadena, California  
Saturday, 9:32 AM

Dear Drummer,

Go sit down behind your drum set and tell me if you're happy with how your feet are playing.

Can you play your feet EXACTLY like your hands!

Go ask any drummer you know to play some stick pattern with their hands (playing double and singles with rests) and when their done do exactly what they did BUT with your feet. THEY WILL BE SHOCKED!



I can't tell you why no one's ever told you all this before. I can tell you I may not be accepted into the traditional drum world, because my only concern is to see you play your feet EXACTLY like your hands... while theirs' is to maintain the same old, same old. Finally, you can see exactly how to play whatever your hands can, combining singles, doubles and rests. AND I don't care whose feet I have to step on to get this information out to you?

That's why for the FIRST time. Savior Products Inc. is offering you an unprecedented opportunity to learn the Inside secrets to playing your feet EXACTLY like your hands with this Absolute lowest price of just \$89.57. See, phone calls and letters that I receive daily tell me most drummers CAN'T believe this is possible. I tell them everyone can play fast single strokes! BUT when it comes to mixing up doubles, singles, rests and flams. NO ONE IS DOING IT! (but I'm going to show you how)

**Let me explain the second reason I'm doing this.**

It's simply this: I'm tired of the misinformation about double bass playing.

Big companies have a vested interest in you not getting any better. They want you to constantly have to buy pedals in your desperate search to find the answer to having the best feet in the world.

*If all the technical advances in pedals (new springs, power pedal plates, etc.) are so great, why are double bass players still NOT PLAYING THEIR FEET LIKE THEIR HANDS. And the so-called training you get from drum pros, videos and books out today (I've seen them all) THEY'VE been teaching this same stuff forever.*

**My method is so simple little kids can learn it!**

You heard the incredible quotes (on the free tape I sent you a few

weeks ago) from some of the top drummers in the world and in the Ballistic Bass Drum System gave them the secret weapon to be one of the most feared double bass players on the planet. Look at the testimonials on the enclosure sheet and you will understand that once you apply a simple movement you've already spent your whole life perfecting, you will become the fearless double bass drummer you always dreamed of.

You see, what I have found is that once a drummer invests in the Ballistic System, once he validates for himself just how powerful it is to have the Bass Drums Under his Total Command, WELL.

He gets UNHEARD of results and can't wait to get his hands on more advanced Ballistic Drums, (dealing with total Independence, etc.)

Since I know there's a high probability you'll play your feet Exactly like your hands, getting playing abilities you thought *only the most gifted person in the world* could have you'll end up writing me and telling me of your success. So, It seemed quite obvious to ask Savior Inc. to throw a New Ballistic Drummer Drive. And they agreed. SORT OF!

Due to the success of the Ballistic System they allowed this rock - bottom discount for the first 45 drummers ONLY. And after that the drive would be over.

You benefit by being able to purchase the most powerful drum system on the market today at a below - rock-bottom price. And hopefully I'll benefit more when you want more - the Ballistic Independence course or other drum products and instruction we offer.

**But You Have To Prove To Yourself  
The Power Of The Ballistic Bass Drum System**

Don't misunderstand. This isn't some stripped down version of the original. During this campaign, you get everything included with our full \$199.00 retail package.

While 45 drummers seem like a lot, please understand, this letter is going out to over 1,500 interested drummers who requested our FREE Audio tape and report as you did. That means only 3% of those getting this letter can take advantage of this offer ( as a comparison, about 15% normally accept our offers and nearly 30% ordered from my last letter. That's why you must call now to take advantage of this offer.)

Why \$89.57? I feel this price guarantees everyone can afford 1 copy of the Ballistic Bass Drum System ( it's less than new drum heads for your set or even a new cymbal), and it assures me that you have just enough invested to apply the Ballistic System Secrets you'll learn

You'll get

**The Ballistic Bass Drum Video** 30 minutes of straight "how to" information.  
**You'll Learn "Super Advanced" Secrets Like**

- 1) Why the single most common (and devastating) double bass problem is also the easiest to treat.
- 2) The principle of Economy of Motion that will blow you away!
- 3) 3 Hyper Intense Simple exercises that can make your feet EXPLODE!

4) One Simple Change in your practice that can drastically help in your playing! (*get this right, and you'll never experience a lack of creativity, or frustration in your playing!*)

5) AND MORE!

No, this video was not shot on a Hollywood sound stage. Actually, it was shot in Joe's rehearsal space, where he teaches his students. The information on Ballistic Drums is the best on the planet. GUARANTEED!

### **BALLISTIC BASS DRUMS GUIDE**

Over 142 Bass drum exercises that take you through 16th and triplet accents. This book tracks the Cassettes. It was designed for your own individuality; you are not copying rhythms that Joe uses – you are literally creating your own. (You fill in the snare accents where you feel they should hit as you follow the bass drum patterns.)

### **5 BALLISTIC AUDIO CASSETTES**

They start by REVEALING THE SOLUTION TO STOPPING hours of hard frustrating practice. This tape explains the advanced SRL (spaced repetition learning) strategy, which goes far beyond any type of practice you have been exposed to in the past. Listening to and understanding SRL will let you achieve your results quicker than normal Quick Explanation of Tapes: Tape 1 introduction tape, SRL explained, and advanced practicing methods you've never been told. (MASTERING YOUR CREATIVE MECHANISM!) Tapes 2 and 3 are Ballistic Rhythms using 16th note and triplets. Tape 4 is a workout tape just for your feet. This will give you better timing, explosive rhythms set to different styles of music, and give you blistering *SPEED!*

Tape 5 Covers spacing, odd times, flams, 3 over 4, and the breathtaking independence you can get from using the Ballistic System.

\*audio tapes are approximately 30 minutes long.

•**Conveniently packaged in a giant hard covered case with dividers, etc.**

Offering the Complete Ballistic Bass Drum System for only \$89.57 is daring enough. Still I want to make this offer to be so irresistible, you'd be foolish not to take me up on it. So, I've decided to include the 3 FREE bonuses.

#### **Free Gift #1 *Ballistic Secrets To Ballistic Drums* (\$29.95 value)**

People view the mind as something you stuff information into, the very idea--that you could "lift the hood" and go in there, rearrange stuff, tune it up – that idea alone changed my life. BUT the practical how-to's are elusive, aren't they? So, I sat down and wrote this workbook that will create AWESOME results in your drumming. Some examples of what you will learn:

1. *Create anchors, that will keep your playing at its peak.*
2. *How to create the most vivid, detailed mental pictures to make difficult playing seem easy.*
3. *Modeling to shortcut hours of frustrating practice.*

This manual will for sure set your drum career in a whole new empowering direction!



**Free Gift #2 TWO Critique Coupons**

You'll Critique Certificates, in total a \$2TKf7oo Value! With these valuable certificates, I will review any challenge you might have or ideas you need worked out and I am willing to bend over backwards to help you get results! I'm going to be here for you, giving you complete ~~support~~.

**Free Gift #3 Ballistic Newsletter**

This includes 6 powerful issues of Ballistic News.

It shows new rhythms to work with, motivational ideas, discount coupons on new products, pointers for better goal setting, and questions and answers.

I basically challenges you to try new and different strategies . As an insider to ballistic drums you'll share my secrets and new ideas of other members around the country. This creates group synergy while members learn from each other's experiences! Is This A Great Concept, Or What?

**You Must Act Now**

So, now you must decide.

Do you want to be one of the most feared double bass players, to be able to play your feet BETTER than your hands without hours frustrating practice...?

Then, pick up the phone right now, and call 1-800-405-0348 24hrs/7days to order your personal copy of my Ballistic Bass Drum" System. " Or "you can call the office direct at 1-B88-866-8133 M-Th 10-4 (pst) California Time, or if you prefer, fill out the enclosed order form and mail it to me today.

There is absolutely no risk on your part. You've got 60 days to review this revolutionary course and prove to yourself it's everything I say it is.

Don't delay. Once the 45 Ballistic Bass Drum Packages are gone, this campaign ends, and the Ballistic System goes back to its \$199.00 retail price.

Don't be disappointed. Call Today.

Sincerely,

Joe Stransick

PS Your getting \$199.00 worth of the best double bass system on the market today - all for just 89.57. That's a savings of \$109.43. Plus, you get my unique money back guarantee.

- But only 45 sets are available at this price. That's why you must call now. *If your order is received after the first 45 drummers, your check will be returned uncashed.*

PPS If you have a size 12 foot or bigger call our office before ordering!

*"Joe Stronsick's unique system represents a giant leap forward in bass drum technique - especially for developing speed and control. He presents his ideas in easy, logical steps that allow any drummer to develop lightning fast feet!"*

**- Andy Doerschuk, Editor, DRUM! Magazine.**

**Joe Stronsick's Ballistic Bass Drum System 60 DAY NO RISK GUARANTEE! (see letter for details)**

**ORDER ONLY:** Using Visa, MC, Disc or Am Exp: CALL 1-800-405-0348 24 hrs, 7 days. Outside US (626) 447-8765.

#2: FAX this order form ANYTIME AT 626-447-8765

#3: Mail this Order to: Savior Products Inc. 11137 East Lynrose, Arcadia CA 91006

#4: Call the office if you have questions or to place an order T-Th 10-4 CA time Toll Free 1-888-866-8133 (outside US 626-447-8765)

Or leave a message with you name, telephone number and the best time to reach you and a Ballistic drummer will get back to you to assist you with what ever you need. NO-PRESSURE!

☐ YES Joe, I want to take advantage of this Opportunity to learn all the secrets in the Ballistic System. I'm one of the first 45 drummers to respond by or before the date stamped here in red: \_\_\_\_\_; so that I qualify for the discount. Send me the Complete Ballistic System along with the 3 FREE bonuses for only \$89.57 + \$12.00 S&H (a total of \$101.57)

☐ At this time Joe, just send the video only, so I can get started playing my feet better than my hands. Please send the video for ONLY \$54.95 + 5 S&H (a total of \$59.95)

☐ I understand that I am learning advanced teaching strategies never before published so I agree to use this information in my own drumming activities

Your Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

If we have questions with your order

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

City, State & Zip: \_\_\_\_\_

**PAYMENT: \*\*\* CA residents add 8.5% sales tax to your order \*\*\***

☐ Check or Money Order Enclosed payable to Savior Inc.

Bill My: ☐ Visa ☐ MC ☐ Discover ☐ Am Ex Card No: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_ (required)

(If you reach the answering machine, we're probably filling out orders, leave your name and number and a Drummer will call back to assist you with your order. NO PRESSURE!)

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Bob Thompson - "Honest, legitimate, a lot of thought went into this system. So much information. I'm really happy to finally see a video that covers this land of hidden information. I've gone through 3 different teachers and I've gotten more from this system. To have the best bass drums you start with the Ballistic System. The visualization portion of the system gave me more Ballistic Abilities. I feel like a valued customer. I'm keeping this system a secret.

"I could not believe what Joe had to offer including his guarantee. I was skeptical but now after working with his system I am convinced he will take the drum world by storm." -Scon Hosoda

"When I saw your report I thought it was BOLOGNA But I was desperate to be the best. I got the system and said HOLY S#!T. It's all revealed in this system. I've incorporated the Ballistic System in between sets and at the bar mingling, this drum pro. about 40, said "what land of drugs are you on-what land of pedals are you using". YES, it was wasn't a waste of money!"  
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The Ballistic System helped more than any other video I've seen in the past. The most innovative method in years. It changed my whole thinking - it opened up a whole new spectrum. I've watched Neil Pat videos and he is great, but it didn't inspire me like the Ballistic System did I b\*-\*?™" excited after watching the video and went right at ft." - Steve Stafford

Bryan West – Independent/Frontier "I was blown away when I first saw this. It's totally ballistic. I realized I wasted years trying to play double bass 'the wrong way'. It took my drumming to the next level effortlessly."

"I just started double bass playing and I thought I could never catch up to friends of mine who have been playing for years. Now, having purchased the ballistic system, besides playing faster and with more control than them, they want to know what I'm doing. I'll just let them keep asking. "-Ed Wendle

"Thanks for the system! You are an excellent player and your technique has really refined and smoothed out my playing style!"  
-Mike Scoggins

"Dynamic System" says John Priert-'So simple, after working with the Ballistic System I had my own rolling thunder coming from my feet. Dynamic! Thank you."

Peter Schuier / Independent - "It's a gamble buying something through mail order and thinking maybe I'll get stiffed. Not with the Ballistic System. My teachers never taught me this kind of information. He revealed it all. broke it down from step 1. In fact, my brother and I go to Bozzio clinics and he thought Bozzio was the Fastest, most complex. Well he heard the Ballistic System and said, "How In the HELL is He Dome That" "I told him he's doing it all with his feet."

# FINAL NOTICE!

## **Get The Video And Book TO Finally See What Having Ballistic Bass Drums Is All About.**

Dear Double Bass Drummer,

### **Frankly, I'm puzzled**

You asked for- and we sent- a small truck load of information about having the Best Feet In The World. AND, I wonder why I haven't heard from you?

### **Have We Screwed Up?**

- > Is there some information we haven't provided, that you need?
- > Is there a question about price?

I want to solve all your double bass problems INSTANTLY. So, this is your LAST CHANCE opportunity to solve all your Double Bass Problems by learning the "world class" double bass secrets that only a handful of people knew existed until a short time ago. So, for only \$49.95 (plus \$5.00 S&H) you can get the Ballistic 30-minute Video that reveals:

- 1) Why the single most common and devastating double bass problem is also the easiest to treat!
- 2) The principle of economy of motion that will blow you away!
- 3) **3** Hyper Intense exercises that can make your feet explode!
- 4) One simple change in your practice that can drastically help in your playing! (get this right and you'll never experience a lack of creativity, or frustration in your playing!)
- 5) The overriding secret quality you must have to even begin to approach you bass drums!
- 6) This video shows you proper set up and brings out the exact steps on how to develop ballistic bass drums!

**Plus 2 FREE Bonuses:** the 142-exercise book that compliments the video,

and one Critique coupon For **ONLY \$49.95** (plus \$5.00 S&H) *see order form enclosed*

**This is NOT the complete System just the video and book - what you'll need to start playing doubles and singles Better Than Your Hands !**

*At this time, you am still get the Complete Ballistic Bass Drum System, for only \$89.57 (plus \$12.00 S&H)- this includes the video, 5 powerful cassettes, 142 exercise book. 1-year newsletter. Ultimate Success behind your drums manual, and 2 critique coupons.*

Looking forward to hearing from you,

Joe Strewsick

PS. #1 Attached are some quotes from satisfied customers. I thought these might interest you.

PS. #2 You still get a full 60 day no-hassle money back guarantee.

PS. #3 If you have a size 12 foot or larger call the office before you order.

*This report blows the lid off the many myths about training!*

## **Quit Training Like A Sissy?**

### ***Are you falling for the same B.S. you keep reading about in Martial Arts Magazines?***

I'm Pissed, Here I am reading Black Belt magazine and I see it again. TRAINING dummies, tons of them every company is selling them. And other contraptions you can hit. In fact, I've just read an article on training devices and they think this dummy that looks human - has no hands and feet - Is the best way to train! I don't know about you but the last guy I fought was throwing punches to knock me out, Thank GOD, I learned about how to improve my reactions and gauge distance and timing by using the only products that actually strike back at 1000 different angles, but well talk about that later. Listen, I tried those damn dummies and yes you will get those guys that swear by them UNTIL they try to hit a moving target. THEY MISS all the time! I remember this one 5<sup>th</sup> degree black belt right here in Pasadena, that thought he was good. He was teaching me some moves on this hanging dummy and told me to try. I learned the move in about 30 seconds. HELL, the arms don't move, it doesn't strike back. So, I put him to my test. I told him to try that same move on the Side-Arm and Bo-leg, I put them on the bag and started the bag moving, he went for it AND MISSED! MAN! He was embarrassed, turning all red, he gave me some lame excuse to cover his ass by saying "OH THAT'S not real" - I said WHAT isn't the guy on the street going to move, swing, hit etc. As you can figure he went back to his old stationary dummy training. It's a shame people's ego's get in their way of becoming better.

I'll admit, at first using these products you'll feel like a jackass. When I first started working with the Side-Arm and Bo-Leg I was missing my blocks and getting hit all the time. These products simulate real pure RAW motion. They have no mind. It seems like they are on a mission "hit any and every opening target". But now it's a whole different story. I'm constantly hitting the openings as I constantly see students who freeze up or put on brakes wondering why they can't find the open targets on their opponent. Some are too damn ignorant to understand about muscle memory and others will do whatever it takes to effortlessly train their eyes and limbs to lock in on target and STRIKE!

Right now, I'm working on some advanced training which deal with blind fighting. You wear a blind fold as these arms and legs keep hitting you all over the place. It makes your reactions and your 6th sense heighten. I always change the positions of the Side-Arm and Bo-Leg so my body is always being shocked, so I'm always at peak states when I train. It just keeps getting better and better! My fear of losing completely disappeared and my limbs feel like they are hardwired for fluent street lethal techniques. AND HEY: It's also great way to take out your frustration and anger!!!

## **The Dirty Little Secret Martial Art Companies Don't**

[illegible]



*Official Letter Head*

m/d/y

Dan,

In know this may be arriving slightly past your submission deadline — I think that last rabies shot made me a little sick (don't worry I won't bite anyone at the workshop and I'll be sure to leave the bats at home).

*Anyway, here's the results...*

**220 leads from classified ads as follows —**

“\$2,970 IN ONE WEEKEND. HOME-BASED PEOPLE/PET PHOTOGRAPHY BUSINESS!” Write for free details: Not *Your Normal* Photography, [KEY CODE], 600 Kelly Road, Carthage, NC 28327

**1ST MAILING (BOOK) MAILED FEBRUARY - JULY 1998**

7 orders generated, cost (not including ads) \$370, sales generated, \$3,522.

**2ND MAINLING (SALES LETTER) MAILED 8/1/98**

6 orders generated within 2 weeks, cost \$250, sales generated \$3,924

**SPECIAL NOTES**

Results of first mailing would have been about \$1,500 higher if I had the “deluxe” system finished (they ordered it, I talked them out of it because it was nowhere near being done)

I have about \$2,000 in “soft” orders — people who are “scraping up the money.” For some dumb reason I believe them...but we'll see (too bad the bank won't let me deposit my maybe money).

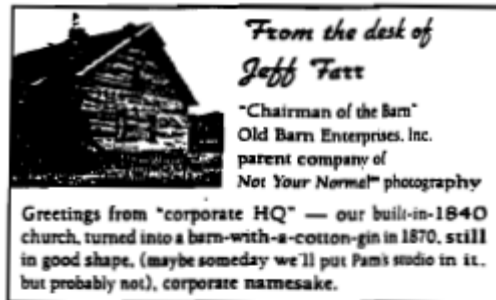
Most of the leads on the second mailing were disgustingly old. Some of the sales were to people who first contacted us in early spring so, happily, it son of woke up the dead.

So that's it, looking forward to the workshop, meanwhile we gotta batten down the hatches for Hurricane Bonnie —*yikes!*

Jeff Fan

P.S. Plywood is selling very well on the coast right now.

Not tour Norms/ *Photography* and Not *Your Normal School of Photography* are trademarks and divisions of OLD BARN ENTERPRISES, INC. 600 Kelly Road. Carthage, NC 28327 910-947-2587voice 910-947-5112fax



*Hello again!*

Since we haven't heard from you since you asked for my book, I thought I'd send you this note to see how you're doing and give you some **additional information on making \$2,970.00 in one weekend photographing people and pets!**

Rest assured, you can do this—

- \***HAVE YOUR OWN PHOTO BUSINESS** from your home or studio [Note: If you're already a working photographer, check out the special message for you].
- \***MAKE VERY GOOD MONEY** doing something that you love doing
- \***HAVE CLIENTS CALL YOU** while you sit around at home with your feet up—all with little or no effort or expense on your part.
- \***TAKE AS MUCH TIME OFF AS YOU WANT**, when you want to—great business, great lifestyle!

*Sound unrealistic and impossible?* Perhaps it does to you now, but once you know the little secrets of how it's done, you'll find it easier than you might think.

So, that's why I am taking the extra effort to send you this additional information —

- ✓ Maybe you have some questions and don't want to call me.
- ✓ Maybe you're still skeptical.
- ✓ Maybe I didn't explain everything you

over ~~and~~



get with your system well enough.

✓Maybe I didn't make it clear how this system can pay you back many times over in cash.

Maybe, maybe, maybe — I just had to make sure you got all the information you needed to make a decision that's right for you.

You see, I know our photographic business systems can give you a lifestyle most people only dream about. (And my bet is, once you get going, you'll even sleep less because each day will be so much more fun and exciting.)

We'll show you the ins and outs of a great business you can get started in, fairly quickly and inexpensively, with little or no previous experience — and you don't have to quit your "day" job or drop anything else you're doing either, if you don't want to.

So — please look over the enclosed letter. I think you'll enjoy it. And I think you'll gain some valuable insights, too.

And whatever you decide to do, Pam and I wish you the best. For sure, please feel free to stay in touch and let us know how you are doing!

Photographically yours,



Jeff Farr

P.S. Time has a way of slipping by. The sooner you take a step in the direction you want to go, the sooner you will get there.

And please do yourself a favor by taking a look at the enclosed letter written for you — there is no obligation or pressure in just checking to see **exactly how we can help you make \$2,970 in one weekend**, and it will only take a few minutes of your time.

Much to gain, nothing to lose...

Renegade photographer and her marketing maniac husband reveal the secrets of making \$2,970.00 in one weekend photographing people and pets in your own home or studio-based business

## There are many mysteries in the universe, but this isn't one of them...



Second Notice ‘A

Dear Fellow Pro (or soon-to-be) Photographer,

What's the true secret to getting what you want out of life — when you want it? Why do some people have the “golden touch?” How is it that so many, people just grind out their lives in day-today drudgery, while a few seem to *breeze through*, effortlessly, living the “good life?”

**There is a secret — *something every super-successful person knows* — but it's no mystery...**

A few weeks ago, you requested and received the book “*The Secret of Making \$2,970.00 In One ‘Week-end Photographing People and Pets.*” In it, you learned how Pam and-I are able to work when we want to, out of our home, making money in short, concentrated “bursts” You learned how Pam's style of photography, combined with my automatic marketing techniques high fees.

### YOU ALSO LEARNED THAT IT WASNT ALWAS THAT WAY

As you know from our book, we went nearly broke trying to perfect our way of doing business. And I'm not embarrassed to tell you — we screwed up a lot along the way. But we went forward when we were scared (and didn't know if what we were doing would work or not). And we stuck to our dreams, despite the fact that just about everyone around us said we were nuts and “*If you can't do it that way.*”

*You may be in the same “boat now.* Scared to take the plunge ...not knowing whether you will be successful or not ...faced with everyone telling you, “*you can't do that*”, (just remember, misery loves company — subconsciously they won't you to work like a dog at something you less than love doing — just like they are!).

AS I WRITE THIS, IT'S SUMMER 1998: Well, *like they say, the best “revenge” is living well, and right now, photographically, Pam and I are taking the summer off. This fait though, Pam plans on doing 40 sessions in one month. Wow! Well likely take in over \$20,000, and then have at least all of December off, maybe more. By the way, these not-yet-announced upcoming sessions are mostly booked already because we've been adding to our “waiting list” as people call in (our marketing system keeps them calling in, we just hang around the house and answer the phone for let the “machine” do it]—easy—easy—easy). And remember, we're doing all of this out of our home, we don't run aids, and we're not listed in the phone book — so, to the people who say this “can't be done,” well, we're doing it! [and I can't think of one reason why you can't do this, tool We love our work, and we love large chunks of time off, too. You Can have both!*

**YOU MAY NOT REALIZE HOW CLOSE YOU ARE TO DOING THIS YOURSELF —  
TF YOU APPLY THE SECRET...**

**I've always been fascinated by what makes some people success, and other —not.**

And it's been an interesting "study" since I wrote my little book.

Like you, many others have also requested and received the very same information. And since then I've seen two things happen. Two distinct groups have emerged.

- One group is using the information to start and build their dream business (or using it to add to or build up their existing business).
- The other group has done little or nothing with the information and its no better off than before they requested the book.

What's interesting is that on the surface, there's really no difference between these groups of people. Both have an equal amount of talent. And both have the same amount of *desire* to make a decent living "working" at something they love doing anyway.

So why is one group so much more successful than the other?

It boils down to one thing—the one secret every successful person I knows about and will swear by.—

## **TAKING IMMEDIATE ACTION!!!**

Let's face it, "thinking about it" doesn't work — "wishing" doesn't work-- waiting until your "ready" or until everything is "perfect" doesn't work (just a little tip here, you'll never be 100% "ready," and **nothing** is 100% perfect [Sorry]). The only thing that works is to get out there, dig in, and start -doing **something** — acting on your dreams now, the fastest way possible.

Or, you can spend your life watching other people pass you by. Always waiting until "later" to start your life and do the things that will give you the most fulfillment. The choice is yours, and yours alone.

*I have a very dear friend who took a job right after college. I've never forget visiting him and hearing him say I'm only going to be here a couple years.—I want to do my own thing and make a lot of money, and besides, this place sucks.*

*That was over 25 years ago. And over the past 25 years, he's been saying the same thing — how screwed up the place he works is, and how he wants to get out. A couple of years ago, he even went as far as having me typeset his resume; which, of course; he never, used.*

*All talk and no action. When faced with the gut-retching decision of going off on his own, or even trying to find a better job, fear won out and he played it "safe."*

*And there's no doubt about it, starting off on your own, or making any kind of change, can be scary. And without the proper guidance, it can be very risky, I know, because over the last 18 years (the last time I had a "job" was in 1980), I've been through quite a few ventures. Some have gone very well, but I've been "beat up" a few times, too. And each time it happened it was due to a lack of good information — "a few little things" I didn't know about when I got started.*

*Anyway, to sum up this "me and my friend" story, the end result is this---*

*In a few minutes, I'm going for a walk (sun's coming up, looks it's going to be a nice morning) around our 45-acre "farm" (we call it "The Farm" because it used to be a working farm, but now it's just us, a house, an old barn, and a bunch of trees). Maybe play in the garden a bit. Then I'll decide what I want to do today. I've arranged our business, so I have that choice. (Yes, I will show you how to get going safely without up and quitting your present job or taking any risks.)*

*Meanwhile, my friend is running around getting ready for work. He has to catch a train. After his 1 ½ hour commute, he'll spend the day in an office doing the same stuff he's been complaining about for*

*the past 25 years. Then he'll make the 1 ½ hour commute back home – another day marked off on his way to “retirement”.*

*And why is my friend in this predicament? -because he never took action on his true dreams. He'll never know what could have been, because he never even tried.*

*That doesn't mean it is ever too late to start, or change directions have an Intone course. member I know of who is in his mid-seventies', BUT A MOMENT OF HAPPINESS PUT OFF IS A MOMENT OF HAPPINESS PERMANENTLY LOST.*

*How about you? Are you ready to take action that will bring you closer to your dreams?*

*Action that counts? I say “action that counts” because sometimes I've are active without really taking action and...*

**Running around like a chicken with it's head cut off won't do you any good either!**

Sometimes it *feels* like you're “doing something” when you are not. Scattered action (like that of the opportunity “junky” I once was “*in search of the magic bullet.*” Photography schemes—MLM--commodities—you name it)—constantly sending away for stuff—doing research—“getting ready”—*it feels* like action, *looks* like action, but it's really not getting you anywhere

We can all take a lesson from Pam. She wasn't *exactly* sure what she wanted to do, but she knew she liked taking pictures, so she turned “pro” within months of getting her first camera. And she booked her first session *before* she even had a lighting system! That's action. She decided to *do something*— found out what she needed to know—got what she needed to get (t showed up with her lighting: system the day before her first paying session)—AND SHE JUST STARTED DOING IT.

**IF YOU WANT TO BE A SUCCESSFUL PRO PHOTOGRAPHER MAKING \$2,970 (OR MORE!) IN; ONE WEEKEND make the commitment now, then start taking the actions required — the most important of which is ACQUIRING THE RIGHT KNOWLEDGE BASE**

**you'll need to get started and be competitive**

Rest assured, anyone can buy and learn to use equipment—but making money in today's competitive world — *having people flock to you, ready to pay you \$495 or more per session* — requires more than that. Doing it at will, out of your home or studio.- is an even better trick. For that, you need a good plan, and some “inside” information that includes all the nitty gritty dirt and details that no one wants to tell you (if they even know about it to begin with.)

**The problem with “normal” books, schools, and correspondence courses**

Everyone knows that “education” is important, but not all “education” is created equal. Too much education, or the wrong kind, can even hold you back...

For example, if you want to drive to the grocery store, all you need to know is how to drive. Going to *automotive engineering school* before you leant to driver would be ridiculous and time consuming.

But that is the approach most photo schools and correspondence courses take. Their “curriculums” can actually bog you down with too much stuff you don’t need to know to get going. **Broad-based** knowledge does not produce success. Being adequate at a lot of things won’t make you in high demand.

BUT HERE’S WHAT WILL — Specific knowledge and being good, preferably the best, at one thing.

And that’s why you can JUMP RIGHT TO THE TOP WITH LITTLE OR NO EXPERIENCE if you are able to zero-in on the **exact** set of information and skills you need.

And that’s why people even with **extensive** broad-based knowledge, or knowledge that is “skewed” too much in one direction flail in business. **Here’s what I mean by that...**

You have to have a balance. You have to know enough about your market—you must have enough skill to “give ‘em what they want”—and you have to have enough marketing savvy to make it all work as a business. Most photographers flounder because they only acquire technical skill (and only at a generalist’s level). They don’t get really **good** at any one thing—they don’t explore what the market really wants—and they don’t know **anything** about marketing.

IS IT ANY WONDER THAT SOMEONE WITH THE RIGHT SET OF PHOTOGRAPHIC AND MARKETING SKILLS CAN WALK RIGHT OVER THIS CROWD WITH THE GREATEST OF EASE?

**Now, here’s the one thing that turned our business — *and* our life — around!**

**If you understand this, you are well on your way to success at whatever you do...**

I’ve always been a bit of a “do-it-yourselfer” kind of guy. I always **knew** I could figure everything out!!!

And maybe I could, if I had UNLIMITED TIME TO DO IT.

But as it turns out, taking that approach — **having that attitude** — is like trying to build a car from scratch, starting with the proverbial “reinventing the wheel.”

Dumb. And it was especially dumb when Pam’s business was failing.

*A few years ago, despite being a capable and talented photographer, Pam was on the fast track to becoming a waitress. All because we had a dream of working out of our home (but only when we wanted to!) and didn’t know how to make it work. And while I was determined to market the business without having to do any “selling,” or even being listed in the phone book, I wasn’t quite able to “pull it off.”*

*Things started looking pretty bleak, too. Like everyone was right, we “couldn’t do it that way.”*

*I knew something had to be done. And finally, I got to the point where I realized I needed some help!!! — a short cut to where we wanted to be, otherwise, disaster was closing in fast, time was running out.*

*So, I started reading book after book on marketing. There were some good ones in the bunch, but mostly they were too general and none of them had anything to do with marketing photography — at least not the way we wanted to do it.*

*But I kept on plugging away. One thing led to another, and I happened to find a “home study marketing course” that, despite being for an entirely different field, I was sure it would help me. The author just seemed like he’d been “through the fire” and knew what he was talking about. But it cost \$511.80.*

*At the time, that was a lot of money for me. So, I tried to forget about it. But I couldn’t. Somehow, I knew the answers I needed were in that course.*

*I gotta tell you, my voice was shaking on the phone when I finally ordered it. But I*

*. did order it — my desire to succeed had outstripped my fear of wasting a few bucks, And a funny thing happened — what I learned enabled me to make back all of the money I spent on the course — plus earn a profit! \*

In essence, that course cost me nothing, actually made me money. And now those ideas are part of my personal knowledge base that no one can take away from me.

**Knowledge** — good knowledge — is one of the few things in life that pays lifetime benefits.

This experience caused me to realize something else, too — it's much easier, and ***cheaper, to buy the information you need*** when you're able to find it, rather than try to figure everything out for yourself. Sure, you always end up adapting things to your own circumstance, but if you want to get to "ten," it's a lot easier to start out on "nine" than on "zero." <

So basically, that's how I ended up assembling our marketing systems. Although there was no information exactly specific for what we wanted to do, I purchased information (ended up spending thousands) from experts in other industries, adapted it to our photography business, tested and tweaked it — until it worked perfectly for our purposes.

THIS SYSTEM IS NOW AVAILABLE TO YOU AT NOWHERE NEAR ITS ORIGINAL COST TO ME. (or what it would cost you to recreate it. if you could **even** do it)...

**NOW IS THE TIME TO TAKE ACTION AND GET GOING THE FASTEST WAY POSSIBLE — HERE'S AN IDEAL PHOTOGRAPHY BUSINESS, WITH A LIFESTYLE MOST PEOPLE WILL ONLY DREAM ABOUT, HANDED TO YOU ON A "SILVER PLATTER" AT A RIDICULOUSLY LOW PRICE**

- MAKE \$2,970.00 OR MORE IN A WEEKEND — *earn better than 600% return on your investment in our course in just one weekend, then do it over and over again. No matter what your ability level is now, you can learn to do this. Yes, you will have to practice, which is actually a heck of a lot of fun.*
- DO IT ANYWHERE YOU LIKE — *use your home, your garage, your studio, someone else home or garage, or rent or borrow a room for a few days ...apartment dwellers, this is perfect for you, too. And, if you happen to already have a studio, you're all set.*
- TAKE AS MUCH TIME OFF AS YOU WANT — *perfect if you like to travel or do other types of photography that are more difficult to make a living at. You can use this business to bring in cash, and still have time to shoot "stock," "outdoor," or whatever We're using our time off to start this school!*
- FORGET ABOUT HAVING TO DO ANY "SELLING" — *yuck! We'll teach you how to get customers to call you already "presold," ready to book, just like they're doing for us, right now, as I write this letter. You see, we practice what we teach, and we teach what works—you won't get any vague "theory" from us.*
- IN THIS BUSINESS, YOU'LL GET CONSTANT "STROKES" BY APPRECIATIVE CLIENTS -*ask Pam about this One, it's really a very nice perk, and actually better than the money (once the money is not a problem!)*
- THE MARKET FOR PEOPLE AND PET PHOTOGRAPHY IS A VIRTUAL BOTTOMLESS PIT-- *huge, insatiable, and "they're makin' more of it every day!" I just can't imagine you ever running out of clients.*
- YOU CAN START PART-TIME, EVEN WHILE YOU'RE STILL WORKING AT A "REAL" JOB — *no need to drop everything and go wandering off into the unknown without a safety net! (like we did and have the bumps and bruises to show for it). We'll show you how to start slow, with virtually no risk, while you keep your regular job, if necessary, until you are ready to be 100% on your own — if you want. Heck, there's nothing that says you can't do this part-time for as long as you want. And if you're home with kids, this is ideal —*

- YOU GET TO MEET A LOT OF INTERESTING PEOPLE — *when you're successful, you naturally attract other successful people. And you'll gain respect in your community. Again, this is a "side-benefit" that can be better than the money.*
- THIS BUSINESS CAN LEAD TO OTHER OPPORTUNITIES FOR SELLING YOUR PHOTOS — *it's much easier to be "discovered," and sell your work as "art," or in other ways, when you're already a successful professional photographer. Because of the exposure Pam has had, we're both getting opportunities for national distribution of our work.*
- YOU CAN BECOME A "MINI-CELEBRITY" IN YOUR OWN AREA — *over time, you'll get to be known for your work, and you may be surprised at the many new doors it will open for you —faster than you might think because...*

## **THERE IS NO LAW THAT SAYS YOU CAN'T JUST LEAP FROG OVER EVERYBODY AND GO RIGHT TO THE TOP**

You just need to stop standing in line and take the short cut to success. Forget what they told you in grade-school about "paying your dues" and "working your way up through the ranks" — in business it's perfectly OK, to "butt-in" (the photographers "standing in line" won't like it, but so what).

*And the secret to short cuts is* to learn exactly what you need, to be even just slightly better than your competition at just one thing that your market wants — THEN FIND OUT HOW TO MARKET IT LIKE CRAZY!

And that's really what our course is all about. It puts you on the shortest path to the top by showing you, in detail, how to do a type of photography that is in high demand. One that people are willing to pay high fees for, even wait months to get. Then we go one better by showing you how to **market** your skills easily and effectively. After all, ***no sales, no money, no business!***

## **TRULY A COMPLETE "BUSINESS IN A BOX" This is the type of rifle-shot information system that, when people buy a franchise, they pay tens of thousands of dollars for**

But you won't pay anywhere near that, because I won't spend the over \$100,000 it takes to put a "franchise deal" together. And I'd rather not have the headaches of doing that kind of "deal," or running a large corporate mess. No doubt I could turn what we're doing into a "chain"-type of operation, but I'd much prefer to pass the savings on to you and give you the tools you need to be self-sufficient.

***Let's take a look at how you'll go to the top in a few easy steps...***

- ✓ You'll start by learning Pam's "set-it and forget it" lighting techniques. Nothing complicated about this, in fact, it's the shortest part of the course. Becoming a photo "tech-head" won't increase your income in this business. In fact, getting hung up on the technical stuff is what keeps most photographers from becoming successful — it distracts you from concentrating on what's really important — poses that sell, and the marketing of them. There's just no way you can fully concentrate on what's in the viewfinder when you're screwing around with your lights. That's why you learn to "set-it" and "forget it."

But Pam's course doesn't ***skimp*** on technique either—. you'll rapidly learn the ***exact*** techniques and equipment she uses to make \$495 per session time after time. But we won't bog you down with a bunch of stuff you don't need to know, either. This is the short-cut to success, not the "meandering path"

By the way, you don't need a lot of expensive equipment to do this. If you are concerned about this, call me, or Pam, and we will go over what you ***have*** and tell you what you ***need***, if anything.

- ✓ In the next section, you'll learn the poses that people pay Pam \$495 a session to get. And you'll learn them in detail. Unlike books on the market that neglect to tell you all the "little tricks" you need to know, (and use set-ups that are way too complicated to begin with), Pam shows you exactly how to set up each shot, and what to ***say*** to your clients to get them to do what you want.

Pam's included plenty of examples from real paying photo sessions, too. No models, just "normal" people, like the ones you'll be photographing. With a little practice, you'll have a whole arsenal of money-making poses and ideas at your fingertips. [Even if you decide not to do this professionally, this section alone is worth the cost of the course just to radically improve, or add to, your photographic skills.]

- ✓ It's one thing to know a bunch of poses, and another to put them together and use them in a real paying session. That's why the third pan of the course takes you step-by-step through a complete \$495 session. Pam "coaches you on paper" as you take a family from the time they contact us (you'll learn what questions to ask when they call) — through the planning of the session (planning can make or break your session, you'll learn the right way to set one up) — to the moment you greet the family at the door (what to do, and what to say, to get your session started on the "right foot") — and how to send them off on an upbeat note (throughout, Pam tells you all the "little things" that make you look and act like a seasoned pro — worthy of \$495 per session — even when you're first starting out).

In the last part of this section, Pam covers everything she could think of that can go wrong in a session and how to deal with it. We want you to be thoroughly prepared for anything that might come up. (I know, I know, with kids and pets involved, what could possibly go wrong?!!) Knowing what to do and when, (really, there are very few problems), is why you'll be making the big money!

- ✓ In part four, we "put it all together" and show you how to assemble a session package that will cause your customers to say "wow" and tell all their friends about you.

**WARNING:** The traditional portrait photography business model and session package actually pisses clients off. I'll tell you why in our course. Pam's session packages, as well as our business model, is a little different, and an integral part of our success — clients love it because it's in tune and sensitive to their needs. It's one of the reasons why we can sit back all summer and pile people up on our waiting list (so we can photograph them when we want to), like we are doing right now as I write this.

*Special note: Just for fun, I looked in our local phone book. There are 17 photographers listed (we're not one of them). 12 of them specifically advertise they do portraits. As I write this, it's June and we now have a substantial "waiting list"—people who have called us up and specifically asked to be put on our priority list, so they can have first crack at getting in on Pam's next batch of sessions, which they know won't be until September or October.*

*A dozen other photographers they could go to, but they are choosing to wait 4 months or more until Pam is ready to do sessions again. Does this indicate anything to you? Like very strong demand — and some very good marketing?*

In fact, it's a little of both, and in our course, we teach you both. You get a complete turnkey system for taking and marketing photography from your home or studio.

***Here's what you get in the Automatic Marketing Manual...***



- ✓ First, I'll take you on a quick tour of what every business should know about marketing and we'll take a look at the four primary reasons why businesses fail — so you can avoid them.
- ✓ Next, I detail each of the three automatic marketing systems we used to bring Pam's business "back from the dead," and still use to bring in a steady stream of business. I call them "automatic" because, once they're set up, they just continuously bring in business, pre-sold, ready to book.

Very little "maintenance" required.

Plus, you can control the "intensity" of your business by altering the degree to which you use these systems. For example, I've got things on "idle" right now because Pam has more business than she needs, and we want to have more time for ourselves and for our course members. But if we were in the building stages, or simply wanted more business, all I would need to do is expand our system a little bit.

- ✓ The last part of the *Automatic Marketing Manual* is extremely valuable. You get all of our marketing materials, along with my comments about them. These materials, along with the three marketing systems that use them, bring us all the business we want, and then some!

You can model your own materials after ours. You can do everything but outright copy them (copying them *exactly* wouldn't do you any good anyway, they're personalized for our business). But keep this in mind — the best way to **get** something working is to study something that's *already* known to work. Our materials work.

*Special note — I've been paid up to \$250 an hour for my design services and \$175 a page for my copy writing skills. In this package, you literally have thousands of dollars' worth of my work which you can study and base your own materials on.*

## **"STARTING A PHOTO BUSINESS WITHOUT PAM'S PHOTO COURSE AND THE AUTOMATIC MARKETING MANUAL IS LIKE INTENTIONALLY BREAKING YOUR LEGS AND THEN SEEING IF YOU CAN RUN A MARATHON."**

*Why would you intentionally handicap yourself?*

**THE REAL DECISION IS — do you want to stick your toes in and see if the water's OK, or dive right in and start swimming full-blast to the other side?**

The basic system, which includes the *Pam's Photo Course* and the *Automatic Marketing Manual*, will get you started doing photo sessions for money. It's a complete system which will show you, in detail, how you can make \$2,970.00 in one weekend photographing people and pets.

### **THE DELUXE SYSTEM IS OUR "DREAM SYSTEM"**

**It's everything we would want if we suddenly got bonked on the head — forgot everything we knew about photography and marketing — and had to start over.**

We did the complete "brain dump" on this one. In addition to everything in the basic system, the deluxe system gives you *Pam's Personal Swipe File* and *Advanced Session Planner* and my *Secrets of Running a Supercharged Photo Business*.

*Pam's personal Swipe File and Advanced Session Planner is a mega-reference of money-making poses that makes day-to-day session planning a breeze and will keep your clients happy for years*

- ✓ Pam's swipe file is a huge encyclopedic reference of her "Not *Your Normal*" money-making poses ready for you to "steal." Just about every situation you'll run into is covered. You'll get the best of

Pam's 15 years of photographic experience in a format *that's extraordinary useful for session planning*.

In this respect, the swipe file goes way beyond the step-by-step instructions in the basic package. More poses—more examples—special situations—all set up as a planning tool and reference you can use daily for many years. So, when someone calls you up with “two adults, 3 kids and a hamster,” or “just wants pictures of the baby” or whatever the combination, you'll know exactly what to do.

- Use the included *Advanced Session Planner* to make session planning a breeze
- Use the Swipe File as a reference of poses for your session planning. Or as a “catalog of poses” you can show your clients. You can even use it as a “posing tool” during a session.

*The Secrets of Running a Supercharged Photo Business expands the systems had out in the Automatic Marketing Manual and puts them on rocket fuel, But it goes way beyond that, too...*

- ✓You'll begin with a step-by-step process that puts your business on rock-solid foundation and fits it to your life style. This *is extremely important*. Many business owners, instead of getting a “ticket to freedom,” create a business that drives them nuts — actually enslaves them as bad as a “real job.” Follow the simple steps in *The Business Builder Kit* — included as a bonus with this package — so you can be sure to create a business that serves your needs, rather than the other way around!
- ✓*The Business Builder Kit* may actually be the *most important part* of this package, but the meat of it is the Supercharged manual itself, which is packed with little-known secrets for increasing response, new strategies for getting more business, pitfalls to watch out for, how to change your “mindset” so you become a true marketing maniac, and much more.

Plus, I've added special reports on *Buyer Psychology*, *How To Write Copy That Sells*, and *What You Need To Know About Getting Free Publicity*. Those 3 reports alone are worth the cost of the entire supercharged manual. Once you know the *psychology* of why people buy and why they don't — learn to write copy that sells — and know how to get free publicity, is there anything that can stop you? *Probably not!*

And that's the whole idea behind the Supercharged System — a wealth of tools, tips, and techniques to make you unstoppable. Taken in *parts*, you can use it to tune up and rev up your marketing. As a whole, it can change the way you think about business and marketing and wake up the marketing genius inside you. And that's when the fun begins!

- ✓*Important—Important—Important*—The Supercharged manual gives you the tools you need to market like a maniac, but too much business can be just as bad as not enough. *A race car with no brakes is dangerous!* That's why I've included an entire section on running, organizing, and controlling your business. Remember, you want your business to be working/or you, not *you* working for it. Big difference.

Don't forget, both our systems come with follow-up support. You get mail-in, fax-in, phone-in coupons you can use to get your questions answered or special problems solved. We want to make sure nothing is standing in the way of the success we know you can have.

### WHAT THIS COURSE WON'T DO FOR YOU

In my supercharged manual, I have a little section that talks about a radical marketing concept —*telling the truth!*

It seems that when most people put on their “advertising hat,” they think they have to hide anything and everything that might be wrong with their product or service. But everyone knows that there are no perfect products — there are advantages and disadvantages to everything.

Obviously, I want you to buy our package, and deep in my heart *believe you’d be crazy not to!* But I also want you to understand what it can’t and doesn’t do...

Chances are, if you know your way around a camera a little bit, you’ll be up and running fairly quickly. Still, it’s unlikely you’ll be making three grand by next weekend and probably not even by next month. You’ll need to spend some time learning and practicing the poses and building your business. This is not a get-rich-quick program or some flash-in-the-pan scheme. This is a real business that can provide you with a lifetime of benefits. But like any bona-fide business opportunity, you will have to put some effort into it. You may even have to put a lot of effort into it. However, if you *enjoy photography* and *working with people*, it won’t seem like “real work.” But regardless, you will have to put some “real energy” into it.

The marketing will also take some time to work. Businesses are built step by step. I’ll show you how to do that, and the techniques are tested and proven to work. You’ll certainly build your business as fast as possible, but if you need to have 200 new clients by next week (don’t laugh, as a marketing consultant, I get requests like this), you’ll be hard-pressed to do it — with these systems, or any other.

*So, before you spend money for any of our business systems, I want you to be aware of two things —*

- We’ve laid out everything for you step-by-step, but we can’t take those steps *for you*. You will have to apply what we give you to your own personal situation. We’ll be available to give you support, but we can’t go out and do it for you. Our job is to give you the insider information you need to be independent and on your own, so you don’t need us anymore.
- And please realize there is no formula for instantaneous *overnight* success. At least I’ve never found it, and I’ve done quite a bit of looking. Anything worth doing takes some doing and some time (and actually the best things will keep you *energized and learning* for a lifetime — please consider our package as a beginning, not an end).

What we’ve done for you, is significantly cut the time it takes to get a bona fide, *profitable*, people/ pet photography business going out of your home or studio. We’ve made the mistakes for you; our systems guide you around all the “booby traps” we know about. *For example*, in the basic system, I tell you about the \$1200 marketing mistake I made. Avoid this common mistake and you’ll cover more than the cost of the entire deluxe package. In those ways, and many more, we can help you.

But you must have the desire and the energy to begin and carry something through. And please, please, understand (and this goes for anything you do), that while you can make very good money doing this, don’t just do this for the money. Doing something only for the money is a ticket to failure. *Probably* monetary failure, but for certain failure on a *personal* level.

Do this because you love *photography*; because you *like working with people and/or pets*. Do this because it is *creative* and *self-fulfilling*. Then consider the fact that you can do it on your own terms while making outstanding money, a marvelous side-benefit to the whole deal.

**NOW, LETS TAKE A LOOK AT SOME THINGS YOU MAY THINK ARE STANDING IN YOUR WAY...**

***“I can’t charge \$495 a session like Pam does”***

Perhaps not at the moment, Pam couldn’t either when she first started out. The entire purpose of our course is to teach you how you *can* charge \$495 or more per session and *do it as soon as possible*. Of course, I can’t *guarantee* you any specific results, everyone’s situation is a little different. But it’s a sure bet you won’t be able to charge \$495 per session if you never get started learning how to do it.

***“I work full-time”***

(And if you don’t get something else going, you will continue to work full time!) This business is perfect for you because you can start slow and small. You can build up your photo business with little or no risk to you and then quit your job when you are ready, if you want. Or, you can just enjoy the extra income and the satisfaction of doing something extremely creative on the side. *It’s* all up to you. Remember, our business plan is designed to be flexible, so you can schedule sessions when you want, and you can do it just about anywhere.

***I don’t have the money /your course is too expensive”***

Let me take the last pan of this issue first — this course doesn’t cost you money, it makes you money so in that respect, it’s better-than-free. You can read hundreds of dollars’ worth of books ...you can take other more-expensive home study courses ...or you can really blow a wad and go to a “normal” photography school.

However, you’re still likely to end up without a clue on how to stan, run, and market a profitable photography business.

Especially one like ours that lets you work peacefully at home or studio, when you want, while clients pour in like they’ve been implanted with a homing device.

And let’s face it. the cost of our course is less than the cost of a decent camera and lens. Most people spend big money on equipment and nearly nothing on knowledge. And then they wonder why they are “going nowhere.” Why their stuff is sitting around unused. And why they can no longer afford their “hobby.”

IT’S BECAUSE, IN TODAY’S WORLD, THERE’S BEEN A “SHIFT.” In business especially “things” have become commonplace, abundant, cheap, and *competitively irrelevant*. Today, the most successful people — the ones with the “edge” — are the ones with the best information. Yet, *most* people still value “things they can touch” more than the knowledge of how to use them profitably. Consequently, they remain “stuck in the mud,” unable to move forward.

Considering our systems from a hard business perspective, here’s how it looks...our basic package gives you the information tools you need to start up a business capable of producing \$2,970.00 in one weekend. Most businesses amortize “startup” costs over 5 years, which brings the cost down to only \$8.13 a month. So, for about 8 bucks a month you find out exactly how you can make \$2,970 or more in one weekend. \$8.13 turned into \$2,970.00 by being open once a month. Is that a good enough return-on-investment for you?

As far as *not* having the money — I find that’s usually an *excuse* people use for not following their dreams. Somehow saying “I don’t have the *money*” makes being unsuccessful acceptable.

I realize the initial purchase of our course may be a financial strain for some people. But the truly success-bound will find a way to come up with the small amount of money they need to start this business. They’ll “scrape it together”—use their credit cards to finance it—borrow it from someone—or get a part time job for a *few weeks*. They just won’t let a lack of money or anything else get

# Q&A

## HERE ARE THE ANSWERS TO THE MOST FREQUENT QUESTIONS WE GET

*From Alaska to Florida and many points in-between, I've enjoyed all the phone calls (and orders!) I've gotten for our course. I'll cover some of the most frequently asked questions here. But if you still have a question or two — or just want to call and see if I'm a real person (just keep in mind calling me will be more like calling your neighbor, instead of a "normal" business, I'll answer "hello"), please feel free to do so.*

### How long have you been doing this?

Pam started taking pictures professionally in 1983 while we were living in a suburb of Chicago. She worked part time — out of our basement — while working full-time at TWA. In 1991, we moved to North Carolina, and in 1992, Pam quit TWA and went full-time into photography. Today, she continues to work actively as a professional photographer under the trade name of ***"Not Your Normal"*** photography."

Meanwhile, while we were in the Chicago area, I owned and operated a design typography studio right in the heart of the graphics community near downtown Chicago. My clients included many "big name" companies — Quaker Oats, World Book, Time Life, City of Chicago, The National Association of Realtors, First National Bank of Chicago, and more, plus hundreds of small businesses, too. I've literally worked on thousands of brochures, ads, newsletters, magazines, billboards, annual reports — nearly everything in business that gets printed.

After selling that business, and moving to North Carolina, I've concentrated more on marketing consulting, graphic design, and writing. I've also produced and published a couple dozen books in addition to my work as a consultant to publishers and authors.

The "idea" for the school of photography was born in the spring of 1997. By the fall of 1997, we were giving 2 types of "how to take better pictures of people and pets" seminars — one for consumers with "point and shoot" cameras, and one for professionals with 35mm SLRs. Both seminars were well received, and we immediately began working on the professional photographic business systems we are offering you now.

In January of 1998, we ran our first "test" ads for our business systems. Response was great, and we began shipping systems in February of 1998. Since then, we have slowly increased our advertising, and the positive response has continued to be extremely rewarding and encouraging — nothing but great compliments on our course materials, and yet to have anyone return a package which is highly unusual in the "mail order" industry where returns are common.

So that's our "story in a nutshell."

### Is there anyone already doing this in my area?

For the sake of our course members' privacy, plus the fact that we've sold enough courses that I can't remember where everyone is anymore (and **I** may not be at my computer when you call), I won't give out our customer information (I'm sure you wouldn't want us revealing information about you if you decide

to become a course member). Besides, the issue is irrelevant. The market is too big (and our school too small) for us to saturate it.

If we were worried about this, we wouldn't even be selling this course. We have, in fact, sold this course to someone in a nearby town where Pam even has some existing clients. The purchaser of the course knows that, and of course we know that, and neither of us cares. *Here's why.:*

The market for this type of people and pet photography is enormous and each photographer can easily build and dominate their own niche. I talk about this extensively in the supercharged manual, but here's the key point — even after taking Pam's course — even if you try to do her poses exactly like she shows you — your own talent, your own view of the world, your own personal taste, will affect what you do. AND THATS A GOOD THING. You'll attract a clientele that wants you. is comfortable and loyal to you, and even Pam won't be able to take them away from you.

Now, it's easy to be paranoid, and I'll admit I initially had some concerns about creating a formidable competitor so close to our home base. I even had some concerns about giving our information to anyone. But consider this — we're doing fine, in a county of less than 70,000 people. Plus, we have a few clients that have driven as far as 125 miles one-way to have a photo session with Pam, and that kind of range opens up more possibilities than I would ever want to pursue in 10 lifetimes. Chances are, *you* have access to a market that's at least as big as ours, and probably much larger. I doubt you'll have any trouble carving out a nice living no matter how many people in your area buy our course.

### **Why don't you have an "800" number?**

A couple of reasons for that. For one, running ads and sending out a lot of free information, is expensive enough. But the main reason is, anyone who is unwilling to spend a couple of bucks or less on a phone call is simply not a good candidate for our course. I sure don't mind talking to someone who is *seriously* interested and headed for success. But I also don't want people wasting my time, as I know they would, if I had an 800 number. So, by not having an 800 number (*and* by concentrating on offering complete business solutions and higher-end systems), I weed out the people who are not likely to be successful anyway. And, as a personal matter, I prefer to hear about people's success stories. Not about how they "couldn't afford a phone call."

### **What kind of camera/film/lights does Pam use?**

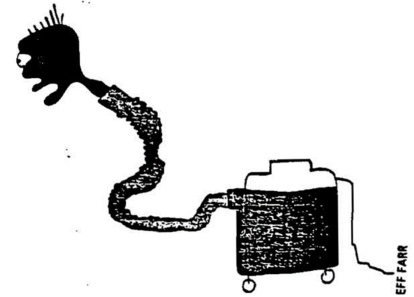
OK, first let me say there are *many* combinations of equipment, some of them very inexpensive, that will work just fine for you. We go over this thoroughly in the course, but it's not any "big secret" either, so if you call me, we can go over your individual situation. But please keep this in mind — [I know we've all been "brainwashed" by the equipment manufacturers to think otherwise], but equipment is the least important part of the business equation. SO PLEASE DONT GET HUNG UP ON THIS.

Now, "for the inquiring minds that must know," Pam uses a Nikon 8008 because my dad gave it to her because he didn't like all the electronic gizmos on it. Pam doesn't use many of the gizmos either. For film, she uses whatever the latest Kodak consumer-grade 100 speed film is, because it's forgiving on exposure and the clients like it. Her lights are Speedotron Brown Line because at the time we bought them we were living in Chicago and that's where the company is located — seemed like a good system at a decent price, and in fact, has served us well.

So, *there you have it!* Just keep in mind that's not what she started with. She started with the cheapest stuff we could find. Don't let what you think is a lack of equipment or a "studio" hold you back — *if you have further questions about this, please call me or Pam!*

A special message for those of you who already have a photography business up and running...

## How to suck-in as many clients as you like — *automatically* — like a giant, out-of-control, client-sucking vacuum cleaner!



If you have an *existing* business, you're a little ahead of *the* game. However, being "open for business" won't do much good unless you have gobs of clients calling you. That takes marketing. Good marketing that's effective and doesn't cost much, if anything, to get started — *yes it can be done*.

**Does having people call you up and book a \$495 photo session, without asking annoying questions or griping about the price, appeal to you?**

You see, there are plenty of people willing to pay good money for family photography. The trick (yes there is a "trick" to it) is knowing how to market to them. And knowing how to make sure the ones that can't or won't pay that much don't waste your time — leave them for the discount stores. You don't want them. Your time is much too valuable, and your life will be much more enjoyable when you know how to effectively market yourself with ease at the higher price points (yes, you *can* use our techniques to market nearly any photographic service at any price point — *the choice is yours* — but why sell yourself short?)

### Economics 101 (the very short course)

**I'll show you how to market yourself so effectively that the demand for you outstrips the supply of you and DRIVES UP THE PRICE!**

It's that simple. And it makes all the difference. Because of our marketing systems, Pam now has a *waiting list*. (Compare that to not too long when she was applying for a waitressing job because of a lack of , photography business). And it's because of the *great marketing* that we no longer have any price resistance. (I'm sure there're people who think we charge too much, but we don't hear about it anymore, and it doesn't matter, because our *marketing systems* consistently bring us all the high-paying clients we want.)

### Where are you "at" now?

If you need to develop the photographic skills that keep clients saying "wow" (and digging out their wallets), Pam's photo course will give you that. Or, if you're stuck doing something like weddings (no offense, but I have yet to meet a wedding photographer who doesn't complain about it), and want to "switch gears," Pam's course can help save you from that, too. However, if you are Bag photographically — *you have your own style, and people like your work* — but you're like Pam was — just not getting enough work, THE PHOTO MARKETING MEGAPAK IS SPECIFICALLY FOR YOU!

Originally, I put this package together by special request from photographers who had saleable work but were missing the marketing details and tricks that would give them the lifestyle they wanted. You may be in the same boat now — an accomplished photographer, who lacks the

**SPECIAL ONE-TIME OFFER — take \$27 off the basic system or \$47 off the deluxe system, but you must respond by 8/19/98,\* these systems may never be offered this low again — here's why I'm doing this now...**

\*The one-week anniversary of my last rabies shot! (it's a long story involving a lot of bats)

Actually, a few reasons — **FIRST**, for some of you, it's been a while since you requested my book, and I meant to get you additional follow-up information sooner. **SECOND**, many people wait until fall to start something new, however, now is the perfect time for you to be laying the groundwork for new business. **THIRD**, Pam's just putting the finishing touches on her newly *updated* and *expanded* swipe file, which we're very excited about, so it's a bit of a celebration around here. **FOURTH**, Pam and I will be *very busy* for a month or so in the fall while she's doing photo sessions, so it's a little better for us to be shipping systems now. A special combination of events, to your benefit, unlikely to be repeated — *I hope you will take advantage of it!*

*Special note* — at 12:01am on the 20th of August, the prices go back to normal, no exceptions. So don't call me on the 20th with some excuse and still expect to get this deal. [The rabies-shot induced insanity that led me to give you this better-than-great deal in the first place will have long worn off!] If you are mailing-in your order, make sure it's *postmarked* on the 19th or sooner and write "special one-time offer" on the top of the order form. And, thank you for ordering!



**NO RISK MONEY BACK GUARANTEE!** If you are not completely satisfied with this course, if you don't think it will bring you at least 10 times what you paid for it, simply return it within 90 days for a full no-hassle refund, less shipping and handling.

### ENROLLMENT AND ACCEPTANCE FORM

To enroll... **CALL** Pam or Jeff personally at 910-947-2587, 9am-2pm Mon.-Sat. Eastern time • **FAX** anytime 24 hours-a-day 910-947-5112 • **MAIL** to Old Barn Enterprises, Inc., 600 Kelly Road, Carthage, NC 28327

BASIC SYSTEM

☐ **YES, PAM AND JEFF, I WANT GET GOING AS FAST AS POSSIBLE IN A BUSINESS I CAN BE PROUD OF.** Please send me your basic system, as described in your letter, including Pam's *Not Your Normal Photography Course*, Jeff's *Automatic Marketing Manual*, and your follow-up support.  
Tuition Fee: \$487 (plus \$12.95 shipping and handling). Or try our installment plan, three easy payments of \$162.34 (plus \$12.95 S&H added to 1st payment). Installment plan available with credit card only.

DELUXE SYSTEM

☐ **YES, PAM AND JEFF, I WANT TO HAVE ALL THE CARDS STACKED IN MY FAVOR BY HAVING PAM'S PERSONAL SWIPE FILE AND ADVANCED SESSION PLANNER AND JEFF'S SUPERCHARGED MARKETING TECHNIQUES WORKING FOR ME.** Please send me your deluxe system, as described in your letter, which includes everything in the basic package, plus Pam's *Private Swipe file*, Jeff's *Secrets of Running a Supercharged Photo Business* and your follow-up support.  
Tuition Fee: \$895 (plus \$18.95 shipping and handling). Or try our installment plan, three easy payments of \$298.34 (plus \$18.95 S&H added to 1st payment). Installment plan available with credit card only.

MARKETING MEGAPAK

☐ **PAM, YOUR WORK LOOKS GREAT, BUT I'M ALREADY AN ACCOMPLISHED PHOTOGRAPHER WITH A STYLE THAT HAS MARKET APPEAL, I JUST NEED TO KNOW HOW TO GET MORE BUSINESS!** Please send the *Photo Marketing MegaPak*, as described in your letter.  
Tuition Fee: \$487 (plus \$12.95 shipping and handling). Or try our installment plan, three easy payments of \$162.34 (plus \$12.95 S&H added to 1st payment). Installment plan available with credit card only.

### PLUS FREE BONUS (BASIC AND DELUXE SYSTEMS ONLY)

BONUS

☐ **YES, I'M ORDERING WITHIN 45 DAYS** so please include my free video of Pam working at real photo sessions and the resource guide, with important sources of items and information I need, that otherwise may take me years to find.

Your Name \_\_\_\_\_

Your Street Address \_\_\_\_\_

Your City, State and Zip \_\_\_\_\_

Telephone (Optional — in case we have questions about your order) \_\_\_\_\_

Payment by ☐ check or money order (payable to Old Barn Enterprises, Inc.), ☐ Mastercard, ☐ Visa, ☐ American Express, ☐ Diner's Club (note: your credit card statement will read Old Barn Enterprises, Inc.)

Credit card # \_\_\_\_\_ Exp. \_\_\_\_\_ Signature \_\_\_\_\_

Payment ☐ in full or ☐ installments (available on credit card orders only. Payments will be billed (1) upon shipping; (2) 30 days after shipping; (3) 60 days after shipping [payments appear as Old Barn Enterprises, Inc. on your credit card statement]).

If you're still unsure if this course is right for you, if you're still skeptical, why not give us a call at 910-947-2587? We can discuss your personal situation with you and see how enrolling in our course can help you attain the life-style you seek.

**SPECIAL NOTE #1** — please see nondisclosure agreement on the back side of this page. **SPECIAL NOTE #2** — since we can only take on a limited number of students, we reserve the right to discontinue accepting enrollees at any time. Tuition fees subject to change without further notice.

***If you prefer, individual courses are available separately...***

- ☐ Not *Your Normal* Photography course – \$295 (plus \$9.95 shipping)
- ☐ Automatic Marketing Course – \$295 (plus \$9.95 shipping)
- ☐ Pam's Personal Swipe File – \$295 (plus \$9.95 shipping)
- ☐ Jeff's Secrets of Running a Supercharged Photography Business – \$295 (plus \$9.95 shipping)

**ALL SYSTEMS AND COURSES SOLD SUBJECT TO THE FOLLOWING NON-DISCLOSURE AGREEMENT**

Purchaser agrees to use the information provided in Pam and Jeff's course(s) and systems solely in his or her own business activities and will share it only with business associates in the normal course of business and immediate family members. Purchaser understands that all materials are protected by copyright and any unauthorized reproduction or distribution is prohibited by law. Furthermore, purchaser understands that he or she is being given access to certain trade secrets and proprietary data from the author's business and this is to be held in a strictly confidential manner. Purchaser is also aware that Not *Your Normal* photography is a trademark of the authors business and may not be used in any other business.

**NO RISK MONEY BACK GUARANTEE!** If you are not completely satisfied with any of our courses or systems simply return it within 90 days for a full no-hassle refund, less shipping and handling.

**ORDER FORM ON OTHER SIDE**

<b><i>See order form (on other side) for system pricing and save \$\$\$</i></b>					
<b>BASIC SYSTEM</b>		<b>DELUXE SYSTEM</b>		<b>MARKETING MEGAPAK</b>	
Not <i>Your Normal</i> Photography Course	\$295	Not <i>Your Normal</i> Photography Course	\$295	Automatic Marketing Course	295
Automatic Marketing Course	295	Automatic Marketing Course	295	Jeff's Secrets of Running a Supercharged Photography Business	295
Consulting and follow-up Support	250	Pam's Personal Swipe File	295	Consulting and follow-up Support	<u>250</u>
Bonus video (if available separately)	89	Jeff's Secrets of Running a Supercharged Photography Business	295	Total	<del>\$840</del>
Bonus resource guide (if available separately)	<u>27</u>	Consulting and follow-up Support	500	System price	\$487
Total	<del>\$956</del>	Bonus video (if available separately)	89	<b><u>You save</u></b>	<b>\$353</b>
System price	\$487	Bonus resource guide (if available separately)	<u>27</u>		
<b><u>You save</u></b>	<b>\$469</b>	Total	<del>\$1796</del>		
		System price	\$895		
		<b><u>You save</u></b>	<b>\$901</b>		

*Not Your Normal* photography is a trademark and division of Old Barn Enterprises, Inc.

[illegible]

# Fax Cover Sheet

100

Date: 18 August 1998  
 # Pages: 2 (including this cover sheet)  
 To: Dan Kennedy  
 Company:  
 Fax number: 602-269-3113  
 From: Burt Dubin  
 Personal Achievement Institute  
 Our Fax: (520)-753-7554  
 Our Phone: (520)-753-7531



MAYBE A BIT  
 BRUTAL (GUESS)

Message:

Hi Dan,

WONDER — ALSO MAYBE  
 THE FIRST — RE GREAT TO USE  
 A TESTIMONIAL FROM SOMEONE

And thank you for your personal wishes. They're appreciated. W+J

Of course you have my OK to use my letter as an example. HESITATE  
 With one condition. You gotta say that I've been studying everything  
 Dr Kennedy has been mailing me on copy writing for 14 years...and that  
 this masterful job is the fruit of that study!

Thank you for your enhancement ideas. When I next print I'll consider  
 each of them.

Kindest regards,

P.S. This morning I put the finishing touches on a follow-up letter to go  
 3 or 4 weeks later to non-respondents. I'd appreciate your views on  
 this, please.

Again, thanks,



**Burt Dubin Speaking Success System™**

1 Speaking Success Road • Kingman AZ 86402-8543 • 520-753-7531 • FAX 520-753-7554  
 e-mail: burt@dubinspeak.com • www.dubinspeak.com



Dear (Name),

It's been a few weeks now. Well past the time you had to read my letter, call some of *my* clients—and check me out.

And you elected to not call me. Pity.

Do you know what that tells me? I do. It tells me you didn't bother checking me out because after you read my letter you *knew* I'd check out 110% true blue.

It tells me you're willing to settle for the *dream* of being a successful speaker. It tells me you're willing to live your life *without* the adventure. It tells me you're willing to get along *without* the personal fulfillment and the *major* money speakers can make.

It tells me you *don't* long to illuminate others, to give them hope, to guide them to more success. It tells me you *don't* want a powerful mission, a mission that energizes and enlivens you. It tells me you *don't* hunger to own your own unique niche, your personal one-of-a-kind market position.

It tells me you *don't* prefer to be accepted, recognized and respected as the world-class expert I can show you how to be. It tells me you *don't* itch to own the Master Keys to speaking business success, the 9 keys that give you instant credibility the moment you use them. It tells me you *don't* want my help. You'd rather struggle, sweat, and suffer.

*You'd rather try to find your own way through the thickets and the brambles, the morass and the traps ready to pull you off your path to speaking business mastership and into the mire of mediocrity.*

That's what your silence tells me. Of course, I could be all wet. If I am, call me. Straighten me out.

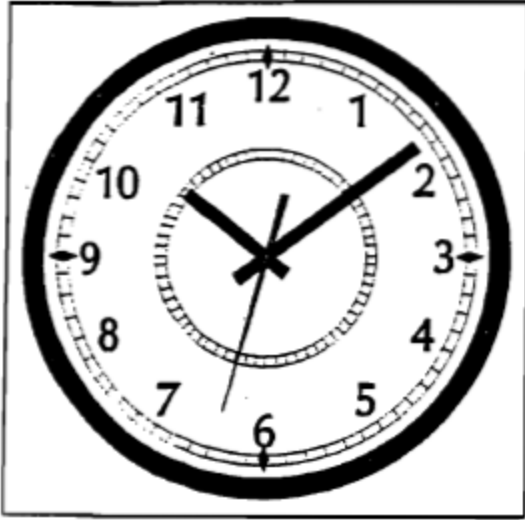
What now? Are you to grow old *unfulfilled*? Are you to look back years from now and cry out into the night, "*I COULD HAVE...*" Are you to be what Mr. Bowen, my drafting teacher, called "a gutless wonder"?

The choice is yours. If you've given up, if it's all over between us, call my toll-free phone number, 800-321-1225 and leave word. There will be no more letters. Nothing. *That will end our connection forever.*

Kindest regards,

Burt Dubin

P.S. On the other hand, if there's a breath of life, a spark of the divine, a flicker of desire in you—and you simply are lugging around some unresolved issue, call me. Let me lighten your load.



***“FINALLY!!!!!! It’s about time someone asked us hygienists what we want in an instrument!”***

Dear Dental Hygienist,

You work hard. Your occupation is time and labor intensive. Your profession requires skilled hands and excellent rapport with patients. And yet...some of you might be under-appreciated.

So, Marie Reiko said, “You’re the designer! What do you want in an instrument”? This is what you said.

***“Make ‘em last.. We hate sharpening.”***

Marie’s tips are of the highest quality and really hold their edge. We do not cut corners on materials, manufacturing techniques, equipment or craftsmanship. Each instrument is built with the attention to detail we would expect in our own practice.

***“Make ‘em comfortable....Instruments should feel good.”***

Marie’s handles are lighter and hollow, which allows them to conduct vibrations with greater accuracy and amplification than solid handles. You are insured greater tactile sensitivity during the detection and removal of calculus.

Marie’s handles have the “perfect” grip. The surface is aggressively ribbed or scored with serrations. It is easier to grasp and control than a smooth handle, especially when the fingers become moistened with saliva or perspiration.

They are so comfy that it feels like an extension of your hand.

***“Make ‘em thicker and lighter...Carpal tunnel is a danger in our profession. “***

Marie’s handles have a diameter wide enough to grasp comfortably without cramping the fingers or muscles of the hand. The 5/16” or 3/8” aluminum handle is 20% lighter and eases finger fatigue. Studies suggest that varying the size of handles used will help to reduce some symptoms of carpal tunnel. Your hands will be much happier at the end of the day!

## NOTES ABOUT THIS EXHIBIT:

[illegible]

***“Make ‘em cost effective...”***

First of all, because Marie’s tips are so durable, they’ll last longer—up to 50% longer. Also, once it’s time to replace them, don’t throw them away. Haven’t you found that the handle far outlasts the tips? It’s kind of ashamed to throw them out, isn’t it? Well, now you don’t have to! Marie’s instruments are cone

and socket. Just order the tips which conveniently screw into the handle. You can easily replace them yourself in less than 60 seconds. You save over 33%. For those of you who re-tip, there is a huge advantage *when* you switch to cone and socket. There’s no down time for your instruments—no need to send them away or pay shipping and handling both ways, no need to keep extra set ups to compensate for the time in transit

Marie’s prices are competitive with other high-quality brands. We feel that “cheap” is not always the “least expensive”. You will find that because our products are so cost efficient to use, you will be saving money while enjoying one of the finest instruments available in the world.

***“By the way, who is Marie Reiko anyway?!!! “***

Glad you asked. Marie Reiko RDH, Inc. is a brand-new company located in the beautiful, high desert of Reno, Nevada. It is here, in the breathtaking Sierra Mountains, that we’ve chosen to establish what will be an incredible resource and service to the dental hygienist.

Total quality control is a commitment, and it’s personal. The manufacturing facility strictly adheres to FDA Good Manufacturing Practices Regulations for Medical Devices. Each instrument is logged by Lot Number through manufacturing, which allows total traceability. Everything is done right, and what you get...is right.

*Although the company is new, it is not new in terms of experience.*

Marie’s instruments are made by skilled craftsmen and crafts women whose experience total over 300 years. They possess an attitude of determination to make it right...fee FIRST time. Customer satisfaction is their mission. When and only when you’re happy, they’re happy.

*Marie only uses the finest raw materials.*

Our stainless-steel bar stock is manufactured in the United States and is laboratory tested and lab-certified for composition, hardness, tensile strength and microstructure. All our aluminum bar stock is high-strength structural aluminum, also lab-tested and lab-certified. You can feel absolute confidence when using our instruments.

*Marie’s points are superb.*

The Explorer points are machined from a specialized alloy in 3/32-inch diameter and are virtually unbreakable and completely corrosion-free. This alloy is treated to enhance its excellent “memory” characteristics, enabling the point to spring back to its manufactured shape.

The Yellow and Black probes are brilliant and designed for easy reading. The accurate and distinct markings assures you of consistent periodontal pocket measurements.



Perio Instrument points are made from 440-A corrosion-resistant stainless steel and is machined from 5/32" bar stock and hardened to 57-58 Rockwell C, one of the best in our industry. Our heat-treating facility allows us to maintain this hardness and toughness. Bottom line...you get a sharper edge, longer.

*Marie's instruments are environmentally friendly.*

Because the handle is re-usable, you are not unnecessarily throwing away perfectly good handles. With proper care, they will last years! We are doing our part to preserve our environment.

*Marie has "Rainbow Dental Handles"!!!*

You have a choice of 5 colors-violet, blue, green, red and silver! Each brilliantly anodized handle is machined from structural aluminum for extreme light weight, while maintaining maximum strength. Color code each operator! Color code each instrument! Color code each hygienist! Color code the dentist(s)! Or have no code at all! It's up to you!

*Express yourself and design your own!!!*

Gracey 1-2 in Violet? H6-7 in Green? Gll-14 in Silver? Double ended Jacquette 4 in Red? Bamhart 5/Columbia 14 in Blue? No problem! Marie's instruments are cone and socket. You choose the color handle and any combination of tips!

*Here's Marie's irresistible offer...*

Try any one of the following instruments(or combination) in any color for 30 days.

Gracey 1-2	Bamhart 5-6	H6-7
Gracey 5-6	Columbia 4L-4R	H5-33
Gracey 11-12	Columbia 13-14	204S
Gracey 13-14	McCalls 13-14S	Jacquette 4-U15
Gracey 11-12 Deep Pocket	Younger Good 7-8	
Gracey 13-14 Deep Pocket		

When it arrives, examine it, use it, autoclave it as you would any other scaler or curette. Experience the comfort, feel the extra tough and sharp tips, enjoy the rainbow colors! Then, and only then, if you are completely satisfied, send us a check.

Normally, our double ended instruments list for \$19.00—about the same or less than other high-quality brands. Assuming you're happy with it, send us \$13.50! That's right, just \$13.50-30% off our regular price!

If not, just return it—no fuss, no hassle.

*There's more...*

Just for trying one of Marie's instruments, we will send you a warm, soft and cuddly teddy bear(limit 1 per office, while supplies last)-FREE! This is an additional \$5.00 value just for examining our product. He is yours to keep, whatever choice you make.

*Why such a great offer?*

Remember, Marie Reiko RDH, Inc., admittedly, is unknown(for now). Although we have phenomenal products and people, we had to find a way to get the word out. We want to be your instruments of choice. And this is our way of introducing you to what we know will be the finest you've ever used.

We invite you to call, mail or fax in your choice of instrument today.

Sincerely,

Iris Shimabukuro  
Product Manager

P.S. We lead with our guarantee of satisfaction. We don't even ask you for money up front. That's how confident we are you will love our instruments.

## \*\*\*\*\*30 DAY FREE TRIAL CERTIFICATE\*\*\*\*\*

- ☐ **YES!** *"Please RUSH me my risk-free trial of the following instrument After 30 days, if I decide to keep it, I will honor your invoice for \$13.50. I understand if I am not completely satisfied, I can return it with no further obligation. The teddy bear is mine to keep, regardless."*

☐ 5/16" Handle or

☐ 3/8" Handle

Gracey 1-2

Bamhart 5-6

H6-7

Gracey 5-6

Columbia 4L-4R

H5-33

Gracey 11-12

Columbia 13-14

204S

Gracey 13-14

McCalls 13-14S

Jacquette 4-U15

Gracey 11-12 Deep Pocket

Younger Good 7-8

Gracey 13-14 Deep Pocket

Color Handle \_\_\_\_\_ Tips \_\_\_\_\_  
(Violet, Blue, Green, Red, Silver) (i.e. Gracey 11-12 or H5-Jacquette 4)

Hygienist Name \_\_\_\_\_

Dentist Name \_\_\_\_\_

Address \_\_\_\_\_

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

Office Phone ( ) \_\_\_\_\_ Office Fax ( ) \_\_\_\_\_

MARIE REIKO RDH, INC., 16744 Dry Creek Road, Reno, NV 89511 (888) XXX-XXXX,  
(702) XXX-XXXX Tel, (702) XXX-XXXX Fax



***“How can you resist  
this cute little teddy bear?”***

Dear Dental Hygienist,

You haven't claimed yours yet!

A couple of weeks ago, we sent you a letter introducing Marie Reiko RDH, Inc. In it, **we** shared a wonderful offer which included a 30-day risk-free trial, 30% off the list price and a **“free”** teddy bear for you to keep (no obligation to buy), similar to this “cutie” above.

It is disappointing not to have heard from you. However, we know you are busy. If you are like us, your life is hectic, demanding, stress-filled and energy-sapping at times. Most hygienists juggle their profession with family and their many activities.

We certainly understand that you probably haven't had the time to respond. So, we've enclosed another copy of the first letter for your review. Here are just **a** few of the highlights:

***You will love Marie's instruments!!!!*** Marie has a wonderful combination of quality, comfort and price. Not only will you love how they feel in your hands, but also spend less time sharpening while saving the dentist lots of money.

***Design your own!!!*** Marie has handles with the colors of the rainbow. You have the flexibility to choose the handle and the tips to fit your individual needs and wants.

***This could be the best thing you've done for yourself in years!!!*** Please review our first letter and take advantage of our irresistible offer. You won't regret it.

Thanks!

Kind regards,

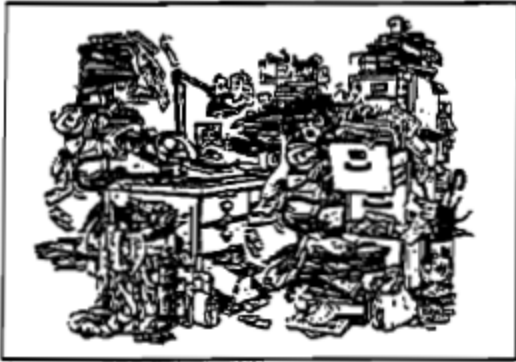
Iris Shimabukuro Product Manager

P.S. Remember, there is absolutely no obligation to buy. Order your 30-day, **risk**-free instrument to examine and use today. The teddy bear is yours to keep, even if you decide to not to **keep** the scaler or curette.

---

**MARIE REIKO RDH, INC., 16744 Dry Creek Road Reno, NV 895 11**  
(888) XXX-XXXX, (702) XXX-XXXX Tel, (702) XXX-XXXX Fax

[illegible]



*“Whew, are you busy! “*

Hi there!

This is us, Marie Reiko RDH, Inc. again. Many of your associates have taken advantage of our tremendous offer and love our “design your own” instruments.

We don’t want to be a pest.... honest. We just don’t want you to miss out on what may be the most valuable “gift” you could give yourself as a professional.

Remember, you can choose the color handle(violet, blue, red, green or silver) and the tips(Gracey, sickle, etc.) you prefer. It will be delivered with the cutest little teddy bear. If you are not completely satisfied, just return it—no fuss, no hassle. Keep the bear!

It is our ambition to be a resource for you.

Sincerely,

Iris Shimabukuro  
Product Manager

P.S. This is our final notice. We sure hope we can be of service to you.

---

MARIE REIKO RDH, INC., 16744 Dry Creek Road Reno, NV 895 11  
(888) XXX-XXXX, (702) XXX-XXXX Tel, (702) XXX-XXXX Fax

# FAX MESSAGE



108

(205) 895-0814 (205) 837-0043 fax

From: NEIL PITMAN  
 To: DAN KENNEDY COPYWRITING WORKSHOP  
 Company:  
 Date: 8/14/98  
 Fax #: 602 269 3113  
 Time:

Comments: MAILED THE FOLLOWING LETTERS IN JAN 97  
 TO GET CUSTOMERS FOR OUR NEW NITRO GREEN FRANCHISE.  
 LETTER WAS TARGETED AT CUSTOMERS THAT ALREADY HAD  
 A LAWN SERVICE, TO CHANGE THEM TO US, RATHER THAN  
 TRYING TO CONVINCE OTHERS THEY SHOULD HAVE A SERVICE.  
 LETTERS HAD CUSTOMER NAMES INSERTED, ADDRESS  
 W TYPE AND BUCK MAIL STAMP LOGO.

## RESULTS

4700 MAILED (x2)	
217 RESPONSES REQUESTING QUOTE	4.62%
133 NEW CUSTOMERS	2.83%

HOPE TO IMPROVE ON THIS THIS YEAR

7735 Hwy 72 W. Madison, AL 35758



7735 Highway 72 West    Madison, AL 35758    895-0874    897-0043 (fax)



**GET SOME GREEN AND SAVE SOME GREEN!  
SAVE UP TO \$300 OR EVEN MORE!**

Dear ,

As a customer of Lawn Mower - Plus, you are probably well aware that we sell the highest quality lawn and garden equipment and that we service and repair most brands. You probably also know that we have an extensive inventory of rental equipment to help you keep your home and lawn in tiptop shape.

Judi and I have now added a Nitro-Green lawn care franchise to our business to meet your fertilizer, weed-control and lawn insect and disease control needs.

### **NITRO-GREEN LAWN CARE – THE BEST OF BOTH WORLDS!**

We firmly believe that you will always get better service from our franchise than you could ever get from a huge national company or a local independent company. We offer the best of both worlds – the *technical resources* of a national company and the *personal service and care* of a locally owned and operated company that is very much dependent on your satisfaction.

### **LAWN CARE BY PROFESSIONALS!**

As a Nitro-Green customer you can be assured of the highest quality professional lawn care. I am the only lawn care person in this area who is recognized by the Professional Lawn Care Association of America and The University of Georgia as a Certified Turf Grass Professional.

### **GUARANTEED RESULTS!**

With our program your lawn care concerns are over! We guarantee our results. If there are ever any problems (and there sometimes can be), we are just a phone call away and I guarantee that we will be on your lawn within 36 hours.

**SAVE SOME GREEN WITH NITRO-GREEN!      SAVE OVER \$300!**

Okay so you say, "You are going to provide me the best lawn service in the world just how am I going to save all of that money?" I'm glad you asked.

Because of our Lawn Mower - Plus service and rental operations, we can offer you “perks” that no other lawn service can touch!

We offer all of these extras while you are on our lawn care program:

- *20% off on rental of equipment to maintain your home and yard.* For example, if you rented only an aerator for your lawn, a pressure washer to clean your deck and driveway and a carpet cleaner to spruce up those rugs for spring cleaning, you would save \$30.00.
- *Four first one day rental of the year is absolutely FREE.* This could be a saving of up to \$140.00!
- *All mower blade sharpening are FREE.* In order to have a beautiful lawn, it is important to maintain sharp mower blades and we will provide an unlimited number of FREE blade sharpening while you are on our program. You should have blades sharpened at least 5 times per season for a minimum saving of \$20.00!

**SPECIAL BONUS OFFER FOR THOSE TAKING OUR LAWN CARE PROGRAM AS A RESULT OF THIS LETTER!**

You know you should have that lawn mower serviced each spring, but you are just so busy it's hard to get around to it, isn't it?

Then when you need to use it, the mower won't work, and you have to put it in the shop and your grass is just growing and growing and....

Well, for everyone that joins our lawn care program from this letter, we are going to take care of that problem for you. We will tune up a mower for you FREE! That's what I said... ABSOLUTELY FREE! This bonus is worth, depending on the mower, probably \$85.00!

And what's more, we will pick the mower up and deliver it back to your services and ready to go, also ABSOLUTELY FREE! This is a value of \$28.00!

**“This special BONUS is good only for those who respond to this letter by 1/31/98.”**



## BE PROUD OF YOUR LAWN AND SAVE MONEY. TOO!

SO, LETS SEE,

Free 1 Day Rental	Save up to	\$140.00
20% Rental Discount	Save at least	30.00
<i>*The more you rent, the more you save"</i>		
Free Blade Sharpening's	Save at least	20.00
Free Mower Tune-up	Save approximately	85.00
Free Pick-up and Delivery	Save	<u>28.00</u>
	Total Savings	\$303.00

### FREE MONEY?

If you are already on a lawn care program with another company, this is like FREE MONEY and yes, we'll gladly match their prices for the standard services!

With an offer this good, you may think there has to be a catch or hidden cost of some kind. *I promise you there isn't* We simply have the capability to provide the best service available for your entire home and yard needs - and that's, [exactly what we want to do!

Getting started is easy! Simply

- 1. Call us at 895-0875 or 895-0779 or**
- 2. Fax your name and address to 837-0043 or**
- 3. Mail the enclosed card with your name and address.**

No appointment is necessary; you don't even have to be at home when we come. With your permission, we will come to your home, analyze your lawn and leave a free, no obligation quote on your door.

So please respond soon (by January 31); we can't keep this offer open long.

Sincerely,

Neil and Judi Pittman

*P. S. I know it's January, it's cold and you didn't wake up this mammy thinking about your lawn. But we need to have time to get that mower tuned and back to you before the grass starts growing - and we need to get the first treatment down to prevent that ugly crabgrass this spring, so why not contact us today??*

**Lawn+**  
**Mower!**  
**PLUS!**

**nitro-green**  
PROFESSIONAL LAWN & TREE CARE

7736 Highway 72 West    Madisen, AL 36758    895-0874    837-0043 (fax)



**A SECOND CHANCE TO SAVE BIG  
BUCKS!**

**2<sup>ND</sup> NOTICE!**

Dear,

A couple of weeks ago, Judi and I sent you a letter with what has to be the greatest lawn care offer every made anywhere — a chance to save over \$300.00 and have a beautiful lawn, tool

Since we haven't heard from you, we can only assume maybe it slipped past your attention or you were too busy to respond. I have attached a copy of that letter for that reason. It's an offer I know you don't want to *pass* and *I am extending the Special Bonus offer until 1/31/97* so that you can still take advantage of these great savings.

To respond all you have to do is:

- 1. Call us at 895-0875 or 895-0779 or**
- 2. Fax your name and address to 837-0043 or**
- 3. Mail the enclosed card with your name and address.**

Sincerely,

Neil Pittman

*P. S. As I promised in that first letter, if you currently have a lawn service, I will match their prices on standard programs — and the rest of the offer is like EASY MONET, so why not contact us today??*

## NOTES ABOUT THIS EXHIBIT:

[illegible]

## **“Proven Solutions for Arthritis...From a Leader in the Field!”**

Arthritis hurts. Arthritis cripples. What many people don't know is...Arthritis anguish and pain can be controlled. Arthritis can be treated safely and effectively! Promising medications and treatment are being developed constantly. And you can get these medications and treatments at special arthritis centers. So what kind of center is best?

### **Here are the 7 important qualities you need...**

1. Stability. The center has been around for a long time. The people are experienced in their field.
2. Confidence. It is a good place - a center with a reputation for excellence.
3. Innovation. The center is constantly improving and developing new treatments. They have published articles in peer reviewed journals. They do research. They are on the cutting edge.
4. Convenience. The center is an easy place to get to. They respect your time. You can get in appointment and be seen quickly.
5. Comfortable. They treat you in a friendly courteous manner. The people take care of business in an efficient manner. Then make you feel at home.
6. Reliability. The building and equipment are maintained and quality checked regularly. Your care depends on the accuracy of the results!
7. Focus. They specialize in one area. They do not try to be all things to all people.

**Here is what you gain from coming to the Arthritis and Osteoporosis Center of Maryland...**

You get security. We've been around since 1981. We've helped a lot of people who are just like you. You'll feel comfortable because you'll be greeted in a friendly and courteous manner. You can schedule an appointment quickly and will be seen on time.

You get peace of mind knowing we quality check our equipment every morning and evening. Everything is maintained according to rigorous standards, so you get results you can depend on!

You get access to quality. And just because we're in a rural area, don't think you'll get second rate care... We have a national reputation *for* excellence and innovation with one of the most active clinical research programs on the East Coast

Tomorrow's Treatments Today! The AOC has been selected as a "Center of Excellence" by pharmaceutical companies active in the field of arthritis research. And this past year we conducted more ~~research~~ studies on arthritis drugs than either Johns Hopkins or the University of Maryland

Chances are if you've read about it in Time or Newsweek, we've already had it available to our patients for quite some time.

Our reputation is built around well-trained people. Our staff is picked to work here only after they've gone through a rigorous selection process. Only about 1 out of 50 applicants are hired.

### **Friendly advice and direction from experts...**

You won't wait! You know how valuable your time is! You'll be greeted in a friendly tone by a smiling receptionist. You'll be seen promptly. You will then see a board-certified specialist in arthritis - not a resident or fellow in training. You'll undergo a careful history' and physical examination. Even with all the new technology available, (here's still no substitute for a careful evaluation by an experienced doctor. Why a thorough physical exam? Because arthritis can go beyond the joints and involve internal organs.

### **Individual attention...**

You'll then sit down with the physician who sums things up your evaluation and plans out your strategy. You'll get the advice and leadership you need. You'll then meet with a nurse who will go over your condition and medications in depth. You'll get pamphlets and other literature explaining your condition.

### **Superb Diagnostic Facilities...**

You may need to go to our lab –a lab that scored at the 99.42 percentile out of 4,002 office laboratories nationwide.

If necessary, you may need imaging procedures like x-ray. The newest type of imaging procedure is called MM scanning This allows us to look inside the joint without surgery!!! It's done by a special magnet which senses the vibration of water molecules in tissue. Its almost magic! All our MRX studies are read by a specialist in musculoskeletal MKT.!

If osteoporosis is suspected, you may need a bone density test also called a DEXA. . short for "Dual Energy X-ray Absorptiometry". This is a special x-ray procedure (using 1/10<sup>th</sup> the dose of a standard chest x-ray) that measures the density of your bones. The result gives us an excellent idea of your risk of future fracture. This allows us to recommend the right treatment for you!

## NOTES ABOUT THIS EXHIBIT:

[illegible]

It may be necessary to obtain tissue specimens to help make a diagnosis. Almost all of these biopsy procedures can be done in the office using only local anesthetic.

Another procedure that's done for treatment purposes is arthroscopy where a look inside a joint with a small telescope and cleaning out of the joint is done with small instruments - also using local anesthetic in the office!! You walk in and walk out the same morning!

You get these procedures done at a center known for its innovative office procedures. Arthritis specialists come from around the world to AOC to learn how to do these procedures!!

### ARTHRITIS! SITTRHTRA!

So, it's clear. If you want your arthritis treated correctly, you need an institution that knows arthritis backwards and forwards. A place like no other - The Arthritis and Osteoporosis Center of Maryland

You should pick up the phone and call the Arthritis and Osteoporosis Center of Maryland now to schedule an appointment or if you'd just like to know more about arthritis, call for our free report, "How You Can Beat Arthritis!" Our phone number is 301-694-5800. Call us now!



Discover The Lazy Doctor's Way To Incredible Wealth...

# Free Report Reveals How Any Dermatologist Can Collect On More Top-Paying Cosmetic Cases

Jay Y. Silver

**F**ired up with managed care? Getting rich is your best revenge! Let's face it, with managed care and Medicare cuts the only way left for the "little guy," dermatologist to succeed is by getting lots and lots of cash-paying cosmetic patients.

This is the easiest, most sure-fire way to spectacular income leaps (virtually overnight) even in today's screwed-up healthcare system.

Now it seems like everyone and their brother are discovering this fact. And they're all clamoring for these same wallet-fattening patients.

## It's A Shame For You Not To Make Good Money When Other Surgeons Do It So Easily!

The sad truth is other surgeons (less qualified and skilled than you) are cashing-in on procedures you should and could be doing!

In fact, these other surgeons may be helping themselves to your best patients from right under your nose.

## You Are The Skin Expert! Not Them!

And right now you have a golden opportunity -- 76 million Baby Boomers are reaching middle age and looking for new ways to regain their lost youth.

You simply couldn't have picked a more lucrative window of opportunity.

These same Baby Boomers that have dominated marketing in America since their births are now poised to profitably explode your practice.

But if you keep using the same kind of name building and "image" type marketing you've always been taught over and over, you'll never make the kind of income you deserve.

Most doctors I see simply copy the same ineffective ways everyone else tries to get cosmetic patients. That's the quickest way to lose your shirt. Or...

## Maybe You Think Hiring an Ad Agency Is The Answer.

### Think Again.

Too bad ad agencies are more interested in getting bigger clients, receiving fatter commission checks and winning awards for being creative, than they are in making your practice boom.

In fact, these high falutin' ad execs, in their Armani suits, couldn't give you results and proof their advertising was working if their lives depended on it! (And unless you like wasting huge sums of cash -- you need results!)

There's no way to trace or track the results you're getting from spending all that money on their "image" type ads. Which is really all the better for them, since they don't know the first thing about ...

## How To Make Patients Practically Line Up And Beg For Cosmetic Services

Here's what you've got to realize: Only a small, select group of people will ever be interested in any kind of cosmetic work.

That means you cannot afford to broadcast your marketing message to everyone and anyone (hoping somebody responds).

No. Instead you must carefully pinpoint your ideal prospect and focus your marketing message to them and them only!

So if you want to see your waiting room bursting with more cosmetic patients, and if you'd like to create a huge (and immediate) cash flow in your practice then you need to uncover my unique, scientifically-proven, breakthrough, direct marketing strategies.

You see, the system I've developed actually sucks out the most qualified and eager cosmetic patients (from every nook and cranny) and pulls them into

your office like a super-charged magnet.

What's more, almost no one in our profession or any of the practice management "gurus" know one lick about this kind of hyper-responsive, results-only marketing I'll teach you.

You'll discover how to focus all your efforts with laser-beam accuracy on that select group of prospective patients most eager for cosmetic services.

No more ineffective, wasteful advertising. No more sending out thousands and thousands of letters with no response. Instead you'll learn how to create a super-effective and affordable system that pulls in more money-making cosmetic patients in a month than you now get all year! Month-in. Month-out. Just like clockwork. And all the details are inside my...

## Free Report

This free report, entitled: *"Secrets Of Getting More Top-Paying Cosmetic Patients Without Really Trying"* reveals all these little-known secrets and more. Inside this exciting report you'll discover:

- The best ways to get tons of referrals...and how to systematically keep generating even more.
- How to mine the fortune that lies hidden in your patient files!
- How to avoid the biggest advertising mistakes most doctors make.
- What cosmetic patients really want (and if you give it to them you'll own your market). And much, much more...

To get your FREE copy of this amazing report, call toll-free: 1-800-xxx-xxxx anytime 24 hours a day for a free recorded message. And finally laugh at managed care worries for good!

© 1991 Silverman Group

**SPECIAL REPORT:**  
**Secrets of Getting More  
Top-Paying Cosmetic Patients  
Without Really Trying**

How Any Dermatologist Can Start  
Cashing-In On The Surge Of Money-Making  
Cosmetic Cases You're Missing Right Now

*Secrets Revealed Inside....*

**Jay Y. Silver**

*Silvertree Group 14312 Fairdale Road • Silver Spring, AID 20905  
1-800-896-6979 • Fax 301-345-5686*

## **Now You Can Laugh At Managed Care Worries — If You Discover The Breakthrough Secrets To Getting All The Money-Making Cosmetic Cases You Want**

Dear Friend,

Are you frustrated with the money you've been making in your practice lately?

I'm willing to bet that with all the managed care and Medicare cuts, your income has been significantly reduced...might I say severely slashed?

While all those insurance company "big-whigs" and HMO insiders have padded their pockets (to the tune of tens of thousands even hundreds of millions of dollars), dermatologists, like yourself have been left on the sidelines when it comes to making big money.

No other time in history have there been so many forces fighting against the success of hard working doctors and surgeons.

With managed care our profession has been faced which reduced reimbursements, stingy gate keepers, capitation, hold harmless clauses, and a mountain of paperwork — that's enough to make you want to scream!

What's more, you're probably working your tail off every day to see more and more patients just to make a decent living. . .but with less and less to show for it every month (and only more of the same in sight) .

Consider this fact: according to a recent Managed Care Attitude Survey, 74.3% of the respondents stated that managed care arrangements have reduced their annual professional income despite the fact that 65.5% of respondents have increased their number of managed care contracts .

And, what's even more shocking is 60% of those surveyed have decreased practice costs by becoming more efficient. That's why...

### **There's Only One Way Left For You To Earn The Income You Deserve...**

Let's face it. To become financially secure (in-today's screwed-up health care market) you need to start getting lots and lots of cash-paying cosmetic patients.

Cosmetic patients are the most lucrative and profitable patient you could bring in. And now, it seems like everyone and their brother are discovering this fact. They are all clamoring for these same wallet-fattening patients.

**It's A Shame For You Not To Make The Big Money...**

### **When Other Surgeons (Less Qualified and Skilled Than You) Do It So Easily!**

Just imagine how much money you're losing every day because you're letting some other surgeon "cherry-pick" your best patients – from right under your nose!

And most of the cosmetic cases they're doing are the same procedures you could've done...and it's all money that should've been in your bank account.

## **You Are The Skin Expert. Not Them.**

These surgeons sure cashing in on procedures our profession helped perfect and develop (ask them if laser resurfacing or tumescent liposuction rings any bells).

You may even feed them referrals – but they never seem to reciprocate.

### **So, What's The Secret To Attracting All The Big-Money Cosmetic Patients You Want?**

It's easy once you realize the most important knowledge you need is not about dermatology or even cosmetic surgery – it's about marketing!

That's right, once you learn how to do it the right way, it's like being able to write your own' ticket.

And that's exactly what I'll show you in a way that never comes off as being pushy or obnoxious.

My name is Jay Silver and I'm a practice builder, who has developed a completely unique marketing system for attracting all the cash-paying cosmetic patients your practice can handle.

My proven system is a way for you to effortlessly explode your bottom line without risking big dollars – without hiring extra staff and without investing in any more expensive equipment. Your waiting room will be bursting with new cosmetic patients.

(In fact, it's so good it comes with the strongest; most iron-clad, 100% risk-free guarantee ever offered, that I'll explain in a moment. )

And the most amazing part of this marketing system is; virtually nobody in our profession or anyone practicing medicine knows anything about this kind of marketing.

It's based on techniques pioneered almost 100 years ago when people realized that marketing and advertising should get results, not just get someone's name out.

In fact, marketing is more crucial than it's ever been. It's the single, most overlooked and under-utilized asset in 99% of all practices

-2-

*(please go to the next page)*

I look at. And if you don't believe me, look around our profession — there are more doctors today, who are going broke, or working harder than ever for meager salaries.

This may disturb you...

May even make you feel sick. You have so many degrees and honors. You've spent thousands and thousands of dollars on education and countless thousands more purchasing all your equipment. . .

And you're good at what you do, most likely even great, BUT, it's gut-wrenching but true to come to the conclusion that:

**Even The Greatest Doctor in the World  
Will Go Broke Without a Constant Stream of  
Profitable New Patients.**

But the good news is that finding, attracting and getting these money-making patients is ridiculously easy once you understand how to do it. However,...

**Almost Everybody Is Dead Wrong About the Way  
They Try to Attract Cosmetic Patients**

Most doctors I speak with will just follow what everyone else is doing. Or try to mimic the hot-shot plastic surgeons.

Almost every physician or surgeon's practice I look at it, uses what's called "name-building" or "image" advertising. Image and name building is not what gets cosmetic patients into your door and pluck down their hard-earned money for services.

So, if you keep following everyone else, you're flushing your money down the toilet on ineffective advertising and marketing

To get cosmetic patients to flock to your practice you need to start using results-only, super-responsive, emotional marketing like the kind I'll teach you.

**In Fact, Let Me Give You Your First Lesson Right Now:**

You have to realize every decision you and I make is based on emotions and then we justify it with logic. And the same thing applies for everyone and anyone. It doesn't matter if they're rich or poor, young or old, people are people.

The marketing strategies developed, nearly 100 years ago, still hold true today, because people have, and will continue to respond to self-serving emotional appeals.

Now, I'm not saying that you become "unprofessional." What I'm trying to show you is most doctors are so boring, dull, focused on your

# **FINAL NOTICE**

**No Risk Offer! Try My Proven Marketing System For Up To Six Whole Months! Read This Special Report To Find Out How You Can Use This Amazing Marketing System 100% Risk-Free!**

## **“Secrets of Getting More Top-Paying Cosmetic Patients Without Really Trying”**

### **WARNING:**

This may be *the* last time you hear from me, Jay Silver. About a month ago, I sent you a copy of this report showing you the secrets to getting more top-paying cosmetic cases. If you had already started using my non-threatening, emotional based marketing, last month, *You Would Already See A Huge Difference In Your Practice And Your Outlook For The Future!*

You had initially asked for this information, so I know you're looking for a way to make your practice more profitable and silence Managed Care worries once and for all. And I'm not going to give up on you. Maybe you're still skeptical or worried about spending the money required. Or possibly confused by all the so-called "experts" out there. I don't know - but what I do know is we provide you the best, most solid, risk-free guarantee in the profession. If my system didn't work, there's no way I could ever give you such a comprehensive guarantee.

Please read what I have to say and seriously consider the implications of missing this final opportunity. Your last chance to build your practice and raise your profits using proven marketing systems - completely and totally risk-free!

**Jay Y. Silver**

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***Silvertree Group 14312 Fairdale Road • Silver Spring, MD 20905  
1-800-896-6979 • Fax 301-345-5686***

## Direct Response Tracking

③

Direct Response Tracking			
Title: At Last, You Can Slash Your X-ray ....		Code: MDXF8B	
Date Mailed:	3/16/98	Mail Class:	First Class
List Sources:	Md Dept of Environment		
Quantity Mailed	250	Total Responses:	9
Printing Cost/ea	\$0.22	Gross %	3.60%
Mailing Cost/ea	\$0.32	Conv. (Sales)	5
Labor Cost Total	\$15.00	Conversion %	55.56%
Mail List Costs	\$0.00		
Total Costs	\$150.00		
Cost per response:	\$16.67	Cost per sale:	\$30.00
		Avg Order:	\$97.00
Comments: Price Test \$107 v \$97 for 14x17 film			

**At Last, You Can Slash Your X-Ray  
Film Costs Up to 37% and Still  
Get Perfect Images...  
(Or Your Money Back)**

Tuesday  
9:37 a.m.

*Priority Code XF1*

Dear Friend,

Don't buy anymore x-ray film until you've compared these prices.

Let's face it, reimbursement keeps going down while your costs keep, going up. Keeping your practice profitable is getting harder and harder.

That's why I know you're someone who can appreciate a bargain.

And Ultimate® X-ray film is certainly a bargain. These prices are probably 13%. . . 20%. . . up to 37% or more off your current prices.

Compare three examples:

	14"x17"	10"x12"	8"x10"
3M	\$ 327.94	\$ 144.74	\$ 99.20
Fuji	\$ 273.61	\$ 192.48	\$ 131.58
Kodak	\$ 241.61	\$ 179.75	\$ 102.25
St. John's Companies	\$ 149.95	\$ 74.90	\$ 49.95
Film Bin	\$ 121.50	\$ 59.75	\$ 39.15
Scrip	\$ 116.00	\$ 59.00	\$ 39.00
<i>Ultimate® X-Ray</i>	<i>\$ 97.00</i>	<i>\$ 50.00</i>	<i>\$ 36.00</i>

But that's not fair – why should you have to nav over-inflated x-ray film prices just because you buy only 2 or 3 boxes at a time?

The price you pay for your x-ray film is not relevant; to the picture you get...and I can prove it.

The truth is there are only 6 manufacturers of x-ray film in the whole world. But there are well over 250 different brands of x-ray film being sold – how could that be possible?

What happens is these 6 manufacturers actually package x-ray film for all the other brands. After the film is cut, they simply put different labels on the outside of the boxes (the film inside is exact same. ) This is called private labeling.

In fact, Ultimate® x-ray film is manufactured by a company

-1-

(turn over to continue)



whose name you would recognize immediately, it's the only manufacturer of private label x-ray film.

Their name starts with the letter 'K', but that's all I can tell you because of legal reasons.

Just imagine if that manufacturer let it slip out that our bargain priced Ultimate® x-ray film you'll be using is the exact same as their high priced film -- they could never sell it again for their inflated premiums.

Look, I know you probably get dozens of offers asking you to switch films. And they all promise to save you money.

But most x-ray films are very much the same. So the only real difference is the price you pay and who you buy it from.

Then why should you buy your x-ray film from us? Listen to what some customers say:

"Prompt service, good price for good quality film. I saved 21% off my previous x-ray film prices."

Dr. Allen Kowarski

Fairfax, VA

Phone 703-352-4357 Fax 703-352-8935

(Switched from Dupont)

"I am very pleased with the performance and quality of the Ultimate® medical x-ray film. Under no circumstances have I seen situations of poor quality. I would recommend the film due to the above factors and the competitive price."

Richard F. Pulcrano, B.S.R.T., Director

Horizon Mobile, Inc.

Huntington, WV

Phone 800-999-9709 Fax 800-899-8951

(Switched from Agfa)

"Fast Service. Great Prices!"

Dr. Charles M. Arndt

Sterling, VA

Phone 703-444-4141 Fax 703-444-4398

(Switched from Dupont)

But low prices aren't the only benefits you get, here's 5 more reasons to consider trying Ultimate® x-ray film... (and one reason not to.)

- 1) You get an unconditional 100% money back lifetime guarantee. If for any reason you're unhappy with the film return any opened or unopened boxes for a full refund of every penny you paid.
- 2) You get next day delivery of your x-ray film. If you've ever been in a jam when you needed to take an x-ray but ran out of film -- then you'll really appreciate this.
- 3) You get our amazingly-low x-ray film prices guaranteed to never go up for at least 3 years.
- 4) You never need to sign any constricting contracts.
- 5) It's probably the exact same film you're using right now. So you'll see the same sharp picture and clarity you're getting now.

Take a look at how some other customers are enjoying these benefits:

"Very timely and accurate with our orders. I especially appreciate the fact that they are always ready and willing to help at any time. I am sure that our clinic will continue to be a satisfied customer of Med-Electronics and I would gladly recommend their company to other potential customers."

Carol E. Adkins, R.T.

Casto Clinics

Charleston, WV

Phone 304-925-2225 Fax 304-263-0682

(Switched from Fuji)

"Your x-ray film is doing a terrific job in this busy practice. We highly appreciate and recommend your business. Keep up the good work!"

Jimmy Vargas

1st Choice Physicians

Rockville, MD 20852

Phone 301-251-2777 Fax 301-251-1829

(Switched from 3M)

"Very easy to do business with. Always experience good service from Med-Electronics, friendly personalized attention."

Nancy Calabrese, R.N.

Hand Surgery Center

14300 Gallant Fox Lane Bowie, MD 20715

Phone 301-464-5100 Fax 301-464-1067

(Switched from Konica)

And that one reason not to buy your x-ray film from us is the fact we don't service x-ray machines and processors. But if your current company is doing a good job -- why switch anyway?

Now even with all these reasons to say "yes", I still want to make it even harder to say "no". To make this offer absolutely irresistible you can get 3 free bonuses if you act now.

**Free Bonus#1**

Order within 30 days and you'll get free shipping forever! This could easily save you at least \$5 or \$10 per order. Some companies may try to mislead you with low prices on film and then stick it to you for shipping -- not us.

You'll never get charged for shipping or handling if you pick up the phone and order today.

**Free Bonus#2**

As another bonus for acting quickly, you'll get a free x-ray technic chart (a \$10 value). Use the free technic chart to record a consistent method for taking x-rays in your office, without having to make costly adjustments.

**Free Bonus#3**

As an early bird bonus for placing your order within 10 days, you'll also get a free mug. This is a high quality, imprinted mug with a big handle perfect for your morning cup of coffee or tea.

So why am I willing to send give you all this free stuff? The answer is simple:

It's a bribe.

A shameless bribe to get you to try our x-ray film. Because I

[illegible]

## FAX

To: Dan Kennedy  
From: Leo Gagnon  
Re: Copywriting Workshop

Per your request for submitting materials for the Copywriting Workshop please review the following pages.

The program has been setup as a 2-step sales offer. With advertising geared toward a FREE report. See enclosed.

The first ad with about 100,000 circulation targeted locally to seniors will hit about September 4<sup>th</sup>, my hypnosis client database will be mailed a post card September 7\* . The Advocate, a national magazine targeted to gays will be on the shelves September 29<sup>th</sup> and the New Age Magazine, also national, will hit the streets on October 27\* Consequently there are no reportable results at the time of this submittal.

Ads are key coded. Example: Ask for REPORT C-1. And made available also on the Internet at [www.safesurgery.com](http://www.safesurgery.com).

The FREE report and product offer enclosed is in my computer format but is currently at the printers being formatted into the final version. But you have all the data I will be sending on the first and second mailing.

For example, the three testimonials are being placed on one page; the biographical information is on a half-page at the back.

Your comments will be appreciated. Any questions call me at 602-780-9097 otherwise I will see you at Crescent

(Post card – not to exceed 4 1/4" x 6")

If anyone you know or love ever needs surgery for any reason they must  
**READ MY FREE REPORT C-1.**

Learn:

- Why everyone sums up my report in one word, "astounding!"
- What many hospitals and surgeons don't want you to know!
- Specific critical questions you must ask even before checking into the hospital!
- How you can minimize anxiety before surgery, decrease complications during surgery, and even reduce the need for debilitating pain medication after surgery!

You or someone you know and love may need surgery soon. If and when surgery becomes necessary you will want to have this report handy. Order it now. If you were my very own brother or sister, I would have to tell you: "What you don't know could seriously hurt you. Take advantage of this free c-1 report now. It won't cost you anything to obtain and read report c-1."

Call my new order line at (602) 780-0360 or mail your request directly to my office. Either way, I will rush report c-1 out to you. Want it faster? I've put it all there on the Internet for your...  
[www.safesurgery.com](http://www.safesurgery.com)

*Caring about you and your loved ones,  
Leo Gagnon, Ph.D.*

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((FLIP SIDE))

Leo Gagnon, Ph.D.  
24819 N. 56<sup>th</sup> Dr.  
Glendale, AZ 85310  
602.780-0360  
[www.safesurgery.com](http://www.safesurgery.com)

POST CARD ADDRESS

*I thought you would  
really want to know....*

How to wipe out anxiety  
before surgery, decrease  
surgical complications  
and heal so fast even  
your doctor will be  
amazed!



Ad for New Age magazine.  
Final Still with graphic artist  
Same Ad for Advocate.

**Don't Let Anyone You Love Or Care About Go Into Surgery \^  
Without This Report**

**PUT YOUR MIND AT EASE ABOUT YOUR SURGERY BY ASKING LOTS OF QUESTIONS. HERE IS  
WHAT TO DO, WHAT TO ASK AND WHY**

**Anxiety Before Surgery**

The Journal of the American Medical Association estimates that mistakes by doctors and hospitals could be “at least partially related to 180,000 deaths annually”. Very often these “mistakes” are based on miscommunication between the patient and the health care givers. These miscommunications can lead to greater patient anxiety and fears. Going into surgery filled with fear, expecting the worst and being inadequately informed can seriously increase pain and suffering as well as reduce your chances for a rapid recovery.

**How bad is it?**

*Newsday* writer Thomas Mater said the only public method of keeping track of hospital death rates was eliminated in 1995 when government regulators stopped requiring death rate reports from hospitals. “The Medical community lobbied hard for the elimination of the death rates studies,” said Mater. Other analysts contend that hospitals are not adequately regulated and there is little public accountability from them.

**What can you do about it?**

Take responsibility for knowing as much as you can about every part of your surgery.

- a) Ask questions. Lots of them. Get every possibly question answered from your doctor, the hospital, insurance company and even the nurses on staff. Getting questions answered can make a significant difference in reducing your anxiety levels Some of the more important questions are listed on the following pages.
- b) Develop a positive mental attitude about your surgery. Expect to survive, be comfortable and get well quickly.
- c) Use a mind and body system specifically designed to help you remain calm and comfortable before, during and after surgery. Appropriate subconscious messages

will help you with your positive mental attitude and virtually insure a healthier faster, recovery with less pain and suffering (

### **Ask Your Surgeon**

Become familiar with your surgeon's background. Remember there is only one doctor that finished first in his class. Fortunately, there is only one who finished last in his class. Which surgeon do you have? Better ask Call your State Medical Board to see if there are any complaints. Then check to make sure he is certified to do your operation by calling the American Board of Medical Specialties at 1-800-776-2378.

Years ago, we placed our medical doctor on a pedestal. Today we know that medical doctors are just businessmen with certain skills and talents. As in any field some are better than others in their profession. A good surgeon will be more than pleased and proud to give you information about his credentialing, successes and failures. When in his office be sure to get all your questions answered in plain English. If he uses medical terms or words that you do not understand, stop him and ask him to put in lay terms so you can understand. Often a surgeon will give the impression of being a busy man with not enough time to answer your questions. He may well be busy, but your planned surgery is very important to you. After all, he is going to cut into YOUR body and you should know as much about him as possible. Get the answers to all of your questions or leave and find a doctor who will answer them

### **Get Consent Forms Translated**

When you are asked to sign consent forms written in legal babble, get it translated so you understand what you are really consenting to. In that way there are no real surprises and you are not consenting to something you don't understand or worse yet, don't want! If he or his staff cannot or will not clearly explain to you every bit of what the form really says, ask him to have HIS attorney rewrite it in plain English. (You could bring it to your attorney, but your surgeon is going to be paid very well by your insurance company for his services, so let him buy the translation. He should have done that earlier anyway.)



How you can stop worrying about your surgery, wipe out anxiety before surgery, get your body to fully cooperate with your surgeon and heal so fast even your doctor will be amazed.

---

Surgery is a serious undertaking and you want to do everything you can to make it as easy as possible on yourself! Don't you?

If there were a way in which you could release anxiety before surgery, get your body to better cooperate with the surgeon's efforts during surgery and alleviate pain and suffering after surgery with a *minimum number of drugs*, you'd want to know about it, wouldn't you? The solution...

Your Mind and Body Connection

Now you can maximize your surgical success by using your greatest ally, your mind. If you are a normally intelligent human being and can hear and understand English you can make a significant difference in the way you feel before, during and after surgery!

Research Proves Using Your Mind Makes a Big Difference Using your mind, to help you during surgery is not a new concept. Research has been going on since the 1960's and ever, though we knew results to vary with individuals, we also know the mind-body connection works and with great consistency. All *you have to do is find a way to put your brain to work for you!* My Surgical Mind Messaging™ System does just that.

Not New But Astonishing

*When X saw the consistent results X was getting with surgical patients*, I became curious about what research had already been done with the mind-body connection in surgery. " read the technical reports of numerous researchers and found the results were consistently and amazingly good. Sometimes astonishing.' BUT their results were never put into practical use.

Tested and Proven for Over 40 Years

Over 40 years ago researchers started testing the mind and body connection with patients to see if it *reduced anxiety* before surgery. It did. They then tested to see if simply playing positive affirmations during *surgery* would affect the post-surgical outcome. It did. They then tested to determine if *pain and suffering could be reduced after surgery*. Well, it did?

You Can Have It All

The key words researchers used to facilitate communication between the mind and body to clear anxiety and wipe out pain and suffering are now available to you. Power phrases that calmed

unrelenting apprehension and erased post-surgical agony will help you the same.

### **An Inner Coach During Surgery**

With my program I can even be there for you during surgery coaching your mind and body to help you get through it. Your body will want to cooperate with the surgeon, maintain respiration and even minimize your bleeding!

Your mind controls your body; your body does not control your mind! Nowhere has this been more clearly demonstrated than in surgical situations. Make sure your mind is helping you and not hindering you. Your mind is the most powerful tool you have to insure a healthy and safe outcome to surgery. Maximize your mind power using the only program designed to care for you during all three stages of surgery...the original Surgical Mind Messaging<sup>1</sup> System.

Once you say "YES" to using my Surgical Mind Messaging™ System during surgery, your mind and body will be orchestrated to the work of your surgeon maximizing his skills and talents for your greater well-being.

### **During surgery you will be:**

- 1) *Relaxed under the skillful hands of your surgeon*
- 2) *Mentally commanded to reduce the bleeding in the surgical sites while maintaining your blood pressure.*
- 3) *Given instructions to create a real numbness at the Incision site.*
- 4) *Given instructions for wellness and to accelerated healing after surgery.*
- 5) *Given a trigger word that will insure you remain comfortable after surgery.*

After surgery you can expect to astonish everyone, including yourself and your doctor, by healing quickly with little or no pain and suffering. Simply listen to this program as directed while you are in the recovery room and later while resting in bed will help keep you amazingly comfortable.

### **After surgery here's what you can look for:**

- 1) *The areas of incision will be amazingly comfortable, and you may find yourself requiring very little or no pam medication!*
- 2) *Your energy will return sooner than expected*
- 3) *You will be able to follow the medical instructions given for your rapid recovery.*
- 4) *You can expect to leave the hospital sooner, healthier.*
- 5) *If you require physical therapy, you will find the mind and body connection accelerating the positive results of your therapy.*

### **What exactly is the Surgical Mind Messaging™ System?**

It is an audio system designed specifically to alleviate surgical anxiety, pain and suffering—Guaranteed or your money back!

The Strategy consists of a series of specially programmed CDs calculated to orchestrate the power of your Bind with the healing ability of your body. *The ultimate mind and body connection when you need it most!*

#### Masterminded Programming

Each segment of the *blind Messaging" System* has been masterminded Co produce maximum results for you with a minimum of effort or. your part. All you have to do is put the earphones on, listen and let your mind take care of your body just as it's supposed to.

#### Works Even During Surgery

Even during surgery when you are under general anesthesia this system will be working for you! A mind and body surgical system this powerful has never been available to the general public before and is available only through my office today!

*I am so certain you will benefit from my revolutionary system I am willing to back it up with an:*

ABSOLUTELY NO RISK GUARANTEE FOR 3D DAYS. Listen to the tapes in this system as directed and X absolutely guarantee that you will do better than expected before, during and after your surgery or X will refund 100% of your purchase price within 30 days.\*

FREE. Included with my system is e new auto-reverse cassette player to be used during your surgery.

FREE EXTRA special bonus, a book so good, I wish I had written it! Dr.'s William Deardorff and John Reeves have written a masterful 220-page surgical primer entitled "Preparing for Surgery." This workbook contains self-assessments to determine your coping skills and concerns about surgery as well as in depth explanations of events surrounding surgery. This 220-page workbook is yours FREE with your order today.

#### Compare Costs

Normally my fee to eliminate just your pre-surgical fears and anxiety would cost you \$270.00 for your first private session. Then, if you requested my services post surgically (locally! my fee for each visit would be \$180.00 and we would have at least three visits. That would be \$540. Additionally, to go into the operating room with you during your surgery I would have to charge you \$180 per hour. If your surgery lasted for only two hours, that's a cost of another \$360.00! My total fee to you would be at least \$1,170.00!

### Invest In Yourself

Although my system should cost you a minimum of \$1,170.00 for services rendered, if you order *toy* MIND MESSAGING SYSTEM any time after today I will gladly rush it to you for a nominal investment of only \$149.90 without a cassette player and without a book bonus.

## **LIMITED TIME OFFER!    SAVE    SAVE    SAVE**

Say yes and place your order within 10 days of the postmark on this report and I will automatically deduct \$25.00 from my regular retail price.

While all the information is fresh on your mind if you say, "yes, I'll try it" within 10 days of the postmark you will receive my program for only \$ 124.90 instead of the regular \$ 149.90. Remember you will also receive all the forms and instructions, plus the FREE auto-reverse cassette player and BONUS book I described earlier. As soon as I receive your order, I will personally see that it is packaged and rushed to you.

### Everything You Need

My system includes everything you need to soar through your surgery and recover quickly with a minimum amount of pain medication and little or no pain or suffering. Included in your package will be instruction sheets for you, your doctor and the hospital staff, an *insurance form* for possible insurance reimbursement. Additionally, I will send your *FREE book* bonus and a battery operated, auto-reverse cassette player for use during surgery. (*Your surgeon will want you to use a clean, new machine (luring surgery.)*)

Hurry, this special offer is good for only 10 days. After that you may purchase my system any time for \$149.90 without the auto-reverse cassette player and without the book bonus.

### Possible Insurance Reimbursement

You may be able to receive all or part of your investment in my program back from your insurance carrier. Included with my system is an insurance form with all the hard questions answered for you. Included are exact instructions for submitting to any health insurer, including HMO's, and PPO's.

Need the system fast? BEST WAYS: Fax the enclosed order form or use the order form on the Interact. OR call us on our 24-hour voice mail order line, 602-780-3360. SECOND BEST: A bit slower but always effective, mail in your order form and we will ship to you ASAP.

### "What if???"

What if my system cannot possibly reach you before surgery? Clinical trials have demonstrated that a program such as my "AFTER SURGERY" program, can still make a big difference by reducing the need for pain medication, decreasing pain and suffering as well as accelerating the healing process. This single program can be ordered separately. See (Option 3) on order form.

[illegible]

#31-16318 82<sup>nd</sup> Avenue, Surrey, BC, V3S 8K2  
Tel (604)599-0857; Fax (604)699-5851

**The RESPONSE Group**

# Fax

**To:** Dan Kennedy

**From:** Mark Breedveld

**Fax:** (602)269-3113

**Pages:** 6

**Phone:**

**Date:** 08/25/98

**★Re:** Submission for October Copy Writing  
Conference

**CC:**

☐ Urgent    ☐ For Review    ☐ Please Comment    ☐ Please Reply    ☐ Please Recycle

● **Comments:** Thank you for the opportunity to have a critique done of the attached letters at the October conference. Here are the details . . .

1. It's a 2-letter campaign taking place over 6 weeks. Our first mailing of the letters took place mid-July with a response deadline of August 31, 1998. Letter 2 was sent 3 weeks after letter 1. Included with both letters was the attached personalized fax-back form. We also enclosed a colour trifold brochure with letter 1.
2. The letters were sent to Caltech's in-house database of 886 individuals working in research labs in BC – most are lab managers working in the public sector.
3. Caltech was willing to provide the free service call in order to build relationships with prospective clients and to receive a complete inventory of the prospect's equipment. The inventory list is of value to Caltech because it gives them a greater understanding of the prospect's needs, present and future.
4. By August 21, Caltech had received 20 completed fax-back forms. Caltech's head technician and customer service manager is in the process of contacting respondents to set up a time for their free service call. Caltech is a small company, 5 employees, and does not have a staff member specifically focused on sales/marketing. Several appointments have been scheduled and no sales have yet been made.

So we have 2 questions for you: (1.) What can be done to increase response? and, (2.) what can we say in our follow-up letters to close the individuals who responded to the free offer but didn't immediately sign up for an annual CCM preventive maintenance program?

Thanks for your help!

*Mark Breedveld*

## Letter I — Prospects

&lt;Letterhead Banner&gt;

&lt;date&gt;

<Name>  
 <Company>  
 <Address>  
 <City> <Postal Code>

## Do You want to Prevent Equipment Breakdowns from Happening In Your Lab?

An annual CCM Program from Caltech ran help  
 —and until August 31, 1998 you ran try it for FREE!

Dear <first name>:

When you go home from work tonight, are you 100% certain that your lab equipment won't break down due to premature failure or wear? If the answer is no. <Mr./Ms.><Last name>, Caltech can help you achieve that peace of mind. We have done it before for many other laboratories in B.C. And I am sure we can do it for you, too. At the very least, I'm offering you a way to find out without taking a penny of your money and only a few minutes of your time.

### 18 Years of Lab Equipment Repair and Servicing Experience to Offer You

For 18 years, Caltech Tech Services has been in the business of repairing and servicing laboratory appliances for pharmaceutical, research, hospital and industrial laboratories. We provide exclusive warranty service for a number of well-known manufacturers, and we are an authorized service depot for many others. If you have mechanical or electrical equipment in your lab — washers, freezers, incubators, etc.— we can repair or service it. In British Columbia, we have a broad range of clients, including...

- |                              |                                 |
|------------------------------|---------------------------------|
| ✓ Vancouver General Hospital | ✓ Royal Inland Hospital         |
| ✓ Nikon Optical              | ✓ BC Centre for Disease Control |
| ✓ Angiotech Pharmaceuticals  | ✓ And many more!                |

Regardless of the size of your organization, our service standards are the same — the very best! Have a look at the enclosed brochure for more details. Then pick up the phone and give us a call.

### Calibration, Certification & Maintenance (CCM) Program — Customized for Your Unique Needs

If you want to prevent equipment breakdowns in your laboratory, you need to know about Caltech's customized *CCM Program*. A *CCM Program* is much more than a preventive

maintenance program Caltech's *CCM Program* includes ...

1. Scheduled calibration, routine adjustments, cleaning and lubrication of your equipment,
2. Inspection reports on each piece of equipment with details of any signs of premature failure or wear,
3. Discounts on our regular repair services — 33% off labor and 10% off parts,
4. Free use of loaner equipment if your ultra-low freezer ever goes down,
5. A field accredited equipment certifier dedicated to serving your account, and
6. A 100% satisfaction guarantee — you can cancel anytime during your 12-month service contract term and receive a full refund of the unused portion.

But most importantly you get the peace of mind knowing that your equipment is in top working order-- unlikely to break down due to premature failure or wear. For as little as \$0.69 per piece of equipment per day, can you afford not to have a *CCM Program* for your laboratory?

### **Try Caltech's—FREE**

We'd like to introduce you to our preventive maintenance services. And the best way we can think of making it easy for you to say "yes" is to offer them to you free! Here's what we will do. We'll send one of our field accredited technicians to your lab. He'll provide one hour of free servicing to any piece of equipment in your lab. That's a \$180 value — and it's yours free. And while he's there, he'll also quote you on a one-year *CCM Program* for your laboratory.

To receive your free one-hour service call and a no-obligations quote on a *CCM Program* for your laboratory, simply complete and return the enclosed form or call me at 279-8705. *Bi&* call today, because this offer expires August 31, 1998.

Sincerely,

Rene Andersen, President

P.S. Don't miss out on the free service call — at a value of \$180 (with no obligation on your part to purchase anything) it's one of the best offers we have ever made! To receive yours, simply fill out and fax-back the enclosed form. Or call me directly and I can take down your information over the phone. Either way, you'll need to act fast, because this offer is only available until August 31, 1998.



Letter 2 — Prospects

<Letterhead Banner>

---

<date>

<Name>

<Company>

<Address>

<City> <Postal Code>

**This is Your Last Opportunity to Receive a  
FREE 60-minute Service Call**

This \$180 value offer expires August 31, 1998—Don't miss out!

Dear <first name>

If you usually put things off until the last minute, then now is the time to take action!

Two weeks ago, I wrote to you about Caltech's *CCM Program* that's our 12-month preventive maintenance program which includes Calibration, Certification and Maintenance of your lab's electro-mechanical equipment. I'm sure you'll remember the letter. It had a headline which said . .

**Do You Want to Prevent Equipment Breakdowns from Happening In Your Lab?**

Equipment breakdowns cause delays, create frustration, and can be very expensive to remedy. With Caltech's *CCM Program* you can be certain that...

- Your safety cabinets are indeed safe,
- You won't lose samples (and, potentially, many years of work) if your low temp freezer fails,
- *Your washers are preventing cross-contamination.*
- All your equipment is working as designed, and
- *Your professional stature is not compromised.*

In Short, Caltech's f 'CM Program provides you with the peace of mind of knowing that your lab equipment is in top working order... and that you'll never have to face the situation of

...2

a researcher discovering that her research investment has been lost due to the premature failure of a piece of your lab's equipment. For as little as \$0.69 per piece of equipment per day, Caltech's **CCM Program** is essential to the productivity of your lab. . ***and to your peace of mind.*** It's the right thing to do!

**Try Caltech's Servicer — FREE!**

We'd like to give you the opportunity to try our services for free. Here's all you need to do:

1. Select one or more pieces of equipment in your lab which you would Like calibrated, certified, maintained or assessed.
2. Complete and fax back the enclosed form (or call me directly at 279-8705). I'll send one of our certified technicians to do the work for you, up to a maximum of 60 minutes. That's a \$180 value when you factor in travel time — ***and it won't cost you a penny!***
3. After he has completed servicing your equipment, allow our technician to do a quick inventory of your lab's equipment and give you a no-obligations quote on a custom **CCM Program**.
4. On your own time, review our quote and decide whether you would like to proceed with a 12-month **CCM Program**.

To receive your free 60-minute service call and quote, simply fill out and fax-back the enclosed form. **But do hurry this offer is only available until August 31, 1998**

Sincerely,

Rene Andersen. President

P.S. Don't put your lab's reputation at stake for another minute! Contact Caltech for a free 60-minute service call and a quote on getting a **CCM Program** in place for your lab's protection. Our free offer expires August 31, 1998 so respond today — before it's too late!

# **QUICK RESPONSE FORM** **Fax back to (604)279-8709**

**TO:** Rene Andersen: President, Caltech Tech Services

**FROM:** <first name><last name>  
 <company>  
 <address>  
 <city>, <province>, <p.code>

If any of the above information is incorrect, please correct it in the space to the right.

**RE:** Calibration, Certification & Maintenance (CCM) Program

- ☐ **YES!** Call me to book my free one hour service call and a no-obligations quote on a custom, 12-month *CCM Program* for my laboratory.

My top 3 pieces of equipment to be calibrated, certified, maintained or assessed during my free service call are . . .

<input type="checkbox"/> Bath/Circulator	<input type="checkbox"/> Centrifuge
<input type="checkbox"/> Cryogenic System	<input type="checkbox"/> Clean Room
<input type="checkbox"/> Environmental Chamber	<input type="checkbox"/> Freeze Dryer
<input type="checkbox"/> Freezer - ultra low	<input type="checkbox"/> Fume Hood or BioSafety Cabinet
<input type="checkbox"/> Incubator	<input type="checkbox"/> Monitoring System
<input type="checkbox"/> Operating Room Equipment	<input type="checkbox"/> Oven
<input type="checkbox"/> Pathology Equipment	<input type="checkbox"/> Refrigerator
<input type="checkbox"/> Rotary Evaporator	<input type="checkbox"/> Shaker
<input type="checkbox"/> Washer	<input type="checkbox"/> Other (describe: _____)

Phone number: \_\_\_\_\_ Best time to call: \_\_\_\_\_

- ☐ **YES**, at some point I would like to get a quote on a *CCM Program*, but not right now. Stay in touch and call me in . . .

☐ 1 month ☐ 2 months ☐ 3-6 months

**Fax back to (604)279-8709**  
 or call 279-8705

This image shows a single page from a notebook or ledger. It features approximately 20 evenly spaced horizontal black lines across its entire width, providing a guide for writing. The margins are uniform on all sides, and there are no additional markings, text, or illustrations present on the page.

[illegible]

## 1998 ST. LOUIS AREA MAILER RESULTS

Mailer	Addresses	Respondents	Letter/Info Sent	Contracts
1 <sup>st</sup> Mailer: How to Lower Your Property Taxes ...	5500	144	88	34
2 <sup>nd</sup> Mailer: “Tired of Taxes?”	5356	79 total (39 faxes)	31	18
Bad Addresses /Returns	(39)			
Total	5461	223 (4.1%)	119	52 (43% of those who were sent letter & info) (36.1% of all respondents)
AV Checked – OK or LOW		41 (28% of respondents)		

# How To Lower Your Property Taxes At No Cost To You

Dear Fellow Property Owner:

I know you just recently paid your property taxes and I'm sure you did everything in your power to get them down - lawyers, accountants, consultants - I admire you for doing everything you did - but I wonder if you still paid too much. You know that paying your taxes based upon an assessed value dictated by a government bureaucrat virtually guarantees it will cost you more than it should. The question is:

Will You Continue To Give The Government More Money Than You Should? OR, Will You Do Something Different - Something That Will Guarantee You The Lowest Taxes?

You should you keep throwing away thousands of dollars each year on property taxes that you won't even legally owe? I don't know about you, but I despise overpaying for anything especially if it ends up costing me thousands of dollars.

My name is Steve Weber and I'm a former assessment official making it my life's work educating others about the TRUTH in property taxes. After working for the government for five years and for my clients for over thirteen years (saving them tens of millions of dollars), I feel I have the credentials to tell you what works and what doesn't.

Now I know you may be skeptical. Many people that I've helped used to pay their taxes without questioning the amount — just trusting the government to be fair. Or, they had their lawyer, accountant or consultant try to get a reduction but came up short.

The problem of actually doing something about your property taxes is that before you do anything, you have to know what the best thing is to do.

## **If You Try To Solve Your Problem By Yourself, You're At A Huge Disadvantage**

Frankly, this is where you and all other property owners get burned.

How do I know this? Well, remember I told you I worked for the Assessor. Working for the government is unbelievable. These guys don't have to be nice to you. They use the laws to their advantage, not yours - in fact, they can intimidate you because they know you don't know the law.

Just last week I was on the phone with the Assessor's Office getting a client's assessment corrected. But even after we got the reduction, the Assessor's office decided to change the way he calculated the assessment and increased the value! I had to tell him that the law did not allow him to do that! I reminded him that his paycheck and job as a government employee was coming from you and I, the taxpayers. His response was, Steve, 'I am understaffed and underpaid, so I can't do anything about it.'

Don't get me wrong, assessors aren't bad guys. They're just "doing their job." The problem is that they are forced to function within all these bureaucratic guidelines and procedures and have come to view you as just a number, a statistic. All these rules, laws, guidelines and procedures are spelled out in large books called policies and procedures manuals, that are stuffed into three-ring binders that are bigger than the St. Louis Yellow Pages.

**In Just Five Minutes, I Can Look Up Your Property Taxes On Our Database -Provide An Analysis Of Your Current Taxes And Give You Free Advice On How To Get Them Lowered.**

1. If you're an owner/user. I'll show you how you can increase your expenses to lower the value of your building for property tax purposes only. (Actually, we'll be increasing the value by lowering the taxes.)
2. If you own vacant commercial land. I'll show you how to reduce your property taxes to almost nothing until you're ready to build or sell. (This strategy is a must for owners who plan on holding their land for more than one year).
3. If you have income producing property, I'll show you how we can turn the government's own system to your advantage
4. If you're a manufacturer. I'll use the most highly regarded approach to valuing your property that is rarely used by the government. (This can yield savings of over 50%.)

Because I am confident I can lower your taxes, I can extend this guarantee:

If we don't lower your property taxes, you owe us nothing.

How can we extend this guarantee? The assessor makes mistakes. The details and information specific to your property are overlooked. The assessor utilizes mass appraisal techniques, market averages and neighborhood models to determine your property's value. These errors and miscalculations end up costing your money.



And for those of you that were promised and maybe got savings from someone else, I want you to know that almost everyone I've helped has tried everything they could. But, owner after owner tells me "I had no idea we could save thousands of dollars more on our taxes just by picking the right service."

**Past Three Years -  
90% Appeal Success Rate  
25% Average Reduction  
\$2,932,240 In Tax Refunds**

Consider the case of Tim Fortune, the Director of Accounting for Crane National Vendors, the largest manufacturer of vending machines in the country. Now Tim's problems were probably similar to yours.

Tim had been using another consulting firm that had "always gotten reductions." The problem was that he was still paying too much. I told him "That's great, but I believe they're chipping away at the sides when really the whole crux of the problem is being ignored." I showed him that I had appealed his neighbor's property across the street and that he was paying twice as much in taxes as his neighbor. I prepared an Advisory Report for him that showed him that I could save him \$15,000 per year. Well, we ended up saving him \$18,000.

If your situation is similar to Tim's, where you have used other professionals to get your taxes lowered, have budget and time constraints, and a boss that always wants the best deal, I really want to help you. Just like I did for Tim and Crane National Vendors.

When I first talked to Tim he was very short on time and didn't want to have to put together a bunch of reports for me. I assured him that the only one putting together reports would be me.

## **FREE ADVISORY REPORT**

Call me and I will research the assessor's records and send you a FREE Advisory Report that will include my estimate of how much we can save you. This won't be some pie in the sky number, but a reasonable estimate based on my years of experience appealing properties similar to yours. The report will also include a detailed printout of your property's characteristics compiled from the assessor's records.

This report alone could be worth thousands of dollars to you, but we're giving it away, so you can find out how Property Assessment Review - with the highest tax reductions of anyone in the St. Louis area - can help you with your specific tax liabilities.

I know you could use this information yourself or have your lawyer or consultant go do it -but then, I also know that they can't do as good of a job as I can, and I have the statistics to prove it. If you want, I will supply you with a list of the top five major consultants in St. Louis County and how they stacked up to us - and yeah, you guessed why I am willing to do this -we're the one with the biggest tax reductions.

Now I know that some people are skeptical. Just in case you're one of them, you may be thinking ...Why in the world would they be giving away their valuable time and a FREE REPORT that I could use to save thousands of dollars?

*There are a few answers and they 're really very simple:*

First, like you, I'm busy running my own company. You are probably too busy taking care of your day to day business to do it yourself.

Secondly, most people would rather, walk on red hot coals rather than deal with the frustrating bureaucratic mess we call government.

I also know that when someone shows me that they can save me money, I like their initiative and I'm willing to let them try. When someone is willing to go the extra mile, put in the extra effort and add value to my business -there is no reason not to let them do it.

And I believe I need to show you exactly how I can save you money to stand a chance to get your business.

There is absolutely no charge to you for any of my work until I have reduced your taxes. I'm paid strictly on how much I reduce your taxes and I pay all legal and appraisal costs.

But I can't help if you don't call.

Call me at (314) 361-4600 or toll free 1-888-473-8233. I'll either take your call personally or you can talk to David or Rick who work with me here at Property Assessment Review.

Sincerely,

Steve Weber  
Property Assessment Review

P.S. I know the natural tendency is to set my letter aside, to think h over - but then it may get lost or you may forget about it. My time will become more and more limited as the appeal deadline approaches (St. Louis Chy - May 11<sup>th</sup> St. Louis and St. Charles Counties - June 15<sup>th</sup>). So, I will not be able to give out Free Advisory Reports to everyone who calls. Please call NOW to see how much you can save.

P.P.S. The bottom line is this: Not allowing us to help you virtually guarantees you will be throwing money away. When was the last time you threw dollars into the trash can? Why not guarantee that you never do that again?

P.P.P.S. Even if you were unsuccessful previously or just because this isn't a reassessment year please still call. We can still appeal your taxes this year. You have nothing to lose (Except Your Hard-Earned Money).



# TIRED OF TAXES?

## “Never Overpay On Property Taxes Again”

### **Special Announcement:**

*The Guaranteed Lowest Property Taxes*  
from STEVE WEBER

A couple of weeks ago. I wrote to you offering a Free Advisory Report that would show you HOW TO SAVE MONEY ON YOUR PROPERTY TAXES AT NO COST TO YOU.

I haven't heard from you and I'll bet that means -

- (a) You've been spending your time with IRS filings searching for every last deduction, so you pay only what you legally owe.
- (b) You don't believe you are overpaying on your property taxes and therefore it's not worth your while.
- (c) You just haven't had enough time to respond.

If you've spent the last several weeks looking for tax deductions I know how you feel. I found out that “the government gives but the government takes more away”. The problem is not paying taxes but feeling you don't get enough benefits for what you pay in taxes. “I'm proud to pay taxes in the United States. The only thing is. I could be just as proud for half the money.” Paying taxes is not fun.

### **BUT GETTING A TAX REFUND IS!**

Now that the real estate market has rebounded, the rules have changed on how to keep property taxes down. Last year. I found that the assessor had “erred” on the classification of mixed-use properties. I was able to get tax refunds for 1996 and 1997. not to mention lower taxes for 1998 and beyond. Did you know that you can reduce your property taxes on vacant commercial ground to a maximum of \$10/acre even if you and the assessor agree it's worth \$1,000,000. I love working the different angles, the obscure corners and fine print of the property tax laws.

You see. one thing I learned a long time ago (as you probably did) is that it pays not only to work harder but to work smarter. Working smarter includes using helpful information and choosing the right people to do the work for me. I know I can make more money and have more free time than trying to do it all myself. Doing it myself only gets me stressed because I run out of time and make less money. That's why I have the best people helping me.

**RESPONSE FORM**  
**FOR THE GUARANTEED LOWEST TAXES**

Steve, send my Free Advisory Report that will guarantee that I pay the lowest property taxes.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

**PROPERTY ADDRESSES TO BE REVIEWED:**

**(PLEASE INCLUDE WHAT COUNTY PROPERTY IS LOCATED IN)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

YOU CAN:

FAX TO: 314-361-4166

MAIL TO: Property Assessment Review  
4653A Maryland Ave.  
St. Louis, MO 63108

JUST CALL and we will pull up your property on our computers and discuss your taxes over the phone.  
314-361-4600 or 1-888-473-8233

\_\_\_\_\_  
“The taxpayer - that’s someone who works for the government but doesn’t have to take a civil service exam.” – Ronald Reagan. 40<sup>th</sup> President of the United States

“The nation should have a tax system which looks like someone designed it on purpose.”  
William E. Simon. American Business Executive and U.S. Secretary of the Treasury

“The only way to cut government spending is not to give it to them in the first place.”  
Howard Jarvis. Newspaper Publisher and Political Activist

## NOTES ABOUT THIS EXHIBIT:

[illegible]

To: Dan Kennedy  
From: Tim Paulson, Gilbert AZ.  
Date: 8/26/98

Hello Dan,

I'm looking forward to the October copywriting conference. It's going to be great!

I'm submitting three sales letters I wrote and sent to test market a new marketing program for hair replacement companies. It's done pretty well. ***Tim*** preparing to roll it out on a large scale because of the successful test.

Here's how the letters and results went:

**I sent letter #1** (8-page letter plus an order form) to 132 companies. It cost me \$91.59 for the copies. It cost me \$42.24 for the postage. (Total cost \$133.83)

I received 13 orders after sending letter #1 at \$947 each. So, for \$133.83 investment, I received a 10% response and \$12,311 in orders.

**I sent letter #2** (1 page letter with an order form) to only 61 companies from the same list. I received 1 order of \$947. The cost of the mailer was \$7.10 for copies, and \$19.52 for postage (\$26.62 total cost).

**I sent letter #3** (2-page letter with an order form) to 118 companies. I received 10 additional orders after sending letter #3. The letter cost me \$17.70 for copies, \$37.76 for postage (total cost of mailer \$55.46). I brought in \$9,470 with these ten sales.

**TOTAL POST TO PRINT AND SEND THE THREE LETTERS:** \$215.91

Total response: 18% (Based on 132 companies receiving the first letter)= 24 orders

**TOTAL MONEY COLLECTED:** \$22,728.00

I believe that's about \$100 for every \$1 spent. I can live with that!

**TOTAL PROFIT:** \$22,512.09

**NOTE:** The list I used was a good one. I sent these letters to some who have ordered at least one thing from me in the past. My free recorded message was a great help! I will now send these letters to another 1,500-2,000 companies.

Best Regards,

Tim Paulson  
1548 East Barbarita Ave.  
Gilbert, AZ 85234

P.S. You may get tired of hearing this, but you're the man! I couldn't have done any of this...NONE...without what I've learned from you. The February conference was absolutely life-changing; the books and tapes and newsletters and everything I've purchased from you are literally worth their weight in gold! I appreciate your willingness to so freely share with me your secrets to success. I sense that you hold nothing back, that you give everything you possibly can give.

I started my own company almost three years ago now. I had absolutely nothing going when I started my company. I simply resigned my position one day at work determined that I wanted to make it on my own. Though that was a bit scary, it has been great. I had the confidence to break out on my own in part because of my brief exposure to you (I'd only been subscribing to your newsletter for a few months at that point.)

It's been phenomenal to study everything that I can from you. It's wonderful to learn from the interviews you've done with others (on tapes I've received) who are successfully doing what I'm doing. Their ideas and experience has been inspiring and instructional for me in taking my business to a higher level of success. Dan, without you, I'd be working for someone else and just dreaming about being successfully self-employed. With you I'm living my dreams! Thanks!

*Letter #1*  
*10% response:*  
*\$12,311 in orders,*  
*cost of mailing: \$134*  
NEW!!! FIF  
REFERED!!!

**“The world’s easiest & most complete hair replacement marketing program, including the best ads, sales letters, commercials and lead generation tools ever created”**

**FINALLY: Marketing Hair Replacement Made Simple!**

Dear Friend,

Here it IS- It’s finally here Your greatest hopes and wishes are about to be fulfilled.

*Imagine* how easy it would be for you to have all the marketing materials you need, right at your fingertips, ready to go to work for you each and every time you need it.

*Imagine* not having to slave over coming up with ads, sales letters and commercial ideas. *Imagine* having marketing tools that you can use to generate a ton of new leads and a ton of new sales

Well, stop imagining. It’s here!

My name is Tim Paulson, and *Tim* in the business of helping other people make a ton of money in the hair replacement business. *Tim* a former VP of Hair Club for Men and am the author of several books, including the Hair Replacement Industry’s SAT.FS RTRT.F and the 8-volume, 1,367-page Hair Replacement Industry’s Marketing & Sales Encyclopedia I’ve written the Consumer’s Guide to Hair Replacement, including the 1998 Who’s Who in Hair Replacement listing. I’m the Sales and Marketing Contributing Editor for The National Hair Journal and I’ve spoken at seminars on sales and marketing throughout North America, including the last two American Hair Loss Council Symposia. AND, *Tim* the author of the following audio-tape training programs:

The Mega-Success System for Selling Hair Replacement the For Stylists Only Success Program and the How to Make it BIG in the Hair Replacement Industry My programs have been distributed in countries worldwide.

Oh, and by the way, I’ve sold and managed others who have collectively sold and marketed tens of millions of dollars of hair replacement Yes, I’ve been around this industry for a significant amount of success, and I’ve helped others to make a lot of money.



(2)

So, I hope you take notice when I tell you that my new -marketing program is so easy, it's so simple and complete that I just had to call it...

## **“The world's easiest, most complete hair replacement marketing program, including the best ads, sales letters, commercials and lead generation tools ever”**

Why do I call it that? Because it simply tells it like it is. I've created and compiled the easiest and most complete marketing materials ever assembled for the hair replacement industry. I have labored over this program for the last year and have worked my tail off to be able to get this to you before the end of the Summer. The fall is coming up that can be a great time to get new business. Are you prepared for the upcoming rush?

## **Are you prepared for the upcoming rush on hair replacement?**

Styles are changing. Have you noticed? The shaved headed look is on its way out. I first noticed it when PEOPLE magazine listed the **“50 Most Beautiful People”**, and there was not even one hair-less person on the list. Not one bald person. Nope, not Sean Connery, not Michael Jordan, nobody....nada....zilch! Pretty soon individuals who have been shaving their heads will be attempting to grow their hair back. And guess what's going to happen to at least 20% of those in their 20's, 30% of those in their 30's and 40% of those in their 40's? That's right, they're going to notice that their hair isn't growing back on top. They will be noticing, some for the first time, that they are going bald. And *far* others who have been hiding hair loss with a shaved head, there will be nowhere to hide.

Well, that was okay while the fad was to have a shaved head, but with the styles changing to a great looking head of hair, there's going to be a collective cry of pain, and I predict that thousands will be heading a path to the door of the best marketing hair replacement companies. Note that I didn't say the “best” hair replacement companies. Quality doesn't have as much to do with it as does **“the best marketing”** Those that attract the attention of those who want more hair...those companies that can show why theirs' should be the company of choice...they'll get the business.

Even if there's not going to be a rush on hair in the near future as I predict, you're still in a marketing **battle** every single day. Are you **now** getting your fair share of business in this battle?

## **What are you taking into this battle with you as your marketing weapons?**

Are you going to battle with your old, worn out, weak marketing materials? Those weak ads you run and get little or no response from? The old generic “sound like everyone else” ads?

If you're unprepared, **you're missing not on today's business** and are going to miss out on what could be the **biggest marketing opportunity** ever in the hair replacement business.

Will you be able to make a mark on history by “magnetically attracting” new clients to you with the most powerful marketing materials available for the industry? Or will you be just another hair replacement company in a quagmire of companies all trying to compete for scraps left over by those that are savvy marketers?

## **Here's what just one hair replacement company in your market (either you, or one of your competitors) will be using to destroy their competition:**

***The following original letters that can be customized with your personal information:***

- 1) Sales letters that can be sent to prospects to get them to buy from you (6) 2) Sales letters that can be sent to your existing clients to sell them more hair (2) 3) Sales letters that can be sent to former clients to get them to buy again (2) 4) A sales letter to combat competitor's “FREE hair” offers (1)**

- Direct-mail marketing is one of the most powerful forms of marketing on the planet. It allows you to multiply yourself hundreds of times as you take a powerful selling message to your prospects, clients and former clients. With this program you get over 10 different sales letters, all masterfully written and carefully prepared to make a huge impact on your business as they “magnetically attract” haver buyers to your door It even includes a letter to combat “free hair offers” if you have a competitor using that in your area. So, never again will you not have anything to send to prospects and clients after your mail your “brochure”. Now you'll be able to market through the mail like the best in the world dot By the way, these letters are NOT “whimpy” one-page letters; they are “meaty” letters employing the best strategies to get prospects to run in to see you. The point is that you're “aimed and dangerous” as you proceed in this marketing war with these powerful weapons.

***The following marketing materials are also included in this marketing program:***

### **5) Print ads (various sizes) that can be used in any print media (30+ of them)**

- I've created over 30 very hot ads that are designed to get immediate response from those who see the ads. I've created what I believe are some of the best headlines and sales messages ever done for this industry. You'll have a -variety of ads to choose from each and every time you want to place an ad. And these can be adapted for use as a yellow-page ad too. The ads don't come with photographs, but have a place for you to put your own before and after photographs in. Can you imagine the great feeling it will be to have print ads already done for you to use anytime you need them?

### **6) Radio ad scripts for great radio commercials (2 of them)**

- I've created two radio commercial scripts that are just great If you do any radio advertising, or would like to try it in the future, you'll be well prepared with these powerful commercials! They are designed to separate you from all your competition and to get hot prospects to call YOU!

## 7) Television commercial scripts/concepts (2 of them)

- I've created two commercial scripts/concepts that you can use to put together your own television commercials. Of course, there are some who don't do television advertising. But others do and want to do their own commercials. If you do, you'll love these. (By the way, I've created some of the most successful television commercials running today for various hair replacement companies. My concepts work!).

## 8) Press releases to send out to radio stations, newspapers and television stations to get a ton of publicity....FREE! (4 of them)

- The press release idea is one that is making quite an impact in my business. I've developed a system for sending press releases that has gotten me interviews on various radio stations and prim media throughout the U.S. It's been absolutely fabulous to have stations and papers call to interview me, and that has led to my getting leads from each and every interview I've ever done! FREE LEADS! FREE ADVERTISING! FREE MONEY! *With this marketing program, you'll receive four press releases that can be customized directly for you, and which you will be able send out to media people in your market to try to get stones done about you and your business. Of course, there's never any guarantees for interviews....but I do guarantee you that I've gotten leads from interviews I've done via press releases in the past and will continue to in the future.*

## 9) Recorded message scripts (14 of them) to be used in "free recorded messages" as part of your advertising

- The "Free recorded message" concept is one of the most powerful in advertising. It's where you offer a "24-hour-a-day free recorded message to reveal more about "something significant" to those who are reading your ad. You see, many are going to be motivated to call a recorded message well before they get the guts to call and speak to a live human being. The trick is that the recorded message is compelling enough to get the caller to leave their name, address and number so that they can receive additional information from you. *I've used the free recorded message approach in some of my personal marketing, and it's absolutely powerful. A t times, I've received back \$100 for each \$1 that I've spent on this type of marketing. What would that do for you?* With this marketing program you get fourteen different "recorded message scripts" that I've written! All you have to do is read a pie-written script into your voice mail. I'll tell you how to do it right) and you have one of the best marketing and lead generation tools available anywhere. And there's fourteen different messages you have to pick from and vary in your advertising. This is awesome!

**NOTE: To get a taste of the "free recorded message" concept, you can call my 24-hour s day free recorded message to hear more shoot this entire marketing program. Call (800) 548-7493, ext. 10.**

## 10) The reprint rights to a report that can be used as a lead generation device.

The report is called:

**"How to get all the hair you want easily, quickly and affordably."**

- The report I give as part of this program is dam near magical. I've used the free report concept all the way from California to Maine If s awesome. Nobody else in this industry is doing it. Here's how it works...

In your advertising you should offer something really substantial....not just a "free consultation" or a "free brochure", but something that attracts more attention For example, what do you think those anxious to end their hair loss are going to be attracted to in the maze of hair replacement advertising — a "free consultation" or *A free report titled "flow to get alt the hair you want easily, quickly and affordably".* From my direct observation, prospects are motivated by the free report. They will call YOU instead of the many other options available to them. You'll have the first and best opportunity to sell them.

You will have complete reprint rights to the report that is included in this program. In other words, you can make as many copies of it as you would like, and distribute them any way you want. In fact, you could even sell the report if you wanted to. There are no royalties to pay on reprinting the report; there's no restriction on distributing it. The reprint rights are not transferable, nor is the report alterable. It's written by "Professor Timothy S. Paulson, Adjunct Professor for LaSalle University". That's right I have the use of the title "PROFESSOR" because of my association with LaSalle. This gives the report a ton of credibility, and nobody else in your market will have the right to offer it except you!

*I hope you understand the incredible value of what I am providing in this program. In addition to the print ads, I'm giving you some radio ad scripts, some ideas for television commercials. .... AND.....lead generation devices you just can't get anywhere else!*

Remember, **if it's not you** that is involved with this **brand-new** marketing program **it'll be someone else in your market.** How will you feel if you heard **your biggest competitor** on the radio getting all kinds of publicity; how will you feel when you see great new ads put out by your competitor? How will you feel when you realize it **could have been you?**

Does this mean that I - and my techniques and marketing tools - succeed every time? Well, of course not. But I very, very, very rarely blow *it*. And I believe this marketing program has the elements that allow you to just about guarantee success, so you never deal with failure. How would you like to know in advance that you will succeed whenever you put an ad in or put a letter in the mail? How dangerous will you be then?

## **This has got to be expensive, right? Check this out..... you won't believe it!**

**So, you can see the value of one that's packed in this program. I want to tell you my current fees-** \$2,850 to write one sales letter, \$1,425 to write one print ad; \$2,225 to write one radio commercial; \$2,675 to write one television commercial; \$5,700 to write *one*. report; \$1,425 to write one press-release; \$1,875 to write a script for one. recorded message script. So...

***...here's what you get with the program, and the value, of each "tool":***

- 1) Sales letters that can be sent to prospects (6) = Value \$2,850 each = \$17,100 value
- 2) Sales letters that can be sent to clients (2) = Value \$2,850 each = \$5,700 value
- 3) Sales letters that can be sent to former clients (2) - Value \$2,850 each - \$5,700 value
- 4) A Sales letter to combat FREE hair offers (1) == Value \$2,850 each - \$2,150 value
- 5) Print ads (various sizes) (30+) = Value \$1,425 each = \$42,750 value
- 6) Radio ad scripts (2) = Value \$2,225 each = \$4,450 value
- 7) Television commercial ideas/concepts (2) = Value \$2,675 each = \$5,350 value
- 8) Press releases to send out to radio stations, newspapers and television stations (4) = \$1,425 each = \$5,700 value
- 9) Recorded message scripts (used for free recorded messages in ads) (4) = Value of \$1,875 each-\$26,250 value
- 10) Lifetime reprint rights to q report that can be used as lead generation device titled:  
*"How to get all the hair you want easily, quickly and affordably."* = \$5,700 value

**TOTAL VALUE OF ALL THE MARKETING TOOLS: \$121,550!**

It's true! If I were to create all of these marketing tools for you individually, it would cost you \$121,550 based on my fees as of July 1998 (and they'll be going up soon).

But if you are the very first (and I really mean the first) company from your market to reserve this program with the registration form via fax, mail or phone, your investment is ONLY \$947.001. And you can divide it into four easy monthly payments! That means you can have all of this for...

## **...only four easy payments of \$236.75!**

There's no catch. It amazes me to even write this. It's almost unbelievable. Yet, because of the number of markets that are available throughout the U.S., I expect to get quite a few companies involved with this program (though there's only one per market). So, the economics work in your favor...you can get everything that's included in this program for just \$236.75 a month for four months. What could be easier than that?!

You may have heard about another marketing program. I created this year that had a fee of \$2,897. This one is less than 1/3 of that fee and when all is said and done, this one has more actual marketing tools included! By the way, those in that marketing program are automatically included in this program, so those markets are not available. *And yours may about to be taken by another company too!* So, hurry to the phone...hurry to your fax machine ...just HURRY!

### **WARNING:**

**Here's the deal: Whoever gets their registration form to me first in each market will be the only company that gets this marketing program. That's it, end of story.**

If you don't get involved with this program one of your competitors probably will. I'm not playing favorites. Though there are companies I've done much work for over the years, if you don't get your registration form to me immediately, then I'll give all of this to any competitor who contacts me first. I'm giving you ample opportunity to take advantage of this. You can't blame anyone but yourself if you hear me tell you *"Sorry, your market has already been taken. You were a few minutes too late!"*

***OUCH!!!! That'll hurt, won't it?***

I urge you to drop everything right now. Every minute could make a difference on this. Fill out the registration form completely and fax it over to me right now. Or overnight this to me so that you have a chance of getting this for your market. Or PAT.T. MF. RIGHT NOW and reserve your spot. If the phone rings busy, it may be someone else in your market getting this program, SO YOU can't. Print wait another second...call now!

**(800) 250-8955**

(7)

## **FREE BONUSES FOR THE FIRST 20 PARTICIPANTS:**

If you are one of the first twenty participants in this program, you'll receive the following FREE bonus gifts:

**FREE BONUS GIFT #1:** 8 more FREE press releases (one a month for eight months). You'll be able to continue to contact the media so that you can continue to strive to get a million-dollars of publicity, FREE! This has a value of \$11,400 (8 press releases at \$1,425 each), but they're yours FREE when you are one of the first twenty to get involved.

**FREE BONUS GIFT #2:** A year membership in my BI-monthly **MARKETING MAGIC NEWSLETTER**. This newsletter has been a big hit, and it will bring you the latest ideas, secrets and strategies to take your marketing to a more successful level. This gift has a value of \$125.

**FREE BONUS GIFT #3:** A free critique coupon. I will critique any single piece of marketing material and give you a written critique on how you can make it better. The critique has a value of \$250.

**FREE BONUS GIFT #4:** A free video entitled "How to Get A Million-Dollars Worth Of Publicity.....FREE!" It's done by publicity guru Dr. Paul Hartunian. The video has a value of \$79.00.

**These FREE BONUSES have a combined value of \$11,854!**

*500%  
Guaranteed!*

**Now, my amazing ~~200%~~ <sup>500%</sup> GUARANTEE!**

*500%!*

I've never heard of any other marketing program coming with a guarantee at all, especially one this strong. Here's how it works: I guarantee that you'll make at least ~~200%~~ <sup>500%</sup> the cost of this marketing program (that means you'll make at least an extra \$4,730) within the first 35 days of having it, or you can send it all back and I'll give you 200% of what you paid for the program worth of consulting with me by phone FREE (that's \$1,894 worth of consulting)! (By the way, I'm currently not taking on any more consulting clients. My time is very limited. I charge \$250 an hour for consulting. But I'll give you \$1,894 worth of consulting for free if you return this program [there's a ton I can do for you with \$1,894 worth of consulting!]). **AND YOU CAN KEEP THE BONUS GIFTS WORTH \$11,854 EVEN IF YOU RETURN THIS PROGRAM!**

*But, my bet is that you aren't going to need to exercise the guarantee. I bet you'll make more money than you have in a very long time with these powerful new marketing materials!*

**By the way, can you imagine one of the manufacturers giving this guarantee on marketing materials they offer? No way!**

Can you see that with the very first sale you make from using this program you'll probably more than pay for the entire program? With a marketing program like this, it can pay for itself over and over and over again.....for a very long period of time.

## Only one company in your market can get this program. Will it be you or your competitor?

I'm repeating myself, but I've got to make sure you get this message. This program is first come, first served I'm not making any judgment on who is more fit to be able to get these marketing materials. My job is to create the best marketing and advertising materials in the history of the industry (I believe this approaches that), and simply make it available to those individuals and companies savvy enough to grab it right away. So, don't blame me if your competition gets this first and hits you over the head with it for the next few years. It's your choice!

So, who will it be....you, or your competition?

If you dare take a few extra minutes to possibly allow your competition to steal this out from under you, call my 24-hour a day FREE RECORDED MESSAGE to hear my message telling you more about this remarkable program. (800) 548-7493, ext. 10.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Paulson", with a long horizontal line extending to the right.

Tim Paulson

P.S.: Remember, the free gifts worth \$11,854 are only promised to the first 20 new participants in this program. And, this is only available to one company in each market. So, you have thousands of reasons to hurry on this Offer. Call or FAX this instant your competition may be dialing the phone to order this right now!

P.P.S.: The marketing tools in this program are an original and have not been used by any company previously. You will have exclusive right to use in your market the ads, great sales letters, commercial scripts and lead generation devices forever and ever. And the program comes with my unique 200% guarantee. You have nothing to lose unless you let your competition beat you to this.

P.P.S.: If your registration form is received after your market has already been reserved by one of your competitors, I will return your check uncashed. Either way you'll be informed immediately whether you are the lucky company that gets all this stuff!

P.P.S.S: Here's what Tony Poccia of Apollo Hair Systems in ALBQ.,NM said about another marketing program I did: "clients are 'busting down my door' with new business. I've made more money since getting involved with your marketing program than I ever have before."

Ray Schneider of KingsHead Hair Institute in Milwaukee said in a recent meeting "Tim Paulson's marketing program is the best program I've ever been involved in!"

Needless to say, the Milwaukee and Albuquerque markets are already taken for this new marketing program. When will take yours? Hurry!

## **WARNING!**

### **"Your competition just got my NEW Marketing Program, and you missed it!"**

Dear Colleague,

July 18, 1998

How will you feel when you hear me tell you that your competition got my new marketing program, and that they have the exclusive use of all the powerful ads, sales letters, scripts, press releases (to get free publicity with) and lead generation devices that are part of the program? How will it make you feel to have your competition stealing business away from you over the next few years with the marketing materials I've created?

**GOOD NEWS:** Actually, your market may still be available. But you need to get the enclosed registration form to me right away to get this awesome marketing program, and to keep it away from your competition.

I wrote you a letter a week ago introducing "The World's Easiest & Most Complete Hair Replacement Marketing Program, Including The Best Ads, Sales Letters, Commercials And Lead Generation Tools Ever Created".

Several savvy professionals ordered the marketing program right away last week. In fact, markets like Dallas/Ft. Worth, Colorado Springs, Houston, Albuquerque, Cincinnati, Jacksonville, Miami, Ft. Lauderdale, Milwaukee, Rochester, Albany, Tampa, Minneapolis, Ontario-Canada, San Diego, Calabassas and some other markets are no longer available. The good news is that because you are receiving this letter, your market may still be available (at least for today). Remember, there's only one company in each market that can get involved with this remarkable marketing program.

I urge you to read the 8 page letter I sent you last week. And you should call my **FREE RECORDED MESSAGE**, anytime 24-hours a day, 7 days a week. It'll tell you more about this money making program. Call (800) 548-7493, extension #10 for the recorded message.

Letter #2

Best Regards,



Tim S. Paulson

1 Sale:  
\$947.00

P.S. I've enclosed another registration form for you. (Sent to just 61 companies)  
take care of the investment in four easy payments of just \$246.15 each.  
Remember, this program has a **500% guarantee** on it, as explained in my first letter to you. You're guaranteed to make a ton of money! Unbelievable!

P.P.S. Again, you should call my **FREE** recorded message anytime to hear a recording of me telling you more about this program. The number is (800) 548-7493, extension #10. (If you want to talk to me personally, call (800) 250-8955 or (602) 503-4533.)



[illegible]

# I, Tim Paulson admit that **I blew it!**

Dear Colleague,

August 7, 1998

*I admit, I blew it. I really messed up this time! But I'm going to correct my mistake! Quickly read this letter to see how you cast benefit from my mistake...*

A couple of weeks ago you received a letter from me that introduced a brand-new marketing program for the hair replacement industry. It's called:

The world's easiest & most complete hair replacement marketing program, including the best ads, sales letters, commercial scripts and lead generation tools ever created

You might recall that the marketing program included over **35 print ads, 12 sales letters**; (for prospects, clients and inactive clients), **press releases** (to get free publicity with), **radio and T. V. commercials scripts, lead generation devices** (including lifetime reprint rights to the report titled **How to get all the hair you want easily, quickly and affordably**—you can use this report as your brochure, as a mail piece and as a part of your lead generation advertising), **AND MORE**. All in all, it's a huge program that is largely customized specifically for you to use....just walk over and pull out the ad, letter or whatever you want to use, and it's ready for you.

I told you in the first letter I wrote to you that the program has **a value \$121,550** in marketing materials, and that the program's available to only one company in each market. And it also has a **"500% guarantee"** to boot!

Now, after that refresher, here's the reason I'm writing to you again: I had a tremendous response from the few letters that I sent out. I was real picky about to whom I sent the letter. I wanted to give **you** the first opportunity in your market to get involved with this (I plan to send out to all companies in the near future).

The percentage of response from my first letter was so great that it would make any direct marketing pro **"green with envy"**. It was so tremendous in fact that I've realized that I **really blew it**. As mentioned, I go through and customize all of the marketing materials with your personal information. In fact, after you register in this program **!!!** have you fill out a "Customization Kit" that gives me all kinds of information that I use to customize and make the material as personalized & **"ready to go"** for you as possible.

But here's where we blew it: It takes several hours to customize each program (more hours than I expected!). As a result, I'm so busy customizing the marketing program for various companies that have gotten involved with this throughout the U.S. that I don't have much time for my wife Kay and my five children (Jenny, T. J., Jake, Cara

## **Why Some People Always Make Money in Real Estate? ...and How You Can Be One of Them!...**

Dear Fellow Investor,

It is a stress-filled, busy, hectic, tough, tiring, mind-numbing, energy sapping battle each and every day out there, isn't it? I was there, I know.

Even when you are trying to relax and unwind, do you still try to figure out, at the back of your mind, how to win a bigger prize in the real estate investing? Don't you ever wonder "Why some people always make more money in real estate...and how I can become one of them?"

I am guessing that you would say "Yes!" to these questions. Maybe you thought you could find the key to the riches in a book you had just bought or a seminar you attended. I understand the value of that type of education. During our careers as real estate investors, we never stopped investing in learning new and better things: We've been attending seminars...listening to cassettes while driving...reading books ...But nothing is as simple as they make it sound in a seminar or in a book, don't you agree?

In learning real estate, there is also an additional problem. Most of the so called "gurus" teach you yesterday's solutions, which no longer work in today's market! How can you know which one to trust, before you spend your hard-earned money?

My name is Tulay Gurgenci. I am the manager of Real Estate Solutions, LLC, a real estate investment firm. Our company has been working successfully since 1992 in Durham, Orange and Wake Counties. Myself has over 13 years of experience in buying and selling real estate.

You may be saying "So what? What's it got to do with me?!" Bear with me, I may provide you the missing key on your way to financial success.

As we reaped the fruits of our success, acquired through increasing our knowledge, we continued to feel something was missing. Almost every investor I talked to, also complained about this missing link in North Carolina: the lack of a strong link which will join the real estate investors in North Carolina together. A link which will facilitate the coordination of knowledge and effort among North Carolina real estate investors for the acquiring wealth, while helping North Carolina to prosper.

After long explorations and discussions with many real investors, it became clear to us what would be the most effective way to lay the foundation of this link: publish a newsletter for the North Carolina Real Estate Investors. WAIT! before you dismiss this as bunch of B.S., listen to what your fellow investors, who have subscribed to this monthly educational newsletter for well over a year, have been saying about us:

- **We have subscribers from all over North Carolina:**

Raleigh, Cary, Durham, Chapel Hill, Charlotte, Clover, Matthews, Louisburg, Reidsville, Kenly, Clayton, Franklinton, Harrisburg, Salisbury, Ashville, High Point, Hertford, Goldsboro... So where ever you are in North Carolina, you have someone to communicate with nearby.

- **Overall satisfaction rate of our newsletter by our subscribers is 8.4 out of 10!**

- One of our subscribers, Mary Baker of Raleigh, North Carolina, wrote to us:

**“This is more than an ordinary newsletter. It is a treasury of valuable and practical information for real estate investors customized for North Carolina. Although I recently became a subscriber, I bought all the back issues. Because the educational information you provide in ‘*Real Estate Investments in NC*’ is timeless. The collection of your newsletters deserve a place in every real estate investor’s library in North Carolina.”**

For additional samples of our subscribers’ testimonials, please read the attachment to this letter.

**What do we do to deserve this enthusiastic support?**

We invest every year over \$5,300 in books, tapes and seminars, on real estate investing, marketing, asset protection. We select them very carefully, we can tell you, as an insider’s view, which ones are good and effective.

And we test these learnings in real-life applications. So, unlike books and courses on real estate, which talk in generalities and stay at the surface, we bring to our readers tested, proven-in valuable information customized to North Carolina.

Real estate investment is never one-person game. You cannot be successful unless you have a good support team. And Real Estate Investments in NC newsletter can help you connect with real estate support professionals, located in North Carolina, (such as, finance companies, lawyers, insurance companies, home inspectors, repair and maintenance people...) and other real estate investors, like yourselves. As real estate investors, each of you have different strengths and different needs. By communicating with each other through Real Estate Investments in NC newsletter, you can help each other to become stronger.

Our purpose is to provide you guidelines and valuable advice from the professionals, create a forum in which you can exchange ideas and help each other for better solutions.

Let’s examine the benefits of this Newsletter for you, in more detail:

**First, You will have a Corner of Professionals and Qualified Specialists:**

Our corner of Professionals and Qualified Specialists are going to give you very valuable information first hand to lead you to your golden road of success. They are going to help you by answering to your vital concerns, helping your needs, offering solutions to your investment problems, recommending money saving techniques. Getting the right information from the right person cost you money and time.

**We Find These People For You!**

Here are the few examples of these Professionals and Qualified Specialists we have been lining up for our subscribers:

- **Financial Advisors:** We select experts on Real Estate field to answer your needs, to manage your business effectively in the long term, how to save most of your money by tax planning, and a bunch year around financially beneficial tips.
- **Attorneys:** Carefully selected Experts are going to give you the right legal information on Foreclosures, Evictions, the Lease Options... do and don't information... tenant-landlord relations, termination of contract, and what is the best way to adapt your contracts to NC State Real Estate laws...Answers to all your vital legal concerns about your investments.
- **Real Estate Auctioneers** How to find companies who make these auctions, how to make money from the auctions, how to develop your plan, inspect property, how to attend an auction, how to make money from it
- **Credit Check Companies:** What kind of service they offer, how to check your buyer's or tenant's credit, rental and criminal records, etc.
- **Financing/Mortgage Lenders:** Learn which companies give you more than others, in terms of Loan-to-Value ratio. Relations between mortgage companies and appraisers. How they can solve your problems?
- **Home Inspectors:** How to inspect a property tips from experts
- **Insurance Companies:** Business Liability and property insurance, and others.
- **Marketing Methods That Work!** Our Company experts and other advertising experts are going to give you marketing tools that help you lure more customers with Direct Marketing and multi-step marketing.
- **News, News, and More News:** Good training books, useful softwares.
- **Property Repair & Maintenance:** How to hire a sub-contractor, where to find them: plumbers, electricians, glass companies, carpenters, heating and cooling companies, painters, roofers, exterior repair, siding, gutter, insulation companies, exterminators.
- **Real Estate Landlording:** Problems with tenants and how to deal with them.
- **Reducing Property Taxes:** Learn how County appraisers put value on your properties and how you can fight them to lower your property taxes.
- **Real Estate Related Tax Strategies:** Take advantage of the tax laws by knowing the right information to make the right decisions. Keep more of your money, legally.

**Second, our ears are always open listening to our subscribers...**

- Your suggestions are welcome. We are here to serve your needs. Tell us what else you would like to read. We shall take action to better serve you.
- Write to us about your success stories and tell us how this newsletter is helping you. We are selecting investors from time to time to introduce them to you, so that:
  - you learn from their successes as well as their mistakes and how he found solutions to them.
  - investors who can benefit from each other know who to contact.

We have examples of investors wholesaling their properties to fellow subscriber/Investors and all parties mutually benefiting from these transactions.

- You can send your problems to our “Share & Learn” column. We’ll provide the answers in the newsletter, for everybody to benefit. You can also send us your point of view, if any other way you can solve these problems differently. The potential within every person is enormous.

**In addition. Great Bonuses—**

When you subscribe to Real Estate Investments in NC you also get great bonuses:

**Bonus #1: “Discover the Secrets of Successful Advertising”**

Even the most knowledgeable real estate investors will starve without a steady stream of prospects. This special report will help you discover the advertising secrets of attracting steady stream of prospects like a magnet.

**Bonus #2: “Make More Money and Minimize Your Risk When You Sign Real Estate Contracts”**

You know, as an investor, you can’t make money without making written offers. And, you can make risk-free written offers, if you know the right clauses to use to minimize your risk, right? This special report provides you over one hundred clauses, covering wide range of applications, to help you in preparing your written offers with confidence. This confidence will help you increase the number of offers you make, which in turn will lead to increased profits.

**As you review all these benefits this newsletter will provide to you, you will appreciate why this newsletter can be the missing key to your success.**

It is easy, tempting, even natural to come home after a day of doing battle, and collapse into a couch and watch TV. Who wants to think about a newsletter on “Real Estate Investment in NC?”, right?

Actually, you do! How do you expect to improve your life style, if you don’t start doing things differently? You may have heard the definition of insanity: “Doing the same things over and over and expect different results!”

Have you heard of the story about a man who has been praying to God, night after night, over and over, so that he would win the biggest prize in the lottery? One night, in the middle of his prayers, he suddenly hears a voice: “My son, why don’t you take the first step... *Buy* a lottery ticket!”

**So, take the first step!**

**Subscribe to “Real Estate Investments In NC”, now.**

**How to Subscribe to This Valuable Newsletter?**

Simply fill in the attached Subscription form. We offer you 2 great choices:

**Offer #1:** When you subscribe for one year, you will only pay \$60 (instead of paying per issue price of \$75) and save 20%. In addition, you will receive Bonus #1 to “Discover the Secrets of Successful Advertising” absolutely Free!

Just fill out the form and send it to our address given below with your check for \$60. (Make the check payable to Real Estate Solutions, LLC). We'll send you the first issue of your Real Estate Investments in NC and your Free Bonus, by first-class mail, right away.

**Offer #2:** Your savings will even be greater when you subscribe for two years. You'll only pay \$ 110 and save 27%! In addition, you'll receive both "Discover the Secrets of Successful Advertising" and "Make More Money and Minimize Your Risk When You Sign Real Estate Contracts" ***absolutely*** FREE.

Just fill out the form and send it to our address given below with your check for \$ 110. (Make the check payable to Real Estate Solutions, LLC). We'll send you the first issue of your Real Estate Investments in NC and your Two Free Bonus, by first-class mail, right away.

Send your subscription form and your check to:

Real Estate Solutions, LLC  
187 Wind Chime Plaza, Suite 104  
Raleigh, NC 27609  
Phone: (919) 847-3800 Fax: (919) 847-4444

**Your Iron-Clad Money-Back Guarantee**

We are confident that once you see the value Real Estate Investments in NC, you will never want to part with it. Never the less, should you change your mind, you have our iron-clad money-back Guarantee:

- If you change your mind, for any reason, within the first 3 months we'll give you a full refund promptly, without any hassle!
- After the first 3 months, if you change your mind any time, we only deduct the money for the issues you have already received and promptly refund the rest of your money, with no hassle!
- In either case, you can keep the great bonuses you will receive.

As you can see, this is an offer you should not refuse. It has great upside potential for you to win and you have nothing to lose.

Act now, and become a subscriber of "Real Estate Investments in NC"

When You Join Forces, You ***Will*** Prosper.

Tulay

P.S.

By subscribing to Real Estate Investing in NC for less than 17 cents a day, you can have very valuable information prepared specifically for North Carolina real estate investors, like yourself, at your fingertips! Look at some of the valuable information the contained in the past issues:

- discover the insight information how to reduce your property taxes. This alone can save you hundreds of dollars every year!
- learn about how you can borrow up to 90% investment loans; when banks will only loan to you, as an investor, up to 75%!
- discover the insider's tips of repairing properties and how to choose a good sub-contractor. Not knowing how to deal with sub-contractors can waste both your time and money, *painfully*.
- learn how to deal with lead-paint without getting yourself into trouble. Our coverage of this topic was so comprehensive one of the lawyers who read our article said:

***“The coverage of the article on Lead Paint was better than most lawyers would know on this subject!”***

As you can see, the information we provide are not the dry generalities you get from a book or seminar on real estate. We provide well-tested knowledge, customized for North Carolina.

**Act now. Fill out the attached subscription form and send it with your check to the address given above. You have nothing to lose, but a lot to gain!**



[illegible]

From: Jeff Gardner  
Wednesday, 10:42am  
RE: How to Get Rich with FREE ADVERTISING For Life!

FREE AD  
LETTER  
#2

Let Me Show You How I Made Over...

# **\$109,305.20 in Only Seven Months Using My “Top Secret” Free Advertising System!**

I want to show you how I made \$109,305.20 in sales in the last seven months — without spending a dime on advertising!

My “Free Advertising” Secrets have earned me tens of thousands of dollars a month... Now I want to show you how I do it!

Why pay \$50, \$100, or even \$250 or more for a tiny classified ad -when you can get even better (and bigger) ads - *Absolutely Free*?

My “Insider Secrets” will show you exactly how you can get \$1,000’s of dollars’ worth of advertising - Free — for almost any product or service you sell! Read my letter for more exciting details-

Dear friend.

It’s true- I’ve made over 5100,000 in the last 7 months - using nothing but free advertising.

Sound “too-good-to-be-true”? Well, it’s not... especially when you know the “Insider Secrets” of exactly how to get free advertising.

You see, when I first started in mail order, I was 54 0,000.00 in debt - working at a 5300 a month part-time job - scraping just to get by-

I had no money to advertise my products - but I desperately wanted to make money in mail order.

So, I spent all of my time figuring out lots of advertising “tricks” that would help me get all of the advertising I wanted -without spending a single shiny dime!

And boy has this paid off! Just take a look at the money I’ve made using my “free ad” techniques:

August 1997.....	\$9,416.16
September 1997.....	\$11,054.73
October 1997.....	\$ 11,470.61
November 1997.....	\$17,724.25
December 1997.....	\$29,266.85
January 1998.....	\$30,372.60

That's a total of \$109,305.20 from August of 1997 to January of 1998...

...and I never spent a single, shiny penny on any ads!

Not too bad for a 27-year old "kid" from New Mexico, huh?

## 11 Years Later – I've Found the "Secret" To Getting \$1,000's of Dollars' Worth of Advertising Absolutely FREE!

I stumbled upon mail order when I was just 16 years old. A "wet-behind-the-ears" high school kid who wanted to make a few extra bucks.

Now I'm 27 years old - and over the last 11 years, I've discovered a lot of fast, easy ways to get a ton of advertising FREE OF CHARGE!

For example, here is some of the free advertising I've gotten...

- A FREE full-page "ad" in *Spare-Time Magazine* that went out to 300,000 opportunity seekers! My Cost: Zero! (And it brought in \$1,000's in sales!)
- A FREE multiple-page "ad" in *Income Opportunities Magazine* that went out to 400,000 opportunity seekers! My Cost: Not a cent - and I got a ton of leads for a service I was promoting!
- FREE full-page "ads" in a variety of money-making magazines, tabloids, and newspapers - generating \$1,000's in profits! My Cost: Nothing!
- FREE "ad" in a publication that made me over \$60,000.00 in gross sales! My Cost: Zilch!
- FREE 30-word "ad" in a publication that has my phone ringing off the hook and my mailbox filled to overflowing on a daily basis from people who WANT my product! My Cost: Zip-0!
- A circular for one of my products sent out to 1,000's of proven opportunity buyers with NO COST for the mailing list, printing, postage, envelopes, or anything! It was all FREE!!!

Well, as you can imagine, I've kept all of these "free advertising" secrets under lock and key.

After all, it has taken me over 11 years to perfect my "free advertising" system - and I've gotten tens of thousands of dollars-worth of absolutely free advertising!

But so many people have heard about my success... and, in some cases, literally begged me to show them how to get free advertising themselves...

That I've decided to reveal every single free advertising tip, trick, technique, and secret that I've discovered, created, and used over the last 11 years!

## **Now You Can Get \$1,000's of Dollars' Worth of Free Advertising -- But Only If You Know The "Insider Secrets"!**

I've taken all of my free advertising secrets - and put them all on paper for the first time ever!

Why?

Well, I've had lots of people tell me...

**"I've spent so much money already, I don't have any more money to advertise."**

Sound familiar?

Or how about this\_ Maybe you're not convinced something will work - so you want to "test" it first - before spending any money on placing ads or sending out letters.

Well, my new course will reveal exactly how you can advertise almost any product or service - Absolutely Free - and start the money flowing in like a river!

## **Just Look at What You'll Discover Inside My Giant "Free Advertising" Course!**

- \*\*\* How to Get FREE Full-Page "Ads" That Can Pull Better Than Many Paid Ads Costing \$5,000.00 and up!
- \*\*\* How a Simple 41-Word Free Ad Put Over \$49,875.00 In My Bank Account!
- \*\*\* The "Top Secret" Ingredient That Virtually Guarantees You'll Get \$1,000's of Dollars' Worth of Free Advertising!
- \*\*\* Legal (Free) "Bribes" That Instantly Increase Your Chances of Getting Free Advertising!
- \*\*\* The One Formula You Must Know BEFORE Asking for Any Free Advertising - Or You'll Be Doomed to Failure!

\*\*\* 14 Surprising Techniques That Never Fail to Pull In Tons of Free Advertising for Almost Any Product or Service!

**And this is only for starters!**

## **You'll Find Page After Page of Shocking "Free Advertising" Secrets That You Won't Find Anywhere Else!**

My complete free advertising course reveals every tip, trick, technique, and secret I know about how to get all of your advertising at no cost!

I've left nothing out! Everything I've learned over the last 11 years has been included in startling detail!

In fact, in most cases, I even include sample free ads that I've gotten from magazines, newsletters, books, and manuals!

And, as you read this course, you'll discover how YOU can start advertising almost any product or service Absolutely FREE - from books and reports- to Internet web sites and multi-level marketing opportunities!

### **You'll learn all of these secrets... and many, many more --- including:**

- \*\*\* How to Become an "Overnight Expert" On Almost Any Subject -And Start An Avalanche Of Orders and Cash!
- \*\*\* How to Get Free Advertising In Books and Manuals That Can Pull Up to 10 Times BETTER Than Any Ads in Magazines or Newspapers!
- \*\*\* How to "Trade" Your Way to Riches---and Never Have to Pay for Ads Again!
- \*\*\* How to Get Top-Notch Experts to Advertise Your Products S Services For You - FREE!
- \*\*\* The #1 Key Secret to Getting All of The Free Advertising You Can Handle!
- \*\*\* How to Quickly and Easily Get Your Ads on the Internet -Absolutely FREE - Even If You Don't Have a Computer!
- \*\*\* Why Press Releases Can Be The Worst Way to Get Free Advertising...and Why!

**Plus, I'll Even Show You How I Got On TV... and How YOU CAN, TOO (if you really want to!)**

Yep... You read that right!

A few years ago, I was flown to Orlando to appear on Brad Richdale's "Secrets to Making Money Now" infomercial.

I must admit that I had the time of my life! I had always wondered what it would be like to be on a nationwide infomercial - and the experience was 10 times better than I could have imagined!

Stay up late one night and you just might see me!

I was 24-years old at the time... just a "kid"... and was still living in a beat-up trailer in the middle of nowhere, Kansas.

While I was making some pretty good money from my mail order business in my small spare-bedroom (more like a closet), I wasn't a multi-millionaire or some famous mail order "guru"...

Sue I was still able to get on National Television - and promote myself to millions of people!

I spent the weekend with direct marketing expert Brad Richdale and his associates- was wined and dined - and flown back home in luxury.

I still have to pinch myself when I think of that experience!

Since then, I've been able to turn this free TV advertising into a six-figure home-based business!

Believe me, appearing on that infomercial has increased my business tremendously - and the profits are still pouring in.

I'll tell you exactly HOW I got on TV- and how you can do the same thing, too!

Plus, I'll show you how you can turn your "15 Minutes of Fame" into cold, hard CASH!

Of course- that's just a small part of the information in my "free advertising" course! There is A LOT of information in the course-More than I can even mention here!

But let me assure you that-

**You'll learn every single secret I've used to make over \$100,000.00 in the last year without spending a dime on advertising!**

Of course, that's not all you'll get!

I've lined up some mega-bonuses that you'll get Absolutely Free -when you become one of the few to get a copy of my free advertising course.

## **First, you'll get the actual word-for-word transcripts of my closed-door, \$4,000-a-seat "Free Advertising" speech...**

On May 3<sup>rd</sup>, 1997, I revealed - for the first time ever - my free advertising secrets!

I spoke for over an hour at a closed-door seminar that over 40 people had paid about \$4,000 each to attend. They had paid thousands to be there - so I revealed some of my deepest, darkest "free ad" secrets!

The seminar leaders thought my speech was so HOT, they had my speech transcribed from tapes of the event - and I've kept the transcripts locked away in my file cabinet...

...Until now, that is!

Now, you'll get the complete "un-cut" un-edited transcripts of my 60-Minute "Free Advertising" Speech - Absolutely Free!

Previously only heard by those who attended the \$4,000-a-seat marketing event, this "top secret" information is yours!

You'll learn some never-before-revealed secrets that have helped me make well over \$10,000.00 a month and more with no ad costs!

This "confidential" transcript is a must for your own files - and it is FREE when you order my "Free Advertising Riches" course!

## **Next, you'll get Bonus #2... How to Get Ads, Home Pages, Even Entire Web Sites On the Internet - Absolutely FREE!**

That's right! Order my "Free Advertising Riches" course within the next 14 days, and I'll include a FREE BONUS REPORT that will reveal how YOU can advertise on the Internet - in front of over 50 MILLION PEOPLE - Absolutely FREE!!!

If you're not on the Internet, you're missing out on one of the biggest marketing tools ever created!

Some people are making bags of cash on the "Information Superhighway" - and if you're not on-line, you could be missing out.

But now, with this free ad package, you can have your very own fully interactive web site - Absolutely FREE!

I'll show you exactly WHERE to find this Free Internet Advertising, WHO to contact, and HOW to get set up in as little as 30 minutes OR LESS!

In fact, you could have a free ad, home page, or site on the Internet within 10 to 15 minutes or less!

And finally, **BONUS #12** is a ***Certificate Good for Over \$100.00 Worth of FREE Subscriptions and Sample Issues of the Best Money-Making & Opportunity Publications in America!***

Every month, you can receive the hottest money-making, opportunity, home-business, and network marketing magazines and newsletters in the United States - delivered right to your door each and every month!

These publications are jam-packed with hundreds of powerful cash-pulling money-making offers, plans, systems, and programs, as well as "Insider information" on how to make massive profits.

Inside each issue, you'll find the hottest money-making information from experts and multi-millionaires in mail order, direct mail, network marketing, the Internet, and home-based businesses. These experts will share all of their profit-producing tips, tricks, and secrets with you - through these powerful publications!

Plus, you can find even MORE free offers inside each publication, including:

- |                        |                    |
|------------------------|--------------------|
| * FREE Reports         | * FREE Samples     |
| * FREE Audio Cassettes | * FREE Advertising |
| * FREE Listings        | * FREE Information |
| * FREE Booklets        | * FREE Catalogs    |
| * FREE Guides          | * FREE Offers      |

All of these bonuses are yours **ABSOLUTELY FREE** - but (yes, you guessed it) **ONLY if you order this complete "Free Advertising Riches" Mega-Package within the next 14 days!**

## **Plus, a Full 1-Year Better-Than-Risk-Free Guarantee!**

I'm so confident that my free advertising course will help you advertise any product or service without cost - that I'm making you this strong 1-Year "Better-Than-Risk-Free" Guarantee!

If you're ever unsatisfied with this course for any reason at all (even if you just change your mind), send the package back and I'll refund every cent you paid - no questions asked!

But, even if you do decide to return this program for a full refund, please keep the FREE VIDEO as my special gift to you. It's my way of simply thanking you for at least giving this a try!

This way, even if you decide that it's not right for you, the worst that can happen is that you'll get the "SI,000,000 in Publicity" video Absolutely FREE! That's BETTER THAN RISK FREE!

Read that again... Even if you send back the entire package and get a FULL REFUND, you get to KEEP a video that has been sold for up to \$97.00! Yep, it's yours' FREE - if you're *not 100% satisfied!*

How can I be any fairer than that???



## One Man Went From Bankruptcy to \$2,000 a Week With Just One Of My Free Advertising Ideas. Why Not You?

A few months ago, a gentleman from Texas called me up to ask me some questions on how he could get the most bang for his advertising buck.

He told me he didn't have much money to advertise since he was going through bankruptcy proceedings...

...So, advertising in most magazines was out. And he informed me that direct mail was so expensive, he couldn't possibly scrape up enough money to mail to even a small list.

During that phone conversation, I gave him JUST ONE of my free advertising ideas. Just **one**.

Today, he is making up to \$2,000 each week in sales!

Now, he's taking some of his profits and using them to place paid ads in national magazines... the same magazines that he couldn't afford to place ads in just a few months ago.

Of course, that is just one of my "free advertising" success stories!

"Your free advertising ideas are so simple, yet very powerful!"

- **Daniel Sotomayor**

"I think it's super! There's a lot of good material packed in there!"

- **Tony Blake**

"Congratulations on your excellent package! Your information is superb! To the many of home business operators struggling to find advertising dollars - this course is invaluable. As an advertising copywriter and small business consultant, I plan to recommend this package to all my clients. Now, my clients can discover the secrets to getting rich without spending a lot of money on advertising! Be sure to send me any and all future updates to this information! I can't wait to see what you come up with next!"

- **Chris LaJcey**

"Hey, I just wanted to say 'Thank You' for the Free Advertising course. It's excellent! (I love the tape.)"

- **Bryan Toder**

"Weil, I have good news: The article I recently submitted to about a dozen publications to test my book just appeared in a magazine. It's neat to see my name in print. You said it would work and it did. If you get this publication, take a look at the article - it's titled 'Make Your Direct Mail Profits Soar!' It's about 2/3 of a page! Many advertisers pay good money for an ad that size in this publication! As always, you've helped me greatly - you've convinced me to try this and it worked!"

- **David Cotriss**

"I used your free advertising methods and I'm going to be listed in 5 directories in the beginning and mid-1999."

- Sean Coleman

"I am so excited! I actually got my first nibble on a JV! I wrote a letter via E-mail to an internet marketing genius who makes over 2 Million a year marketing on the internet."

- Monty King

## Fill Out The Enclosed Order Form and Order Now!

I'm not going to beat around the bush here!

I honestly believe that the best investment that you could make right now is to fill out the enclosed order form and rush it to me immediately!

Or you can call or fax in the order - anytime - 24-hours a day!

You'll get the complete ready-to-go package RUSHED to your door!

Heck, I wish I would've had this free advertising course when I first got started! I could've saved A LOT of time, effort, and CASH!

But don't worry about me. I'll be using my free advertising techniques to pull in 5250,000 or more in the next 12 months.


Now you have the opportunity to do this, too!

Take a moment to order my free advertising course right now while you're still thinking about it!

And, if you order within 14 days, I'll make sure you get ALL OF THE 30NUSES I mentioned in this letter - Absolutely FREE!

Fill out the order form now - and let me show you how I made over 5100,000.00 - without spending a dime on advertising! If I can do it, so can you! Order this package NOW!

Yours for Success,



Jeff Gardner, President  
Success Achievement Publishing

P.S. Remember, you'll get EVERY INSIDER SECRET I've used to make ever \$109,305.20 in the last **1** months - using ONLY FREE ADVERTISING! And, if you order within 14 days, you'll also get all TWELVE BONUSES - including the free Internet advertising, free "51,000,000" Video, both free audio cassettes, and everything else... But **ONLY if you order RIGHT NOW!**

**AND...** Your ENTIRE PURCHASE is Completely Guaranteed by my 100% Total Satisfaction "Better-Than-Risk-Free" Guarantee! Order NOW!

**Just a Quick Letter to Introduce Myself, and, to give away an Important FREE GIFT that's Reserved just for You**

Dear

My name is J B, and I'm the owner of Leather Co. Ltd. I'm pleased to tell you that Calgarians have been relying on me for my expert advice on leather furniture since I've been in business (incidentally, I've been in business since 1991).

**How To Select The Right Leather Furniture For You**

Method #1: Some people walk into a store, look at a piece of leather furniture, sit on it and say they will take it. That's the wrong way to purchase leather furniture. I'll tell you why in a minute.

Method #2: Some people just pick up the phone and order alone unseen. This is often worse than Method #1.

Method #3: Some people even painstakingly visit three different stores. This could be a good method if you compare the exact same piece of furniture (same shape, same closure AND the same quality and grade of leather).

**What Troubles 99% Of The People Who Buy leather Furniture?**

I really care about my clients. Yes. I said clients. You see, to me a client is someone that confides in you, and it's someone you build an ongoing relationship with. A customer is someone who buys something once, and you never see him or her again. A lot of my clients have told me that they really don't know anything about what to look for in buying leather furniture and. . .

**THEY ARE TERRIFIED OF BUYING THE WRONG LEATHER FURNITURE**

Now there is a simple and easy way to buy leather furniture with confidence.

I have researched and developed the Consumer Awareness Guide to Buying Leather made Furniture. In it you will find:

- ✓ Not all leather furniture dealers are alike
- ✓ What makes a good furniture dealer
- ✓ Questions to ask about finding out who is a reputable dealer
- ✓ The differences in leather furniture
- ✓ The differences in the types of leathers
- ✓ The truth about "leather cleaning products"
- ✓ How to avoid being ripped off when buying leather furniture

This letter entitles you to a FREE copy of the Consumer Awareness Guide to Buying Leather Furniture.

Whether you're interested in buying leather furniture now, or at some point in the future, I'd urge you to at least stop in. say hello, and pick up your FREE copy of this very useful Consumer Guide. This Consumer Guide will save you time, money, and help you make the right decision when you are ready to buy leather furniture. It's FREE...there's no obligation.

A lot of people told me I was crazy to give away the Consumer Awareness Guide to Buying Leather Furniture. I don't think I am. The more informed you are before you buy leather furniture, the more comfortable you will be when you do buy. After you have the leather furniture in your home, you will enjoy it even more knowing you made the right decision. Of course, I'd prefer you did buy from BIS, but what is more important is that you enjoy the comfort of leather furniture.

For over seven years, people have enjoyed the leather furniture they have purchased from us.

Don't You Think You Owe It To Yourself To Chock This Out Further?

Yours for the best consumer information  
on buying leather furniture,

J B

P.S. Don't risk being disappointed. Call 000-C000 today and ask us to hold a copy of the Consumer Guide to Buying Leather Furniture for you. Simply tell us you'll come to the store within the next two days and we will hold a copy for you. Make sure you call WOW, because if you put this latter down, chances are you'll forget.

P.S.S. We plan to have enough Consumer Guides on hand, but quite frankly, when the word get out, they will go fast, and we will have to have more printed. We simply want to make sure we have a copy on hand for you when you come to see us.

selling "Seven Secrets to Burning Fat Faster" audiocassette (a \$5.19 value) as a bonus. Just call 888-427-5847 to place your order or use the enclosed order form.

## **IF YOU WANT MORE**

Certainly, if you wish to purchase higher quantities (50,100, 500, etc.) I'm able to offer volume discounts. Call me personally at 888-427-5847 and we'll discuss how I can get you the best price possible.

Yours Truly,

Dr. Scott D. Lewis

P.S. Remember, with your first order of 10, you'll receive an additional two programs for free as well as my best-selling "Seven Secrets to Burning Fat Faster".

P.P.P.S There are many marvelous promotion opportunities you can use with this program. How about including it as a bonus for each piece of fitness equipment you sell because "Our company wants you to get the best results from your new equipment." Or, if you offer service warranties you can stimulate sales by including it as part of a complete warranty package.

P.P.P.S. If you like my "Seven Secrets to Burning Fat Faster" program (and I know you will), you can purchase these quite inexpensively and use them as giveaways to get people into your store. I've got many marketing ideas with these programs to make you money. I'd be happy to speak with you and discuss your company's needs.

Dear Infomercial Company,

## **I FINALLY DID IT!**

I've been meaning to revise my Breakthrough Formula program for the past year. Well, these past 6 months I've been busily re-recording, re-editing and re-designing my program with the intent of creating the ideal upsell for fitness and weight loss products.

## **IT TOOK DAN KENNEDY**

In my quest for perfection, I sought out marketing guru Dan Kennedy for consultation on how I could make my program instantly appealing to anybody who purchases fitness equipment or is planning to start a fitness program. He immediately suggested I change my title. He told me everybody knows they have a problem following-through with their fitness program so why not call it **"The Fitness Follow-Through Formula: How to guarantee you'll start, follow-through and get the results you want from any fitness program or equipment."** Pretty much says it all I think. And it sure is easy to explain over the phone.

## **ONLY THE BEST**

In revising my program, I also wanted to make sure I had included everything that someone would need when starting a fitness program. I also wanted to make sure I didn't simply re-hash my previous program. So, I enlisted the expert help of John Runnette (certainly one of today's top audio producers), and together we went through the laborious task of pulling out only the best information, the "gems", from my previous program and placing them into the new program. We then

## Sample Project

Moving into a new geographical market, we first pre-qualify the mailing list by telephone. Assuming we talked to a live body, and they appear to be an actual trucking company, they will go on the mailing list, unless we are able to determine that they are either too small, or outside of our target market. For our sample group, we sent 3 mailers, (a 4<sup>th</sup> mailer has just been sent) to 328 companies. In each subsequent mailer, new companies were added, so that the actual mailers sent were 328 in the first mailer, 357 in the second, and 408 with the third. For statistical purposes, I have compared the list of companies who were mailed all three mailers, unless they responded to the first or second mailer, as follows:

Mailer #	# mailed	# responses	% response
mailer # 1	357	18	5.5
mailer #2	310	8	2.6
mailer #3	302	4	1.3
Total	969	30	8.4%

Projected sales from responses to date: 3.4 @ 19,450    \$ 66,130

Actual cost of mailers(969@ .68)    659

Gross return on investment (before cogs & sales costs)    10,035 %

As a point of interest, this same series of mailers was sent to our old list of 855 companies, who had previously received an average of **12 mailers**. Mailing to this group resulted in the following:

Mailer #	# mailed	# responses	% response
Mailer #1	855	10	1.2
Mailer #2	855	9	1.1
Mailer #3	839	6	.7
Total	2549	25	2.9% of 855

Projected sales from responses to date: 2.8 @ 19,450    \$ 54,460

Actual cost of mailers(2549@ .68)    1733

Gross return on investment (before cogs & sales costs)    3,143 %

**Attached**

**Mailer #1**

- ◆ 3-page Warning letter
- ◆ Free offer - “Secrets”
- ◆ Premium - “Frugal Entrepreneur”
- ◆ “Warning” colored flyer

**Mailer #2**

- ◆ 3-page Warning Letter
- ◆ Free offer “Secrets”
- ◆ no Premium
- ◆ “Warning” colored flyer

**Mailer # 3**

- ◆ 3-page Warning letter - courier font
- ◆ Free offer “Secrets”
- ◆ no premium.
- ◆ “Warning” colored flyer

**Response mailer - “Secrets of the Trucking Industry’s Most Successful Computer Installations!”**



**axon®**

DEVELOPMENT CORPORATION  
111 Research Drive #230  
Saskatoon SK S7N 3R2 Canada

*Mailler #1*

phone: (306) 249-5050  
1-800-567-8385  
fax: (306) 249-5054

Mr. Steve  
Wagner  
President  
Wagner International  
Systems 13 Ken view Blvd  
Brampton, ON L6T 5K9

Dear Mr. Wagner:

**Warning: Your present Computer systems could be costing you  
hundreds of wasted hours, (and thousands of dollars) every month!**

**Our FREE SPECIAL, REPORT tells you why - and what you can do about it!**

***“Time is worth far more than money... To the business owner, time is a valuable ally...It is.  
along with information, the currency of the coming century.” Jay Conrad Levinson***

Every year, trucking companies invest thousands of dollars upgrading their management information systems by adding new computers and software to their operations. In order to stay competitive, companies are investing in faster computers, and more powerful software systems. But in spite of the huge investments they make in technology, only a small percentage have managed to achieve significant increases in productivity in their organizations. In fact, repeated surveys of company managers have shown that **over 87% of them** do not feel that their systems are providing them with the management information they need to make critical, day-to-day decisions.

Not having the right information, **when you need it**, can cost you a fortune!

Trucking is an information intensive business. Lack of timely, accurate information can be extremely costly - in interest charges, penalties, unhappy employees, lost customers, missed opportunities and lost sales. Beating these problems requires software that can deliver exactly the information you need, when you need it. Volumes of information go through systems every day. But when you need critical answers, you often still end up having to spend hours, or even days, going through masses of paper reports or original documents, to get to answers which often appear too late, or not at all! Just think of how much time you waste every week!

You are swamped with too much useless information!

The problem is not lack of information. In fact, you're probably already swamped with information in the form of documents, ledgers and reports. The real problem is that most software does not

provide the tools to manage it properly. The tools to give you the control you. need to get the maximum benefits from your management information systems.

Problem #1: It's hard to get the information into your system in the first place! (Take for example, a fuel invoice, which may have to be entered into your Accounts Payable program, re-entered into your system for tracking unit expenses, and then tracked separately for fuel tax. That's three separate entries for one simple invoice!) And often there's just no place to enter all the information you want to store.

Problem #2: You can't get your information out when, and how you need it Most software offers you a limited number of reports and options. It's up to you to wade through massive reports in hopes of finding the answers.

Problem # 3: Finally, and most importantly, conventional systems are difficult (if not impossible) to change. And no matter how great the software is, if it can't change when your needs change, it will eventually become too cumbersome to keep up to your demands.

### **If your business has no problems, you won't need this report**

You may say that your current systems are working just fine, that you get all of the information you need exactly when you need it. That you and your staff have plenty of extra time on your hands to spend looking for ways to increase business, provide better service to your customers, and reduce costs. That you are sure that clerical errors are not overpaying your drivers, or missing charge backs to your lease operators. That none of your drivers are racking up violations, and all your trucks are currently licensed, and their maintenance records are impeccable. If all of that is true, then Congratulations! Don't read any further, because you don't need our ideas to help you save time and make more money.

But if you are part of the overwhelming majority of managers who know that there are information bottlenecks and trouble lurking under a mountain of paper - then this information is for you! The fact is, that with a little thought, you can probably see dozens of places in your business where better control over your information would help you save, or even make money. And our Free Report - "Secrets of The Trucking Industry's Most Successful Computer Installations!" is guaranteed to give you ideas which can save your trucking company hundreds, or even thousands of hours of time, and add thousands of dollars to your bottom line, every year.

***"We've doubled the size of our company, as far as the number of trucks that we 're running, with the same number of people in the office. And that would absolutely be impossible, if it were not for this program." - Larry Twordik, Roadex Services.***

- Using just ***one of the ideas*** in this Free Report, helped one of our clients to save over 2 weeks of clerical time every month! That's almost a thousand hours every year. What could you do with an extra thousand hours next year?
- Another idea has reduced the cost of fuel tax reporting by hundreds of hours and thousands of dollars in fees every year.

- The right combination of Accounts Payable, Invoicing and Lease Operator or Driver Management systems can save hundreds of hours of clerical time and thousands of dollars in costly errors each year. This report tells you how!

***Now our information flows quickly, accurately, in a timely fashion, and it relates specifically to the problems that we have. It makes it very, very usable information. - L. Gray BTS Monarch, Edmonton AB***

Every day, business is lost, and money is wasted, because owners, managers and staff can't get the results they need from their management systems. Our Free Report will tell you how to protect your business, cut costs, and achieve better results from your management systems than you believed possible.

So, don't delay. Phone us toll free, at 1-800-567-8385, for your Free Reserved Copy of our report, "Secrets of The Trucking Industry's Most Successful Computer Installations!" Or you can use the enclosed Fax form, and fax us at 306-249-5054. Whichever way you decide, don't delay. We have published a limited quantity of this report and can only hold your copy for the next 10 days.

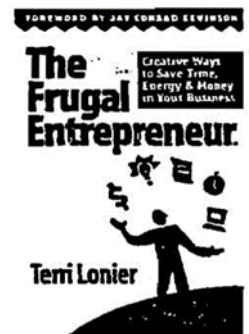
Sincerely,

Ken Sparrow

PS. Remember, your copy of the Free Report, "Secrets of The Trucking Industry's Most Successful Computer Installations!" will be rushed to you absolutely free, if you call or fax us within the next 10 days.

PPS. If you are one of the first 25 people to respond to this offer, we will also rush you a copy of the book "The Frugal Entrepreneur", by Terri Lonier. This book is packed with ideas and tips and is guaranteed to boost your business profits.

PPPS. Remember also - "Time is more valuable than money". The Secrets in this Free Report will continue to save you ***time and money*** year after year. So, don't waste a minute - ***call us now at 1-800-567-8385!***



**Warning! Your current computer systems could be costing your trucking company hundreds of wasted hours, (and thousands of dollars) every month!**

193  
"We started working with Axon over 10 years ago, and today they continue to work with us to expand and fine-tune our systems. The service has been great!"

Dennis Doel, Jays Group of Companies

## Custom Tailored Trucking Software from axon®

Whether you operate 10, 100, 500, or more trucks, and whether you haul across State and Provincial Borders, or you stay in the province, your *obsolete computer system* could be costing your company thousands of dollars every month in labor costs, unhappy customers, interest costs, penalties, and lost sales.

**Custom Tailored Software from Axon can save you hundreds of hours of work and thousands of dollars – EVERY MONTH!**

**Increase Your Profits and Cash Flow !**

**Provide Better Customer Service !**

**Slash Administration Costs !**

- Systems since 1982
- Unit Revenue Reporting
- Driver Settlements
- Unit Maintenance
- Dispatch Management
- Fuel Tracking and Drivers' Logs
- Accounts Payable
- Accounts Receivable
- Invoicing
- Payroll Management
- Financial Reporting
- User definable Lease-operator
- Revenue calculations
- Leased Operator balances and payments in \$Can and \$US
- Unit Statements - Company and Lease-Operator
- Automatic monthly and yearly unit deductions
- Print Lease Operator Cheques
- Modifiable Object-Oriented software
- User report designing
- Interline Payables/Receivables
- Leased Operator Payable Reports
- Load Master Report - history of loads, revenue, payouts
- Equipment Due for Inspection Report
- Unit Deductions Report
- On-screen freight rating
- Automatic conversion between miles and km
- Maintenance and Inspection Schedule
- Maintenance due is flagged on Dispatch entry screen
- FTL & LTL hauling and dispatching
- Automatic Conversion between \$US & \$CAN
- Outstanding Load Reports
- Unit, Trailer & Load Assignment Reports
- Late Loads Reports
- Fuel Tax Reports
- Worker's Compensation Reports
- Drivers' Log Reports
- Fuel Purchases By Jurisdiction Report

"I'm really enjoying your software. It's not even fair to compare it to our old system. The thing I like best is the reporting ability." M. Soderberg, Saskatoon

To receive your **FREE VIDEO AND INFORMATION PACKAGE**, and to find out how Axon can help your company - call today:

**1-800-567-8385 or (306)249-5050**

or Fax: (306)249-5054

Axon Development Corporation 111 Research Drive, #230 Saskatoon SK S7N 3R2 Canada

YES! I want to find out more about how your software can save or make my company money. Please rush me a copy of your free report!

FAX TO: Axon Development Corporation  
FAX NO.: (306) 249-5054

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

Position: \_\_\_\_\_

Company: \_\_\_\_\_

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

City, Province, Postal Code: \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

To mail your request, write to: #230-111 Research Drive,  
SASKATOON, SK S7N 3R2

# **WARNING “ WARNING-WARNING**

Enclosed information may be

## **TOXIC**

to your competitors. And it may make you so

## **DANGEROUS**

as a Trade Show Exhibitor, the U.S. Government will require you to be registered and may impose 10-day waiting period before you exhibit at your next Trade Show. This Information is definitely

## **HAZARDOUS**

to trade show exhibit managers who are not committed to attracting attention, creating interest, boosting traffic flow, securing *HOT* follow-up leads and increasing *NAME* Awareness. Individuals with weak hearts should consult their physician before . reading the enclosed information.

## NOTES ABOUT THIS EXHIBIT:

[illegible]

Here is what others are saying about us: —

“We appreciate the way you got our name out there. Many of the show attendants commented on what a great job you did. The show was a great success!” •Jo S. Sales/Marketing Mgr.-

“We certainly enjoyed having you do the live presentation. You were able to draw some nice sized crowds to our booth. Anytime people are laughing some of the barriers to selling have been overcome.”  
-Jay K. V.P. Marketing-

“We were very pleased with your performance. The tie-in with Toshiba and the magic cards was very well done. Many people thought you were one of our representatives by the way the pattern flowed. You did a nice job of “CATCHING” people’s attention and encouraging them to stop and watch!” -Pam S. Marketing Manager-

“Thank you very much for performing at our booth. You did a great job of incorporating the features and benefits of our companies’ services into your performance. We have made 3 sales from the 4 contacts, and we have many more appointments yet to make.” •Constantine S. Co. Pres./Owner-

“Our name and products were presented in a favorable light. We would recommend you to anyone looking to maximizing their show effectiveness.” -Jeff. K. Co. Pres. Milwaukee. WI.

The bottom line is very simple here: do you SERIOUSLY want to stand out from all the other fancy booths, and have a packed-out exhibit, with HOT leads, and Sales, Sales, Sales! If so, you’ll do just about anything NOT to miss out on this opportunity. Please call our Toll Free hot line and receive a \$ 250.00 discount on our Magic give away cards, and our FREE REPORT: “Secrets to help increase the Traffic Flow at your Trade Show.”

**1-800-500-3234**

Sincerely,

Alex Bruce Dicker  
Owner/President

P S. If you call within the next 5 days, you’ll receive a \$ 250.00 discount on our Magic give away cards (3 card Monte, with your company NAME and Logo printed on it).”and our FREE REPORT: “Secrets to help increase the Traffic Flow at your Trade Show.”



-page 3-

Dear Friend,

Welcome to my 1998 catalog. Between these pages you'll find my most popular steel art designs. Before I put any design in my catalog, I personally test it by hanging it in my apartment. If even one person says it's ugly, unattractive, or they don't like it, it doesn't go in my catalog.

My art is designed for one purpose only- to make your home an attractive, enjoyable place to bring your guests. Some may consider it politically incorrect, or even uncreative, but I make only art my customers admire. I don't follow any art books, I haven't taken an art class since junior high, and I don't have any of my art in any fancy New York galleries. But, in spite of all that, people sure do seem to enjoy it. In fact, one of my customers even described one of my pieces as a "compliment and appreciation generator."

I don't know if I would go that far, but I do know plenty of my customers write nice letters to me about all the compliments they get. And, I'll admit it, I do like showing off my apartment- that I have decorated with my steel art.

I'll be honest with you- none of my kit is ever going to win any fancy awards, be put in a museum, or start any new trend, but heck, it's nice to have around the house- and it does last forever.

This catalog is divided into five collections: Western, Southwestern, The Lizard Collection, Crosses, and Suns. Each piece hangs easily on any wall, inside or outside. You may choose from black or "ready to rust" finishes.

Enjoy the catalog, and, thanks for your interest in my art.

Sincerely,

John Alanis, artist

P.S. My guarantee to you is this: you will get compliments on your home or I'll refund every cent you paid-guaranteed.

To order call 1-888-856-9454

(please go to the next page)

-page 4-

# “The Western Collection”

It all started when I picked up a coloring book in Fort Worth, Texas... opened up the front cover, and saw... the biggest, most detailed cowboy scene I ever laid eyes on. I had been looking for a showcase piece to be the “crown jewel” of my designs to date, but I sure as heck didn’t expect to find it in a coloring book. My mother actually blew up the design to a huge 57” long by 24” tall... and it was stunning. I cut it out of steel, painted it black, hung it on my wall and invited some friends over. I didn’t know what to expect, but... they all loved it... and wanted to know where I got it I told them I made it. and of course, they all demanded one for themselves.

Well, the rest, as they say, is history. I call this piece...

A. Texans” (#C01) and it has gone on to be, hands down, my most popular piece. I’ve had people put it over their beds, over their couches, over their fireplace mantles, even on gates and on their fences. But everyone puts it where their friends, neighbors and relatives can see it And you can’t imagine the feedback I get. Over and over I get letters from my customers telling me how many compliments they get. I even had one of my customers, Paul confide to me that he was very nervous about buying it (because he never had spent much on a piece of one before), but that after he had owned it for a few months, it was the only thing he ever purchased where he did not get “buyer’s remorse.” Now, THAT’S a compliment.

And here’s the neat thing: men like my Texans” just as much (if not more) than women do! I even had one of my customers buy it *for her husband’s birthday!* And he loved it! Now who ever heard of a wife buying one for her husband? Art that he warned!

So, here’s the deal: Each of my Texans” is 57” long by 24” high. It comes in black or “ready to rust” (ready to rust is natural steel color- kind of a grey. Put it outside and it will quickly rust.) It lasts practically forever. It weighs 23 pounds. Cut from 1/8” thick mild steel. Heavy enough to be sturdy. Light enough to hang easily on any wall. No assembly required. Take it out of the box- *it’s* ready to hang. No fuss, no mess. Price: \$497

I wish I could tell you that I found a piece to top my Texans.” But I haven’t been able to. However,... I have come up with some pieces that come close- and make perfect complements to your Texans.” The next most impressive one is...

B. The Posse” (#C02). Another action scene. My mother’s secretary actually found this design. It’s not as popular, nor as big as my Texan’s\*, but still a neat piece. It has kind of a 3-D effect- three riders appear to be turning to the left, three to the right. Almost if the posse is about to split up. I have a rusty one hanging over my dining room table. Lots of compliments.

45” long X 19” high. Weight: 17 pounds. Cut from 1/8” thick mild steel. Hangs easily on any wall. Price: \$397.00

C. “Cowboys On A Fence.” (#C03) I think the name pretty well describes h, but... this design has an interesting story behind it as well. I wish I could say t come up with all my designs, but the truth b my mother. Sharon (an elementary school principal from San Antonio), finds most of them. And... she found this one on... a blouse at the department store! That’s right- it was actually accumulated over the left pocket of a woman’s blouse. So., she Xeroxed it. enlarged it and gave it to me to cut out. It’s another peat showpiece. It features five friendly cowboys, three sitting on a fence, two standing behind it... with one waving hello (or goodbye) to your friends, neighbors, and relatives. It makes a great addition to your Texans.”

It’s 52” long by 20” H. Cut from 1/8” thick mild steel. Weighs 20 pounds. Hangs easily on any wall. Comes in black or ready to rust. Price: \$497.00

D. “Running Free” (#C04) This piece features three mustangs, turning in the desert. I originally had more cactus in the design, but it took away from the horses. This piece goes great in a children’s room. That’s what my customers tell me.

42” long X 11” high. Weight: 14 pounds. Cut from 1/8” thick sheet steel. Hangs Easily on any wall: Price: \$247.00.

E. “Freedom” (\*C05) I found this one is a photograph in a magazine. It was difficult, but I ~~man~~aged to get it where it could be cut from steel. It’s a smaller piece, but quite detailed. Cutting out the rope requires a lot of skill. I had to work harder than usual to get this one to come out right. But it was worth it A great complement to any of the larger pieces.

26” Wide X 8” high. Weight: 5 pounds. Cut from 3/16” thick sheet steel. Hangs on any wall. Great in an entryway or in hanging in your bathroom. (Especially a guest bathroom.) Price: \$147.00

And lastly but not least.... my “Longhorn.” (#C06). Listen: I graduated from the University Of Texas (the mascot is a longhorn called “BEVO”-it’s a long story), and there’s no way I could leave this one out. This one looks best hanging outside, rusted to a beautiful burnt orange (the school color of UT) Guaranteed to scare *off* any Aggies (Texas A&M b the main rival of UT. and they call themselves Aggies).

33” wide X 16” high: Weight: 7 pounds. Cut from 1/8” thick sheet steel. Hangs on any wall. Price: \$97.00.

OK. Now. I’ve got a couple of special deals for you. Special Deal #1 (#WSD1): Texans with Posse. You get both the Texans” and The Posse” for only \$797... plus... I’ll kick in my Longhorn for FREE. That’s \$991 worth of my an (that lasts practically forever) for only \$797... you save \$194!

Special Deal #2 (#WSD2): Texans” and “Cowboys on a Fence”. You get both of these pieces for only \$897 plus... I’ll include the “Freedom” piece for absolutely FREE. That’s \$1191 worth of my western and for only \$897. You save \$294!

Special Deal #3: (#WSD3): The Whole Shootin’ Match. You get my Texans”. The Posse”. “Cowboys On A Fence”, and “Running Free” for only \$1,397.00 plus... you get my “Longhom” and “Freedom” for FREE! That’s \$1,882 worth of art for only \$1,397. You save \$485!

To order call 1-888-856-9454

(please go to the next page)

-page 5-



**"Texans" (#C01)**



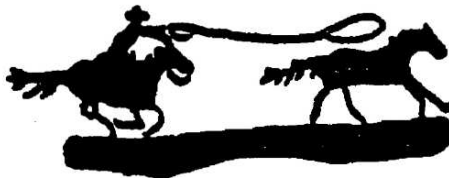
**B. "The Posse" (#C02)**



**C. "Cowboys On A Fence" (#C03)**



**D. "Running Free" (#C04)**



**E. "Freedom" (#C05)**



**F. "Longhorn" (#C06)**

7/7/9

Dear Phyllis,

As you can see I have included one of my pieces FREE in addition to your order.

Why have I done this? Actually, there are two reasons.

One. First, I have something very important I want to say to you and I needed to make sure this letter would catch your attention.

Two. Secondly, since what I'm writing to you about concerns my art, I thought using one of my pieces as an eye-catcher was a good idea.

Here's what it's all about.

A few days ago, you ordered one of my lizards from me. So, before I do anything else, I want to say...

**Thank You!**

Thank you. I really mean it. You know, it seems to me not enough artists appreciate their customers. Most of them like to pocket their money and run off without a second thought. I'm different. I do appreciate my customers. Very, very much. Therefore, I want to say thank you for buying my art.

In addition to your free piece, I have a special deal for you. As you can see, I have a lot of different lizards, and you can get a huge discount on them all by purchasing the lizard collection all at once.

But since you already own two of the five lizards, I'm going to make you an even better offer. I'll apply the value of the two lizards towards the lizard collection and\_ offer you the three remaining lizards for only \$169.00.

You'll get the Diamondback Gila monster (#Liz3), the Diamond head Lizard (#Liz1) and the Gila Monster (#Liz4) to complete your entire collection. And you'll save \$86.00 off the separate purchase price.

But... this offer will expire in ten days. After that it's over and I may never make such a bold offer again. So, to take advantage of this offer at once, call me toll free at 1-888-856-9454 and I'll rush you your lizard collection.

Sincerely,

John Alanis, World Renowned Artist

P.S. What should you do with your free "Southwestern Gecko"? Just hang it on your wall and... enjoy it!

- page 1 - (please, go to the next page)

## **Robelle Consulting Ltd. Mailing Summary**

### **Announcing Qedit for Windows & SmartDate Mailing**

Mailed: 2663

Responses: 22

Closed: 5

Response Ratio: .83%

Total Initial Order Value: \$3730

Cost of Mailing: \$2821

Profit: \$909

This mailing was done once only to our prospect list

### **Year 2000 Mailing**

Mailed: 1883

Responses: 7

Closed: 3

Response Ratio: .37%

Total Initial Order Value: \$4140

Cost of Mailing: \$5079

Loss: \$939

This mailing was done once only to our prospect database.

### **20th Anniversary Surcharge Promotion**

Mailed: 1200

Responses: 15

Closed: 9

Response Ratio: 125%

Total Initial Order Value: \$62,430

Cost of Mailing: \$1771

Profit: \$60,659

This mailing was done once to our customer database.

### **Do You Know If Year 2000 Is A Leap Year?**

Mailed: 6675

Responses: 4

Closed: 4

Response Ratio: .01%

Total Initial Order Value: \$5,870

Cost of Mailing: \$4,544

Profit: \$1,326

This mailing was done once through a mailing house. Post trade show mailing.

August 1, 1997

«First\_Name» «Last\_Name» «Position»  
 «CompanyOrganization»  
 «Address\_Line\_1»  
 «Address\_Line\_2»  
 «City» «State Province» «Zip\_Postal\_Code»

Dear «First\_Name» «Last\_Name»,

After twenty years of developing software for the HP community, Robelle is still going strong. For the last 18 months, Robelle developers have been working overtime to bring you two new products. In 1997, we're proud to announce Qedit for Windows and SmartDate.

## Qedit™ for Windows™

For years, the name Qedit has meant most reliable, toll-screen editing of host files on MPE and HP-UX. Now, with our new client/server version, Qedit for Windows (QWIN), you continue to get the same reliability with the added ease of Windows editing.

Why Buy Qedit for Windows ?

- **It's So Easy to Use!**  
 With the familiar Windows interface, Qedit has never been so easy to use. QWIN gives you all your favorite Windows features: mouse control, pull-down menus, search and replace, handy undo, split screen, etc.
- **One Editor Solution**  
 QWIN provides a one editor solution. With QWIN, you can edit files on your MPE/iX HP 3000, your HP 9000, your PC network, as well as your local PC. (Other Unix platforms will be available soon). You can have multiple files open on any of these computers at the same time, cutting and pasting between files even if they are on different hosts.
- **Instant Access**  
 Eliminate the upload/download cycle for host files. With its true client/server design, QWIN provides instant access to the contents of your files. So, whether you're editing files over a modem or via the Internet, QWIN is fast.
- **Easy on Your Network**  
 With Robelle's "intelligent caching" technology, QWIN uses network resources efficiently. All client/server transactions send the minimum amount of data across the network.
- **No Terminal Emulators Required**  
 QWIN uses the standard TCP/IP protocol so it is independent of any terminal emulator.
- **Full Security**  
 System Managers will like QWIN's security features. QWIN obeys full on security, ensuring that users edit only the files to which they have access rights.

### Introductory Specials

We will be offering introductory discounts to purchase Qedit for Windows. And for those of you who already have Qedit on your HP 3000 or HP 9000, the upgrade to QWIN will be very easy on your budget. To request a quotation or more information, please fill out the form on the bottom of the next page. ...over

## And that's not all... Announcing SmartDate

Qedit for Windows is big news, but that's not all we have to offer this year. We've just released another new product for HP 3000 programmers called SmartDate. SmartDate is a time-saving tool that provides you with an easy way to change your applications, so they support dates well into the 21st century. SmartDate will help you finish your Year 2000 project on time.

## Why Buy SmartDate?

- **Lighten Your Workload**  
if you haven't started your Year 2000 date preparations, SmartDate will save precious time in the conversion process. For all your code that requires date handling, just call SmartDate and let it do the work of converting between date formats and editing dates.
- **Quick Payback**  
Even if you have started writing your own date routines, take a look at what's left to do... At a reasonable price of \$750 US, you will find that SmartDate pays for itself very quickly.
- **Very Well Tested**  
SmartDate routines have been a part of other software products, Suprtool, Qedit, Xpress for many years. So, in actual fact, they have been tested by thousands of users already.

Free 30-Day SmartDate Demos: [www.robelle.com](http://www.robelle.com)

For more information or a free demo of SmartDate, just visit our website— our demos are easy to download. If you don't have web access, call us toll-free at 1-888-ROBELLE and we'll be happy to send you a tape and answer any questions you might have.

HP World, Chicago, August 25-29

We will be showing both **Qedit for Windows and SmartDate** at HP World in Chicago. So, if you're attending the conference, be sure to visit Robelle's booth (#1519). We'd love the opportunity to share our new products with you. And, as always, there will be many high-value talks given by Robelle speakers—including Interex Hall of Fame Member, Bob Green, who will be presenting his 1997 paper, *Converting Qedit to the Client/Server Model*.

**Please complete this form and send to Robelle. Fax: (604) 582-1799**

**Qedit For Windows ... Please send me:**  
☐ more information  
☐ a quotation for \_\_\_\_ HP 3000 servers \_\_\_\_ HP 9000 Servers \_\_\_\_ Clients (each QWIN user's primary PC requires a license)  
☐ a demo. I would like a demo ... ☐ as soon as they are available (September)  
☐ specify a month \_\_\_\_\_

---

**SmartDate: Please send me** ☐ more information ☐ a demo ☐ quotation

---

Company: Contact Person: Address:	Phone: Fax: E-mail:
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## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





## **MEMO**

### **RE: Dan Kennedy's Copywriting Seminar / Marketing Materials Submission Performance Analysis**

The following 5 marketing samples comprise both direct mail and print advertising efforts launched by Gage Menswear approximately within the last 14 months. They include:

- Owings Mills Store lost Customer" direct mail letter
- Half Off Sale direct mail letter (2<sup>nd</sup> mailer, following up on a first direct mail letter for the same sale)
- Half Off Sale 4-color Jumbo Postcard with Customer Referral bounce-back mechanism
- "Menswear Mania" Fairgrounds-type mega-sale—Direct Mail 4-color tabloid
- Gage Menswear Half Off Sale "ADIMONIAL" print ad

#### **Owings Mills Store "Lost Customer" direct mail letter.**

Approximately 2,700 letters were dropped to Gage's Owings Mills Store-only customers who hadn't shopped at Gage-Owings Mills in 12 to 18 months.

- Includes: flagging headline, a P.S. that specifies the customer's Sales Associate by name—or a generic Sales Associate message when data did not reference one, hand-written comments directed to the body copy, and 2 time-dated FREE offers with coupons attached directly to the letter (we've found that our customers, all too often, will bring the letter and forget separate coupons, so we reverted to this method). RESPONSE RATE: 37 customers = 1.35% of customers who were loyal to Gage's Owings Mills, Maryland store—and who otherwise maybe been forgotten.

#### **Half Off Sale—Direct Mail Letter #2 (1998):**

Approximately 9,000 letters in the 6x9 booklet envelope format were dropped to Gage customers who hadn't responded to letter #1 about 3 to 4 weeks prior.

- Includes: flagging headline with a deadline date, a P.S. that refers back to the FREE offer, handwritten comments directed to the body copy, and customer testimonials.
- RESPONSE RATE: 20 respondents, less than a V\* of 1% (.22%)

#### **Half Off Sale—Jumbo 4-Color Postcard (1997):**

Approximately 12,000 postcards were mailed to Gage customers, as a follow-up piece to a previous folded self-mailer format with the same FREE offer.

- Includes: Clearly displayed FREE OFFER, use of 4-color photos, attached coupons (one of which is for the customer to use as a referral coupon which, when redeemed entitles the original customer to a 2<sup>nd</sup> FREE TIE). RESPONSE RATE: 108 respondents, just over 3/4 of 1% (.85%)

(Dan Kennedy Copywriting Seminar Submission—continued)

**“Menswear Mania” Fairgrounds-type mega-sale—Direct Mail 4-color tabloid:**

Approximately 24,000 4-page / 4-color tabloids were predominantly mailed to Gage Menswear’s off-site Fairgrounds sale customers, including a smaller percentage of one partnering retailer’s private customer list. This vehicle was one of several in a multi-media marketing campaign, so its impact at the door of the sale may not be completely representative of the overall sales success of the event.

- Includes: 2 clearly displayed FREE OFFERS—one coupon outside and one inside the piece, use of 4-color printing, and a full page advertorial citing study that shoppers may find informative. RESPONSE RATE: About one half of one-percent as determined by the number of cover page’s FREE gift coupons redeemed—since no purchase was necessary for this offer.

**Gage Menswear Half Off Sale “ADIMONIAL” print ad:**

This is an ad format and name that Bill Glazer coined, thinking that—as Dan Kennedy himself teaches— you can never have enough testimonials. It’s sort of like an ad within the ad, where within the confines of the ad space, so much is allocated for a mini display ad. However, the personal message from Bill Glazer basically insists that the reader not take his word for how wonderful Gage Menswear is. Instead the reader is urged to read what out real-life customers have to say. This was a good print ad component to a multimedia campaign that promoted one of the best Half Off sales in Gage’s history.



## "How would you like a **FREE 100% Silk Designer Tie** just for visiting **Gage Menswear** in **Owings Mills** once again?"

— Bill Glazer, Owner / Gage Menswear

Dear Mr. Saffran,

I was going through our store records and discovered that it's been too long since you last visited Gage Menswear at Valley Centre in Owings Mills. Since we already know the types of clothing you've purchased from us in the past. I think I should tell you that now is a perfect time to stop in at our Owings Mills store again.

For instance ...our new Spring Collection is in, and I know first-hand there are several items that I think you'd be very impressed with. Now's also a great time to update your wardrobe with fresh patterns and fabrics that are perfect for the lifestyle you live.

Most important--and convenient, I might add--is the fact that Gage makes it a point to know you by name and keep track of your sizes. We also know what your style preferences are and precision tailor to fit only you. Plus, we always keep you informed of special events that will save you money.

Still, knowing all of this I'm surprised that you haven't visited us in a while. So I'm going to make you a special offer, good exclusively at the Owings Mills store ...

← **ABSOLUTELY FREE**  
I'd like to give you a **FREE TIE** just for stopping in at the Owings Mills Gage. Best of all, **NO PURCHASE IS NECESSARY**. You see I'm so convinced that when you get reacquainted with the store and all of the advantages that come with being a regular Gage customer, you'll turn to us for all of your men's apparel needs once again.

**ABOUT YOUR FREE TIE:** Simply present the coupon at the bottom of the page to your Owings Mills Gage Sales Associate before May 24, 1998, and select any one **FREE TIE** from our 100% Italian silk "Prima Italia" neckwear collection. These ties sell for \$45 elsewhere, but I've reserved one for you **ABSOLUTELY FREE!**

AND ...to sweeten the pot ... ← *Here's an offer I've never made before — AND MAY NEVER offer again!*

If you visit Gage in Owings Mills before May 17, 1998, feel free to use the second coupon at the bottom of this letter and I'll give you **FREE BASIC ALTERATIONS** from our world-class tailoring department on any new tailored garment you buy! As you know, our basic alterations include waist, seat, and straight or cuffed trouser bottoms, and jacket sleeves--combined, they're a \$28 value, but any or all of them are also yours **FREE** when you present your coupon to your Owings Mills Gage Sales Associate!

Please accept my invitation to visit the Valley Centre Gage Menswear store once again. Now's never been a better time to be an Owings Mills Gage customer. And our FREE OFFERS will make it worth your while.

Warmest regards,

*Bill Glazer*  
Bill Glazer  
Owner

**P.S. Don't forget about your FREE TIE and FREE BASIC ALTERATIONS!**  
Your favorite Sales Associate, Jack Vineberg is looking forward to helping you select a **FREE "Prima Italia" TIE** that's right for you!

**Gage**  
MENSWEAR SINCE 1946

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*Bill Glazer*  
Bill Glazer  
Owner

**P.S. Don't forget about your FREE TIE and FREE BASIC ALTERATIONS!**  
Your favorite Sales Associate, Jack Vineberg is looking forward to helping you select a FREE "Prima Italia" TIE that's right for you!



**Low Prices ...Designer Apparel ...Legendary Service ...AND Incredibly Low Prices**

**OWINGS MILLS:** 8616 Reisterstown Rd. / 410-681-6351

**HOURS:** Mon. - Sat. 10 to 9 / Sun. 12 to 5

2 miles north of Belway Exit 20, in Valley Centre

**FREE 100% SILK TIE**

from Gage's Prima Italia Collection of fine neckwear. A \$45 value.

Present this coupon to any Owings Mills Gage Menswear sales associate and receive a FREE TIE of your choice from the Gage Prima Italia Collection. No purchase necessary. One free tie per customer. Coupon must be presented to receive free tie. Offer expires May 24, 1998. Offer valid at Owings Mills Gage Menswear store only.



**FREE BASIC ALTERATIONS**

from Gage's world-class tailoring department. Up to a \$28 value.

Present this coupon to any Owings Mills Gage Menswear sales associate and receive FREE BASIC ALTERATIONS with your current purchase including--but limited to--waist, seat, straight or cuffed bottoms, and/or jacket sleeves. Coupon must be presented to receive offer. One coupon per customer. Offer expires May 17, 1998. Offer valid at the Owings Mills Gage Menswear store only.



E.N.G.M.S  
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**A sure-fire**  
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*And why most men's clothing stores  
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*including ... Details inside about your exclusive **FREE GIFT!***

