



## Bonus module #1: “Steal my copy” sales letter swipe file

You’ve learned how it’s done. Now SEE how it’s done! This unique collection ready-written letters contains the ‘raw’ Word files (i.e. minus the artwork) for almost 30 sales letters, all de-branded and ready to be used to inspire and inform your own writing (amounting to over 150 pages and 50,000+ words – how long would it take you to write that lot!).

Direct from my copy archive, this priceless collection of letters can be readily adapted to your needs or serve as inspiration for your own campaigns. These aren’t just random samples. They’re real-life, tried and tested letters that are proven to generate a profitable ROI.

The “Steal my copy” sales letter swipe file includes short-form direct mail B2B & B2C pieces, long-form web-based letters for internet and information marketers, together with numerous marketing emails. **FACT:** any one letter in my swipe file has the potential to generate countless thousands of pounds in added revenue for your business. This module **alone** is worth many times the cost of investing in The Sales Copy Master Class. What aspiring copywriter wouldn’t like to get her hands on these?

### AN IMPORTANT NOTE:

**Use your imagination to adapt these letters to your own needs. By all means dip into them for ideas; borrow constructions and phrases, but please do not copy them in their entirety.**

**Be inspired!**

NB

To view further examples of my work including web copy and corporate brochures, visit my website at [www.copy-doctor.co.uk](http://www.copy-doctor.co.uk)

---

[Letter #1: a direct e-mailer promoting a sponsorship campaign for a leading motorsport team]

[Subject line: 'Your unique invitation from the \*\*\*\*\* Racing Team...']

The \*\*\*\*\* World Championship Racing Team

**100 countries - 5 continents - 350 million households - 750 million viewers**

***That's our TV coverage – what's yours looking like?***

***Your unique opportunity to gain massive brand exposure to motorsport fans worldwide***

**[CLICK HERE NOW TO FIND OUT MORE](#)**

Now in its \*\*\*\*\* adrenalin-fuelled season, the \*\*\*\*\* **Championship** has quickly become established as one of the world's most prestigious and exhilarating motor racing series. Fought out in 20 races across four continents, it's one of only four \*\*\*\*\*-recognised world-series motorsport championships, including Formula 1, and is a powerful and highly cost-effective platform for generating brand awareness on a global scale.

## **What does this mean for your brand?**

Formed at the beginning of the 20\*\* season, the \*\*\*\*\***Racing Team** has made a big impact - **FAST!** Competing against well-known teams like Aston Martin, Corvette, Lamborghini and Ford, it has already taken three decisive race wins, including the prestigious \*\*\*\*\* Trophy at \*\*\*\*\* , instantly establishing itself as a serious contender for this year's driver and team titles. But then again what else would you expect from \*\*\*\*\*? We don't do things by halves.

Offers like this don't come along every day. This is a rare opportunity for your brand to partner with a winning team, get on board from the ground up and share in the rewards of our success as we grow.

**The \*\*\*\*\***Racing Team** currently has available a very limited number of bespoke partnership and media packages for selected commercial partners.**

**[CLICK HERE NOW TO FIND OUT MORE](#)**

**BUT TO TAKE ADVANTAGE OF THIS OFFER YOU WILL NEED TO ACT FAST!**

**[CLICK HERE NOW TO FIND OUT MORE](#)**

***"Where the world's most prestigious automotive brands build their reputations, battling for supremacy in a spectacular test of man and machine..."***

[Letter #2: direct e-mailer for creative services providers]

[Dear personalise]

Drive sales with a [insert your hard-hitting creative services benefit here]

It's now possible to source [insert details of specific service here] - and for a fraction of what you'd expect to pay [insert competitive example – eg 'a London agency'].

My name is [insert name], managing director of \*\*\*\*\*, a \*\*\*\*\*-based, full-service creative agency specialising in the delivery of cutting-edge content production, website design, software development and online marketing. We pride ourselves on offering the best and most cost-effective service available anywhere in the region.

Why am I contacting you? For no other reason than to let you know we're here. If you're like many of our clients, you'll probably be aware of a need to update your online presence, but are unsure about where to turn for effective help – the fact is few local agencies are genuinely up to the task.

**\*\*\*\*\* is no more expensive than other local agencies, but a whole world apart on results.**

Our talented team includes designers, photographers, writers, programmers and online marketing specialists, all of whom will work seamlessly to give you an online presence that will position your business in a different league from your competitors. And in my role as senior director, you can be confident that I'll be personally involved with your project at every step through to successful completion.

Whether it's a fully integrated campaign or a simple one-off assignment, we'll work with you as an extension of your business, combining all the benefits of a world-class agency with the responsiveness of an in-house team - without the overhead.

It's time to drive sales for your business with a joined-up web marketing strategy from \*\*\*\*\*. If you're anything less than overwhelmed by the quality of work from your present providers, **contact the team now on 0\*\*\* \*\*\*\*\***. You'll find our commitment to helping you like a breath of fresh air! You can also email me personally: [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.com](mailto:*****@*****.com).

[www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

With kind regards

\*\*\*\*\* \*\*\*\*\*

Director

[Unsubscribe](#)

---

[Letter #3: direct –e-mailer for creative services providers (version 2)]

[Subject line:

Your strategy for beating the competition online - you will be amazed by the results...]

[http://www.\\*\\*\\*\\*\\*.com/](http://www.*****.com/) [Logo]

**You will be amazed by the results...**

[Dear personalise]

**Drive web traffic, increase sales and destroy the competition**

When did you last measure the effectiveness of your web marketing strategy? The fact is in today's crowded online world you are only ever as strong as your weakest link. If your online presence is still languishing in the last decade, you can be certain you are losing out to the competition.

**How can we help you?**

**Cutting-edge website design and content development - brochure, CMS & e-Commerce**

What your website reveals about your brand, both directly and indirectly, has a profound influence on buying behaviour. If your website is to work as an effective marketing tool, it is critical that you get it right: design, copy, relevance, speed, navigation, 'feel' – they all combine to affect conversion.

From planning, strategy, design, copywriting, branding and technical resource, we'll build you a state-of-the-art website that will drive sales and set you apart from the competition.

**Online & social media marketing**

The best website in the world is only as profitable as it is visible. Our experts will develop and manage your online marketing strategy to drive maximum traffic to your website. We'll then track visitor activity to increase conversion. Our online marketing service includes Search Engine Optimisation - **first page on Google guaranteed**; Google Adwords account management – plus Facebook, Microsoft AdCenter, and Bing; page setup and viral campaigns on Facebook, Twitter and LinkedIn and social network advertising management.

**Software Development**

We are also able to equip you with advanced tools to drive your business forward. We are leading experts in bespoke cross-platform software design, development and support including web applications, apps for Windows, Mac and Linux and mobile apps for iPhone, Android and Windows 7. Just tell us what you need to achieve and we'll make it happen.

**Who are we?**

\*\*\*\*\* is a Manchester-based, full-service creative agency with a reputation for delivering measurable results and real value for money. Our talented team includes designers, photographers, writers, programmers and online marketing specialists, all of whom will work seamlessly to give you an online presence that will place your business in a different league from your competitors.

**We are no more expensive than other local agencies, but a whole world apart on results.**

It's time to drive sales for your business with a joined-up web marketing strategy from \*\*\*\*\*. If you're anything less than overwhelmed by the quality of work from your present providers, **contact the team now on 0\*\*\*\*\* \*\*\*\*\***. You'll find our commitment to helping you like a breath of fresh air! You can also email me personally: [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.com](mailto:*****@*****.com).

[www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

Thanks for reading.

With kind regards

\*\*\*\*\* \*\*\*\*\*

Director

[Unsubscribe](#)

**[Letter #4: direct mailer for distributor of outdoor coverage]**

***“Awnings sales boom as determined landlords aim to hang on to customers...”***

**The Observer, Sunday February 10, 2008**

Dear...

**FACT:** research shows that licensed establishments with the best sheltered outdoor environments have seized a massive edge over their struggling competitors.

Indeed, demand for high quality, family-friendly *al fresco* dining has never been greater. And now with the smoking ban about to enter its first full summer season, the need for additional outdoor capacity is predicted to explode. But not all outdoor coverage is the same...

**\*\*\*\*\* are suppliers of the world's finest outdoor coverage and furniture, at a price unmatched anywhere else. A unique \*\*\*\*\* giant umbrella solution is a fast, flexible, low-cost way of expanding your business with a minimum of disruption.**

Our German-manufactured giant umbrella systems not only liberate your business from the dictates of the weather, they are also **proven to have a significant impact on profits**. A comfortable and attractive sheltered outdoor space means **your customers stay longer and spend more**.

With optional heating, lighting, furniture, speakers, graphics, guttering and side sheets a \*\*\*\*\* solution enables year-round outdoor business and a vastly superior customer experience.

- ✓ Earn more during busy weekends and holidays by operating at increased capacity. Added space means more 'bums on seats'
- ✓ Improve and expand your dedicated smoking area
- ✓ Liberate your outdoor business from the dictates of the weather – rain or shine
- ✓ Enhance your visual profile with a massive range of colours, styles and designs
- ✓ Give your customers and staff vital sun protection during hot weather
- ✓ Fully customised to meet your exact needs
- ✓ We are the UK's sole importer of \*\*\*\*\* giant umbrella systems – German technology at its best
- ✓ Milder winters and warmer summers mean *al fresco* living is here to stay. An enhanced environment means your customers stay longer and spend more.

**\*\*\*\*\* is the UK's first, biggest and best-stocked outdoor coverage and furniture specialist.** All of our products are covered by a cast-iron **3-year guarantee**, and backed by unequalled technical support, nationwide delivery, installation and service.

In the near future, you'll receive a polite courtesy call from a member of our customer service team to arrange for an \*\*\*\*\* technician to provide you with a free, no-obligation quotation. When you place your order before the 30th of May 2008, you'll qualify for an additional 10% discount on our already unbeatable prices. This offer applies to the first 50 applicants, and *will* end on the 30th of May 2008. The question is can you really afford not to invest?

To arrange for a quotation **TODAY**, simply call **0800 \*\*\* \*\*\*\*\***, or email:  
[sales@\\*\\*\\*\\*\\*.co.uk](mailto:sales@*****.co.uk) **NOW**. It could well be the best business move you'll make this year.

Thanks for reading, and to a prosperous 2008.

\*\*\*\*\* \*\*\*, Director, \*\*\*\*\*

*"Established awning manufacturers warn that 'canvas cowboys' are rushing to offer British pub chains cut-price smoking shelters that are unlikely to last more than one winter. 'There are a lot of structures that are very Heath Robinson...the market has sucked in a lot of, shall we say, 'entrepreneurial' characters who are making a killing.'"***The Observer, Sunday February 18, 2007**

---

**[Letter #5: direct mailer for distributor of outdoor coverage II (distributors' version)]**

**At least 9 highly profitable reasons to become a \*\*\*\*\* distributor  
(excluding the fact that we're very nice people to do business with)**

**A unique invitation from \*\*\*\*\* (UK) ...**

Dear ...

The fact is opportunities like this don't come around every day – your personal invitation to join \*\*\*\*\*' exclusive group of UK distributors. During our ten years as market leader we've been highly selective in our choice of distribution partners. We can afford to be. Demand for our superior quality products has inevitably outstripped supply.

But now we've made the decision to expand. Due to the ever-increasing popularity of our products, we're in the enviable position of redefining our operation to encompass a nationwide distribution network. To this end, we're taking the unprecedented step of inviting a small number of carefully selected trade partners to become area distributors. Take a moment to consider the benefits to you as a \*\*\*\*\* trade partner:

- ✓ **Generous, open-ended profit margins – huge potential on multiple orders**
- ✓ **No investment required. No stock to carry**
- ✓ **A proven high-demand, 'soft sell' product**
- ✓ **Complement your existing product range**
- ✓ **Full product training and ongoing support**
- ✓ **Survey, delivery and assembly by \*\*\*\*\*'s own service technicians**
- ✓ **83 designs in 100 colours, with lucrative add-ons, including heating, lighting, guttering and side-sheets**
- ✓ **The world's finest quality outdoor coverage, backed by an 8-year guarantee and full technical support**
- ✓ **Enjoy the security and satisfaction of working in partnership with Europe's market leader**

There's never been a better time to become a \*\*\*\*\* distributor. Hotels, pubs, leisure and conference centres, schools, clubs, public attractions – the list goes on. They've one thing in common – the need to accommodate extra sheltered capacity. And now with the smoking ban about to enter its first full summer season, public demand for outdoor coverage is predicted to explode.

When you become a \*\*\*\*\* distributor, you'll enjoy exclusive geographical rights to a quality product that is proven to sell in large quantities. The potential of this business opportunity cannot be overstated. As you'd expect, an offer of this kind is guaranteed to receive a high response. Allocation of distribution areas is strictly limited. If you feel there's a fit between your own business needs and the \*\*\*\*\* opportunity, I'd strongly advise you to contact me TODAY to avoid disappointment. Call me, \*\*\*\*\* \*\*\*, on **0870 \*\*\* \*\*\*\***



or email: [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.co.uk](mailto:*****@*****.co.uk) . I'm waiting to hear from you.

Thanks for reading, and to a prosperous future.

Yours sincerely

\*\*\*\*\* \*\*\*, Director, \*\*\*\*\* (UK)

---

# We're beaming in on you...

## What effect is Fixed Wireless Access about to have on your business?

Remember the internet before broadband came along? Prefer not to? Well that's exactly how you're going to feel about your present land-based internet connection when you've experienced the astonishing speed and reliability of **Fixed Wireless Access** (FWA) from \*\*\*\*\*.

### Why crawl underground when you can fly through the air?

The fact is the current generation of internet connectivity is heading the way of the dinosaur. Remember the 'drip-drip' demise of dial-up? Those businesses that had the foresight to get broadband as soon as it became available seized the edge over their more cautious competitors. So it is today with Fixed Wireless Access. Unlike unreliable underground cables, FWA from \*\*\*\*\* means that your FULL contracted symmetrical bandwidth is ALWAYS available uncontended, with no shared cables and no choke point at the local exchange. Take a moment to consider the advantages to your business of switching to FWA:

- ✓ Low-cost, high bandwidth internet beamed via your own dedicated wireless link
- ✓ Faster and more reliable than ADSL / SDSL connection and cheaper than a leased line
- ✓ Up to 10Mbps high speed upload and download ALWAYS available – guaranteed!
- ✓ Increased range and service compared with conventional land-based connectivity
- ✓ Total security - AES (Advanced Encryption Standard) as used by all US Federal agencies
- ✓ 'Burst' up to DOUBLE your connection speed exactly when you need it - at no extra cost\*
- ✓ Manage high volumes of voice and video data - VoIP, IP telephony and video conferencing
- ✓ 24/7 network support, 365 days a year Service Level Agreement
- ✓ Totally independent of BT networks and typically installed in less than 15 days\*
- ✓ And because we don't dig up the road, you'll also be doing your bit for the environment!
- ✓ \*\*\*\*\*delivers the widest FWA network coverage in the UK

Acclaimed by industry analysts as the 'hot new technology for 2008', \*\*\*\*\*' **Fixed Wireless Access** means that the complications and delays you've experienced with land-based service providers are about to become a thing of the past. Because you'll have your own dedicated high-speed wireless connection beamed directly to the core of the internet,

and all without costly planning or licences. Changeover is quick and easy and involves zero disruption.

And now what if we were to tell you that you can have all the benefits of scalable **Fixed Wireless Access** for less than the cost of a conventional leased line? How would that influence your decision to switch to FWA today? No contest? Exactly!

**Prepare to experience the new generation of internet connectivity from \*\*\*\*\*.**

**Fixed Wireless Access** is not yet available everywhere. The good news is that **your area is among the lucky ones that can receive it NOW**. That's why we're writing to you. Be among the first to make the switch! If you've had enough of restricted and unreliable bandwidth, visit [www.\\*\\*\\*\\*\\*.com](http://www.*****.com) or call **0800 \*\*\* \*\*\*\*** for a free telephone consultation with an experienced \*\*\*\*\*adviser. The consultation is genuinely free of charge and without any obligation. Alternatively, you can email **info@\*\*\*\*\*.com**

\*subject to terms & conditions

[Letter #8: direct mailer for a lead generation provider]

**An avalanche of high quality, pre-vetted prospects  
just waiting to buy from you – year on year**

Introducing...

**\*\*\*\* \*’s ‘Zero Risk’ Business Growth Programme**

Dear [personalise]

Do you remember the corporate blockbuster Glengarry Glenn Ross? If so you’ll know all about the superhuman efforts that some people will go to obtain a ‘hot’ sales lead. Because qualified leads are the lifeblood of successful sales.

The \*\*\*\*\* Programme complements or replaces your existing fixed-overhead marketing methods with a structured, multi-faceted lead generation system. Within just a few weeks you’ll have a steady stream of qualified new prospects, enabling you and your sales team to convert them into clients – year on year.

- ✓ **more sales - guaranteed**
- ✓ **you pay us on results**
- ✓ **continuous growth**
- ✓ **the peace of mind of knowing that your marketing is in safe hands**

**Fact:** over 5 years the \*\*\*\*\* Business Growth Programme has generated an average of **£1/2 million worth of additional sales** for each of our selected clients.

Effective marketing is the key to business growth. Without it nothing else is going to fall into place. But for most SMEs marketing remains a hit or miss affair. Perhaps you’re spending your fragile marketing budget on unquantifiable advertising. Perhaps you maintain a costly or underperforming marketing function without any accurate means of measuring your return on investment.

In which case there’s never been a better time to contact the \*\*\*\*\* team to discuss how we can help you transform your marketing operation into a lead generating powerhouse. And because we get paid on results you can be confident that if we don’t perform, using our service isn’t going to cost you a penny.

Make it happen. Call \*\*\*\* \*\*\*\*\* today on **0207 \*\*\*\*\*** or visit [www.](#)

Yours sincerely

\*\*\*\*\* \*\*\*\*\*

*"I thoroughly recommend \*\*\*\* \*\*\*\*\*'s Business Growth Service. His 20 years plus commitment to delivering results through numerous marketing/sales growth projects has helped us grow to a £20M + operation."*

\*\*\*\* \*\*\*\*\* , Chairman, \*\*\* Ltd

**Marketing Strategy ▪ Direct Response ▪ PR ▪ Advertising ▪ Copywriting ▪ Design ▪ Telemarketing ▪ Research  
Internet Marketing ▪ Web Events ▪ Exhibitions & Conferences ▪ Export & Global Marketing ▪ Promotion  
Planning  
Media Planning & Buying**

---

[Letter #9: direct mailer for retail training provider]



[ADD \*\*\*\*logo]

**Last year, 2,000 London retailers became a statistic**

**Refuse to join them ...**

**Unlock the *real* potential of your business with free retail training from \*\*\*\***

**If you own a small to medium-sized retail business, or if you work (or would like to work) in the independent retail sector, then you're eligible for EU-funded training - FREE**

**Management Skills - Customer Care - Selling - Business Advice**

If you own or manage an independent retail business you can get free, high quality training for you and your staff. But you need to act fast.

- \*\*\*\* offers free training and qualifications up to NVQ level 3
- Structured not to disrupt employees' job roles
- Open to all retailers employing less than 250 people
- Participants receive the Retail Academy's instantly recognisable national quality kite mark award
- Application is easy – no unnecessary form filling
- All staff are eligible, including managers and business owners

*Since the year 2000, there has been a decline of 5,000, or 11%, in the number of independent retail operators. Around 2,000 stores disappeared last year in the Greater London area alone.*

Research shows that skills gaps in the retail sector are more likely to result in a loss of business than in any other industry. In a recent survey, one in five people reported not buying something because of a salesperson's attitude, and 7 out of 10 people who couldn't find what they wanted went to a different store. Almost half of consumers say they're willing to spend more money in a store with good customer service, and value convenience over price.

The link between customer satisfaction and customer loyalty is well established. **But did you know that an increase of just 5% in customer retention can increase your profits by 25- 40%?** In today's competitive market, the difference between profit and loss is decided by the details. Lack of choice, untidy shelves, confusing store layouts, unhelpful or unsmiling staff – they all contribute to tip the balance between survival and extinction.

*66% of people enter a store with a clear idea of what they want to buy -  
45% leave empty handed*

*30,000 independent stores have closed in the last decade*

The independent store has never been under more pressure. Large retail chains, red tape, changing consumer habits, e-commerce – they all contribute to the rise in closures. **But despite the competition, many small retailers continue to prosper.** Retail employs 373,000 people, accounting for 12% of the working population in the Greater London area. Independent shops make up over 90% of these businesses.

**The independent store clearly has a future, but its survival depends on how it adapts to change.** The right training can have an immediate impact on your profitability. Even small improvements in service equate to big improvements in customer spend. And because \*\*\*\* retail training is structured to fit in with your schedules it won't disrupt your business.

**What could you change in your business?**

- ✓ Turn your staff into up-selling and cross-selling professionals
- ✓ Promote special products with markers and 'footfall generators'
- ✓ Change unmotivated employees into valuable business assets
- ✓ Convert 'one-off' purchasers into loyal customers
- ✓ Increase staff retention and satisfaction by offering a career path leading to nationally recognised qualifications
- ✓ **Transform a struggling shop into a profitable operation**

\*\*\*\*'s experienced and qualified trainers will help you identify your development needs, and suggest a practical training plan tailored to your exact requirements. You'll find \*\*\*\* trainers friendly and approachable, and dedicated to helping you and your staff get the absolute best out of your business.

**Free training from \*\*\*\* can unlock the potential of your business.**

**To find out how you and your staff can participate contact:**

BLANK BOX

FOR PARTNER

CONTACT

DETAILS

N.B. \*\*\*\* is open to all small retailers employing 250 people or less. Places are inevitably limited. To secure your place it is essential to apply now.

---



[Letter #10: direct mailer for an online lost property relocation system - sold to banks and insurance companies, etc, to give to their customers as a value added service]

## **Introducing a powerful tool for acquiring new customers, retaining existing customers and adding value to your brand.**

Dear [personalise]

This is not a mass mailing. It's a carefully targeted personal message entirely specific to the needs of your business. First and foremost, I'm writing to you because I understand your industry, and in particular the need to add value to your product in a crowded marketplace. It's unlikely that you need reminding of the benefits of value-added customer incentives, but I think you'll agree that genuinely cost-effective, long-term sales and loyalty motivators are something of a rarity.

Unlike many sales incentives, which frequently amount to little more than gimmicks, \*\*\*\*\* adds real value for your customers and prospects. Thoroughly researched, intelligently priced and reliably effective, \*\*\*\*\* is a secure web-based property identification service devoted to returning lost property - fast! The service can be offered as a self-offsetting gift incentive - on its own or as part of a package - or can be marketed as a profitable add-on to your existing products to create an automated and open-ended revenue stream. Whichever option you select, we manage the entire process on your behalf, allowing you to offer a technologically sophisticated lost property return service to your customers with zero in-house input.

### **How can incentivising your customers and prospects with an \*\*\*\*\* subscription enhance your brand profile and increase profits?**

- ✓ Motivate new prospects to purchase a product or subscribe to a service
- ✓ Use as an incentive for agreeing to receive further information
- ✓ Retain and up-sell to existing clients by letting them know that you value their custom
- ✓ Use the service as a potent marketing tool to gather digital data
- ✓ Use as an incentive to renew subscriptions, insurance policies, financial services, etc
- ✓ Use as a communication tool and to steer prospects to other web-based services
- ✓ Promote an ethical and environmentally positive 'feel-good' message

I've enclosed a leaflet which explains the service in more detail together with a New Customer Pack for your personal trial. If you are interested in learning exactly how \*\*\*\*\* can become an integral part of your sales and marketing effort, I would be delighted to visit you to discuss the proposition in more depth. To arrange a meeting,

please contact me by email at \*\*\*\*\*@\*\*\*\*\* or by telephone on **0845 \*\*\*\*\***.  
**www.\*\*\*\*\***

Many thanks for reading.

**Yours sincerely**

\*\*\*\*\* \*\*\*\*\*

**Managing Director, \*\*\*\*\* Limited**

Registered office: \*\*\*\*\*

**Become an \*\*\*\*\* affiliate partner!** We welcome applications from potential trading partners: enquiries@\*\*\*\*\*

---

[Letter #11: direct mailer for a supplier of outdoor covering (version 3)]

**Capitalise on the New Smoking Ban with a \*\*\*\*\* Giant Umbrella**

Dear...

While other business owners are tearing their hair out wondering how the new smoking ban will impact on their trade come July 2007, why not give yourself an unfair advantage by introducing an enhanced outdoor smoking environment? It's just one of many highly profitable reasons for investing in a \*\*\*\*\* Giant Umbrella Solution.

The fact is it's difficult to keep quiet about a good investment. So when our customers spread the word about how their profitability had been transformed by investing in a \*\*\*\*\* Giant Umbrella, it became clear that we were onto something BIG. Literally overnight, businesses found themselves liberated by additional space – space that immediately translated into 'bums on seats' and a boost in profits.

That was 18 years ago. And while our imitators have come and gone, we've taken our giant umbrellas, canopies and awnings to new levels of versatility and refinement. Now just take a moment to consider a few more profitable reasons why a \*\*\*\*\* giant umbrella solution could revolutionise *your* business in 2007:

- Earn more during busy weekends and holidays by operating at increased capacity
- Liberate your outdoor business from the dictates of the weather – rain or shine
- Enhance your visual profile with a massive range of colours, styles and designs
- Optional heating, lighting, furniture, fans, speakers and graphics enable year-round outdoor business and a superior experience for your customers
- Give your customers and staff vital sun protection during hot weather
- Milder winters and warmer summers mean *al fresco* living is here to stay. An enhanced environment means your customers stay longer and spend more
- A unique \*\*\*\*\* umbrella solution is a fast, flexible, low-cost way of expanding your business with a minimum of disruption.

\*\*\*\*\* is the UK's first, biggest and best-stocked outdoor coverage specialist. We're also the UK's sole importer of \*\*\*\*\* umbrella systems – German technology at its best. So you can be certain you'll be getting **the world's finest outdoor coverage at a price unmatched anywhere else**. We back this up with a cast-iron

5-year guarantee, unequalled technical support and nationwide delivery and service.

In the near future, you'll receive a polite courtesy call from a member of our customer service team to arrange for a \*\*\*\*\* technician to provide you with a free, no-obligation quotation. When you place your order before the 1st of March 2007, you'll qualify for an additional 10%

Thanks for reading, and to a prosperous 2007.

To arrange for a quotation **TODAY**, simply call **FREEPHONE 0800 \*\*\*\*\***, or return the attached reply coupon **NOW**. We're waiting to hear from you.

[Letter #12: an e-mailer for a lead generation provider]

## **\*\*\*\*\*'s SEM pay-per-lead system - key features and benefits at a glance**

**A low-cost pay-per-lead solution that generates a stream of pre-qualified marketing prospects**

**Our guarantee – we share the risk as well as the reward!**

Dear [personalise]

Thanks for taking the time to speak with me on the telephone today.

I appreciate you're busy, and that assessing the potential of a product presented to you 'out of the blue' is unlikely to be an immediate priority.

If, however, you feel there could be a match between your needs and\*\*\*\*\*'s SEO Micro Marketing Website pay-per-lead system, we will be very happy to schedule a time at your convenience for one of our marketing advisers to discuss your requirements and demonstrate in detail how it can work for the benefit of your business.

### **\*\*\*\*\*'s SEM pay-per-lead system - key features and benefits at a glance:**

- ✓ A low-cost lead generation solution that will provide your business with a year-round supply of warm, pre-qualified prospects who are proactively seeking your product.
- ✓ A unique, highly optimised 3-page SEO Micro Marketing Website, branded with your own choice of logo, design and content – works alongside your existing site.
- ✓ Your site can then be used to generate additional high-value targeted leads for key products and services. Your micro site will run in addition to and in parallel with any websites you may already have, and it's possible to run as many sites as you wish simultaneously.
- ✓ Alternatively, your micro site(s) can remain non-branded or used as a separate, white-label lead generation tool for your distributors and channel partners.
- ✓ Your micro site features a specially customised lead qualification web form to capture selected, pre-agreed details of site visitors who show an interest in your product.
- ✓ Our content management SEM technology dynamically produces literally hundreds of personalised web pages for Google and Yahoo to index which ROCKET your site up the rankings!
- ✓ Converts 'interested visitors' into self-qualified and validated sales prospects.
- ✓ No other company will have access to these leads. They are exclusively yours!
- ✓ Google and Yahoo normally rank our indexed pages on page one, two or three of a search within 3 months of going live!
- ✓ We currently manage 200+ SEO Micro Marketing Websites for our clients, and they tell us our system and service is unmatched anywhere else.
- ✓ A simple and transparent investment structure is. You pay a yearly, pre-paid rental charge of £495 per website, which covers all setup and management costs, including

web hosting and domain name. After this you pay by the lead. We charge you a pre-agreed fixed amount for each qualified marketing lead, based on your lead qualification criteria. Typically, each lead will cost from £45 - £60.

### **Our guarantee – we share the risk as well as the reward!**

Firstly, we don't take on every new client who approaches us. Because this is a pay-per-lead system, we only make a profit if we deliver a consistent quantity of pre-qualified marketing leads.

There is significant upfront investment of our time and expertise involved in setting up your system, including website design, keyword research and SEO copywriting. This far exceeds our nominal setup fee. Therefore, your risk is also our risk. We'll assess the suitability of your product, and if we don't think we can help you we'll tell you.

But by the same token, your success is our success. And while acceptance in itself doesn't guarantee results, if we take on the job you can rest assured we're confident that it will work to our mutual advantage: depending on the target market, over the last two years our clients' averages range between 1 to 30 leads per month after the site has been live for 3 months!

### **What to do next:**

Find out more about how SEM – Pay-Per-Lead from\*\*\*\*\* can turbo-charge your sales. Call me, [personalise], today on 0\*\*\*\*\* or...

**[drop me an email now to see how quickly we can generate sales leads for your business.](#)**

### **Time-limited introductory offer:**

Place your order BEFORE 30 JUNE 2009 and RECEIVE 10% DISCOUNT. Please bear in mind this strictly time-limited offer WILL end on this date.

Many thanks for reading

Yours sincerely

[personalise]

www.\*\*\*\*\*.com

[Header banner]

### **FREE DOWNLOAD**

#### **Keep your finger on the pulse of what's happening in the world of lead generation!**

Sign up to receive\*\*\*\*\*'s award-winning newsletter today and download our specially designed Technology Marketing Lead Generation Strategy Scorecard. Simple to use and easy to understand, it's the essential tool to help you measure your organisation's lead generation effectiveness.

**[Click here to sign up for your newsletter and receive your FREE download](#)**

[Sidebar]

## Case studies...

\*\*\*\*\*

### Access Management

**Outcome:** *"Data provided by\*\*\*\*\* generated 50% more leads than partner data. Sales indicators showed leads with a net worth of £5M generated - a direct result of the Tele-eMail strategy. Sales indicators showed an increased 'lead acceptance rate' of 95%."*\*

\*\*\*\*\*

### IT markets

**Outcome:** *"An overall response rate of 9.8% was achieved, the conversion cost was reduced by 50%, pipeline value increased by 30%, the campaign helped establish six new markets across EMEA/ANZ and there was a 17% efficiency gain over previous lead generation methods."*\*

\*\*\*\*\*

### Life Sciences

**Outcome:** *"[\*\*\*\*\*]...helped position the company as a trusted advisor. This has resulted in improved close rates of 12% at the point of final negotiation."*\*

[Sidebar]

*\*\*\*\*\* client \*\*\*\*\* won the "Best use of Data in a B2B Marketing Campaign" award at the 2007 Technology for Marketing and Advertising Awards. The judges described the campaign as an "extremely high return on investment".\**

[Sidebar]

*"Initially we simply wanted to cleanse our contact data. In the end we have a rich dialogue with over 100,000 and over 3,500 leads."*\*

EMEA Marketing Manager,  
\*\*\*\*\*

[Sidebar]

*"\*\*\*\*\* have been instrumental in improving our eNewsletter performance through their knowledge and best practice expertise brought from their own award-winning eNewsletter. The results from the broadcasts are superb and the customer response has been excellent - thank you!"\**

Head of Market Development, \*\*\*\*\*

[Read full case studies and client testimonials>>](#)

[Letter #13: an e-mailer for a lead generation provider]

**‘Top Plays’- a complementary lead generation campaign to turbo-charge your sales pipeline**

Dear [personalise]

My name is [personalise], from\*\*\*\*\*, a B2B lead generation agency which specialises in the technology, IT and telecoms sectors. I’m writing to you today to tell you about an innovative lead generation service for [merge sector field] companies who want to boost their sales pipeline, but who may not have the time or expertise to do it effectively in-house.

An alternative is to allow\*\*\*\*\* to do it for you.

We’ve developed a proven and financially viable campaign strategy that makes your life easier by taking your top priority sales ‘wish list’ (i.e. potential sales suspects you have yet to make contact with) and converting it into a database of pre-qualified prospects. We call it ‘Top Plays’ and it can be used as either a stand-alone resource or as a complementary ‘plug-in’ to support your existing sales force with a valuable injection of new leads. You can choose from two options:

**Option 1/ 100 Top Plays – ‘a simple 100-lead contract’**

**How it works:** each sales person on your team gives us their top 100 prospective sales contacts and, over the course of a month, we develop them to their full potential. The process works in three clearly defined stages:

1. Using your logo etc, we create 100 high impact personalised postcards and send them to your target contacts
2. We then follow-up by making 100 call attempts to reach as many contacts on each target list as possible by telephone
3. Finally, we deliver a detailed and comprehensive report on all activities

**What you get - per 100 contacts:**

- ✓ **A GUARANTEED minimum of 1 x ‘A’ Lead** - A=Appointment – Spoke with decision maker, identified opportunity, budget available, timeframe is defined, onsite meeting scheduled. The prospect’s needs are fully explored and budget is available or there is potential to obtain funding. \*
- ✓ **A typical average minimum of 1- 3 x ‘B’ Leads** - B= More Follow-up Needed - Spoke with decision maker or influencer, they are interested in more information, but not an appointment at this time.\*
- ✓ **A typical average minimum of 5 – 10 x ‘C’ Leads (Identified Prospects)** C = Send Information- Prospect requested more information for future reference.\*
- ✓ **A fully ‘cleaned’ and updated data list** (Excel spreadsheet detailing telemarketing notes etc).



### How much does it cost?

Price to target 100 contacts: £1,400+VAT, to include initial briefing and planning, proposition development, copywriting, database creation, campaign setup, postage costs and all resources and materials.

### Option 2/ 600 Top Plays – ‘an ongoing programme designed to get the most from your list’

**How it works:** as with **100 Top Plays** above, except that we take your top 100 existing contacts every month, for a minimum period of six months (renewable). In addition, throughout this period, we’ll build and nurture an ongoing ‘master list’ of high-potential prospects who will be contacted by telephone on a monthly basis to move them forward in the sales cycle.

### How much does it cost?

We are currently offering our ‘600 Top Plays’ programme at the significantly discounted price of £900 + VAT monthly per 100 contacts. This promotion will end on 31 August, 2009.

An additional one-off set-up fee of £500+ VAT applies to all ‘600 Top Plays’ programmes to cover initial briefing and planning, proposition development, copywriting, database creation and campaign setup. All other expenses are included in the fee.

### What to do next:

Find out more about how our ‘Top Plays’ campaigns can turbo-charge your sales. Call me, [personalise], today on 0\*\*\*\*\* or...

[drop me an email now to see how quickly we can generate sales leads for your business.](#)

### Time-limited introductory offer:

Place your order BEFORE 30 JUNE, 2009 and you’ll receive a generous 10% discount on your FIRST AND ALL FUTURE TOP PLAYS ORDERS (in addition to other promotional offers). Please bear in mind this is a strictly time-limited offer and it WILL end on this date.

www.\*\*\*\*\*.com

Many thanks for reading

Yours sincerely

[personalise]

### About\*\*\*\*\*

Established in 1999,\*\*\*\*\* is a B2B lead generation agency specialising in the technology, IT and telecoms sectors.

We combine cutting-edge proprietary technologies with the communication skills of real people to deliver profitable digital marketing and telemarketing. Working with businesses in the UK and across Europe, our services include marketing consultation, demand generation, programme management and list procurement. Clients include \*\*\*\*, \*\*\*\*\*, \*\*\*\*\*, \*\*\*\*\*, \*\*\*\*\* and \*\*\*\*\*.

\*The above projection is based upon the ‘total number of decision maker contacts’ (DMCs) that we predict speaking to by phone (assuming the industry standard 24% conversion rate from call attempts to DMCs applies). Results may vary depending on list quality provided.

[Header banner]

#### **FREE DOWNLOAD**

**Keep your finger on the pulse of what's happening in the world of lead generation!**

Sign up to receive\*\*\*\*\*'s award-winning newsletter today and download our specially designed Technology Marketing Lead Generation Strategy Scorecard. Simple to use and easy to understand, it's the essential tool to help you measure your organisation's lead generation effectiveness.

[Click here to sign up for your newsletter and receive your FREE download](#)

**[Letter #14: a direct mailer for a design agency]**

Dear ...

**Change something today ...**

**It's \*\*\*\*\*'s 21st birthday. To mark the occasion we're inviting you to pick our brains – and it won't cost you a penny.**

Remember \*\*\*\*\*? We've brushed the dust from your file to say a very quick hello.

Well we've made it. We've worked together as a team for over twenty years (while adding a wealth of fresh talent along the way). And all without the need for bloated egos, attitudes or 'suits' - not an account manager in sight (and no inflated invoices to pay their commissions). People say we're more like working with a happy family than with a typical stressed-out agency. Who knows? We're too busy getting results for our clients to give it much thought.

We've delivered landmark campaigns for the likes of \*\*\*\*\*, \*\*\*\*\* and \*\*\*\*\*. But we haven't let it go to our heads. We've been in this business long enough to know that we're only as big as our last assignment. And the fact is most of our many clients aren't household names, and it doesn't make them a jot less important to us.

**Here's the bottom line. We want you as a client. We believe our creativity, experience and boundless energy would make us invaluable to your business.**

**But we have a problem ...**

As you'll know, in the design industry it's deemed out of place to give the hard sell. So rather than risk raising eyebrows by listing our achievements at length, we've found a solution. We're inviting you to tell us about your outstanding design challenges. Why? Because we believe you'll find our commitment to helping you somewhat refreshing. You be the judge.

In the near future, we'll give you a quick phone call. We'll invite you to schedule a convenient time to speak to \*\*\*\*\* about your design challenges. Informal chat? Full-blown analysis? The choice is yours. Our time on this occasion will be completely free of charge. Or if you'd prefer, contact us today: \*\*\*\*\* email: \*\*\*\*\*

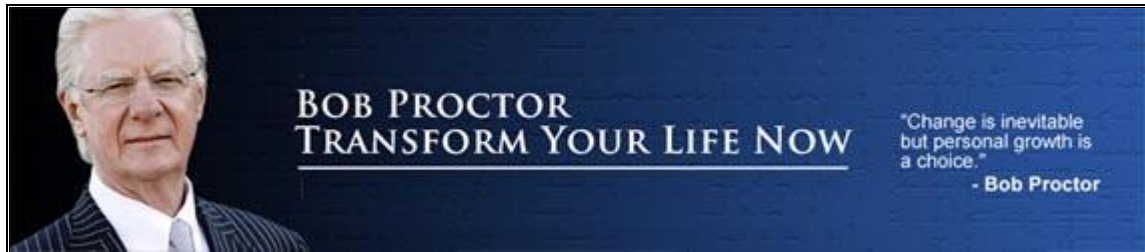
Speak to \*\*\*\*\*. Who knows what it could change?

Thanks for reading, and to a prosperous future

\*\*\*\*\* \*\*\*,MD \*\*\*\*\*

---

[Letter #14: a long-copy web-based sales letter for an information marketer]



***“How tapping into the secret law of attraction can enable you to earn multiple streams of income and gain financial independence for you and your loved ones - fast!”***

***In just a few moments  
you'll have access to the same unique wealth creation  
methods that thousands of ordinary people worldwide are  
using to give them the financial freedom to enjoy life to  
the full...***

*In 1961, Bob Proctor* was a high-school dropout, scraping a living as a cleaner and with nothing to show for his life but a string of dead-end jobs and a pile of unsupportable debt. Yet within a year he was making more than \$100,000. He soon topped the \$1 million mark and today is personally worth in excess of \$11 million\*, and all as a result of ***an amazing chance discovery***.

In just a few moments Bob is going to show you exactly what his discovery was, and how you can take advantage of ***the identical knowledge*** to gain financial independence and take control of your life – ***fast!***

**But first of all, who is Bob Proctor and why should you take any notice of what he has to say?**

*“You have the power to change, to become more productive and creative and live a happier and more fulfilled life. You just have to learn how to apply the power of your mind. I’m here to show you how...”*

**Bob Proctor**

Bob Proctor is one of the most successful and sought after success coaches and speakers in the world today. Through his books, seminars, courses and personal and corporate coaching programmes, he has quite literally transformed the lives of millions of people and has helped his students create unimagined wealth and

prosperity - in many cases millions of dollars – simply by helping them apply powerful and yet little-known universal principles.

\* For independent verification of Bob's wealth, visit: <http://www.freewebsitereport.org/www.bobproctor.com>

**A highly respected teacher and writer for more than 40 years**, Bob is the best-selling author of *You Were Born Rich*. He is also one of the principal teachers in Rhonda Byrne's groundbreaking and massively influential self-development film, *The Secret*.



At the heart of Bob's teachings are the universal law of attraction and the science of becoming rich. He is unshakeable in his conviction that anyone can become financially independent, regardless of their education, means or background. Within every person is a deep well of wealth-generating potential. All it requires is that we tap into it.

Bob also takes care to remind us that wealth is not just about the money. True wealth goes beyond material riches. It shows itself in all areas of our lives: in our relationships with friends, colleagues, family and loved ones; in our personal security, health and spiritual wellbeing; in having the freedom and time to enjoy life and rid ourselves of fear and anxiety; to be occupied with meaningful, dignified work instead of fruitless, depressing toil.

The information contained in Bob's programmes is, in his own words, "totally priceless". But it is also typical of his humility that he doesn't claim to have invented his method himself - he merely "discovered" it. It has always been there for anyone to find. It is, quite simply, universal – like earth, wind and fire.

**Bob's extraordinary gift is in his ability to bring these teachings alive and give them intense meaning in people's lives**, and he does so in a uniquely energetic, witty, and captivating way - **and it is phenomenally powerful**, as anyone who is lucky enough to have witnessed him in action will testify.

## **So what was Bob's amazing discovery?**

*"When I was 26 and totally lost, a friend of mine named Raymond Stanford placed a copy Napoleon Hill's classic book Think and Grow Rich in my hands and suggested I read it every day.*

*He said, 'There's a secret. You can have anything you want if you find this secret.' Well, that was sort of like trying to sell me on the tooth fairy and of course, I was 26.*

*I thought I was pretty cool, I thought I was wide awake, you know. Actually, I was in a deep hypnotic trance. I was ready to reject it, but Ray said to me. He said, 'Listen, you're not very happy. You're not the healthiest guy in town and you're always broke.' He said, 'I found out something about money,' and he pulled out a big wad of money.*

*He always carried a lot of money and I was always fascinated with that because I never had any.*

*At any rate, he said, 'This stuff can't talk, but it can hear.' He said, 'This stuff can't talk, but it can hear,' and he said, 'If you call it, it'll come.' I thought, God, that's sort of a nice idea and I was ready to start hollering for it. But he said, 'You've got to understand how to get it,' and he says, 'You obviously don't understand.'*

*Now he said, 'The author of this book, studied the lives of 500 of the world's most successful people his entire life and then he put it in this book.' Now he said, 'I'm inclined to think that he knows something that you don't know.' Well, I think he just sort of put me in my place, you see, and so I started to read the book and I found the secret.*

*The secret was so basic and simple, everything changed. Do you know a year later I was earning \$175,000 a year and then I took in over a million dollars a year; I had money coming in from all over the place.*

*That was on October 21, 1961. I followed Raymond's advice, and I have since shared the book with 10s of 1000s of people all over the world. Think and Grow Rich is the first book I ever read. It planted the seed of hope in my mind. It will cause you to think, really think..."*

**Bob Proctor**

***"Don't be the reason you don't succeed!"***



Using Napoleon Hill's book as a starting point for his journey, Bob set out to transform his life. Within a matter of months he had turned his dismal fortunes around and was attracting more wealth and happiness into his life than he'd ever dared dream of.

But it didn't end there, because Bob knew beyond a shadow of a doubt that the changes that were happening in his life to end his "losing streak" were not just down to mere chance or good luck. Something fundamental had happened – something universal. He set out to identify **exactly** what it was that had brought about the changes in his life, to teach it to others and to empower them to do the same. The rest, as they say, is history.



## What does Bob teach?

*"Zig Ziglar may be the master motivator, Mark Victor Hansen and Jack Canfield of Chicken Soup for the Soul, the master story tellers; Anthony Robbins may be the guru of personal development, but Bob Proctor is the master thinker. When it comes to systematizing life, no one can touch him."* **Doug Wead, former Special Assistant to the President of the USA, George W. Bush**

Bob Proctor has focused his entire professional life on helping people create prosperity and greater spiritual awareness through the law of attraction and the science of getting rich.

What he teaches isn't just theory. Bob walks the talk! He knows what it's like to live a life of neediness, anxiety and self-limitation. He's been there and he remembers exactly how it feels.

He's also experienced the matchless elation and sense of well-being that comes from winning – in Bob's case taking himself from penniless high-school dropout to self-made multi-millionaire in just a few short years. It feels good. He admits it. In fact the only feeling that comes anywhere near it is when he helps others to bring about similar changes in their own lives. Read on...

**Are you sick and tired of working around the clock just to make someone else rich, all while you stay poor? Bob was!**

**FACT: Just 1% of the population earns approximately 96% of all the money that's being earned.** Not surprisingly, this isn't something we get taught about in school.

Why should this be so?

The truth is you don't get rich by doing specific things; you get rich by doing things in a specific way. Only a very few people know this.

You can find two people apparently doing exactly the same thing and not notice anything different in their method, but one fails while the other succeeds. We can all think of examples of this in our own experience, but why does it happen?



**The difference is that the successful person is doing what they do with *intent*, while the unsuccessful person is operating in a fog of ignorance.**

It happens so fast, of course, that the unsuccessful person doesn't even know what's going on and has no idea what's causing them to fail.

Their problem is ignorance (but NOT, take note, stupidity, and there's a world of difference).

When someone doesn't understand what they are doing (truly understand), when they are ignorant of their motives, then they have a tendency to doubt themselves and worry, and in doing so they dilute their power.

They build a negative picture which they then internalise. It sets up a negative emotional state; a vibration of fear. That fear is then expressed through the body into what we call anxiety.

But anxiety is not expressed; it's suppressed. This suppression then turns to depression. By the time they reach this point the person is on a losing track. They don't even know what they're doing. The depression turns into disease and the disease turns into disintegration. It's highly destructive, because in the process we become what we think about and whatever we think about we attract to us.

**We literally attach ourselves to our negativity!**

While we remain in this negative state we have little hope of succeeding. We are virtually destined to fail. Whether your goal is to get out of debt, build a successful business or become financially independent – whatever your aim in life, if you are doing it in a fog of ignorance, **the odds against you succeeding are 99 to 1** – and that's if you are very lucky! In all likelihood you'll probably be in debt until you die. It's brutal, but true.



**Does Bob's message ring true in your own life experience? If so, then it's time to take action – NOW! Not tomorrow. Not next week. But NOW!**

***“A journey of a thousand miles begins with a single step.”***

**Confucius**

Take the first step on your journey of transformation now and reserve your seat at an **exclusive live audience with Bob Proctor** – and all without leaving the comfort of your own home.

Join the many thousands of people around the world of who have learned to master the law of attraction and act upon the untapped power of their minds.

Earlier this year, **a group of aspiring entrepreneurs paid more than a \$1,000 each** to be present at a unique 'closed door' seminar with Bob Proctor. For all who attended, it was a profoundly life-changing event.

In his uniquely candid and inspirational way, Bob revealed exactly how he has achieved his phenomenal life and business success – no punches pulled.

ONE OF THE WORLD'S most successful entrepreneurs and life coaches reveals the identical knowledge and methods that his personal mentoring students have been happy to pay a small fortune to learn. (And why shouldn't they? Many of Bob's students go on to earn BIG fortunes as a result!).

**For a limited period only, we are offering a premium quality live recording of Bob's groundbreaking seminar.** YOU get unrestricted access to Bob's presentation, complete and unedited (and more) for a just a **tiny fraction of the cost of attending the event in person!**

Entitled \*\*\*\*\* this recording is a fully-licensed, professionally produced 2-DVD set that you can (and WILL) watch over and over and over again.

*"Some of this information it's worth millions. I don't know if you realize just how valuable it is. I have been studying it for 43 years with some of the most brilliant people in the world. You've got the whole thing locked on a little disk that you can watch and listen and you go over and over and over, but always doing it thinking towards a goal."*

**Bob Proctor**



[Click here to CLAIM your own limited edition COPY OF \\*\\*\\*\\*\\* now](#)

**Buy now**

In this powerful motivational video, Bob performs in front of a live audience as he reveals the truth in detail about the secret law of attraction and the science of getting rich. He covers his entire core philosophy, complete with dynamic supporting visuals.

What Bob is going to share with you is probably the most valuable information you could ever lay your hands on – at any price!

## **What you will learn...**

As thought provoking as he is entertaining, Bob gives you practical strategies that you can use immediately to think more creatively, become a better decision maker, understand the law of attraction and introduce the science of becoming rich into every aspect of your life. He teaches you step-by-step how to replace deep-seated fear of the unknown with a "success mindset" and arms you with realistic ideas for finding lucrative new opportunities in the changing world economy. Here are just some of the areas Bob covers:

- ✓ **How to tap into and utilise the secret law of attraction**
- ✓ **Understand the science of getting rich and how to act on it**
- ✓ **Gain financial independence with Multiple Sources of Income (MSI)**
- ✓ **Find excitement in big ideas – not fear!**

- ✓ Find a solution to any problem
- ✓ How to create and maintain a winner's self-image
- ✓ The laws of prosperity consciousness and how to use them
- ✓ The decision-making secrets known by all truly successful people
- ✓ Understanding what "risk-taking" really is
- ✓ How to gain clarity on your life's purpose and vision
- ✓ Set goals that will move you toward living your vision
- ✓ How to step through the terror barrier to achieve dramatic results time after time



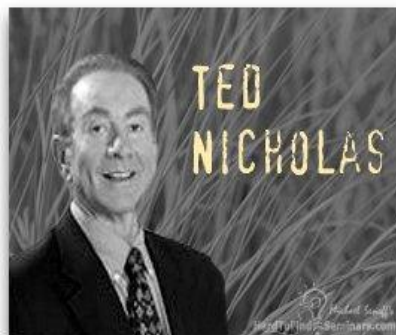
and much more...

*"Understand that all it takes is just one thing to change your relationships, money, health, happiness, career, and your entire life."*

**Bob Proctor**

**FREE  
★ BONUSSES! ★**

ORDER YOUR COPY OF \*\*\*\*\* TODAY AND AS A SPECIAL GIFT WE'LL SEND YOU A STUNNING COMPLIMENTARY DVD (VALUE \$77) FEATURING...



**An Audience with the 'Seven Billion Dollar Man'**

A very special limited edition DVD featuring self-publishing guru Ted Nicholas. Filmed at a sell-out invitation-only ticket event, you will see Ted in action revealing some of the most powerful marketing information ever released.

If you aren't familiar with Ted, he is routinely paid \$100,000.00+ to explain the 'secret' of his wealth creating system to packed audiences all over the world. He's lost count (quite literally) of the number of people who have sought him out and paid \$10,000.00 or more for a one-to-one – just to pick the brains of the man himself. So far he's shared his 'secret' with thousands of people in 29 countries on all five continents. And here's the amazing thing - hundreds of those people have taken what he told them and made themselves into millionaires – from a standing start!

A friend once added up all the money Ted had created for others as a result of teaching his 'secret' around the world. His conservative estimate was 7 BILLION DOLLARS!

We guarantee you're going to be blown away by the content of this DVD. Seminar attendees paid \$77 each for a copy but it's yours TOTALLY FREE when you order

\*\*\*\*\*.



## PLUS a very special additional **bonus gift**

Order your copy of \*\*\*\*\* **today** and we'll send you a **second very special bonus DVD from...**

**...world-renowned eBay marketing entrepreneurs Matt and Amanda Clarkson**



**Matt and Amanda Clarkson deliver eBay education programmes to people all over the world.**

Ever thought of starting your own eBay business? Two of the world's leading eBay business experts show you exactly how it's done. Matt & Amanda share their knowledge and reveal how they made a fortune selling on eBay.

When they first met, Matt was flat broke and \$5,000 in credit card debt. Amanda was driving around in an ancient mobile pie van - called the 'Pie Princess' – and at 30 years of age she'd had 33 different jobs. The future couldn't have looked less promising.

**And yet these two ordinary Aussies went from broke to eBay millionaires in just 24 months!**

Thanks to Matt and Amanda, thousands of people are now running successful eBay businesses, working from home and enjoying the stress-free life style they only ever dreamed of.

Imagine owning a simple and affordable automated business that allows you to work from home part-time and gives you a substantial full-time income. Gone are the days when you need to run a physical 'bricks and mortar' business to become a retail entrepreneur - with all the investment, time and risk that involves.

Whatever your background, you can start and run an eBay shop – and own an automated money machine that creates cash while you sleep. Have your new business up and running within hours and even be making your first profits within 24 hours! The opportunities are limitless.

In this unique DVD filmed at an exclusive 'closed door' entrepreneur summit, Matt and Amanda show you how you can use the identical techniques they used to succeed and start your own profitable eBay business. Seminar attendees paid \$77 to own a copy of this priceless DVD, and it's yours absolutely FREE when you purchase

\*\*\*\*\*



#### No Risk Purchase

**YES! I Can't Wait To Receive My \*\*\*\*\* DVD SET AND MY 2 SPECIAL COMPLIMENTARY BONUS DVDs. Please make sure I'm one of the lucky people who secure a priority copy.**

**I understand that once my order is authorised, you will process it promptly and despatch my DVD set immediately.**



Soon you can live life on your terms – and this information is going to help you every step of the way. But to guarantee your copy it is essential to take advantage of this time-sensitive offer TODAY.

**N.B. \*\*\*\*\* will SELL FAST. It's strictly first come, first served. When they've gone, that's it! Sorry.**

**For Fast, Immediate and Secure Online Orders CLICK BELOW to access our Secure Transaction Page.**

**Click below to secure your copy of \*\*\*\*\* now:**



[Add to Cart](#)



[Buy now](#)

**Only £35.99 + £4.99 p&p**

***Total £40.98***

Please allow 7 – 10 days for delivery.

NB: We use 'PayPal' as our Payment Gateway. PayPal works 24 hours a day to make your purchasing experience second to none. It is fast and offers a money back guarantee – thus making it “doubly” safe while purchasing online. We hope you enjoy your buying experience.

*“I often mention that I've got license to brag about everything I talk about because none of it is mine. I've just gathered this information from some of the wisest people in the world and I have been absolutely obsessed with trying to figure out why we do what we do.”*

**Bob Proctor**

**You are meant to have an amazing life! Now let the magic begin.**





**You Are Protected By Our  
100% 30 Day Money Back  
Guarantee!**

*If after watching \*\*\*\*\* ...*

**... ... if for any reason (any reason at all) you are not totally  
convinced that this product is of REAL VALUE AND worth MANY**



***TIMES what you paid for it, just let us know within 30 days and we'll return your investment in full – that is our cast iron guarantee to you.***

***No questions! No quibbles!***

***NB: YOUR 2 SPECIAL BONUS DVDs ARE YOURS TO KEEP AT NO EXTRA CHARGE, EVEN IF YOU DECIDE TO RETURN \*\*\*\*\* AND CLAIM A FULL REFUND.***

***Just return \*\*\*\*\* within 30 Days from purchase and we'll refund your money in full. And you still get to keep your FREE GIFTS!***

***So your worst case scenario is that you get to keep your free gifts and you walk away from the experience with every single penny in your pocket ... OR ... you agree that this has simply been a brilliant investment of your time and money and are set to transform your life as you watch these DVDs over and over.***

***I hope this demonstrates how confident we are in the quality of this product.***

***[Click here to CLAIM your own copy of the limited edition DVD SET now](#)***

**Buy now**



**P.S.**

Please note: \*\*\*\*\* (including the accompanying bonus discs) is not a 'bootleg' product. We are the LICENSED DISTRIBUTORS of these premier recordings. Expect a legal, top quality, high definition product – OR YOUR MONEY BACK!) We've designed our guarantee for the 99% of people who are honest, but naturally sceptical - not the 1% who'll take advantage. We hope you'll agree that you won't find a fairer offer.

**P.P.S.**

If you don't take action now while it is fresh in your mind, then -  
when will you?

This is **HOT** off the press from Bob's 'closed door' seminar! More than 3 hours of 'Real-Time' Learning recorded live at this limited-attendance event. Remember, the delegates who were lucky enough to attend paid more than **\$1,000** each to be present at this seminar. And now for the first time Bob's sell-out learning marathon is available on DVD for a strictly limited period – **AND AT A FRACTION OF THE COST OF ATTENDING!** You get a front seat for just £35.99 + £4.99 p&p – that's the price of a bar lunch for two!

***[Click here to CLAIM your own copy of the limited edition DVD SET now](#)***

**Buy now**



**Order by Post: If you prefer to order by post, please make your cheque or postal order payable to:**

\*\*\*\*\* Ltd.

**And address to:**

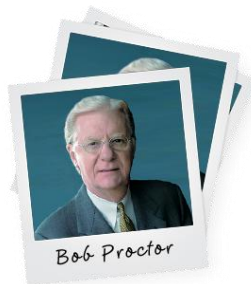
\*\*\*\*\*.

\*\*\*\*\* , \*\*\*\*\*

\*\*\*\*\* \*\*\*\*\*

United Kingdom, \*\*\*\*\*

Please allow 7 – 10 days for delivery.



\*\*\*\*\* Ltd. \*\*\*\*\*Road, \*\*\*\*\*

\*\*\*\*\* , United Kingdom, \*\*\*\*\*

**Registered in United Kingdom No. \*\*\*\*\***

**VAT No. \*\*\* \*\*\*\* \*\* Directors: \*. \*\*\*\*\* & \*\*\*\* \*\*\*\***

**info@\*\*\*\*\*.com**

**© 2010 by \*\*\*\*\* . All Rights Reserved**



#### **Earnings Disclaimer**

Every effort has been made to accurately represent this product and its potential fairly and accurately. Even though many of Bob Proctor's students have gone on to transform their lives and gain financial independence, , there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our products, ideas and techniques. We do not claim this as a "get rich" scheme.



---

[Letter #15: a long-copy web-based sales letter for an information marketer]



***“How running your own internet business can enable you to earn £15,000 - £25,000 a month “retirement” income working from home just one hour a week ... within 6 months!”***



***In just a few minutes  
you'll have access to the  
same unique Business Building System I am using to  
give me the financial freedom to enjoy my life...***

***The \*\*\*\*\****

Hi, my name is H\*\*\*\*\* N\*\*\*\*. [\[insert photo\]](#)

You won't have heard of me. I'm a happily married, 51year-old former electrician with three grown up children. I live in a small village in rural Norfolk - nothing remarkable. Until not so long ago I was struggling just to make ends meet. Nowadays I own a 6-bedroomed dream home; I drive a top of the range Mercedes 4x4 and go on exotic holidays with my family 5-6 times a year. I've recently bought a sumptuous beach-front home in southern Spain, together with a 30ft luxury motor yacht. And all in the space of three years!

So what changed?

I made a fascinating discovery. And in just a few minutes **I'm going to show you what it was, and how you can take advantage of exactly the same system I use to earn from between £15,000 - £25,000 a month – every month.** The only tools you'll need to succeed are internet access and an ordinary computer. In fact the entire process will take just a few minutes every day. Apart from this your time is your own.

But before I continue, I want you to know that this is the first letter of this type I've ever written. I'm not some kind of internet 'guru' or computer wizard. In fact, I'm a self-confessed technophobe - until a few short years ago I knew nothing at all about running an internet business. If I can make it succeed, believe me, anyone can.

You might also be wondering why I want to share this information with you. Simple! After much hard work and numerous false turns, I hit upon a simple and highly effective system for making money online, and it now makes absolute sense to me to profit from that knowledge. Who wouldn't?

But there's another very good reason why I'm happy to share the fruits of my labours. Because once you've achieved your income goals as a result of what I reveal, I know that you'll be so impressed with my \*\*\*\*\* \*\*\* \*\*\*\*\* Business Building System that you'll want to endorse my astonishing product by providing me with a glowing testimonial – you might even point other people in my direction. In short, I want your success story to help inspire others who would benefit from my discovery. This way everybody is a winner.



**Enjoy life while you earn automated income**

## ***Get rich 'slow'...***

You're probably thinking, 'Oh no, not another of those internet get rich quick schemes!'

I know how you feel. Before I discovered this system I was sick and tired of the overblown claims made by 'certain' internet marketers. They promise the earth – instant millions, and all without having to do any work. It's true that many people DO become wealthy from running an internet business. And there's nothing wrong with making millions online. Who wouldn't want that? But it takes time, hard work and infinite dedication. Entry at that level certainly isn't for everybody.

If you genuinely want to 'retire' now, or even just take life easy *and* have time to enjoy your family, "make a million on the internet" systems are NOT the way to do it! My \*\*\*\*\* \*\*\*\*\* Business Building System has a much more modest income goal of around £180,000 - £300,000 in the first year. It enables you to generate enough income to replace, and in all likelihood increase, your current income, with almost no work on your part. And how much can you hope to earn in subsequent years? The sky's the limit. As I say, it's perfectly possible to make millions in this business. But in the first place let's keep our feet firmly planted on the ground.

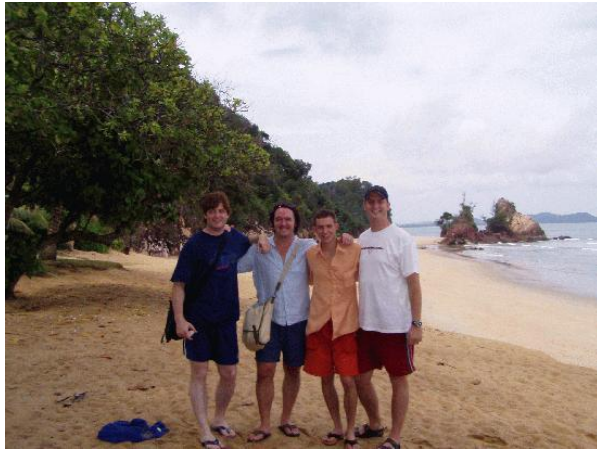
## **OK, \*\*\*\*\* , so what exactly was your 'discovery'?**

When, a few years ago, I first became convinced of the potential of the internet for making money, I dived in headfirst. I bought products from various internet 'gurus'; I tried everything: email marketing, publishing, multi-level marketing, e-gaming and just about every other scheme that I could find. My thinking was that if I invested the time and money and worked my socks off, success would surely follow. I was wrong.

Perhaps I was just unlucky at first, but whatever I tried it just never got off the ground. At the time, I couldn't figure it out. Understandably, I thought it had something to do with my own inadequacies. After all, if other people could run successful online businesses, why couldn't I? I tried everything - and it simply didn't work!

**Time was running out for me. I was just on the brink of giving up altogether when I stumbled across a breakthrough (the breakthrough!) And it came from the most unlikely and surprising of sources.** A few years ago, a good friend of mine sent me an email message. It was one of those 'viral' emails that spread like wildfire across the internet - people find them so amusing or illuminating that they forward them to everyone in their address books – you've probably seen them. As you can imagine, it doesn't take long before many of these emails are opened in their millions by people all over the world! This particular email had a link to a video. The title of the video was *The Interview with God*. It was a very simple website featuring an inspirational poem taken from the public domain. It was created by an American man I'd never heard of before by the name of Morgan Westerman. Now before you get hold of the wrong end of the stick, here's the point of my story:

Since 2001, when Morgan Westerman first posted his video on his website, *The Interview with God* has become nothing short of an online phenomenon, attracting more than 50 million visitors, (that's almost equivalent to the population of the United Kingdom) and almost exclusively through personal recommendation!



### **That's Morgan on the left...**

Now I don't want you to infer too much from the title of Morgan's video. Morgan happens to be a devout Christian; indeed it was his faith that inspired him to create his video in the first place. Maybe you have faith; maybe not, it's beside the point. The point IS this: I later discovered that since conceiving his modest project, Morgan Westerman had gone on to become one of the world's most successful online entrepreneurs. How did he do it?

So impressed was I by Morgan's achievement from such humble beginnings that I set out to discover whether I could get find out more about him. After all, I'd been surfing the net for several years and I'd never even heard of him! Where did he come from?

What I was to discover astonished me. It turned out that, **practically under the radar**, Morgan had developed his homespun inspirational website into a thriving online business empire. It turned out that Morgan Westerman was an **Underground Internet Viral Marketing Genius...**



### ***Morgan Westerman***

Yes, Morgan had been secretly making a fortune behind the scenes on the internet for several years. His online publishing business is now worth over \$5,000,000, and

continues to grow – and at a truly phenomenal pace. Not unlike a virus, in fact... Morgan, it turned out, now had HALF A MILLION subscribers on his database from 152 countries. Now if you know anything at all about internet marketing, you'll know that's a phenomenal list! How did he do it?

As fate would have it, I discovered that Morgan had recently attended the **World Internet Summit in London** and, in a candid and inspirational presentation, he revealed *exactly* how he'd achieved his success – no punches pulled. The bad news, however, was that I'd missed Morgan's visit to the UK by a matter of several weeks! I couldn't believe my luck. But there was a silver lining. I read somewhere that the organisers of the World Internet Summit had filmed Morgan's entire presentation and turned it into a DVD.

Now, after much searching and wheeling and dealing I managed to lay my hands on a copy. I watched the DVD once, from beginning to end. **It was as if a light bulb had gone on in my head!** Then I watched it again. And then I watched it a third time, and a fourth. I've since lost count of how many times I've watched Morgan Westerman's extraordinary presentation. But what I haven't lost count of is the lifestyle that I now enjoy as a direct result of obtaining this DVD and putting Morgan's systems into practice. Could I put a price on it? Probably not - I was on the brink of giving up, remember?

**What did Morgan reveal that was to have such profound impact on my life?**

**Morgan's lesson was three-fold:**

- ✓ **He taught me the awesome earning potential of information marketing!**
- ✓ **He taught me the value of very simple, easily repeatable systems!**
- ✓ **And, perhaps most importantly, he taught me how to get noticed!**

It dawned upon me very quickly that all of those *complex* strategies that I'd convinced myself were necessary to master before I could build a successful online business were nothing but a smokescreen. In short, I'd been barking up the wrong trees for too long; creating a rod for my own back ... call it what you like ... but it was nevertheless nothing short of a revelation. And the happy fact is I've never looked back.

**My life as an information marketer...**

***Are you sick and tired of working around the clock just to make someone else rich? I was!***

Please take note: this is NOT another "make a million pounds fast" internet marketing programme. If you're anything like me, you're probably reading this because you're looking for a legitimate, no-risk business opportunity that can provide you and your loved ones with a solid income and a secure future. This is it!

### **My typical day:**

I roll out of bed when the mood takes me – 8am? 9? After a leisurely breakfast, I amble to my workspace across the landing and check my email. I won't be remotely surprised to discover that while I've been sleeping I've received pre-paid product orders to the value of hundreds of pounds. It's the same every day, 24/7. OK, in the early days it can be less, but once you get this system up and running it's very often more – a LOT more.



***The original tools of my trade - an ancient computer with internet connection (and no special skills). Impressive, hey?***

Then, apart from popping a few products into jiffy bags and taking the odd trip to the post office, the rest of my day is my own. But this isn't some kind of one-off good luck story. Ask any successful information marketer and you'll hear a similar tale.

Imagine - instead of going to work on Monday morning you make the short commute across your hall to your spare room, where you sit down and switch on your computer. Is this the perfect business, or not? Be warned, sometimes I have to pinch myself just to believe that it's happening!

**And all while other people – people with 'proper' jobs - sit in traffic jams, trudge to work in the snow and rain, or get packed like sardines onto stuffy commuter trains**



**It's not all hard work...**

Now picture yourself doing this every day for the next year – less days off for holidays, when your business will continue to earn money on virtual autopilot!

Imagine a system that automates your business so you can walk away, go on a holiday or business trip, and yet still generate money around the clock. Imagine a business that has the potential to earn you as much money as a doctor or a lawyer (with a fraction of the stress). Well, that's exactly the life I lead. And you can too, simply by implementing a few easy and repeatable steps with my \*\*\*\*\*  
\*\*\*\*\* Business Building System.



Walk away, go on a holiday

**People WANT and NEED information – always have, and always will.** And there's no limit to the scope and nature of the information you can market ...

### **What's your passion?**

Perhaps you love golf? Angling? Breeding rare dogs? Organic baking? Rare coins? Growing roses? Whatever your interest, you can bet your life there's a market out there that's hungry to share what you know – IF you know how to tap into it.

And if you don't have an interest that immediately springs to mind, you'll learn strategies for researching information products that you'll KNOW people will want to buy, even BEFORE you develop them.

### **Don't have a product? No problem!**

You'll also learn how to identify and source high quality existing information products that will generate instant profits and that require no development whatsoever!

### **Is it necessary to be able to write well?**



Absolutely not! Most of the information I sell is pre-written or pre-recorded. I simply buy it outright and sell it on for a very healthy profit, or sell it under 'licence'. On the few occasions I've needed to write anything from scratch I've employed a professional copywriter.

**And, of course, it isn't just information that can be sold online...**

Once you've mastered the process of setting up a successful online business, the range of products is limited only by your imagination. Running your own information marketing business can snowball into a **SERIOUS** long-term proposition that **GROWS** and **GROWS**, simply by duplicating a few simple, tried and tested processes over and over again. People have made fortunes online **SELLING ANY NUMBER OF VITAL SERVICES AND PRODUCTS**, often running multiple low-cost websites. These businesses include matchmaking agencies, wedding services, fresh produce, collectables, books and much, much more.

- ✓ ***As an information marketer you can reach and sell directly to a NATIONAL AND WORLD-WIDE MARKET.***
- ✓ ***With an information marketing business you don't have to maintain a physical work place.***
- ✓ ***With an information marketing business you don't have to worry about employees.***
- ✓ ***With an information marketing business there is no face to face selling.***
- ✓ ***With an information marketing business you can make money 24 hours a day – even when you are asleep, on the beach or watching TV. You still make money!***
- ✓ ***Your information marketing business is completely automated and can be operated from a PC or lap-top from practically anywhere in the world.***
- ✓ ***With an information marketing business you can sell your products and get pre-paid automatically on line.***
- ✓ ***With an information marketing business you can change your products or prices at the touch of a button from practically anywhere in the world.***
- ✓ ***In the UK alone we are spending over £20 BILLION per year online, and the figure is growing every day. We've barely scratched the surface of this marketing phenomenon.***

- ✓ ***More and more people are using the internet to shop and search for vital information every day – and when they find exactly what they're looking for they're prepared to pay for it!***
- ✓ ***Your information marketing business can comfortably earn you as much, if not more, than a pilot, a doctor or a lawyer.***

**“OK, \*\*\*\*\*, it's sounding good. So what's the bottom line?”**

So impressed was I with Morgan's extraordinary presentation, that I acquired the resell rights to his DVD. It made absolute sense! Because using the exact information that is featured on this DVD, I've developed my successful online information marketing business from scratch. Because one of the golden rules of information marketing is ALWAYS to sell products that you BELIEVE IN, and ALWAYS leave your customers with the feeling that they've received EXCEPTIONAL VALUE FOR MONEY. This is it: **ONE OF THE WORLD'S TOP INFORMATION MARKETERS** reveals the identical strategies and tactics that his personal mentoring students have been happy to pay a small fortune to learn (and why shouldn't they be 'happy' to pay – many have gone on to earn BIG fortunes). But if, like most people, you don't have a small fortune to invest in your FUTURE PROSPERITY, you can do it my way, and acquire a copy of my DVD for a tiny fraction of the price of attending the World Internet Marketing Summit. I call my DVD \*\*\*\*\*.

### **Morgan Westerman – Underground Internet Viral Marketing Genius**



***Morgan Westerman***

**What you'll learn from Morgan on this DVD:**

- ✓ **How to build an unstoppable viral marketing machine**
- ✓ **The 4 keys to practically forcing your visitors to help make your site "go viral" and send your website all the free traffic you can stand...while you sleep**
- ✓ **The 5 things your marketing "NEEDS" in order to be hugely successful**

- ✓ A step-by-step guide through some of the most successful viral marketing campaigns on the entire internet
- ✓ THE one magic question you MUST ask yourself BEFORE you launch a new product or website in order to create a BUZZ and generate sales
- ✓ How to explode your online traffic with FREE radio and television publicity
- ✓ How to turn other people into 'evangelists' who will go the extra mile to promote your marketing message



**FREE Bonus...FREE Bonus...FREE Bonus...FREE Bonus**

**ORDER *THE INTERNET MARKETING RETIREMENT PLAN* TODAY AND I'LL SEND YOU AN ABSOLUTE MUST-HAVE COMPLIMENTARY DVD (VALUE £197) FEATURING...**

**David Cavanagh - internet start-up wizard**



***David Cavanagh***

The Brash, irreverent internet genius from Down-Under - David Cavanagh. Take your ringside seat while David reveals his step-by-step strategy to success ...

Do you want to make money online - want to learn how to start from absolute basics, but don't want to have to buy every book, tape and DVD set that was ever published just to get started? Then YOU NEED to listen to what David Cavanagh has to say RIGHT NOW!

David's approach is very direct, straight to the point, and 'in your face.' What David doesn't know about this business hasn't been thought of! It's why he's often called upon as the "guru's guru of internet marketing", to cut through the hype to get to the heart of what this business is all about – systems! David puts his message across in a way that everybody can relate to (from the "A to Z for beginners", to the seasoned professional marketer), and he knows exactly what needs to be done to succeed and make money on the internet – fast!

You'll understand immediately why David Cavanagh was voted 'Best Speaker' at the World Internet Summit in Singapore in October 2005. David's ascendance in internet marketing has been meteoric. When he was invited to speak at the first ever World Internet Summit in Sydney, he made such an impact that the managing director of 1shoppingcart.com (the world's biggest email management and autoresponder provider) flew him to Canada to consult for him!



In August 2006, 70 people travelled to Thailand from Australia, UK, USA, Singapore and Malaysia to attend David's 3-day "Getting Started on the Internet" workshop.

It's no wonder that David's completely booked up coaching students from all over the world for the rest of 2008 (as well as somehow fitting in LIVE presentations in Jakarta, Bangkok, Dubai, USA, Australia, Hong Kong, China, Tokyo, Malaysia, Delhi and Singapore!).

**Imagine ... your own six-figure annual income – and all with NO customers to meet, and NO face to face selling!**

**Think about it: what could you do with £15,000 or even £25,000+ a month? (Yes, it's realistic!) Who do you know that wouldn't LOVE this sort of income for doing so little work?**

[Click here to CLAIM your own copy of the limited edition DVD set now](#)

**I have just 250 David Cavanagh DVDs to give away. So to be sure of getting your free copy, it is essential that you take action now – while the ink on this**

offer is still wet! And if you move *really* fast I'm going to give you a second valuable gift...



**FREE Bonus...FREE**  
**Bonus...FREE Bonus...FREE**  
**Bonus**

**PLUS a very special**  
**additional bonus gift**

Order your copy of **THE INTERNET MARKETING RETIREMENT PLAN** today and I'll send you a **second very special bonus DVD** from 'intensive internet marketer extraordinaire' **Mike Filsaime (VALUE £197)**. Mike's phenomenal presentation is **PACKED** with invaluable information and proven strategies, ALL OF which have been specially designed for information marketers...



**Mike Filsaime**

Justly famous for his lightning quick response rates – such as building his customer database at 500 people a day! Mike Filsaime is an author, software developer, renowned speaker, personal coach, business consultant and intensive internet marketer extraordinaire.

Renowned creator of "Butterfly Marketing", Mike has made as much as \$75,057 in a single promotion in less than 24 hours! To top this, He is creator of one of the fastest selling multi-media home study courses in internet history - selling \$1,000,000 in just 5 days!

Mike now has over 300,000 members hanging on his each and every word, and regularly earns more than \$50,000 a month from just a handful of websites.

Central to Mike's teaching is his insistence that there is no need for any special technique for selling on the internet.

**So there you have it. Three of the leading architects of the worldwide information marketing phenomenon, yours to study at your leisure - here's what you'll learn:**

- ✓ ***The TRUTH about starting up a SUCCESSFUL information marketing business.***
- ✓ ***How to get people to buy from you and how to keep them coming back again and again.***
- ✓ ***The simple ideas that are often the most powerful money pullers. Why it's vital not to complicate things.***
- ✓ ***How to generate credibility online.***
- ✓ ***How to find the right market for your product.***
- ✓ ***How to motivate your customers.***
- ✓ ***How to make lifetime customers.***
- ✓ ***A tool kit for wealth and success – that will last a lifetime!***
- ✓ ***How to set up instant websites that will direct money into your bank account day and night.***
- ✓ ***How to find high-profit information products that sell, including e-books, DVDs, CDs and teleseminars.***
- ✓ ***How to find a web hosting company you can work with. (You don't even have to develop your own website if you don't want! You can simply duplicate the tried and tested format of other successful information marketers!)***

**Learning by Example** is designed to get you to a point where your online business generates at least £180,000 a year in net income-and get you there within 6 to 24 months of opening the box, going through the information on the DVDs, and putting the system into action.

*In these 3-DVDs you'll get everything you need to know to start and run a successful spare-time online business that generates a full-time income.*

**THE INTERNET MARKETING RETIREMENT PLAN** DVD will be priced at £197, but is available for a limited time at a special introductory price of just £67 (plus your endorsement), which includes VAT, postage & packing.

Three of the leading architects of the worldwide information marketing phenomenon will teach you legitimate, ethical, proven strategies, which, as I write, are making their many students a very substantial online living. Here are some more of the vital business skills that you are about to learn:

- ✓ ***How to choose the RIGHT PRODUCTS to sell on the internet (get this wrong and you're on a loser)***
- ✓ ***How to create simple INFORMATION PRODUCTS that sell on easily-designed websites. PLUS how to be 99% certain you'll make money - from the very beginning!***
- ✓ ***How to dramatically improve your current website results ... whether you're trying to build a bigger database of prospects or sell more online - OR BOTH***
- ✓ ***How to find HOT MARKETS before you even create a product***
- ✓ ***How to AUTOMATE 90% of your internet business so that it runs on virtual auto-pilot (yes, it's true, the internet can take over most of the tasks of employees – except without the hassle of managing people!)***
- ✓ ***How to TAKE PRE-PAID ORDERS over the internet – while you sleep!***
- ✓ ***How to make money by selling OTHER PEOPLE'S products on the internet. It's a fact that you don't have to have your own product to have a business online***

[Click here to CLAIM your own copy of the limited edition DVD SET now](#)

**YOUR 2 SPECIAL BONUS DVDs ARE YOURS TO KEEP AT NO EXTRA CHARGE, EVEN IF YOU DECIDE TO RETURN \*\*\*\*\* AND CLAIM A FULL REFUND.**

\*\*\*\*\*

### No Risk Purchase

**YES! I Can't Wait To Receive My \*\*\*\*\* DVD SET AND MY 2 SPECIAL COMPLIMENTARY BONUS DVDs. Please make sure I'm one of the lucky people who secure a priority copy.**

- I understand that once my order is authorised, you will process it promptly and despatch my copy immediately.
- I understand that neither you nor anyone else has made any income promises, as my success is dependent on my own efforts and that of my business.

**Click below to secure your copy of \*\*\*\*\* IMMEDIATELY.**

Soon you can live life on your terms – and this information is going to help you every step of the way. But to guarantee your copy it is essential to take advantage of this time-sensitive offer TODAY.

**N.B. \*\*\*\*\* will SELL FAST. It's strictly first come, first served. When they've gone, that's it! Sorry.**

**For Fast, Immediate and Secure Online Orders CLICK BELOW to access our Secure Transaction Page:**



**Order Now!**

**Only £67.00**



**You Are Protected By My  
100% 90 Day Money Back  
Guarantee!**

***If after watching***

\*\*\*\*\* ...

...

***... if for any reason (any reason at all) you are not totally convinced that this product is of REAL VALUE AND worth MANY TIMES what you paid for it, just let me know within 90 days and I'll return your investment in full – that is my cast iron guarantee to you. No questions! No quibbles!***

***Just return \*\*\*\*\* within 90 Days from purchase and I'll refund your money in full. And you still get to keep your FREE GIFTS!***

***So your worst case scenario is that***

***you get to keep your free gifts and you walk away from the experience with every single penny in your pocket ... OR ... you agree that this has simply been a brilliant investment of your time and are set to make yourself a great future as an information marketer as you watch these DVDs over and over.***

***I hope this demonstrates how confident I am in the quality of this product.***

***P.S.***

*Please note: \*\*\*\*\* (together with the accompanying bonus discs) is not a 'bootleg' product. I am the LICENSED DISTRIBUTOR of these premier recordings. Expect a legal, top quality, high definition product – OR YOUR MONEY BACK!) I've designed my guarantee for the 99% of people who are honest, but naturally sceptical - not the 1% who'll take advantage. I hope you'll agree that you won't find a fairer offer.*

***P.P.S.***

***If you don't take action now while it is fresh in your mind, then -  
when will you?***

***FACT: Just 3 out of 10 homes in the UK are equipped with Broadband Internet – we've only scraped the surface of the information marketing phenomenon. Over the next few years this is set to multiply like a virus. There's never been a better time to get started and begin building a secure income for you and your loved ones.***

***This is **HOT** off the press from the from the World's Top Internet 2007 Summits! More than 5 hours of 'Real-Time' Learning recorded live at these limited-attendance events. Remember, more than 1,000 people paid up to **£1,000** each to be present at***

these seminars. And now for the first time the 'best of the best' of this 'closed door' sell-out learning marathon is available for a *strictly limited period* – **AND AT A FRACTION OF THE COST OF ATTENDING!** You get to own all 3 DVDs (£591+ Value!) **FOR JUST £67!!!**

[Click here to CLAIM your own copy of the limited edition DVD SET now](#)

### Order by Post:

If you prefer to pay by Cheque or Postal Order, [CLICK HERE](#) to access a printable order form, which you can then post to us at the address shown on the form.

### Order by Fax:

For fast and immediate orders by fax, you can [CLICK HERE](#) to access a printable order form, which you can then send by fax.



***Thanks for reading, and sincerely all the best with your new life-changing business venture...***

[Insert photo]

H\*\*\*\*\* N\*\*\*\*\*

\*\*\*\*\* Publishing Ltd. 47 \*\*\*\*\*

\*\*\*\*\* , United Kingdom, \*\*\*\*\*

Registered in United Kingdom No. \*\*\*\*\*

VAT No. \*\*\* \*\*\*\* \*\* Directors: H. \*\*\*\*\* & D. \*\*\*\*\*

info@\*\*\*\*\*publishing.com (Tel) \*\*\*\*\*

© 2006 by H\*\*\*\*\* N\*\*\*\*. All Rights Reserved.



# Amazing!

## *Coastal Vacations*

### The Ultimate Home-Based Business

*"Learn How A Former Construction Worker Went From \$75,000 in Debt to Making Over \$80,000 a Month Profit - And How You Can Use His Secrets to Make Over \$20,000 a Month Profit From The Comfort of Your Home in The \$5 Trillion Dollar Travel Industry."*

Imagine ... your own six-figure income international travel business – and no selling

No MLM - No Network Marketing - No Timeshare

*"In the past couple of months I've done so well it puts shivers up and down my spine."*

- Mark, Los Angeles

Relax on vacation while your business generates open-ended, *remote control* profits

- YOU EARN A MINIMUM OF \$1000 AND UP TO \$6500 COMMISSION on EACH sale of a vacation membership - and we did all the work for you

- We answer phone calls from your prospects - so you don't have to

- We present your program details to your prospects - so you don't have to
  - **We convert leads into customers and close your sales** - so you don't have to
  - We pay you immediately - and deliver the vacation membership kit – so you don't have to
  - Earn an ever-expanding residual income on sales made by your customers
  - Operate your business from any country in the world – on remote control!
  - A serious, 100% ethical business with a proven 20-year track record
  - The security, selling power and satisfaction of working with one of the world's top travel providers
  - The 5 trillion dollar global travel industry is forecast to double over the next ten years. This is just the beginning
- **AND 75% discount on unlimited travel and vacations – for LIFE**  
 This is NOT timeshare, which strictly limits your vacation time. Take as many vacations as you like – when you like! All prepaid!

*"I have replaced my yearly salary and made it my 'monthly' salary ...  
 And I saved over \$8000 on vacations last year..." - Jeff, Minnesota*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

# ***Coastal Vacations***

## **Welcome to the world of Coastal Vacations**

Hi,

**My name's \*\*\*\*\*. I'm a Coastal Vacations Independent Director.**

Your time is valuable, so I'll get straight to the point. I'm going to tell you about **THE PERFECT HOME-BASED BUSINESS**. You're probably reading this because you're looking for a legitimate, no-risk business opportunity that can provide you and your loved ones with a solid income and a secure future.

I know how you feel. Not so long ago I was in the same position.

I'd worked hard all my life and had little to show for it but a mountain of debt and a pile of worries. No matter how hard I tried to get out of my rut, the deeper I sank. And to make matters worse, I hated my job. I'd get a two-week summer vacation, and spend the remaining fifty weeks of the year waiting for it to come around again.

It was no kind of a life. But what could I do? I had responsibilities.

I'd all but resigned myself to my fate when a friend introduced me to Coastal Vacations. It changed my life, and I've never looked back. Sounds corny, but it's the truth. And the craziest thing of all is that I almost didn't sign up, because I thought it sounded too good to be true.

I now take as many vacations as I like (six last year alone), because while I'm relaxing by the pool I continue to make money. I can run my business from anywhere on the planet, so why shouldn't I catch some sun when I feel like it?

How can I afford to take so many vacations? Well I told you the money was good! (I paid off my debts long ago) But how about this - another amazing benefit of this business is that you're entitled to unlimited FREE vacations! That's right. **Unlimited free vacations** – to just about any location you care to imagine. No wonder I feel like I'm on a permanent holiday.

And even that's not all. As Coastal Vacations does most of my work for me, I've got all the time in the world to devote to my family and friends. In short, I've got a life. Is this the perfect business, or not? Sometimes I have to pinch myself just to believe it's happening.

*"Over the last three weeks we've made eleven sales from the center... I can't think of a better place to be." - Pam, Washington*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

**The business of the future – today. Well, someone had to be the first.**

If the story of my former life rings true for you, it's hardly surprising. That's more or less the way it is for the majority of people nowadays. In our topsy-turvy global

economy, the income from most 'normal' jobs barely provides for basic survival, let alone the finer things in life. With no light on the horizon, small wonder that work becomes a drudge.

But it doesn't have to be that way. Not anymore. Coastal Vacations' business vision and 21st century technology together have levelled the playing field:

- **We've revolutionized the home-based business by taking the burden of selling away from you the business owner**
- **Free-up more of your time... and feel confident in your new business (regardless of your "Sales Skills")**
- **Your business includes a full-time, professional sales team working flat out to close your sales - at no additional cost**
- **No multi-level marketing (MLM), networking or affiliate programs involved**
- **A real business, selling an established and respected product**
- **Our trading partners include Disneyland, Royal Caribbean, and Norwegian, Princess and Carnival Cruise Lines, Alamo car rental and many others.**
- **Operate from any location, in any country in the world**
- **No office to run. No staff. No shipping. And NO selling**

All of this leaves you free to concentrate on what this opportunity is really all about. Which is? **To market the message!**

*"I use as much of a "Laissez Faire" approach as I can." - Wendell, California*

***"OK, \*\*\*\*\* \*\*, let's get down to the bottom line. What does this business involve?"***

**It's your very own slice of the 5 trillion dollar global travel industry.**

For so long the exclusive domain of the high street operators, the lucrative travel sector is now open to *you*, the home-based entrepreneur. And all you have to do is

get people to pick up the phone and call us. Who does the rest? Coastal Vacations. It's as simple as that? Yup! No strings!

***"Yeah, \*\*\*\*\*, that's all very well. It's worked for you, but will it work for me? I don't have your experience. I know nothing about the travel industry, and I can't sell."***

I'll let you into a secret. Before Coastal Vacations changed everything, I'd never sold a thing in my life. I worked in construction. I couldn't sell goggles in a sandstorm, let alone vacation packages.

**But luckily I didn't have to sell anything. And the best part is I still don't have to sell anything.** The Coastal Vacations Call Centre Team does it all for me. They just love selling - and they're very, very good at it. (And if the truth be known this opportunity is so amazing it pretty much sells itself.)

***"The Sales Center has been a God-send for me...before [the Sales Center] I'd left literally tens of thousands of dollars on the table." - Holly, Maryland***

***"But what about people who can sell. Can they get involved?"***

They sure can. Some of our most successful Directors combine their own selling efforts with the round-the-clock effectiveness of the Coastal Vacations Call Center to achieve dramatic results. It really depends on you the individual, which is why this business works so well for so many people.

***"You can work Coastal both ways... 'traditionally' or using the center. People are so busy that the center is going to be attractive to them." - Lisa, Nebraska***

**Just spread the word. We do the rest ...**

**TRAVEL + MONEY + TIME = FREEDOM**

**Make no mistake. This is a serious, high-income, multi-national business.**



Coastal Vacations has independent associates across the globe - from the USA to the UK, from Denmark to Dubai, from Italy to Australia. Operate your business from any location in the world – a poolside in Bermuda? A mountain retreat in the Swiss Alps? An apartment in Manhattan, Paris or London? You're limited only by your imagination. When you become a Coastal Vacations Director you'll be part of an exclusive worldwide network.

**This isn't a 'here today, gone tomorrow' sensation. It's a cast-iron business proposition, from a multi-million dollar US-incorporated company. The Coastal Vacations opportunity has been selling consistently for more than 20 years.**

Our travel and vacation partners are among the biggest in the industry – companies like Carnival and Disney World have been doing business with us for over a decade.

**Many of our independent associates earn serious six-figure incomes, year on year, and all by following our proven marketing system.**

**And now this amazing product has been matched with the perfect "NO SELLING SYSTEM" where you simply advertise, and we do the rest.**

There really has never been a better time to get on board.

*"... If I can do it, oh Man! ... Anyone can do this." - Joern, Norway (That's right, Norway!)*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

**"OK, \*\*\*\*\*, I'm on board. How does it all work?"**

*Talk me through the deal and give me the bottom line.*

*But, hold on, before we go any further, what's in it for Coastal Vacations? How can you offer me such a generous package, when you're not even asking me to sell anything?"*

It's no secret. Your success is our success.

Coastal Vacations supplies wholesale vacation memberships, saving its members up to 75% off all their hotels, cruises, condos and more. On top of this you get to travel for pennies on the dollar - FOR LIFE!

The fact is we have a great product – the best of its kind. But without you - and other like-minded entrepreneurs – we simply wouldn't exist.

**Like you, we're running a business – or, more accurately, *you* are our business. You're an essential part of what we do. And, quite rightly, you are richly rewarded for your contribution.**

Many thousands of people worldwide, all spreading the word about the Coastal Vacations opportunity. It's a unique marketing department, made up of highly motivated and highly rewarded individuals. What more could a business need to succeed?

It's well known that advertising and marketing fat cats make billions of dollars from their clients, and even then without any measurable guarantee of results.

A long time ago we decided to defy conventional wisdom, and market our business without the help of agencies. It turned out to be the best decision we ever made. Coastal Vacations was born. The rest, as they say, is history.

**There was only one loser – the fat cats in the marketing industry.**

*"I made \$7000 in my first month... It's changed the way I do business." - John, Virginia*

## **Here's how it works ...**

**When we say we *close* your sales, we mean it. Just take a look at what we do – you be the judge.**

- **YOU MAKE a MINIMUM \$1000 Commission on EACH sale of a vacation membership... and we did all the work for you**
- **We give you access to a Real Time tracking system so you can see our professional sales reps' personal conversation notes with your prospects in your private back office. This provides total accountability and integrity for the system**

- We show your prospects a simple and dynamic flash movie which explains the business. Now you don't have to do it
- We follow up your prospects with a 12-letter email follow up tool, with messages directing people to take action and get involved. (Go do something else you love, with more time freedom!)
- We have a live Q and A call where we present the business (so you don't have to) and answer questions from people all over the world, directing them to take action. (You spend time doing other things while we answer the toughest questions for your prospects!)
- We have professional sales reps who treat people with respect and who don't use "hard closing techniques." They answer your prospects' questions, present the business, and then follow up and help them to get started ... so you don't have to
- You don't have to ask for the money, because our sales reps collect it for you and send you a check of at least \$1000 from each sale, without you even having to talk to your prospects
- We fulfil your products for you and send your new associates their vacation membership packages ... no products to stock or handle. You also save \$10-\$150 in shipping fees
- We provide you with a special discounted price on over 1000 pieces of professional and beautifully designed advertising materials, which you can use to jump-start your business. There's no need to create your own material to get started
- We help you teach your new associates how to plug into the system by duplicating your efforts, and the efforts of others – showing them how to advertise, place ads, and learn how to market the message. You sit back, and watch the checks roll in

*"My business is on remote control... I'm averaging three sales a week...*

*I can see where the whole situation is just snow balling." - Dean, Los Angeles*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

***"OK, \*\*\*\*\*, I can see where you're coming from. This is an unbeatable business opportunity. I'm ready to sign-up and start earning. Where do I begin and what are my options?"***

**You can get on board at any one of three exciting levels:**

## **Level 1**

**You earn \$1000 per sale as a qualified Level I Director!**

**You earn a minimum of \$1000 on each and every sale as a Qualified Sales Center Level I Director... Let's break that down for you:**

- **Level I Package: \$1,995.00**
- **\$295 - Wholesale cost of the Coastal Vacation Package**
- **\$1000 Commission check for you (once qualified)**
- **\$700 – Center Activation Fee and Commission for the Professional Sales Rep who helped earn you that \$1000 check!**

You will also have access to over 170 Advertising & Marketing Resources, Real-Time Prospect Tracking, Weekly Training and Q&A Calls... and literally hours of audio and video tutorials to help you grow your business.

What happens if your marketing efforts yield a Premier or Platinum Sale? (This seldom happens in practice.) You aren't qualified to receive commissions on Premier or Platinum levels at this time, but you will still earn the \$1000.00 Level I commission.

**As a Sales Center Qualified Level I Director you will always be paid a minimum of \$1000 on the sale of any Coastal Membership (LI, LII or LIII) generated through your marketing efforts!**

***"I'm proud to have teamed up with the Sales Center..."***

*They closed two sales for me while I was on vacation!" - Patti, Wisconsin*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

## Level 2

**As a Sales Center qualified Level II Director - You earn \$3000.00 per sale on every Level II Membership.**

**Level II International Package includes 40+ Prestigious Bonus Vacations valued at over \$20,000.00**

Expand the boundaries of your travel to the rest of the world. With the impressive array of destinations in the Level II International Package, you are sure to find a destination that suits your desires.

**PLUS, you'll receive a FREE Ticket to a Coastal Training Seminar of your choice (March or September)**

**Get the Premier Package (both the Level I and Level II packages together). For the intelligent traveler who wants to have it all.**

Why settle for just one? Your complete Premier Travel Package contains over 70 Domestic and International Vacations and Cruises, and is worth over \$35,000.00. **You get everything in both packages for just \$4995.00**

**Here are a few reasons why you should consider the Premier Package -**

- **Have both packages on hand, and be able to market BOTH products, not just one.**
- **The potential to earn \$3,000.00 commission on every sale from the very beginning - BECAUSE OTHERS WILL DO WHAT YOU DO!**
- **With the Premier Package you'll have two really great memberships - the Coastal Membership Card that you get with the Level I Package, and the International Travel Card that you get with your Level II Package. You'll**

**have unlimited access to thousands of 3-day & 7-day vacations to destinations all around the world.**

What can you do with all those vacations? Well, give them to family members or friends as gifts - let your prospects take a mini-vacation before coming into the business; give them away at fund-raisers; give to employees - or have some fun yourself and go on vacation!

**You earn \$3000 on each personal L2 sale as a Qualified Sales Center Level II Director, and \$1000 on each sale of a L1 membership IMMEDIATELY. Let's break that down for you:**

**Level II Package: \$4,995.00**

- **\$795 - wholesale cost of the Coastal Vacation Package (L1 & L2)**
- **\$3000 Commission check for you (once qualified).**
- **\$1200 – Center Activation Fee and Commission for the Professional Sales Rep who helped earn you that \$3000 check.**
- **Access to over 170 Advertising & Marketing Resources, Real-Time Prospect Tracking, Weekly Training and Q&A Calls... and literally hours of audio and video tutorials to help you grow your business.**
- **You'll also earn immediate \$1000 commissions on all Level I sales while you are earning your Level II qualification.**

Now as a Level II Sales Center Qualified Director you'll make \$1000 on every LI and \$3000 on every LII sale that your personal marketing efforts generate. But there's more...

Here's the real kicker. What if someone in your organization's marketing efforts generates a Level II sale? ... and they are only Level I qualified? Well they get the \$1000 LI commission **and \$2000 rolls up to you** - and you didn't spend a dime on marketing for that sale now did you? Everybody wins!

And if you're marketing efforts yield a Platinum Level sale... Which you are not qualified to receive commissions on? You still earn the \$3000.00 Premier commission (this seldom happens in practice). To qualify as a Level II Director you will simply pass up your first 2 "level II" sales.

***"Time was the problem because I'm raising a family... I got qualified and paid without speaking to a single prospect." - Nikki, Virginia***

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

## Level 3

**As a Sales Center qualified Level III Director - You earn \$6500 on every Level III Membership sold through your marketing efforts!**

### **Level III Universal Travel Package includes unlimited Prestigious Bonus Vacations!**

Expand the boundaries of your travel to the rest of the world. With the impressive array of destinations in the Level III Universal Travel Package, you are sure to find a destination that suits your desires.

**Your Level III membership package:**

- **A Lifetime Level III Universal Vacation membership**

**Get the Platinum Package (All Three Travel memberships Together)**

**For the intelligent traveler who wants to have it all. Why settle for just one?**

Your complete Platinum Travel Package contains hundreds of domestic and international vacations and cruises. You get everything in all three packages for just \$11,000 - that's a saving of \$1,295.00!

This means your Level I Package is FREE!

**Why get the Platinum Package?**

**Here are a few reasons why you should consider the Platinum Travel Package:**

- **Save \$1,295.00! (That's a pretty damn good reason all by itself)**
- **Have all packages on hand, and be able to market ALL products - not just one**
- **The potential to earn \$6,500.00 commission on every sale from the very beginning - BECAUSE OTHERS WILL DO WHAT YOU DO!**

With the Platinum Package you'll have unlimited access to thousands of 3-day to 14-day vacations to destinations all around the world! What can you do with all those vacations? Well - give them to family members or friends as gifts; let your prospects

take a mini-vacation before coming into the business; give them away at fund-raisers; give to employees. Or have some fun yourself and go on vacation!

**You earn \$6500 on each personal sale as a Qualified Sales Center Level III Director, as well as immediate \$1000 and \$3000 commissions on all L1 and L2 sales. Let's break that down for you:**

**Level III Package: \$11,000.00**

- **\$1,295 - wholesale cost of the Coastal Vacation Package (L1, L2 & L3)**
- **\$6,500 Commission check for you (once qualified).**
- **\$3,205 – One time Center Activation Fee and Commission for the Professional Sales Rep who helped you earn that \$6500 check!**
- **Access to over 170 Advertising & Marketing Resources, Real-Time Prospect Tracking, Weekly Training and Q&A Calls... and literally hours of audio and video tutorials to help you grow your business**

You will also earn immediate \$1000 and \$3000 commissions on all Level I and Level II sales (respectively) while you are earning your Level III qualification.

Now as a Level III Sales Center Qualified Director you'll make \$1000 on every LI and \$3000 on every LII sale and \$6500 on every LIII sale that your personal marketing efforts generate. But there's more...

Here's the amazing bonus. What if someone in your organization's marketing efforts generates a Level III sale ... and they are only Level II qualified? Well, they get the \$3000 LII commission and **\$3500 rolls up to you!**

But it gets even better. What if someone in your organization's marketing efforts generates a Level III sale... and they are only Level I qualified?

Well, they get the \$1000 LI commission and **\$5500 can roll up to you...** and you didn't spend a dime on marketing for that sale now did you?

As a Sales Center Qualified Level III Director you can be paid on any sales within your organization which your team is not yet qualified to receive. And they still earn their full commissions. (This is generally not the case in the traditional method) To qualify as a Level III Director you will simply pass up your first 2 "level III" sales.



Commission Overview		
Level 1	Level 2 (Premier)	Level 3 (Platinum)
<b>RECEIVE \$1,000.00/sale*</b> <i>*After passing up your first two training sales you are qualified as a Level I Director and will receive \$1,000.00 commissions.</i>	<b>RECEIVE \$3,000.00/ Sale OR \$1,000.00/sale (Most Popular Package)</b> <i>Earn money instantly on any Level 1 sales while you are qualifying!</i>	<b>RECEIVE \$6,500.00/sale, \$3,000.00/sale OR \$1,000.00/sale.</b> <i>Earn money instantly on any Level 1 or Level 2 sales while you are qualifying!</i>

*"They take care of the entire process... I wouldn't dream of working without this option... It's made that much difference in my business." - Rich, Georgia*

**To sign-up now**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

**As a qualified Coastal Vacations Director you earn a minimum of \$1000, \$3000 or even \$6500 from each of your personal sales as well as the first two sales of each member of your growing team - Now that's called LEVERAGE!**

To qualify as a director you simply pass up two training sales at the level of membership that you purchased. That's it. From that point forward you earn commissions directly – as well as from the efforts of your team! **It's called leverage, and its been making Coastal Directors wealthy for over 10 years!**

Let's just take a look at your options for running this amazing business. There are three business models you could utilize:

**Business Model A**

**(Without a Sales Center)**

(NB This business model is how most other home-based businesses operate – and unfortunately, where people find the most difficulty.)

You are shown multiple ways to advertise, taught what to say with scripts, shown how to follow up, how to chase leads, and finally how to personally close your sales.

You will need to make 100 – 150 calls a week, then follow up with the ones that you DO manage to talk to.

Yes, it's a lot of work, but remember you could earn \$1000 on every sale. But remember, you must also train your sales people to duplicate your sales efforts – providing your people are even comfortable with selling. (Remember, most people DO NOT LIKE TO SELL!) This process is very time consuming and takes you away from your own prospecting efforts.

So you are now **PEOPLE** dependent instead of **SYSTEM** dependent. Systems are always easier to duplicate than people are. (And, unlike people, systems work 24 hours a day!)

## **Business Model B**

### **(WITH a Sales Center)**

We provide you with over 150 tools and resources for your immediate use. Plus we offer tips and training systems where you will learn to maximise your marketing efforts.

Then **WE** will answer the phones when your prospects call in. **WE** will present the business. **WE** will do the follow-up, and **WE WILL CLOSE THE SALES!**

Every time we close a sale, you receive a minimum \$1000 profit. Now all you have to do is 'plug' your new associate into the turnkey system to duplicate the 2 up process and by placing ads on and off line ... just like you did!

It's that simple. Now you have a greater chance of receiving your training sales. Now you are **SYSTEM** dependent, not **PEOPLE** dependent. This means you have a stronger chance of your team passing their two training sales to you faster - and it is the **system** that makes this type of duplication possible!

This is a no-brainer. 9 out of 10 people (if not 10 out of 10) will choose business model B.

So if you want to pick up the phone, and close the deal yourself that's fine with us. If it works for you, and you enjoy selling then the sky's the limit. But personally I prefer to rely on the Call Center to close my deals. It's such an amazing tool to have at my disposal, and for me it's one of the many amazing advantages that sets this business apart from any other.

## **"But if I join the Sales Center, can I still close sales myself if I choose to?"**

Of course you can! This is your business, and you can run it however you'd like to. We call this **Business Model C** – which is a combination of both models above. Most members who choose to run their business this way enjoy excellent results!

My own preferred method is to work to Business Model B. **Because all I have to focus on is marketing the message.** And Coastal Vacations gave me so much professional advice and so many marketing materials to get started that it was like painting by numbers. In fact I've always enjoyed marketing my business so much that the hardest part for me is switching off and doing something else – which is kind of ironic, considering I have so many vacations on my hands.

**This is a proven and tested home-based travel business that'll be saving your customers up to 75% off their vacation costs, and earning you a serious, open-ended income FOR LIFE. As business opportunities go, they don't get much better – or more exciting!**

## **A final word from me, \*\*\*\*\* ...**

At this stage I'd like to do things. Firstly, I'd like to thank you for reading.

Time is a precious commodity, and there are so many things you might have been doing besides reading this letter.

But having read this far you've probably realised (like me and others before you) that you've stumbled upon something BIG. If you decide to sign up now, you'll not only be operating a serious business that you can rightly be proud of, but you'll also have the knowledge that you are building a solid, secure and open-ended income for you and your family for many years to come. And with all the expert help and backup you could ever need. **And when you sign up to my team you'll receive my PERSONAL support by phone and email every step of the way.**

Add to this the prospect of unlimited travel to some of the world's most exciting and exotic locations and you can understand why becoming a Coastal Vacations Director is a once in a lifetime opportunity.

**The second thing I'd like to do is ask you to call this number- now:**

**1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

I've tried my very best to anticipate and answer any questions you might have about this amazing business. But inevitably there will be questions that you'll want to ask before you sign-up. And, of course, there's no substitute for a friendly and informed human voice on the end of a phone when it comes to making any life-changing decision. So for this reason, **please take a few minutes of your time to call this number TODAY (toll-free in the USA). It could well be the most profitable phone call you ever made. There'll be no high-pressure sell. You'll just receive expert information from a friendly and polite Coastal Vacations agent, who knows this business inside out.**

**Fire away! Ask your questions! Then make up your mind – in your own time ...**

**Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\***

That's it for now.

Thanks again for reading. **I look forward to welcoming you personally onto my team, and helping you begin to earn serious money.** (And who knows, we might even get to combine work with pleasure and hook-up on vacation? As you can imagine, it happens all the time in this business!)

**Yours truly,**

\*\*\*\*\*

**Coastal Vacations Independent Director**

PS

**Don't forget to make that phone call – NOW!** And just before you do, let's just take another very quick look at how much support you get to market your business:

- **You get the Coastal Vacations Membership of your choosing.**
- **You get a Professional Sales Staff to work on your behalf.**

- You get a “Real Time Tracking System”so you can see your sales reps personal conversation notes in your private back office (in Real Time).
- Live Question & Answer Calls where your prospects' questions are answered ... and they are directed to take action now!
- An exciting Flash Movie to present your opportunity.
- A Personal Marketing Website complete with your personal ID Code.
- Automated follow-up system to inform your prospects and encourage them to call our sales center.
- Live Weekly Training Sessions covering online and offline marketing techniques.
- 4 Hours of Audio Training on Internet Marketing Fundamentals (Complete with 150 Page transcript)
- An “Extremely Robust” Member’s Area complete with:
- Pre-written Autoresponder campaigns.
- Prospect Management tools.
- Over 170 “Advertising Resources” and "Proven Marketing Strategies.”
- Over 12.5 Hours of Video and Audio Tutorials on how to best utilize your Coastal Vacations Membership.

And the personal support of your Independent Director, \*\*\*\*\*.

And never forget –

As a qualified Coastal Vacations Director you earn a minimum of \$1000, \$3000 or even \$6500 from each of your personal sales as well as the first two sales of each member of your growing team!

***To sign-up now***

***Phone 1-800 \*\*\*\*\* (Pacific Time) Quote:ID \*\*\*\*\****

Your success is our success. We're behind you all the way.

All rights Reserved, Copyright \*\*\*\*\*, 2004

# Exposed!

## THE GREAT TIMESHARE MYTH

*"If you're considering buying timeshare, then ignoring this letter could be an extremely expensive mistake!"*

And it isn't only your money that's at stake. It's your long-term holiday security. Not to mention your peace of mind.

### FACT: Timeshare is a Bad Investment

**You've heard the horror stories.** Smooth-talking sales reps. High-pressure tactics. Lavish promises. And finally, disappointment. Buying timeshare can turn into a costly nightmare that won't go away. If timeshare lived up to expectations then it wouldn't be so bad. But that's the problem. Timeshare sounds like a good idea ...**until you examine the facts:**

Do you really want to go to the *same place* at the *same time* every year?

**Don't believe the hype.** You pay anything from £5,000 to £25,000 (+ yearly fees!) and all you have to show for it is a part 'share' in a property that can be more of a liability than an asset. When you hear the timeshare sales pitch, the sales rep will make it sound like you'll be able to trade your unit (as well as your allocated weeks) with others around the world with ease. Rarely is it easy to exchange your timeshare weeks, and if it is possible at all you'll normally have to pay additional fees (which can rise at any time without notice) to make it happen. If you don't go to exactly the same place year after year, every year, a timeshare won't save you any money and is likely to cost you more than going on a conventional holiday.

### ▪ Timeshare comes with hidden risks

And that's only half of the problem. When you purchase a timeshare, you purchase a part of that building. This means that if there is a disaster – flood, hurricane, fire, etc,

you're responsible for your share of the rebuilding costs. Timeshare resorts are frequently under-insured, which leaves you responsible for any deficit in the event of a claim. In short, you have all of the responsibilities of property ownership but few of the advantages. And if your unit happens to be on a development that is poorly maintained, or is becoming swamped by other developments due to lax planning controls, or even if you simply decide you've had enough and want to move on, there is nothing you can do but put up or shut up. Or, of course, you could simply sell your timeshare and cash-in your 'investment' ...

## **And risk losing up to 80% or more when you sell!**

In fact, timeshare isn't an investment at all, since it makes little sense to put money into a depreciating asset and expect a return. The likelihood is that you will lose money on the sale of a timeshare. The original price of a timeshare may have included premiums of up to 40% to cover sales costs. Also, timeshare properties age and can become less desirable. So your resale price may be as little as 20% of your original purchase price - plus you will have to pay a commission to the broker (often as high as 20% of the resale price) who sells the property for you. On top of this, all studies show that there are many more timeshare owners wanting to sell than there are buyers.

**If timeshares are so wonderful, then why should people be falling over themselves to get rid of them?** The truth is reselling a timeshare is extremely difficult. And in many cases you will be trapped with a timeshare unit (and the ever-increasing yearly fees) that you can't even give away.

**Surely it doesn't have to be like this? There has to be an easier way? There is!**

Introducing ...

# **Coastal Vacations**

**Unlimited Holidays for Life**  
**for a one-off, all-inclusive fee!**

**Announcing a radical new approach to holidays and travel from the USA's leading international travel club!**

**Offered directly to the British public for the first time ...**

- **The Coastal Vacations package enables you to take as many holidays as you like, where you like, and when you like!**

Own your own travel packages, valued from \$15,000 to \$40,000 – giving you a lifetime of holidays at a fraction of high-street costs.

**Why be a slave to the same old system?**

- Choose from a truly staggering choice of international destinations
- Amazing savings mean you can **take as many holidays as you like**
- **Unlimited** 7 day / 6 night holidays to over **80 worldwide destinations, including Asia, Australia, North America and Europe**
- **Unlimited** 4 day / 3 night **Caribbean cruises**
- **Plus** seven additional complimentary holidays every year, including **Disneyland Florida** and **Sea, Ski, and Sightsee** – six fantastic 3 Day and 2 Night Vacations. Choose from 30 Destinations
- **20 + discount cards entitling you to massive savings on air travel, car rental, and much, much more**

**This is NOT to be confused with Timeshare.**

**No property share to purchase. No annual fee.**

**No 'tie-in'. No trading of locations.**

**No restricted weeks.Total freedom and flexibility.**

You can use your travel packages to save money on just about every imaginable aspect of travel, from cruises to villas, to apartments to all-inclusive resorts. **And because we offer UNLIMITED travel, you're no longer restricted to one, or even two, or three or four holidays a year!** This is a whole new travel experience. It turns the conventional approach to holidays upside down and on its head. No wonder it's got the UK travel industry in a spin!

**Be limited only by your imagination. If you're accustomed to timeshare or conventional package tours, this will blow your mind.** Just take a look at what we offer and compare it to your last holiday. You be the judge!

**The 21st century holiday has arrived ... free yourself!**

**Why pay for the vacation of a lifetime when you can have a lifetime of vacations?**



Unlike timeshare that restricts choice and requires paying for year on year, your Coastal Vacations membership enables you to enjoy an amazing array of holidays, year after year, for life, all for a simple one-off fee. The only extras you'll ever have to pay are applicable local hotel taxes amounting to a few dollars. Save on the escalating cost of high-street holiday prices while enjoying virtually unrestricted choice over the long term – you win both ways.

Coastal Vacations membership provides the space and flexibility to suit the needs of any size family or group. Resort amenities rival those of other top-rated resorts and include swimming pools, tennis, Jacuzzis, golf, cycling and exercise facilities. Others feature boating, skiing, restaurants and equestrian facilities.

So who benefits from owning a Coastal Vacations package? Well, let's start with you. Do you like taking holidays? Do you wish you could someday go on that "dream" trip – every year? Have you ever had to tell your family that this year it just was not in the budget? Ever find yourself so immersed in your work that the years tend to slip by, always saying, "Next year we'll take a nice holiday"? And how about that second honeymoon, just the two of you - every year? Or how about your children? How quick they've grown! How often do you all get to take off and make those special memories that will last a lifetime?

Or how about just a little personal R&R? And finally, would you like to be able to take any vacation you want, go anywhere you want, stay in super luxurious accommodation, and not have to worry about the money? Guess what! With Coastal Vacations you can do just that! (And your Coastal Vacations holidays also make fantastic gifts for family, friends and staff. You'll never have been more popular!)

## **Who are Coastal Vacations?**

Incorporated in the USA, Coastal Vacations is a Florida-based international travel club that has been established for over 25 years. Our trading partners include Disneyland, Royal Caribbean, and Norwegian, Princess and Carnival Cruise Lines, Alamo car rental and many others. This isn't a 'here today, gone tomorrow' sensation. It's a cast-iron product from a multi-million dollar company. The Coastal Vacations package has been selling consistently for more than 20 years throughout the USA and globally, and has literally thousands of satisfied members throughout the world.

**Our one-of-a-kind vacation package comes complete with all booking and reservation details in your member's information pack.**

Whenever you feel like taking a holiday, all you need to do is pick up the phone and speak to a friendly and expert travel adviser and it's all arranged. **Or take advantage of our many Private Members' Booking Websites. It really couldn't be easier.**

***How can Coastal Vacations offer such an amazing lifetime package and still make a profit?***

It's no secret. Because Coastal Vacations cuts out the high-street vendor it dramatically reduces marketing overheads. We then pass these savings directly on to you, the holidaymaker. On top of this, our Board of Directors has formed relationships with dozens of reputable travel companies who have a desire to increase their capacity rates.

**Now just take a look at the flyers enclosed with this letter to see exactly what you get for your money ...**

## **Coastal Vacation Membership**

Just ask yourself – what would you get for these prices in the UK travel marketplace? Now compare this with unlimited vacations for life. Of course, there is no comparison! That's why the Coastal Vacations package has been such a phenomenal worldwide success. We have members in Asia, Australia, North America, the UK and throughout Europe.

And now for the first time this amazing deal is being offered directly to the British public.

**ACT NOW.** Take full advantage of the favourable exchange rate.

**Ready to sign-up? Or just want to learn more?**

**Call \*\*\*\*\* now on 0\*\*\*\*\*. Do it today.**

**Mobile: 0\*\*\*\*\***

Expect friendly, courteous and respectful service at all times. **You will not be subjected to any high pressure selling techniques.** We believe our product is good enough to sell itself. We answer your questions and leave you to make your own decision, in your own time.

All rights Reserved, Copyright, \*\*\*\*\* 2004

---

[Letter #18: a long-copy web-based sales letter for an information marketer]



***“The best kept secret on the internet and how it can enable you to earn £5,000 - £15,000+ a month “part time” income working from home just a few hours a week within 6 months!”***

**How YOU can earn an open-ended income as an international marketer of high-profit, high-demand licensed information products!**

*IMPORTANT NOTICE – If you're already familiar with information marketing, or have already signed-up to an entrepreneur-led information marketing training course then you'll know these are the same products that are promoted by the UK's leading info entrepreneurs. This is your chance to save money, get a head start and build a profitable business from the ground up – NOW! (Unique, time-limited offer: 30-DAY FREE TRIAL. PAY NOTHING FOR 30 DAYS while you inspect your products for free! Decide in your own time and with ZERO risk!*

***In just a few minutes you'll have access to the same exclusive range of niche retail products and automated marketing system that my licensed distributors are using to give them the financial freedom to enjoy their lives...***



Your time is valuable, so I'll get straight to the point. I'm going to tell you about **THE PERFECT HOME-BASED BUSINESS**. You're probably reading this because you're looking for a legitimate, no-risk business opportunity that can provide you and your loved ones with a solid income and a secure future. Well, this could very well be exactly what you're looking for. But please don't make up your mind yet. All I ask is that you reserve judgement until you've finished reading what I have to tell you.

**But first of all, who am I and what qualifies me to help you?**

**My name is Jonathan Ellis.**

**I'm a business-to-business distributor of high-profit, high-demand licensed information products.**

It's unlikely you'll have heard of me. I'm a 51year-old happily married man with three grown up children - nothing remarkable. I live quietly in my dream home in a peaceful corner of rural Middlesex. I drive a top of the range luxury car and go on exotic holidays with my family 4-5 times a year. I don't tell you this in order to boast about my good fortune. I just want to illustrate the fact that the line of business I'm in provides me with a very comfortable lifestyle indeed. Using my system, it could do the same for you.

In a few minutes **I'm going to show you how, using my proven system, you can earn from between £15,000 - £25,000 a month – every month.** The only tools you'll need to succeed are internet access and an ordinary computer. In fact, the entire process takes just a few minutes every day. Apart from this your time is your own.

But before I continue, I want you to know that I'm not some kind of internet 'guru' or computer wizard. In fact, I'm a self-confessed technophobe (I'm also mildly dyslexic) - until a few short years ago I knew nothing at all about running an online business. If I can make this succeed, believe me, anyone can.

You might also be wondering why I want to share this information with you. Simple! After much hard work and numerous false turns I hit upon a simple and highly effective system for making money online, and it now makes absolute sense to me to profit from that knowledge. Who wouldn't?

But there's another very good reason why I'm happy to share the fruits of my labours.

Once you've achieved your income goals as a result of what I reveal, I know that you'll be so impressed with my \*\*\*\*\* Business Building System that you'll want to endorse my products by providing me with a glowing testimonial – you might even point other people in my direction. In short, I want your success story to help inspire others who would benefit from my discovery. They make money. I make money. And you make money. This way everybody is a winner.



**Financial freedom for you and your family**

*"My business is on remote control... I'm averaging 16 sales a week...  
I can see where the whole situation is just snow balling." - Dean, Dartford*

## ***Get rich 'slow'...***

You're probably thinking, 'Oh no, not another of those internet get rich quick schemes!'

I know how you feel. Before I discovered this system I was sick and tired of the overblown claims made by 'certain' internet marketers. They promise the earth – instant millions, and all without having to do any work. It's true that many people DO become wealthy from running an internet business. And there's nothing wrong with making millions online. Who wouldn't want that? But it takes time, hard work and infinite dedication. Entry at that level certainly isn't for everybody.

If you genuinely want to 'retire' now, or even just take life easy *and* have time to enjoy your family, "make a million on the internet" systems are NOT the way to do it! My \*\*\*\*\* Business Building System has a much more modest income goal of around £180,000 - £300,000 in the first year. It enables you to generate enough income to replace, and in all likelihood increase, your current income, with minimal work on your part. And how much can you hope to earn in subsequent years? The sky's the limit. As I say, it's perfectly possible to make millions in this business. But in the first place let's keep our feet firmly planted on the ground.

**OK, \*\*\*\*\*, so what exactly *is* it that you do?**

**I source and supply high-quality, high-profit licensed information products for resale by some of the world's most successful (and wealthy) information marketers.**

**What is information marketing?**

Information marketing is fast becoming the hottest business of the 21st Century. It involves creating, marketing and selling information in countless different fields, and is usually sold as DVDs, CDs and manuals.

**How did I get into this business?**

It's a long story. But here it is in a nutshell.

When, about eight years ago, I first became convinced of the potential of the internet for making money I dived in headfirst.

I bought numerous fancy (and expensive!) products from various internet 'gurus'; I tried everything: email marketing, multi-level marketing, e-gaming and just about every other scheme I could find. My thinking was that if I invested the time and money and worked hard, success would surely follow. I was wrong.

Perhaps I was just unlucky, but whatever I tried it just never got off the ground. At the time, I couldn't figure it out. Understandably, I thought it had something to do with my own inadequacies. After all, if other people could run successful online businesses, why couldn't I? I tried everything - and it simply didn't work!

**It was then that I discovered where the REAL profits were on the internet**

**Time was running out for me. I was just on the brink of giving up altogether when I stumbled across a breakthrough (*the breakthrough!*) And it came from the other side of the Atlantic!** A good friend of mine who lives in the United States sent me an email link to a web article about the money-making potential of information marketing.

The article was all about the amazing success of a previously unheard of but rapidly growing group of multi-millionaire marketers who were selling information online - all

of them making fortunes operating 'beneath the radar' using nothing more than simple one-page websites!

**At this point it was as if a light bulb had gone on in my head. Wow! This had to be what I was looking for!**

**But there was a problem...**

**I knew nothing whatsoever about information marketing. In fact until that moment I'd never even heard of it.** But that was hardly surprising. In those days all the action was in the United States. And as with so many things to do with marketing information technology, it had yet to reach British shores.

**So I set about learning the rules. Over the next 2 years I researched the American information marketing industry in-depth.**

I bought every reputable e-course I could find on the subject, attended all the big-ticket international seminars, and picked the brains of all the most respected high flyers. In short, I invested all of my time (and virtually all of my money!) in learning everything there was to know about information marketing. And, most importantly, I put it into practice. Here's what I learned:

- ✓ *How to research the **RIGHT PRODUCTS** to sell on the internet (get this wrong and you're on a loser from the beginning)*
- ✓ *How to design, develop and create high quality **INFORMATION PRODUCTS** that sell on easily-designed micro-websites for a **MASSIVE PROFIT**. PLUS how to be 99% certain they would make money - from the very beginning!*
- ✓ *How to dramatically improve my website results by building a massive database of prospects*
- ✓ *How to find **HOT MARKETS** before I'd even created a product*
- ✓ *How to **AUTOMATE 90%** of my internet business so that it ran on virtual auto-pilot (yes, it's true, the internet can take over most of the tasks of employees – except without the hassle of managing people!)*
- ✓ *How to **TAKE MULTIPLE PRE-PAID ORDERS** over the internet – while I slept!*

- ✓ *How to maintain a massive inventory **WITHOUT** having to hold any stock*
- ✓ *How to sell and ship information products **WITHOUT** having to duplicate, handle or post them myself*

**OK, \*\*\*\*\*, so you've cracked the formula for producing and selling high-profit information products. But what's in it for me?**

**Here is my proposition...**

**I'm looking for a strictly limited number of independent licensed distributors to join my exclusive reseller network.**

By marketing and selling my pre-researched, ready-made high quality licensed information products you are able generate instant profits without any development or input on your part whatsoever. AND I'll show you exactly how it's done – right through from setting up a simple website through to building web traffic and generating sales – And you could have your first website up and running as soon as NEXT WEEK!

**I'll give you step-by-step instructions showing you how to take £15,000-£25,000 EVERY MONTH. All you need to do is follow the simple steps.**

**Welcome to the information marketing business**

*"In the past couple of months I've done so well it puts shivers up and down my spine."*

*- Mark, Birmingham*

**There is a HUNGRY CROWD out there looking for information. Your job as an information marketer is to find that HUNGRY CROWD, find out what they are looking for and give it to them!**



**People WANT and NEED information – always have and always will.** And there's no limit to the scope and nature of the information you can market.

**But the fact is you don't have to have your own products to run a successful online information marketing business. Nor do you have to do your own research or be an expert on the subject matter of what you are selling!**

**In fact, you DON'T have to handle the products yourself, keep any stock or even duplicate or post them.**

### **Tapping in to people's passions**

Do you have a passion? Perhaps you love golf? Yoga? Keeping fit? Martial arts? Growing roses? Photography? Motorcycling? Painting? The list could go on...and on...

The fact is most people have at least one passion. And, most importantly, in order to feed that passion they're prepared to spend money finding out more about it. **And, in many cases, a lot of money!**

But if someone wants information, can't they just go out and buy a book on the subject? Yes, in theory, they can. But it all comes down to perceived value. Quality online information products are generally regarded to have a far higher value than conventional off-line products. And the fact is many people in our information age prefer the convenience and spontaneity of learning by other media.

### **But there's a big IF!**

People are only prepared to spend money on information **IF** they find exactly what they're looking for, **AND** they can't readily find it elsewhere for less, **AND** that information is of a sufficiently high quality to fulfil their needs.

Over the years, I've formulated a cast-iron strategy for researching and producing information products that **I KNOW** people will want to buy, even **BEFORE** I've developed them.

**I believe I have the most comprehensive inventory of high-quality information products to be found anywhere in the UK.**

**These products aren't just dreamed up on a whim. These are high quality information products which are based on the EXACT AREAS OF INTEREST THAT REAL PEOPLE ARE SEARCHING FOR on the search engines around the world 24/7/365!**

High-demand niche products such as:

- ✓ Beauty tips
- ✓ Health
- ✓ Fitness
- ✓ Lifestyle
- ✓ Golf
- ✓ Martial arts
- ✓ Self-improvement, and many more ...

There's a market out there that's hungry for the right information – IF you know how to tap into it. (For example, did you know that, on average, there are around 700,000 ONLINE SEARCHES ON THE TERM 'GOLF' EVERY DAY of the year – and that's just one popular niche!)

Running your own information marketing business can snowball into **a SERIOUS long-term proposition that GROWS and GROWS**, simply by duplicating a few simple, tried and tested processes over and over again. People have made fortunes online **SELLING ANY NUMBER OF HIGH-DEMAND PRODUCTS using multiple low-cost websites.**

**N.B. \*\*\*\*\* LICENCES ARE STRICTLY LIMITED AND will SELL FAST. It's strictly first come, first served. When they've gone, that's it! Sorry.**

*Why is this?*

*This isn't marketing hype. As with any retail product, a certain amount of competition is healthy. But I've no intention of flooding the market to the detriment of my valued licence holders. (I want you to keep coming back for more!) For this reason I strictly limit the number of active licences I distribute to a maximum of 90.*

**REMEMBER – YOUR SUCCESS IS MY SUCCESS**

*If my distributors didn't prosper then I would have gone out of business years ago. It is in my own interest that you make money!*

*"I have replaced my yearly salary and made it my 'monthly' salary ...  
I made over £8000 last month, and I'm still only in my first year of trading ..."*

*- Jeff, West Ham*

**But before I continue...**

**...let me tell you about my life as an information marketer...**

***Are you sick and tired of working around the clock just to make someone else rich? I was!***

**My typical day:**

I roll out of bed when the mood takes me – 8am? 9? 10? After a leisurely breakfast, I amble to my workspace across the landing and check my email. I won't be remotely surprised to discover that while I've been sleeping I've received pre-paid product orders to the value of hundreds of pounds. It's the same every day, 24/7. OK, in the early days it can be less, but once you get this system up and running it's very often more – a LOT more.



***The original tools of my trade - an ancient computer with internet connection (and no special skills). Impressive, hey!***

Then, apart from popping a few products into jiffy bags and taking the odd trip to the post office, the rest of my day is my own. But this isn't some kind of one-off good luck story. Ask any successful information marketer and you'll hear a similar tale.

Imagine - instead of going to work on Monday morning you make the short commute across your hall to your spare room, where you sit down and switch on your computer. Is this the perfect business, or not? Be warned, sometimes I have to pinch myself just to believe that it's happening!



Drive the car of your dreams...

And all while other people – people with 'proper' jobs - sit in traffic jams,  
trudge to work in the snow and rain, or get packed like sardines onto  
stuffy commuter trains



It's not all hard work...

*"I use as much of a "Laissez Faire" approach as I can." - Wendell, Chichester*

Now picture yourself doing this every day for the next year – less days off for holidays, when your business will continue to earn money on virtual autopilot!

Imagine a system that automates your business so you can walk away,

go on a holiday or business trip, and yet still generate money around the clock.

Imagine a business that has the potential to earn you as much money as a doctor or a lawyer (with a fraction of the stress). Well, that's exactly the life I lead. And you can too, simply by implementing a few easy and repeatable steps with my \*\*\*\*\*

\*\*\*\*\* Business Building System.



**Buy your dream home...**

Whether you're an overworked wage slave (as I once was!) or an entrepreneur trapped in the limitations of your own business, my \*\*\*\*\* Business Building System is the blueprint for a new life.

Forget about retiring some time in a distant and imaginary future - when in all likelihood you' be either too old or infirm to appreciate the fruits of your labour.

I now take as many holidays as I like (5 last year alone!), because while I'm relaxing by the pool I continue to make money. I can run my business from anywhere on the planet, so why shouldn't I catch some sun when I feel like it?

How can I afford to take so many holidays? Well I told you the money was good! (I paid off my debts long ago) No wonder I feel like I'm on a permanent holiday.

**All you need is a computer and an internet connection and you're in business.**

Whether your dream is escaping the rat race, high-end world travel, a monthly five-figure income with zero management, or just living more and working less...

**Information Gold is an open-ended revenue stream that enables you to run multiple businesses on auto-pilot from just about any location in the world – NOW!**



Run your business from anywhere in the world. Enjoy life while you earn automated income

*"Over the last three weeks we've made 31 high value sales ... I can't think of a better place to be." - Pam, Peterborough*

Google: Payouts - Windows Internet Explorer

https://checkout.google.com/sell/payouts

File Edit View Favorites Tools Help

RoboForm Search Logins (passcards) Setup Form Filling Save Generate

Favorites Suggested Sites Web Slice Gallery YouTube - Richardaffiliate... Getting Started Customize Links

Contact Me | Google: Payouts

wealthaccess7@googlemail.com | Purchase History | My Account | Help | Sign out

Merchant ID:

Google checkout

Orders Payments Tools Settings

Payout Summary [Learn More](#) 1 - 20 of 37 dates

Date ▼	Starting Balance	+ Purchases	+ Other Activity	- Payment	= Ending Balance
15 Oct 2009	£28.93	£3,254.82	-	£3,254.82	£0.00
13 Oct 2009	£0.00	£868.93	-	-	£868.93
12 Oct 2009	£1,814.77	£4,011.00	-	£5,825.77	£0.00
9 Oct 2009	£0.00	£1,814.77	-	-	£1,814.77
1 Oct 2009	£5,869.11	-	-	£5,869.11	£0.00
29 Sep 2009	£5,383.81	£485.30	-	-	£485.30
28 Sep 2009	£596.96	£5,383.81	-	£596.96	£5,383.81
25 Sep 2009	£0.00	£596.96	-	-	£596.96
21 Sep 2009	£339.65	£1,291.03	-	£1,630.68	£0.00
18 Sep 2009	£0.00	£339.65	-	-	£339.65
11 Sep 2009	£4,594.86	£1,296.23	-	£5,891.09	£0.00
9 Sep 2009	£1,261.90	£3,332.96	-	-	£4,594.86
7 Sep 2009	£86.79	£1,291.03	£29.13	£86.79	£1,261.90
3 Sep 2009	£0.00	£86.79	-	-	£86.79

Processing Fees (Current Month) [Fees History](#)

Base Fees (since 10/05/2009)	2.90% + £0.20
Previous Month Sales	£14,103.76

Check out the stats ↑

- ✓ **As a licensed\*\*\*\*\* \*\*\*\*\* reseller you can reach and sell directly to a NATIONAL AND WORLD-WIDE MARKET.**
- ✓ **As a licensed\*\*\*\*\* \*\*\*\*\* reseller, I GUARANTEE YOU WILL MAKE MONEY, if you market your products correctly.**

- ✓ *As a licensed\*\*\*\*\* reseller you don't have to maintain a physical work place.*
- ✓ *As a licensed\*\*\*\*\* reseller you don't have to worry about employees.*
- ✓ *As a licensed\*\*\*\*\* reseller there is no face-to-face selling.*
- ✓ *As a licensed\*\*\*\*\* reseller you can make money 24 hours a day – even when you are asleep, on the beach or watching TV. You still make money!*
- ✓ *As a licensed\*\*\*\*\* reseller your business is completely automated and can be operated from a PC or lap-top from practically anywhere in the world.*
- ✓ *As a licensed\*\*\*\*\* reseller you can sell your products and get pre-paid automatically on line.*
- ✓ *As a licensed\*\*\*\*\* reseller you can change your products or prices at the touch of a button from practically anywhere in the world.*
- ✓ *In the UK alone we are spending over £20 BILLION per year online, and the figure is growing every day. We've barely scratched the surface of this marketing phenomenon.*
- ✓ *More and more people are using the internet to shop and search for vital information every day – and when they find exactly what they're looking for they're prepared to pay for it!*
- ✓ *Your information marketing business has the potential to comfortably earn you as much, if not more, than a pilot, a doctor or a lawyer!*

## **How does it work?**

**How YOU can earn an open-ended income as an international marketer of high-demand licensed information products!**

**1/ Once a month I send you a brand new ready-to-go information product.**

**These are quality high-demand niche products THAT REAL PEOPLE ARE SEARCHING FOR on the search engines around the world 24/7/365!**

High-demand niche products such as:



- ✓ Beauty
- ✓ Health
- ✓ Fitness
- ✓ Lifestyle
- ✓ Golf
- ✓ Martial arts
- ✓ Self-improvement, and much more ...

And I'll do this month on month for 12 months, at the end of which you'll have the option to continue for a further 12 months, and so on. You can continue developing niche sites in this way indefinitely, or you can simply stop as soon as you've attained the level of income you desire. Please note also that you can cancel your monthly subscription at any time. (Although I'm confident you'll be so happy building your new business that you'll have no desire to stop in the short term!)

Each new product consists of 2 professionally developed and produced HIGH QUALITY MASTER DVD /s, artwork and full duplication and licensing rights, enabling you to duplicate and sell as many copies as you wish WORLDWIDE!

I strongly suggest you keep one of the two master copy sets secure and, if at all possible, store in a safe together with your product licence.

**Every element of each new product has been considered down to the finest detail.**

Each DVD has been professionally written, developed and filmed by specialists and professionals in their field, and is of the highest possible quality. Everything has been taken care of for you including title, cover design, labelling, packaging and graphics.

You also have the right to change rename any element of the artwork. For instance, you might wish to rebrand a product with your own title and contact details.

**2/ When you receive a new niche product you put up a simple low-cost website to promote it. NB: You will receive full instructions on how to do this with your welcome pack, together with details of exactly where to find inexpensive help if you need it.**

It's possible to have your first website up and running within 24 hours of receiving your first ready-to-go information product!

**3/ Each month you add a new website to your business, each one promoting a different on-demand niche product, and with the potential to be making you money around the clock - all running on auto-pilot, and all targeted at different high-profit niches! Are you beginning to see how it works?**

The beauty of this system is that it's **OPEN-ENDED**, because there really is no limit to the number of automated sales websites you can have running at any one time.



**I personally know of one multi-millionaire information marketer who has in excess of 200 niche sites running simultaneously!**

### **Recession-proof your business with multiple income streams**

The beauty of running a business with multiple streams of income is that if one product isn't selling as well as anticipated in any particular month, the shortfall in your bank balance is replaced by income from your other products.

For example, you might have sold 6 golf tuition DVDs in a month, but in the same month you will have sold, say, 30 self defence DVDs AND 25 life coaching DVDs. The more 'irons' you have in the fire the more likely you are to win.

## **How much profit can you make?**

**The profit MARK-UP on these products IS MASSIVE. You can sell your DVDs for whatever price you want. Typically each product will sell for £59- £170.**

DVDs cost on average less than £1 each to have copied and professionally packaged.

So, allowing for postage, the cost of sending a 3-disk DVD set is less than £5.00 per set.

**This gives you a net profit of between £54 to £165 per set!**

**Now it's not unusual for information marketers to sell many hundreds (or even thousands) of a single niche product every year. Nor is it unusual to make £20,000+ profit a year from just one product.**

Now multiply this by 12 – and that's just at the end of your first year! But where could you be in 5 years' time? I won't patronise you by telling you just how potentially lucrative business this can be. You do the math!!

I can't, however, make promises about the exact amount of money you'll make, because earnings can differ for any number of reasons. And it would be misleading to suggest that it's going to happen overnight. As with any new business, it takes time and effort in the early days before you see the true fruits of your labour. But suffice to say **people can and do make eye-watering amounts of money in this business – often very quickly. And my own lifestyle is testament to this.**

## Duplicating DVDs

Just in case it's crossed your mind - don't worry, **you DON'T have to copy the DVD's yourself. Nor do you have to package them, or even personally ship them.**

All you need to do is hand over one of the master disks to a duplication and fulfilment house and they'll do the rest. Virtually **ALL** of my customers use fulfilment houses to do **EVERYTHING** for them.

**You will receive full details of where to find a reputable fulfilment house and how to use them with your welcome pack.**



Your fulfilment house will do **EVERYTHING FOR YOU**, including printing a fully personalised mailing letter for every customer. Envelopes are franked and the entire mailing is delivered to the Royal Mail.

When you receive an order on your web site, the money is paid directly into your account. Then you simply send an email to the fulfilment house and they dispatch the product / s on your behalf for a small processing fee per product. **AND YOU HAVEN'T SO MUCH AS LIFTED A FINGER!**

**This is what makes this business so amazing. You are getting other people to do all the work for you, whilst still making a massive profit.** That's why it's so easy to operate your entire business from virtually any location from in the world – all you need is a laptop and an internet connection.

**PLEASE NOTE:** It's also possible to **market your products offline**. Many information marketers purchase reputable niche mailing lists and send direct mailers to prospects to drive traffic to their websites or enable them to order by post!



Walk away from the 9 to 5 routine

*"I made £7,000 in my third month... It's changed the way I do business. If I can do it, oh Man! ... Anyone can do this." - Joern, Stornoway*

“OK, \*\*\*\*\*, this is sounding good. So what’s the bottom line?”

\*\*\*\*\* is priced at just **£197+ vat per month**, which includes postage & packing. There is NO additional investment, NO one-off licence fee and NO hidden extras.



[Click here to CLAIM your own \\*\\*\\*\\*\\* reseller licence now](#)

[link to payment page]

**Unique, time-limited offer: 30-DAY FREE TRIAL– PAY NOTHING FOR 30 DAYS while you inspect your products for free! Decide in your own time and with ZERO risk. AND NO LICENCE FEE!)**

**Please pay nothing today. Inspect\*\*\*\*\* \*\*\*\*\* for 30 days entirely free of charge before deciding whether or not you want to become a licensed distributor.**

\*\*\*\*\* is the product of countless hours of work and years of research and experimentation, all distilled and unified into a tried and tested business blueprint.

But the last thing I'm here to do is sell you something you don't feel is right for you – because it benefits no one, least of all me.

If within 30 days you decide *not* to proceed, simply cancel your subscription. Your credit card or bank account will NOT be debited. You will have paid nothing except a nominal £4.95 to cover my postage and packing costs. This is how confident I am in my products.

If you decide to continue with your distributorship after 30 days, you will be charged £197+ VAT, and then the same sum every month thereafter. Please note that you can cancel this arrangement at any time without penalty.

**What's included with my monthly reseller licence fee?**

✓ I supply you with a brand new tried and tested, high-profit licensed information product to market every month

✓ I supply you with an official\*\*\*\*\*  
\*\*\*\*\* international reseller licence –  
this is your unique Registered  
Certificate of Resale Rights



✓ AND I supply you with all the  
information you'll ever need to set up  
your successful cash-generating  
business – step by step!



**Here's what you get:**

**marketing business**

- ✓ ***A continuous month-on-month supply of high-demand, high-profit information products that are proven to sell in vast quantities***
- ✓ ***The TRUTH about starting up a SUCCESSFUL information***

- ✓ ***How to send a continuous stream of people to your websites***
- ✓ ***How to get people to buy from you and how to keep them coming back again and again***
- ✓ ***How to keep it simple. The simple ideas that are often the most powerful money pullers. Why it's vital not to complicate things***
- ✓ ***How to generate credibility online***
- ✓ ***How to find the right market for your product***
- ✓ ***How to motivate your customers***
- ✓ ***How to make lifetime customers with up-selling and cross-selling***
- ✓ ***How to set up instant websites that will direct money into your bank account day and night***
- ✓ ***How to find a web development and hosting company you can work with. (You don't even have to develop your own websites if you don't want to! You can simply duplicate the tried and tested format of other successful information marketers!)***
- ✓ ***A tool kit for wealth and success – that will last a lifetime!***

**You get ALL of this for just £197+ vat per month, which includes postage & packing. There are no hidden extras.**

[Click here to CLAIM your own\\*\\*\\*\\*\\* reseller licence now](#)

[link to payment page]

**Stop now and think for a moment...**

**How much would it cost you to produce just one of these niche DVD information products independently? And that's presuming you had the time, budget and expertise to do it.**

**The answer is tens of thousands of pounds!**

**On top of this it can take 2 years or more to research, test, refine and produce each information product.**

The traditional wholesale model for licensed information products is for the retail distributor to purchase a full inventory for a one-off licence fee. This can range from anywhere between £5,000 and £20,000 depending on the nature of the product. Retailers are very happy to pay such fees for a full range of quality products, because they know they can make a VAST and open-ended return on their investment.

But there's one problem with this model. It rules out those enterprising entrepreneurs who would like to become involved in the business from the 'ground up', but do not have the necessary capital to make a large one-off, up-front investment.

For this reason, for a limited time only, I've adapted my wholesale model to a 'pay-monthly' scheme.

This means that for the first time...

## What used to be an exclusive millionaires' 'club' is now open to the small start-up entrepreneur!

**N.B. \*\*\*\*\* LICENCES ARE STRICTLY LIMITED AND will SELL FAST. It's strictly first come, first served. When they've gone, that's it! Sorry.**

*Why is this?*

*This isn't marketing hype. As with any retail product, a certain amount of competition is healthy. But I've no intention of flooding the market to the detriment of my valued licence holders. (I want you to keep coming back for more!) For this reason I strictly limit the number of active licences I distribute to a maximum of 90.*

\*\*\*\*\*

### No Risk 30 Day Trial

**YES! Please send me my first\*\*\*\*\* LICENSED NICHE PRODUCT and INFORMATION PACK. Please make sure I'm one of the lucky people who secure a priority distribution licence.**

**I understand that I will pay nothing for 30 days.**

**If I decide to cancel, I simply inform you by email and return the product within 30 days, I will have paid NOTHING except for a nominal sum of £4.95 to cover package and postage.**

**Once my order is authorised, you will process it promptly and dispatch my INTERNATIONAL LICENCE, INFORMATION PACK AND FIRST MONTH'S PRODUCT immediately.**



I understand that I CAN CANCEL MY LICENCE SUBSCRIPTION AT ANY TIME by giving one month's notice. If I choose to cancel, I will not be liable for any further payments.

I understand that neither you nor anyone else has made any income promises, as my success is dependent on my own efforts and that of my business.

Click below to secure your\*\*\*\*\* \*\*\*\*\* **DISTRIBUTOR LICENCE** IMMEDIATELY.

Soon you can earn a secure regular income and live life on your terms. But to guarantee availability of your licence it is essential to take advantage of this time-sensitive offer TODAY.

**N.B.** \*\*\*\*\* \*\*\*\*\* **LICENCES ARE STRICTLY LIMITED AND will SELL FAST.** It's *strictly first come, first served. When they've gone, that's it! Sorry.*

For Fast, Immediate and Secure Online Orders **CLICK BELOW** to access our Secure Transaction Page:



[add shopping cart here]

**I understand that my credit card or bank account will not be debited for 30 days, during which time I have the right to cancel.**

**Only £197.00+VAT per month**

**BECOME A LICENSED\*\*\*\*\* \*\*\*\*\* DISTRIBUTOR AND YOU'LL ALSO RECEIVE MY**

## ***Essential Guide to Information Marketing***

# ***All you'll ever need to know about setting-up and building a successful 6-figure information marketing business***

Yes, that's right, included in the price of your licence fee is my 23,000 word information marketer's 'bible' (**WHOLESALE VALUE £197**) which contains detailed step-by-step guidance on:

- ✓ How to quickly and easily set up 'instant' multiple low-cost websites
- ✓ how to drive traffic to your websites
- ✓ How to build profit-generating opt-in e-mailing lists
- ✓ How to write great copy for your websites and mailers
- ✓ How to BLOG to increase sales
- ✓ And much more...

SO NOT ONLY WILL I BE SUPPLYING YOU WITH A COMPLETE INVENTORY OF NEW HIGH-VALUE NICHE INFORMATION PRODUCTS, I'LL ALSO BE SHOWING YOU STEP-BY-STEP EXACTLY HOW TO SELL THEM!

**Imagine ... your own six-figure annual income – and all with NO customers to meet, and NO face to face selling!**

Think about it: what could you do with £15,000 or even £25,000+ a month? (Yes, it's realistic!) Who do you know that wouldn't LOVE this sort of income for doing so little work?

[Click here to CLAIM your own\\*\\*\\*\\*\\* reseller licence now](#)

[link to payment page]

To be sure of getting your free copy of my *Essential Guide to Information Marketing* it is essential that you take action now – and if you move *really* fast I'm going to give you a second valuable gift...

**FREE Bonus...FREE Bonus...FREE Bonus...FREE Bonus**  
**PLUS a very special bonus gift**

Become an\*\*\*\*\* **licensee** today and I'll send you a **second very special Bonus Gift.**

## Online Strategies for Information Marketers

This 4,000 word cutting edge report is **PACKED** with invaluable information and proven online marketing strategies which can drive a **FLOOD OF TARGETED TRAFFIC TO YOUR WEBSITE**.

**Online Strategies for Information Marketers** is my guide to some of the most successful marketing strategies on the internet – strategies I use myself on a day by day basis.

Harness the power of emails, blogs, special reports, video clips, e-cards, interactive games, e-books, software, images, jokes, text messages and, ultimately, word of mouth 'buzz'. And the beauty of these marketing strategies is that they are virtually free to implement!

**Information Gold** is designed to get you to a point where your online business generates at least £180,000 a year in net income-and get you there within 12 to 24 months of opening the box, going through the information in my Essential Guide to Information Marketing, and putting the system into action.

My guide contains everything you need to know to start and run a successful spare-time online business that generates a full-time income.

[Click here to CLAIM your own \\*\\*\\*\\*\\* reseller licence now](#)

[link to payment page]

**REMEMBER...**

**You Are Protected By My  
Unique 30 Day 'Pay Nothing'  
Guarantee!**

If within 30 days of receiving your products you decide not to proceed, simply cancel your subscription and return the products. Your credit card or bank account will NOT be debited.

**Just return \*\*\*\*\* within 30 Days from delivery and YOU PAY NOTHING (besides £4.95 p&p). And you still get to keep your FREE GIFTS!**

If you decide to continue with your distributorship after 30 days, you will be charged £197+ VAT, and then the same sum every month thereafter. Please note that you can cancel this arrangement at any time without penalty.

So your worst case scenario is that  
you get to keep your free gifts and you walk away from the experience with every single penny in your pocket (less £4.95 p&p) ...  
OR ... you agree that this has simply been a brilliant investment.

*I hope this demonstrates how confident I am in the quality of this product.*

**NB: *Online Strategies for Information Marketers* IS YOURS TO KEEP AT NO EXTRA CHARGE, EVEN IF YOU DECIDE TO **CANCEL** \*\*\*\*\* AND PAY NOTHING.**

FREE Bonus...FREE Bonus...FREE Bonus...FREE Bonus  
**PLUS a very special additional bonus gift**

## ***The Non-Technical Guide to Building Quick and Easy Websites***

This is my step-by-step non-technical guide to developing quick and easy 'instant' websites. As an information marketer, your website is your shop window onto the world. This guide shows you how to get it right from the word go - fast!

**NB: *The Non-Technical Guide to Building Quick and Easy Websites* IS YOURS TO KEEP AT NO EXTRA CHARGE, EVEN IF YOU DECIDE TO **CANCEL** \*\*\*\*\* AND PAY NOTHING.**

***So let's just recap what you get with \*\*\*\*\*:***

- ✓ **A full 30 days PAY-NOTHING Free Trial!**
- ✓ **A unique Registered Certificate of Resale Rights**
- ✓ **A master copy of each information product**
- ✓ **A further master copy of the product with the design and graphics ready printed to use as an example for your customers**
- ✓ **A very easy and non-technical comprehensive guide which shows you step-by-step how to sell your information products**
- ✓ **A CD-ROM with the artwork of the DVD Cover\DVD disk and a complimentary insert**
- ✓ **my FREE guide to some of the most successful marketing strategies on the internet: *Online Strategies for Information Marketers***
- ✓ **My FREE step-by-step non-technical guide to developing quick and easy 'instant' websites: *The Non-Technical Guide to Building Quick and Easy Websites***

[Click here to CLAIM your own\\*\\*\\*\\*\\* \\*\\*\\*\\*\\* reseller licence now](#)

[link to payment page]

#### **Order by Post:**

If you prefer to pay by Cheque or Postal Order, [CLICK HERE](#) to access a printable order form, which you can then



post to us at the address shown on the form.

*“With open-ended income and ultra-low overheads, the internet is the way forward for entrepreneurs. Don’t get left behind!”*

***Thanks for reading, and sincerely all the best with your new life-changing business venture...***

[Insert signature]

***G\*\*\*\*\* L\*\*\*\*\****

***P.S.***

*Please note that as an\*\*\*\*\* licensee you are an OFFICIAL DISTRIBUTOR of these premier recordings. Expect a legal, top quality, high definition product – OR YOU PAY NOTHING!) I've designed my 30-DAY FREE trial offer for the 99% of people who are honest, but naturally sceptical - not the 1% who'll take advantage. I hope you'll agree that you won't find a fairer offer.*

***P.P.S.***

If you don't take action now while it is fresh in your mind, then -  
when will you?

FACT: fewer than 50% of homes in the UK are equipped with broadband internet – we've only scraped the surface of the information marketing phenomenon. Over the next few years this is set to multiply like a virus. There's never been a better time to get started and begin building a secure income for you and your loved ones.

\*\*\*\*\* Ltd.

\*\*\*\*\*

\*\*\*\*\*

United Kingdom, \*\*\* \*\*

Registered in United Kingdom No. \*\*\*\*\*

VAT No. \*\*\* \*\*\*\* \*\* Directors: \*\*\*\*\*

info@\*\*\*\*\*informationlicencesltd.co.uk

© 2008 by \*\*\*\*\* Ltd. All Rights Reserved.

*Earnings Disclaimer*

*Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own cheque in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our products, ideas and techniques. We do not claim this as a "get rich" scheme.*

---

[Letter #19: a long-copy web-based sales letter for an information marketer]

**[HOME]**

AUTHOR BIO – THE GREAT DEBT CONSPIRACY – ABOUT THE E-PROGRAM –  
CONTACT – TESTIMONIALS – NEWSLETTER

**SPEND WISELY. DON'T WORRY. BE HAPPY**

## **The Debt-Free State of Mind – e-programs for a better life**

A website and online letter offering free knowledge and impartial advice to people who want to become happily debt-free and regain control of their lives.

### **LATEST RESOURCES**

[The Seven Killer Costly Mistakes People in Debt Make...and How YOU Can Avoid Them - free download](#)

[Money saving tips of the pros – free download](#)

[How not to get scammed at the car dealership – free download](#)

[Peace of Mind - debt tips free monthly newsletter](#)

**NEWS** [Add active date field: e.g. 22.02.2010]

*I'm proud and excited to announce the publication of my new e-program. It shows you in step-by-step detail how to get out of debt, how to stay out of debt, and how to become happier and more productive by simplifying your lifestyle and developing a totally new approach to the way you think about money.*

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

### **What will my new e-program teach you?**

An ordinary American worker earns around \$1.5 million over the course of a lifetime – many of us will earn a lot more. Where does all this money go? You're about to find out.

For some time now readers have been asking me whether they can find all the information I teach in one place and organised into a single book. Sadly, the answer was no ... until now.

It's been a labour of love, but finally the brand new edition of my e-program is up and ready. I call it \*\*\*\*\*. It takes all the essential information I share in my popular monthly newsletters and downloads and presents it in one practical, easy-to-follow, life-transforming program. That's the heart of it. But there's a whole lot more, which I'll tell you about in a moment.



**But first, an important note from the author:**

My new e-program is the product of countless hours of work and years of research and experimentation, all distilled and unified into a tried and tested blueprint for living a balanced, independent and debt-free life. I show you exactly how I took control of my money with proven techniques and strategies which have helped me become more productive and less stressed, while allowing me to fulfil my dreams in ways I never would have imagined possible just a few short years ago.

But if you don't feel ready to invest in an e-program, or if you think it isn't for you, I understand completely. The last thing I'm here to do is sell you something you don't want. Either way, you'll still be able to visit this site any time you like and take advantage of a wealth of thoroughly researched and updated information, and it won't cost you a dime. So welcome.

You might also like to read my highly popular free online letter. Published once a month, it's packed with tips and vital information for people who want to get out of debt, manage their money more effectively and take control of their lives, including breaking news of changes in the law, welfare entitlements, housing, how to deal with aggressive creditors and debt collectors and much more. [Subscribe to the Peace of Mind newsletter here.](#)

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

[Or to find out more about my new e-program, click here.](#) [Link to About the E-program]

---

**[ABOUT THE E-PROGRAM]**

\*\*\*\*\* – written by\*\*\*\*\*

**A blueprint for a richer, wiser and more fulfilling life**

**Free yourself from the conspiracy that your creditors have designed to KEEP YOU IN DEBT.**

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

**Are you in debt? Is your debt spinning out of control?**

**DO NOT PAY FOR ADVICE**

**DO NOT PAY FOR DEBT MANAGEMENT**

**AGREE TO NOTHING. PAY NOTHING**

**READ THIS FIRST...**

If you find yourself in debt, the last thing you need is to be misled by the legion of unscrupulous 'experts' in the debt industry who claim to work in your best interest. With the exception of government approved not-for-profit organisations, they all have one thing in common – they're cashing in on your misfortune by selling you services that in most cases you do not need and in many cases are downright immoral.

Please understand that I am not selling or promoting debt management programmes or any other form of commercial debt product whatsoever.

My e-program is not some kind of front-end product designed to sell you something else. Nor is it 'part one' of a series sold as a sweetener to entice you to spend more money in the future.

In fact, you can download my complete e-program now, pay nothing and keep it for 21 days before you decide whether or not you want to buy.

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

There are no catches. Suffice to say, and strange as it may seem in today's world, I want to help you. Why? Because I've been there and I know how it feels.

The information featured on this website site is offered entirely free of charge. Yes, I do sell products. And if you are serious about eliminating debt and liberating yourself to enjoy life to the full, I would be happy if you invested in my e-program.

If you decide to go ahead, you will be asked to pay no money in advance other than a one-off processing fee of \$4.95 to cover my costs. My e-program is yours to keep in its entirety for 21 days before you decide whether or not to buy. And even if, for any reason whatsoever, you decide not to buy, you keep the e-program anyway. Does it get any fairer than that?

### **Why do I do this? Won't people rip me off?**

I have 100% confidence in my product. I know it works. And no, people don't rip me off, because trust is a two-way affair. The vast majority of ordinary people are decent and honest by nature. If they feel they are trusted, they will return that trust. End of story. Sure, I may get the very occasional person who wants to take advantage of my trust, but frankly I feel sorry for them.

**If you don't feel ready to invest in an e-program, or if you think it isn't for you, I understand completely.** That's why I make it as easy as possible for you to make up your mind before deciding to buy.

The last thing I want is for you to feel pressurised into buying a product you don't want or feel you can't afford. That would only add to your problems. Yes, I make a modest amount of money from selling my e-courses. But frankly, if it's a toss-up between taking your hard-earned \$39.95 and me sleeping well at night with a clear conscience, I'll go with the last.

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

### **Reverse the debt cycle and lead a happier, healthier, stress-free life.**

#### **Here's an overview of what you will learn:**

- If you've ever dreamt of becoming a millionaire, I've got news for you. You're already a millionaire! An ordinary American worker earns around \$1.5 million dollars over the course of a lifetime – many of us will earn a lot more. Where does it all go? You're about to find out.

- A quick and easy formula for finding out exactly how much your debt is REALLY costing you.
- How to get your creditors to stop harassing you and start working WITH you.
- A system so powerfully effective for eliminating debt that it's almost automatic
- The worst kinds of debt that you totally MUST avoid, and how to get out of it.
- Why "consolidating" your debt could be a financial death trap, and what to do about it.
- What you must NEVER tell your creditors about your finances. And what you SHOULD tell them.
- How to ensure that you are getting the right help from the government that you deserve.
- How you can break free forever of the powerful conspiracy that large companies and your creditors have designed to KEEP YOU IN DEBT.
- How to pay your home mortgage off easily in a few short years versus the normal thirty.
- A powerful system that with each month your money will stretch farther to eliminate your debt faster.
- How to easily operate on 100% cash so you don't have to run up your credit cards ever again.
- How to legally and formally settle your debt FOR SIGNIFICANTLY LESS than what you owe!
- An Easy Monthly Budget Planner Spreadsheet

Take control of budgeting and keep track of your family finances with my specially designed Easy Monthly Budget Planner Spreadsheet. Instead of agonizing over a blank spreadsheet, this one's ready to use from day one. Just plug in the numbers and you're done.

### **The truth will set you free**

The system taught in my e-program will teach you step-by-step how to get out of debt completely. This includes paying off ALL your debts, including car payments, loans, mortgage, credit cards, utility bills, and any other bills you might have in arrears. There is a proven way to accomplish all of this and to start building financial stability and abundance for yourself — and all on the same amount of money you're currently making.

Cut through the trash and get to the critical truths that big businesses and your creditors would like to keep hidden from you. There has never been a better time to reclaim your independence by taking the steps to free yourself from enslavement to debt and misery, and to learn what is really going to make a difference in your life.

### **How to Easily and Quickly Free Yourself from Debt FOREVER!**

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy](#)

---

### **[ORDER PAGE]**

#### **ORDER**

### **How to Easily and Quickly Free Yourself from Debt FOREVER!**

**Begin building a secure financial future for you and your family today.**

***Ultimate Debt Secrets Revealed* - written by\*\*\*\*\* \*\*\*\*\***

**My system worked for me. And it will work for you. If not, you don't pay me a penny beyond a \$4.95 processing fee.**

But don't pay now...

Try my e-program first. Begin to see how it changes your life for the better, and THEN decide.

I know you may still be wondering if my system will work for you. That's why I want you to try it first and make up your mind later.

\*\*\*\*\*

I've put together a simple and transparent 21-day trial-program for you. Here's how it works...

1. Instantly download the \*\*\*\*\* today with this risk-free offer.
2. Pay nothing today, except for a nominal \$4.95 processing fee.
3. Start building financial stability and abundance for yourself by beginning to apply the principles contained in my e-program — on the same amount of money you're currently making! And it does not matter how much debt you have. Experience how much better you feel about your debt situation as you begin to take back control of your life. Then, and only then, decide whether you want to keep my e-program.
4. As long as you don't decide to cancel within 21 days, the remaining \$35.00 investment in your future (the initial \$4.95 processing fee is applied towards the normal \$39.95 price) will be billed to you at 21 days from today. You will NEVER be billed again after this remaining \$35. Of course, if you decide to cancel, it's as simple as emailing us any time within the 21-day trial period. It's that easy!

On top of that, my 90-day Money-Back Guarantee still covers you if you decide at any time that my e-program is not working for you - although I have no doubts the program WILL work for you if you apply the principles.

[Read the testimonials.](#) [\[Link to testimonials\]](#)

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

OR

[Click here if you would prefer to pay in full today](#)

---

## **[THE GREAT DEBT CONSPIRACY]**

### **THE GREAT DEBT CONSPIRACY**

#### **What the banks won't tell you and what the 'experts' don't want you to know.**

We are in the midst of an epidemic of debt. Every day, it holds many ordinary, decent, hard working people in its icy grip, starving them of hope and draining them of energy. The crisis we're in today took more than a decade to develop. Everybody knew it was coming, including governments and regulators, but a small, powerful and immensely wealthy minority of people were having it so good that the truth was conveniently ignored – until it was too late.

The recent financial meltdown and last-minute bailout by the banks should have been a wake-up call – a perfect opportunity for governments to tighten regulation and clean up the system once and for all.

But not a bit of it! Barely had the dust settled on the bailout then the bankers were up to their old tricks of awarding themselves obscene bonuses for meeting 'targets' based on how much of OUR money they had been successful in lending to US, simply by taking advantage of the trillions of dollars of silly money that the government has been pumping into the economy just to keep it afloat.

And so the relentless the boom-bust cycle continues...

This a practical guide. I won't dwell on the underlying social and political reasons for the present debt epidemic. Neither will I remind you that debt can be humiliating and bad for your health. Nor will I bore you with statistics or any other kind of padding. You've read all about it in the papers. You've seen it on TV. We all know those friendly faces in the credit card ads aren't for real. We all know that most of us live beyond our means.

#### **And can we be blamed?**

After decades of being bombarded with opportunities to take out seemingly open-ended credit, even the most cautious among us have been tempted to overstretch ourselves.

And it's then that we encounter the dark underbelly of the international banking system: a well-oiled mechanism of intimidation that kicks into gear the moment you hit hard times. Welcome to the debt collection industry.

Most people who've never experienced debt problems are unaware that this 'industry' even exists. And the most disturbing fact is that behind it all are the high street banks, the very same benign institutions that bombard us with happy jingles and promises of life-long security.

**There's a conspiracy that's working secretly to suck your money away like a vacuum. This is how it works:**

Merchants, the advertising industry, the media, and credit companies are the central players in a large web that wants to suck money from you every day. Merchants make things for advertising agencies to sell. The credit industry lends us money to buy those things and then the media bombards us constantly to convince us that we need what the merchants are selling.

**Blatant manipulation, all day, every day!**

None of these industries are inherently "evil." In fact, you or somebody you know may work in these industries, and the truth is that capitalism can't function without the basic actions of buying and selling. However, it's crucial to see the truth: All of these industries have just one purpose — to get consumers to buy more and more and more. Even if we don't need anything, it's all about getting us to consume.

**There comes a time for all of us when we have to take a stand and say enough is enough.**

For all the inadequacies of the system, at the end of the day we need to take responsibility for our own behaviour, not least because it helps rid us of the negative emotion attached to unmanageable debt.

It frees us to concentrate on practical steps to get out of the mess we've created, and hopefully learn something in the process. The one saving grace about debt is that, though painful, it can ultimately leave us as more resourceful (and altogether more humble) human beings. It's certainly not all bad.

It's time to tackle the Great Debt Conspiracy head on.

I can guarantee you will be amazed by what YOU are going to learn with my e-program.

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

---

### **[SQUEEZE FIELDS FOR FREE DOWNLOADS]**

**The Seven Killer Costly Mistakes People in Debt Make...and How YOU Can Avoid Them!**

**By\*\*\*\*\* \*\*\*\*\***

The current economic crisis is so huge and confusing that sometimes it feels like you have to be an economist just to understand what's going on! But don't worry! This is far from the truth. The first thing to remember is that there is a lot of hype, superstition, and misinformation out there. It's easy to get misled, and when you are in debt it can be difficult to know where to start

the process of getting out of debt. I know how miserable and frustrating it can be.

I was once right where you are right now and thank God that I got some good solid advice, combined with some research and trial and error, that helped me learn what mistakes not to make. And now I want to share that crucial information with you so that you can save yourself time, money, and a lot of stress and frustration!

So don't worry! You won't have to make the same mistakes that literally millions of other people are making. And if you already have made those mistakes, you will find out how to quickly repair and fix the situation!

So let's get to killer mistake #1.....

### **Continued**

To download this free resource in its entirety, please register your details below.

[Add sign-up field]

You will also get FREE access to my highly popular 'Peace of Mind' newsletter.

You can unsubscribe whenever you want, and you have my assurance that I will never share your email details with anyone else.

---

### **"Money Saving Tips of the Pros..."**

**Compiled and Edited by\*\*\*\*\* \*\*\*\*\***

We all remember our grandparents with fondness, so I guess that I am no different! Our grandparents tend to teach us very important things that often we don't understand the importance of until we grow up! My father's father was one of the wisest men I ever knew! His story is one that I tell with pride. He grew up during the Great Depression, had to wait in the breadlines with his own father, and had only one good pair of clothes to wear to school, and left home at fifteen to make his fortune in the world. He started his own landscaping business and grew to be one of the most respected businessmen in the region. And he was a man of great thrift! He knew how to make a dollar stretch and how to find the BEST deals! I suppose that during this current economic climate, and really for any time period, knowing how to save money and how to find the best deal, the art of "thrifty living", are very good skills no matter what...

### **Continued**

To download this free resource in its entirety, please register your details below.

[Add sign-up field]

You will also get FREE access to my highly popular 'Peace of Mind' newsletter.

You can unsubscribe whenever you want, and you have my assurance that I will never share your email details with anyone else.

## Never Be Scammed At the Car Dealership Again!"

By\*\*\*\*\* \*\*\*\*\*

The experience of buying a new or used car can be both a nervous and exciting time, or even very stressful! However, one has to be careful and proceed with caution. The sad but very real truth is that in today's world almost whenever you have money to spend, there will be conmen and hustlers waiting to have you part with your hard earned cash on something inferior or even worthless. And of course this applies to buying a car.

There have been countless horror stories that I have encountered over the years from people who have been scammed out of thousands of dollars, sold faulty cars, and signed contracts that hit them with horribly high interest rates on their auto loans. The list goes on and on...

### Continued

To download this free resource in its entirety, please register your details below.

[Add sign-up field]

You will also get FREE access to my highly popular 'Peace of Mind' newsletter.

You can unsubscribe whenever you want, and you have my assurance that I will never share your email details with anyone else.

---

### [NEWSLETTER SIGN-UP]

To receive my highly popular 'Peace of Mind' monthly newsletter, please register your details below.

[Add sign-up field]

You can unsubscribe whenever you want, and you have my assurance that I will never share your email details with anyone else.

---

### [AUTHOR BIO]

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

About \*\*\*\*\* \*\*\*\*\*

The knowledge I teach has been around since the dawn of economics. The trouble is that most of us have forgotten that it ever existed. I just happened to be lucky enough to be in the right place at the right time to rediscover it. And it enabled me to take back control of my life. Am I some kind of financial whiz kid? Definitely not! I'm just an ordinary guy who got out of debt – totally and finally. And if my system worked for me, it can definitely work for you.

**So how did I get to where I am now?**



When I finished college in the United States, I was on top of the world. I was full of youthful energy, optimistic and ready to take on the invincible, conquer the world and make my mark.

I promptly moved to London to pursue my dream of working in the European film industry where I managed, through a friend and great luck, to wiggle my way into an internship with a London-based Hollywood producer. It was an amazing time. I had a decent salary and was single and relatively carefree. I lived in a small apartment in a nice part of London, went out with my friends to trendy clubs and restaurants, and got to meet famous actors and actresses, all the while learning how to be a film producer.

### **But there was a sting in the tail...**

My spending soon started to cost me more than monthly income, but with credit as an option, I didn't see it as much of a problem. Call it peer pressure, wanting to fit in, or just plain stupidity on my part, but I joined my young professional friends in buying the latest gadgets, splurging on big nights out on the town, and designer clothes (funded by store cards, credit cards, and bank overdrafts). I just figured that I would be able to pay it all back later!

If only I could have seen what was coming! Things suddenly started to get tight when I had to take a pay cut after a major production was canceled! My best friend and I moved in together to save money on rent and utility bills since both of us had tried to be high flyers, living alone in a VERY expensive city and were finding it too difficult to make ends meet.

Things got even WORSE when my best friend and now new roommate was injured in a freak accident and was unable to work. To top it all off, the company I was interning for decided to cut me loose as they packed up and moved their operations back to Los Angeles.

With a number of maxed-out credit cards, a pile of bills, and a friend who was unable to bring in any income (except for a meager unemployment benefit, which wasn't enough to pay her part of the rent), I was stuck! There was only so much my parents and family (God bless them) could do since I was far away from home!

My savings were quickly being eaten up, so I panicked and searched for a new job — any job I could get! Unfortunately, only low-paid and unsatisfying work was available, but I did whatever I could. It seemed that all the decent jobs had a hundred applicants or you needed to know somebody well connected in the company to even get a chance!

The money I was lucky enough to make cashiering in a liquor store, working for a moving company and even soliciting donations on the street for a charity wasn't nearly enough to cover my monthly expenses and also to take care of my roommate's share of the bills while she recovered from her injury.

I was behind on the rent, my friend was panicking, and I was rapidly losing my "cool as a cucumber" attitude. Every morning my phone rang as creditors and companies called for money. I was unable to get a new credit card or any loans because my credit score was so low due to missing so many payments.

### **Things were growing grim indeed!**

I sat down one afternoon and realized that I was deeply in debt—and that debt was making me even poorer. I could just barely make the minimum payments on my store cards and credit cards, which meant the balances on those cards were growing instead of shrinking due to the interest on my high balances. I had so many payments to make every month that the minimum payments on my debt alone ate up most of my income.

**Then one day I had a severe wake-up call.**

I bumped into an old friend and she was shocked. The happy-go-lucky person she had known had withered down to a stressed-out mess. She commented on how tired I looked with huge bags under my watery eyes and my skin breaking out. My whole personality and demeanor had changed. I slumped when I walked and talked in a low, frightful voice.

After talking to my friend, I went home, locked myself in the bathroom, and cried. I looked at myself in the mirror and couldn't believe how much I had changed!

**From then on, I KNEW I had to do something.**

I had to admit to myself then and there that my understanding and habits with money weren't on the right track. Other friends of mine were having financial difficulties as well, which made me wonder...what if everything I had assumed about money was wrong? I hadn't been taught much about money in school and had been foolishly copying the spending habits of my friends and co-workers.

**After that realization, if I wasn't working, I used every spare moment to study finance.**

I read all the books, newspaper articles, online content, and magazines I could get my hands on. I was in the finance section of the library so often that the librarian must have gotten tired of seeing me! I also prayed sincerely and honestly for guidance and for a way out of my troubles.

The picture that began to emerge was shocking. Clearly and unashamedly, I discovered that there was a concerted and powerful effort being mounted to take my money away from me—and to take everybody else's money as well! That, combined with irresponsibility and lack of knowledge on my part, was a recipe for financial disaster!

To find out what happened next, and exactly how I turned my life around, please check out my e-program, \*\*\*\*\* \*\*\*\*\* \*\*\*\*.

[Get the complete e-program here now for \\$39.95. Please pay nothing today. Keep the program for 21 days before deciding whether or not you want to buy.](#)

---

**[TESTIMONIALS]**

I was cautious at first, but your course is easy to understand, straightforward, and it gets results. I am so glad that I went ahead and got this course, because everything that I thought about money...well most of it turned out to be wrong! Short of winning the lottery, this is the best investment anybody who is in debt can make in their future!"

**Luca Veloso**

**Ellicott City, MD**

At the risk of sounding overly dramatic, the secrets that I learned in\*\*\*\*\* \*\*\*\*\*  
\*\*\*\* have literally saved my credit score, my house, and my marriage! When I fell deep into debt due to losing my job and my wife being unable to work because of a broken pelvis, I was in deep water! But when I found this course, it was like a life jacket had been thrown to me!

It opened up to me a whole new world of incredible strategies that got my finances under control, kept my creditors from harassing me, and helped me in just a few short weeks to get my finances in order! I actually have money left over at the end of the month, and my debts are getting paid back faster than I ever thought they would be! So thank you thank you thank you! This is the best investment I have made!

**Joshua Lee,**

**Las Vegas, Nevada**

I wish I would have had this course years ago! I am saving myself almost one thousand dollars every month! It's amazing because I have never seen such a comprehensive and complete system for getting rid of debt! Not even my uncle, who is an accountant, was able to help me the way this course has! Great work!

**Mariah Le Croix**

**Toronto, Canada**

I just have to give you guys kudos, because this system works! It's faster than anything I have tried, and it's perfectly doable! You don't have to be a rocket scientist or strike oil in your backyard to get in control of your finances! It just takes following the steps in the course and having an open mind!

Before I knew it, I was close to being debt free! I went from being 15,000 dollars in debt and having my car repossessed to now, only having less than 2000 dollars debt, I own my car, and I am well on my way to owning my home! All my bills in arrears have been cleared! And all this in less than two years!

If I would have done it any other way, if I would not have found this course, I guarantee you that I would have been in bankruptcy court!

**William J. Hammond,**

**Tulsa**

OK The storm clouds have cleared, because I feel like I can finally see the sun! Being in debt for 30,000 dollars was one of the worst times in my life, and it almost destroyed not only me, but my family as well! Well it's been about a year, and things had changed so much. I don't wake up in the middle of the night in a panic, I know I am in control now.

It hasn't always been smooth sailing, but this course cut through all the BS and clearly told me what to do, gave me the knowledge that I needed, and now I have gotten rid of nearly 10,000 dollars of debt, and I think in another year I will be debt free! Amazing when I sit back and think about it!

**Lestor Bolden,**

**Northampton, MA**

---

**[CONTACT]**

Contact us: support@\*\*\*\*\*.com

[Add registered business address]

---

**[DISCLAIMER]**

Warranties and Disclaimers:

The authors and publishers of this course and the accompanying materials have used their best efforts in preparing this course. The authors and publishers make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this course. The information contained in this course is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this course, you are taking full responsibility for your actions.

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND ITS POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE

MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

The authors and publishers disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The authors and publishers do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this course

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This course is © copyrighted by\*\*\*\*\* \*\*\*\*\*. No part of this may be copied or changed in any format, sold, or used in any way other than what is outlined within this course under any circumstances.

---

© 2010\*\*\*\*\* \*\*\*\*\*.

---

[Letter #20: a long-copy web-based sales letter for an information marketer]

*"Leadership is the art of getting someone else to do something you want done because they want to do it." -Dwight D Eisenhower*

## ***Announcing a radical new breakthrough in leadership and management development in the UK ...***



**Ken Blanchard**



**Stephen Covey**



**Linda Hill**



**Patrick Lencioni**



**Tim Sanders**



**Daniel Goleman**

***Exclusive and unprecedented personal access to more than 300 of the world's top business writers, leadership gurus, MBA faculty and CEOs***

Dear HR Professional,

## **Most management training doesn't work.**

If you've ever bought leadership or management training, then it's likely that at some point you'll have been confronted with this same blunt truth.

Not only does most management training not work, it's often poorly received among the very people it was designed to serve – managers themselves.

And with good reason. If today's hard pressed, target-driven manager is to justify taking time away from the business, then it had better be worth his or her while. And here we get to the root of the problem:

- **Many managers regard training as an erosion of their time**
- **They've 'heard it all before'**
- **They fail to relate it to their own experience**
- **They can't understand why they're being trained**
- **They feel their time is better spent doing their jobs**
- **The agenda doesn't meet their personal needs**
- **They feel exposed in the presence of their peers**
- **They frequently feel threatened and undermined**
- **They don't trust or respect the trainer**

The list goes on. And open dissent among managers is just the tip of the iceberg. Because for every manager who speaks up, it's safe to believe there are others who keep their reservations to themselves and go along with ineffective training, if only for a quiet life. It's like the Emperor's new clothes.

## **So why do businesses continue to struggle with this problem? And why do they keep repeating the same costly mistakes?**

Because, quite rightly, training is regarded as essential to the performance of an effective manager. Indeed, managers themselves are the first to acknowledge the critical role of ongoing personal development.

## **But it depends on what form that development takes.**

Because, of course, not *all* management and leadership training is the same. Far from it. When properly implemented, training can be a potent tool for change. But for many organisations, training takes place in a vacuum. It's a one-time event, seminar or workshop that happens out of context with the business as a whole. To be successful, training and development must be integrated with initiatives that are tied into an organisation's business needs and goals over the long term.

**Training must also be delivered by practitioners who possess the insight and genuine ability to drive home learning. This is especially relevant when training managers at senior levels.**

***"Leadership is a combination of strategy and character. If you must be without one, be without the strategy." Gen. H. Norman Schwarzkopf***

Senior managers' skill gaps can be notoriously difficult to identify and address. For this reason, the conventional 'one size fits all' development programme seldom hits the mark.

Then *who* is able to train senior managers? After all, a senior manager has usually become 'senior' by virtue of his or her abilities. And senior managers tend to have confidently held views and opinions when it comes to management and leadership. For this reason, finding a trainer who embodies the combination of charisma, knowledge and sound business acumen that is likely appeal to senior managers can be like the proverbial needle in a haystack.

By their nature, senior managers tend to be highly motivated self-starters and dedicated life-long learners. But while senior managers aren't averse to learning, it's essential they have a high level of respect for whoever is teaching them. Or they will simply switch off.

It makes sense then that the most effective people to train senior managers are those same writers, thinkers and leaders who helped shape the modern corporate landscape in which senior managers operate.

**Visionaries such as Stephen Covey, Jason Jennings, Ken Blanchard, Daniel Goleman, Marcus Buckingham, Linda Hill, Patrick Lencioni, Tim Sanders and over 300 other leading figures from the world of leadership and management.**

***"Effective leadership is putting first things first. Effective management is discipline, carrying it out." Stephen Covey***

But even if it were possible to command an audience with any or all of these enlightened business minds, the cost would be beyond the reach of all but the most committed training budgets.

Until now ...

**Introducing - \*\*\*\*\*™**



**A radical new breakthrough in management and leadership development in the UK**

**Exclusive and unprecedented personal access to the world's top business writers, leadership gurus, MBA faculty and CEOs, via SATELLITE, VIDEO and WEBCAST - LIVE AND INTERACTIVE**

**Beamed directly to the desktops of your management team**

Who better to translate the paradigms of modern leadership and management into hands-on practice than their very architects? These are the same people who wrote the books that line the walls of managers' offices worldwide. The same respected names that have almost certainly inspired managers within your own organisation through their writings and teachings.

**How would your management team respond if they were offered individual and unlimited access to these same business minds, 24/7?**

*"Effective leadership is not about making speeches or being liked; leadership is defined by results not attributes. " Peter Drucker*

**Over 400 Exclusive Video Programmes, including ...**

- **250+ Leadership 'QuickTalks'**
- **150+ CEO and MBA 'QuickTalks'**
- **Up to 8 Annual Live Executive Leadership Events, incorporating LIVE Q&A sessions**
- **Annual Professional Support Events**
- **Live Events by Webcast, Satellite and Video Conference**
- **Leadership & Management Development Training Courses**
- **Comprehensive Participant and Facilitator Guides**
- **Promotional Materials, Transcripts and Assessments**

A learning resource like no other. Continually updated and expanded. Give your management team unprecedented access to the minds of the world's top business thinkers.



Ken Blanchard



Stephen Covey



Linda Hill



Patrick Lencioni



Tim Sanders



Daniel Goleman

*"To date, this [\*\*\*\*\*] is the highest quality, most cost effective and easiest to access training and development approach I have seen in the marketplace."*

**Frank Edwards, Manager, Global Leadership Development, Advanced Micro Devices**

**How would tapping into this wealth of talent impact upon the productivity of your business?**

**This is what you get ...**

A unique platform that enables the world's foremost business minds to illuminate and expand upon their insights in 'real time' ...

- **Total flexibility – no more logistical nightmares**
- **Powered by the world's most up to date conferencing technology**
- **Allows managers a 'personal' audience with the speakers, CEOs and gurus of their choice**
- **A vast range of programmes and talks means that managers will always find the *right* material for their development needs**
- **Complements and reinforces existing and ongoing development programmes**

Let's examine this extraordinary development tool in more detail. \*\*\*\*\* consists of three main elements:

## **1/ Live Leadership Events and Live Professional Support Events**

Live and interactive 90-minute broadcasts featuring leading business authors, experts and thought-leaders. Live and interactive events targeted to developing functional skills for managers and sales professionals. Ideal for senior managers and executives.

**Submit questions to the speaker via telephone, fax and email, which are then answered during a 30 minute Q&A session.**

Includes downloadable participant and facilitator guides, and internal communications materials.

- All live events are fully archived for on-demand viewing
- All live events are included as part of your subscription to the \*\*\*\*\*
- Up to 8 complimentary live events every year

Just take a look at three recent live events - each delivered by world -renowned leaders in their subjects:

Live Event 1: **John Kotter** on *Leading Change* –



13 March 2007 12 – 1:30 PM

Harvard-professor John P. Kotter is the world's foremost authority on business leadership and the change process. In this gripping 90-minute talk he asks why some leaders are able to get their organisations to change dramatically to remain ahead of the competition - while most do not. John Kotter distils twenty-five years of experience based on lessons he has learned from diverse organisations and businesses. He has examined the efforts of more than 100 companies to remake themselves into better competitors. He identifies the most common mistakes leaders and managers make in attempting to create change and offers an eight-step process to overcome the obstacles and carry out the change agenda: establishing a greater sense of urgency, creating the guiding coalition, developing a vision and strategy, communicating the change vision, empowering others to act, creating short-term wins, consolidating gains and producing even more change, and institutionalising new approaches in the future.

## **Live Event 2: Linda Hill on *High Performance Management* –**



**10 May 2007 12 – 1:30 PM**

No book has captured the trials and traumas of the transition from star performer to competent manager better than Linda Hill's best-selling business classic *Becoming a Manager*. In tracing and analysing the experiences of nineteen new managers, Hill revealed the profound complexity and difficulty of effective management. In this live event Linda Hill expands and elaborates on the crucial issues of dealing effectively with organisational politics and developing and leading diverse teams, as well as on how managers can prepare themselves to become effective leaders over the course of their careers. Essential and inspirational viewing.

## **Live event 3: Tony Schwartz on *The Fully Engaged Leader* – Managing Energy (Not Time) to Maximise Performance**



**10 April 2007 12 – 1:30 PM**

Co-author of Donald Trump's *The Art of the Deal*, Tony Schwartz spent several years on a personal quest to seek out the most influential truth seekers in the USA. What he discovered was profound. See how he applies his discovery to the thorny question of leadership, and then pick his brains in the interactive post-seminar Q&A session.

## **Annual Briefing for Administrative Professionals**

The 2007 Annual Briefing for Administrative Professionals is the only LIVE satellite (and web) training event devoted to recognising and celebrating the contributions of administrative professionals to the workforce.

**This year's briefing features *Winning in a Changing World*, with Marcus Buckingham and Libby Gill, 24 April , 2007 1:00 – 3:00 PM (plus a Microsoft Bonus Session from 3:00 to 4:00 PM )**

Marcus Buckingham, co-author of the international business blockbuster, *First, Break All the Rules*, and Libby Gill, author of the best-selling *Travelling Hopefully: How to Lose Your Family Baggage and Jumpstart Your Life*, share a platform to deliver a scorching interactive seminar for the \*\*\*\*\*.

## **2/ Leadership & Management Development Training Courses**

The second element of the \*\*\*\*\*. Over 200 on-demand training programmes, covering over 28 key competencies and topics, ranging in length from 5 minutes to over 120 minutes. A complete on-demand library, featuring every conceivable angle of leadership and management development.

- **Created by leading content developers and publishers**
- **A comprehensive and continually updated training resource**
- **Full downloadable support materials**

- Allows managers the freedom to view courses at their own pace and at a time that suits *them*

#### Training courses by competency ...

- |                                     |                     |
|-------------------------------------|---------------------|
| ○ Attracting Talent                 | - Stress Reduction  |
| ○ Behaving with Values and Ethics   | - Valuing Diversity |
| ○ Building Teams                    |                     |
| ○ Coaching for Behavioural Change   |                     |
| ○ Collaborating for Results         |                     |
| ○ Communicating with Impact         |                     |
| ○ Customer Focus                    |                     |
| ○ Delivering Powerful Presentations |                     |
| ○ Driving Innovation                |                     |
| ○ E-Business                        |                     |
| ○ Empowerment                       |                     |
| ○ Harnessing Technology             |                     |
| ○ Influencing for Change            |                     |
| ○ Leading People                    |                     |
| ○ Legal Considerations              |                     |
| ○ Listening Effectively             |                     |
- 
- Managing and Adapting to Change
  - Managing and Developing Talent
  - Managing Time Effectively
  - Marketing Strategy and Branding
  - Mentoring with Integrity
  - Motivating for Results
  - Navigating Corporate Culture
  - Operational Decision Making
  - Organizational Strategic Focus
  - Preventing Sexual Harassment
  - Priority Setting
  - Problem Analysis
  - Project Management
  - Retaining Talent
  - Safety and Wellness
  - Sarbanes-Oxley Compliance
  - Self Motivation

### 3/ 'QuickTalks'

The third element of the \*\*\*\*\*. Featuring John Kotter, Tim Sanders, Peter Senge, Marshall Goldsmith, Brian Tracy, and over 300 on-demand programmes averaging 3-5 minutes in length, all featuring leading business authors, experts, CEOs, and MBA faculty.

We are constantly adding new speakers to our concise, targeted 'QuickTalks', featuring the world's pre-eminent thought-leaders. Engaging, short, prescriptive programmes, delivered in an immediate video format. Ideal for use as meeting starters, coaching tools and just-in-time learning aids. 'Quicktalks' integrate easily into existing training programmes and will reinforce any trainer's toolbox.

- The flexible high-speed learning tool for busy managers
- Share your closed-door 'QuickTalks' with colleagues

## How will \*\*\*\*\* benefit managers in your organisation?

- Develop highly effective teams and change leaders
- Managers are able to learn at a time that fits with their schedules
- Enhance performance and increase retention of high flyers
- Respected best-selling authors and CEOs are proven to have the biggest impact when motivating and challenging learners
- Unrivalled diversity of content
- A totally flexible development tool to drive and complement team learning and one-on-one coaching
- Learning programmes can be tailored to the precise needs of your business and of individual managers
- Unique 'QuickTalks' and Live Events specifically designed for team development and facilitated group interaction
- Support materials and facilitator guides ideally suited for classroom-based integration and wrap-around activities
- Video is both time-effective and high impact – users can quickly grasp concepts and apply them in the workplace – fast!
- 'Just-in-time' content suitable for immediate contextual application
- Content is practical and can be applied to gain measurable results
- A constant and ever-expanding source of knowledge and inspiration - at the click of a mouse

## How does it work?

- Live Leadership Events are broadcast on an open C- Band communications satellite
- Superb video quality and the most reliable technology delivery option
- All on-demand content is available to the desktop using Macromedia Flash
- Live Leadership Events are streamed over the Internet and can be viewed on Windows Media player
- Can be delivered globally and simultaneously
- Live Leadership Events can be viewed on your organisation's videoconferencing system
- Full technical back-up and 'live' help desk support

*"One of the tests of leadership is the ability to recognize a problem before it becomes an emergency." Arnold Glasgow*

## How will \*\*\*\*\* benefit HR & Training?

**Getting 10 senior managers in the same place, at the same time, on the same day is easy. Isn't it?**

### **Exposed. HR's logistical training nightmare:**

It's the kind of scenario that strikes dread into the heart of any HR or training professional.

It's Monday morning. The training programme is scheduled to begin at 9.

By 8.45 the training coordinator's phone begins to ring. Out of the ten senior managers listed to attend, two have cancelled due to pressing commitments. Another is irretrievably stranded in traffic. Out of the seven remaining managers, two are late arriving, one excuses herself before lunch due to a prior engagement, another spends much of the day taking urgent calls on his mobile phone, by which time the three remaining managers have become so distracted by the continual interruptions that they've switched off altogether and are even considering bowing out of the second part of the programme, which is scheduled for the following month.

The second part of the programme (designed to consolidate the learning points of the first programme) never happens due to the same logistical problems that conspired to sabotage the first day. Neither do the subsequent delegate reports, which were supposed to be



submitted for assessment, thus justifying to the board the expense and time devoted to the programme.

**Now compare this approach with the ease and flexibility of \*\*\*\*\*.**

**Add to this the substantial savings you are likely to make on your fragile training budget, (allowing you to target your hands-on training resources more effectively) and you'll understand why \*\*\*\*\* has been so well received by CEOs, HR and managers worldwide.**

*“\*\*\*\*\* is the only learning solution that includes both a library of more than 400 programs on leadership and management, and live interactive programs with world renowned thought leaders.”*

\*\*\*\*\* \*\*\*\*\*

Executive Director

## **How to Subscribe and Learn More**

To experience the power of \*\*\*\*\*™ FREE for three months, or to review and evaluate this unique service, arrange a FREE scheduled tour today. Email: [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.com](mailto:*****@*****.com)

Or call: **+44 \*\*\*\*\***

## **Any questions?**

For additional information on \*\*\*\*\*™, contact \*\*\*\*\* directly at **+44 \*\*\*\*\*** or send an email: [\\*\\*\\*\\*\\*@\\*\\*\\*\\*\\*.com](mailto:*****@*****.com)

\*\*\*\*\* TM Just some of our clients ...



[Letter #21: a direct mailer for a leading software provider]

Introducing \*\*\*\*\*

**All the information you need about your IT environment – fast!**

The pressure on public sector IT decision makers to reduce costs and drive greater efficiency has never been greater.

Sweeping government spending reviews mean that many public sector organisations are now rationalising their IT strategies with the aim of doing more with less. But identifying realistic opportunities to make savings can be a complex and time consuming process. Where to begin?

\*\*\*\*\* is the fast and cost-effective way of consolidating your IT assets. It equips you with the essential tools to make informed decisions about application sourcing and maximising your return on new technology investments.

- Make large-scale and wide-reaching organisational and technical decisions based on real-world analysis
- Get a clear view of all the assets in place across your organisation, from desktops through to the data centre, and evaluate how they are being used
- Compare different approaches to application delivery and decide how best to make services available to users
- Manage application lifecycles and licence levels to make the most of your budget
- Save up to 40% on software licence costs through controlled application asset management
- View how users are consuming IT resources so that initiatives such as a move to Shared Services can be planned with accuracy and speed
- Identify unused applications that can be de-scoped and removed entirely from the environment to reduce costs

To find out more about what \*\*\*\*\* can do for your team and organisation, [download our FREE analysis tool: '\\*\\*\\*\\*\\*'](#).

**Looking at Shared Services?**

If you are evaluating Shared Services for your organisation, [download our FREE white paper: '\\*\\*\\*\\*\\*'](#). It provides a valuable guide for any organisation looking to build a business case or plan for a Shared Services initiative.

For more information about \*\*\*\*\*, or to arrange a demonstration, please contact \*\*\*\*\*.

[www.\\*\\*\\*\\*\\*.com](#)

***“\*\*\*\*\*Software helps public sector organisations to make IT decisions that deliver immediate benefit and lasting value. From planning virtualisation projects and shared services frameworks to software licence rationalisation and asset optimisation, \*\*\*\*\*IT intelligence solutions provide fact-based analysis of IT environments in rapid time.”***

University of \*\*\*\*\*

[Letter #22: a direct mailer for a leading software provider – follow-up for front-end product]

[Subject line: How to get the most from your new \*\*\*\*\* software...]

## **Have you installed your free copy of \*\*\*\*\* yet?**

### **A wealth of IT intelligence available at your fingertips**

You recently downloaded \*\*\*\*\* from the \*\*\*\*\* software website. If you've already completed the installation and setup process, then by now you'll be experiencing the benefits of this amazing software. But if you haven't got around to it yet, we're here to help you.

Installation can take a few hours, but don't worry our [comprehensive installation guide](#) gives you all you need to know to complete the process quickly and easily.

Once you've completed installation, our [operational quick-start guide](#) will show you step-by-step exactly how to set-up, configure and use \*\*\*\*\* to meet your individual needs.

### **Stuck? Help is at hand...**

Despite following the installation and quick-start guides, if you find yourself stuck then we're only an email away. Simply contact our support team at [support@\\*\\*\\*\\*\\*.com](mailto:support@*****.com) who will be delighted to help you.

## **Getting the most from \*\*\*\*\***

Join the many hundreds of organisations who every day enjoy the benefits of \*\*\*\*\* across thousands of user desktops around the world. It's the fast and cost-effective way of consolidating your IT assets and developing a unified end-user computing strategy.

### **Do you really have a handle on your hardware inventory?**

Which of your machines have the right spec to run new applications or operating systems updates? Which machines are beyond their working life and need replacing? \*\*\*\*\* gives you the answer.

### **How much of your software is actually being used?**

In all likelihood, you are paying licence fees for software that you don't even use. After installing \*\*\*\*\* , our clients identify an average of £300 in software savings per desktop.

### **Thinking about desktop transformation?**

Whether you're considering virtualisation of your desktop infrastructure, migration to Windows 7, or simply looking at ways of minimising costs and improving efficiency, the key to success is in knowing which applications need to be migrated to meet user needs. Our experience tells us that, typically, 50% of the software installed on a corporate desktop is never used and does not need to be migrated. \*\*\*\*\* will tell you which 50%.

### **Online video tutorials**

We are currently building a comprehensive series of online video tutorials designed to help you get the absolute best out of \*\*\*\*\* . Check our website regularly for the latest tutorials. They can be found at [www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

### **Tell us about your experience of using Discovery**

If you have the time, please send your thoughts to [feedback@\\*\\*\\*\\*\\*.com](mailto:feedback@*****.com). We value your feedback.

Introducing \*\*\*\*\*

**\*\*\*\*\* gives you the insights. Now get the in-depth information you need to take action!**

Take your \*\*\*\*\* experience to the next level with \*\*\*\*\*, our flagship desktop transformation and optimisation software. It provides you with the essential information needed to make informed decisions about application sourcing, executing a successful migration to virtualisation and maximising the return on your technology investments. But please don't take our word for it. Read what our customers have to say about \*\*\*\*\* on [our website](#).

To find out more about what \*\*\*\*\* can do for your organisation, please contact [\\*\\*\\*\\*\\*](#)

***"The delivery of \*\*\*\*\* in such a tight timescale has allowed collaborative, efficient data delivery across our previously fragmented group, with the business benefit of executives now consuming critical data when they require it, not when they receive it."***

IT Director, \*\*\*\*\*

[Letter #23: a direct mailer for a branding agency]

## **From One-off Design to 'Fit for Purpose' Brand Creation and Revitalisation...**

[Dear Personalise,]

It's now possible to source world-class design and brand development locally - and for a fraction of what you'd expect to pay a London agency.

My name is \*\*\* \*\*\*\*\*. I'm an experienced designer and brand consultant. Over the years I've delivered successful projects for clients across many market sectors, with the emphasis on the 'high end of small businesses'.

Now, through a fortunate series of events and after much professional globetrotting, I've come to live and work in \*\*\*\*\* where I own and run a thriving design and branding agency.

Why am I writing to you? For no other reason than to let you know we're here. Because, crazy as it seems, most of our business comes from clients throughout the UK and overseas, as far flung as the Australia and the United States - anywhere but local.

We're no more expensive than other local agencies, but a whole world apart on results.

**And, unlike many other agencies, you'll discover that we truly give a damn!**

Combining strong creative leadership with sound commercial acumen, we'll work collaboratively to get 'beneath the skin' of your business to produce design and branding that is at the same time outstanding, relevant and totally functional - whatever it takes.

Our talented team includes designers, photographers, writers and programmers, all of whom will be working seamlessly towards their goal of positioning your brand at the top of your market sector. And in my role as senior designer and art director, you can be confident that I'll be personally involved with your project at every step through to successful completion.

While our habitual drive to excellence may have turned us into unapologetic perfectionists, our feet are still firmly on the ground: we're strong believers in listening and understanding before getting stuck in. To this end I hope you'll find working with \*\*\* \*\*\*\*\* Limited a mutual and enduringly flexible experience.

Whether it's an integrated branding campaign or a simple one-off design project, we'll work with you as an extension of your business, combining all the benefits of a world-class agency with the responsiveness of an in-house team - without the overhead.

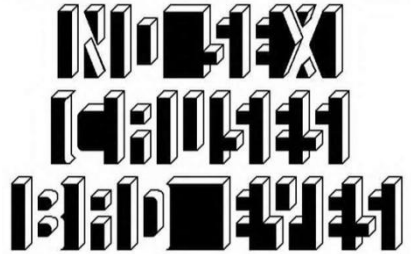
I appreciate that you're busy, so thank you for taking the trouble to read this letter. Just one final thing: I'd like to invite you to visit [www.jamesgood.co.uk](http://www.jamesgood.co.uk) and judge for yourself. You can also email me personally: \*\*\*@\*\*\*\*\*.co.uk. If you're anything less than overwhelmed by the quality of work from your present designers, we think you'll find our commitment to helping you somewhat refreshing.

With kind regards

\*\*\* \*\*\*\*\*

---

[Letter #24: a direct mailer for a design agency]



## You can't always trust what you see...

(no more than you can believe what you read!)

**Sometimes you need to view a problem through a fresh pair of eyes.** And this has never been truer than when you're looking to seize the competitive edge in a slowing economy. For instance, are you *really* getting the maximum leverage out of your marketing pound by doing things in the same old way? When did you last put it to the test?

Attention spans are getting shorter. Information is becoming more complex. **Buying decisions happen in the blink of an eye.** The importance of clear, compelling and original marketing communications has never been more critical. In today's economic climate it's no longer good enough to be just 'adequate'.

Small wonder then, that the likes of Maurice Lacroix, Tesco and Virgin trust \*\*\*\*\* as a preferred supplier. Because they understand that inspired thinking and cast iron measurable results come as standard.

**See past the commonplace and judge \*\*\*\*\* for yourself.** No egos, no attitudes, no suits – and not an account manager in sight (and no silly fees to pay their commissions).

**If you're anything less than 100% happy with your existing marketing communications, simply contact me, \*\*\*\*\*, today. We think you'll find our commitment to helping you somewhat refreshing. And in all likelihood it will save you money and time into the bargain.**

Call me, \*\*\*\*\*, today on 020 8\*\*\*\*

e-mail: \*\*\*\*@\*\*\*\*\*.co.uk



[www.\\*\\*\\*\\*\\*.co.uk](http://www.*****.co.uk)

Many thanks for reading. With kind regards

\*\*\*\* \*

*“Extremely approachable and very friendly to work with. The \*\*\*\*\* team showed great flair and expertise and the results have proved to be extremely positive in increasing customer awareness and generating new business.”*

\*\*\*\*, \*\*\*\*

*\*\*\*\*\* - fresh and relevant marketing communications in all media since 1985*

[Letter #25: a direct mailer for a jewellery company]

**Zero cost. Zero commitment. Zero risk!**

**Announcing a valuable new revenue stream for your hotel or group**

Dear <Personalise>

My name is \*\*\*\*\* , Director of \*\*\*\*\* , the UK's leading provider of bespoke jewellery and gift showcases for luxury hotels. I'm writing to tell you about a valuable new merchandising opportunity. There is absolutely no cost or commitment involved, but it does have the potential to provide your business with an important additional income.

As well as paying a generous commission on sales, the presence of a sumptuously stocked \*\*\*\*\* display cabinet will add a stunning new dimension to your hotel lobbies. Our range of premium jewellery and gifts is genuinely unmatched, with styles ranging from refined traditional to cutting-edge contemporary, and has proven appeal across all guest profiles including international tourists, business travellers, conference delegates and non-resident visitors.

- **Add to your revenue with minimal effort and without out any risk or capital outlay**
- **Earn a net profit of anything from £200 to £400 per month and more**
- **Capitalise on repeat business - guests frequently return to make additional purchases**
- **Benefit from association with our top brand and designer names**
- **We can select stock to appeal to your hotel's unique guest profile and offer themed and festive displays. We also supply bespoke gifts and jewellery for special functions, such as society and club dinners, corporate events, etc**
- **Add value to your guests' experience – especially when they forget their cufflinks or that vital anniversary gift!**
- **Already host showcases from another provider? It's not an issue. We frequently work alongside other providers – in fact having several different showcases creates more of a 'shopping experience'**
- **We are industry experts – with more than 20 years' experience in the business, we know what sells!**

And you'll be in good company. Our prestigious portfolio of clients features groups such as Hilton, Elite, Hand-Picked and Small Luxury Hotels, with sites including The Chesterfield in Mayfair, The Stafford, St James's Place, Hintlesham Hall in Suffolk and our recently opened flagship store at the 5-star Sofitel Hotel at Heathrow's Terminal 5.

Want to find out more? This may be an opportunity that you've overlooked in the past, or perhaps it's something you've been meaning to consider but simply have not had time to pursue. Whatever the reason, it's impossible for me to highlight all the advantages of partnering with \*\*\*\*\* in the space of one short letter. So why not contact me today to arrange a meeting at your convenience? I'll pay you a brief visit, talk you through the details of the \*\*\*\*\* proposition and answer any questions you may have. Simple! I look forward to hearing from you. My email is [info@\\*\\*\\*\\*\\*.biz](mailto:info@*****.biz) - or please do give me a call on 01\*\*\*\*\* 8\*\*\*\*\* - [www.\\*\\*\\*\\*\\*.co.uk](http://www.*****.co.uk)

Yours sincerely

\*\*\*\*\*

Director



## Data Loss – the nightmare that's waiting to happen How to protect your most valuable asset – 10 essential tips

FACT: 90% of businesses that lose their data in a disaster go out of business within two years, and almost 50% never reopen their doors.

This isn't idle scaremongering. It's the conclusive finding of a study by the University of Texas Center for Research on Information. Combine this with the fact that more than half of businesses fail to maintain an adequate data back-up system, and you can begin to appreciate the magnitude of the problem. Irrecoverable data loss can, quite literally, spell the death of your business.

Imagine for a moment that, in the blink of an eye, your customer records, financial systems, VAT and tax returns, business documents and email system have all disappeared - forever. It happens. What effect would this have on your livelihood? The fact is in the printing and design trade critical information is no longer retained on paper. For convenience it is stored exclusively as digital data. And here lurks the danger...

### **It won't happen to me!**

Power loss, fire, flood, theft, sabotage, virus infection, hard drive failure or system crash. Which will it be? Or, just as commonly, plain human fallibility, such as the over-zealous research scientist who drilled a hole into his hard drive and poured oil into it because it was squeaking!

Everyone thinks data loss is someone else's problem. But as predictably as death and taxes sooner or later it's going to happen to you. On what scale it's impossible to predict, and hopefully when it does occur it won't be too damaging. The crucial trick, of course, is to anticipate the inevitable. Here's how:

### **10 essential tips to protect your most valuable asset**

1. ALWAYS backup ALL key data to disk, tape or automated service – daily, weekly and monthly.
2. If using tapes, don't continue to backup to the same tape again and again without checking it. Overwriting an existing backup with corrupted information may destroy your one chance of recovering your information.
3. Check your backups. A backup strategy is only effective if it happens. (Up to 50% of tape backups fail!) Be certain. Don't just presume. Confirm that your backup has worked successfully by running a trial 'restore' procedure.

4. Get offsite backup. To be properly protected it does no good to have your backup sitting in the drive of a machine that is then damaged or stolen.
5. A keychain is not a security device!
6. Continually refine your backup selection to remain in step with changes in your business. Keep your data backup current.
7. Don't create points of risk. If you have a member of staff managing your backups and he or she is taking them home, what happens if that person is off sick, quits or disappears? What happens if the backups are lost or stolen? Your backed up data needs to be accessible to more than one employee or you have otherwise unwittingly created a new point of risk.
8. Think about recovery. What if your server dies? What if you lost your entire network? Are there databases that are indispensable to your day to day operations? How quickly do you need to be able to recover data to keep your business running smoothly? Does everything need to be recoverable in 4 hours when in reality it will take 24 to 48 hours to buy new computer equipment to recover your systems? Anticipate the worst.
9. Don't panic! If you've done your homework and set up systems correctly, checking regularly to make sure things are proceeding as expected, you WILL be able to recover your data.
10. And finally, be honest with yourself. If you can't manage the backups on your own, don't leave it to chance. Hire a reputable company with a proven track record to secure your data and systems. It's a small price to pay for peace of mind.

\*\*\*\*\*

Director – \*\*\*\*\* Ltd

## About \*\*\*\*\*

\*\*\*\*\* delivers secure, 100% dependable off-site computer information storage with the focus on functionality, convenience and 24/7 user support. Founded in 2000, the company is headquartered in \*\*\*\*\*, UK and New York, USA. Its software and services are used by thousands of businesses worldwide - ranging from small SMEs and schools through to quoted companies and local government. Every hour of every day someone, somewhere backs up with \*\*\*\*\*.

Assess your backup strategy today with a FREE \*\*\*\*\* telephone consultation. \*\*\*\*\* has arranged for franchisees needing an assessment of their backup strategies to receive a free telephone consultation with an experienced \*\*\*\*\* backup consultant. The consultation is genuinely free of charge and without any obligation.

By special arrangement - exclusive offer for \*\*\*\*\* franchisees:  
If you decide to take advantage of one of \*\*\*\*\*'s flexible managed backup services, you will receive a generous 20% discount on their competitive retail pricing. But it is essential that you contact \*\*\*\*\* within 10 days, after which this restricted introductory offer will end.

Don't put it off. It's just too important. Call or email \*\*\*\*\* to arrange your free consultation today: 01\*\*\*\* \*\*\*\*\* – 9:00 am – 6:30 pm Monday – Friday  
Email: [sales@\\*\\*\\*\\*\\*.co.uk](mailto:sales@*****.co.uk) [www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

\*\*\*\*\* UK – USA – Europe – Asia

---

[Letter #27: a direct mailer for a provider of automated direct mailing systems]

Dear [personalise]

## **Are you prospecting the gold in your data base?**

**Revolutionise your marketing today with a \*\*\*\*\* direct mail system**

Measurable, cost effective, specific and potentially highly profitable. When done correctly direct mail is possibly the most valuable weapon in your marketing armoury.

A well-managed direct mail system enables you to sell your product service or idea to the maximum number of people – year on year. But to succeed it means having the right tools for the job.

If the profitability of your business could benefit from better managed multiple mailings, then a \*\*\*\*\* direct mail system is one of the best investments you'll ever make. Because operating at speeds of 4,000 to 25,000 items per hour, it enables you to broadcast your selling message or despatch merchandise in the fastest time possible. The fact is a \*\*\*\*\* direct mail system pays for itself many times over.

- \_ **Increase your profits**
- \_ **Broaden your membership**
- \_ **Get the word out – fast!**
- \_ **Sell additional products or services to your existing customer base**
- \_ **Send regular mailings to donors, members or customers – with ease!**
- \_ **Operator-centred - extremely short set up times for high efficiency**
- \_ **Save money on outsourcing - take control of your mailing operation**
- \_ **Print directly onto: envelopes \_ postcards \_ letterheads \_ jiffy bags \_ selfmailers**
- \_ **labels \_ poly-bags and more...**

Are you exploiting your client and prospect mailing lists to their full potential? It's a statistically proven fact that your most valuable customer is an existing one. Regular contact with your client and prospect base generates new sales and revives old customers. In a crowded and competitive marketplace the need to differentiate your product effectively with a clear and concise personal message has never been more critical.

We're inviting you to tell us about your mailing and communication challenges. Speak to \*\*\*\*\* today. Informal chat? Detailed proposal? The choice is yours. Our time will be completely free of charge. Contact me, \*\*\*\*\* , on 01\*\*\* \*\*\*\*\* , email: \*\*\*\*@\*\*\*\*\*.co.uk, or simply fax back the enclosed response form. Many thanks for reading.

Yours sincerely

\*\*\*\* \*\*\*\*\*

[www.\\*\\*\\*\\*\\*.co.uk](http://www.*****.co.uk)

Certified: DIN EN 9001: 2000

[Letter #25: a direct mailer for a provider of theatre in education]

[Schools DM campaign: 1) Current Contacts – named.] [Format: A5 DM 4 sided.]

[Front cover]

[Address box]

Good news for your school

A personal message from \*\*\*\*\* founder and managing director \*\*\*\*\*

[Inside spread p2]

Inspirational learning experiences that challenge attitudes, change mindsets and unlock potential

<Dear personalise>

\*\*\*\*\* has a new name! We've also grown – with an exciting new pool of resources and learning programmes that are guaranteed to engage and inspire your students.

As a valued \*\*\*\* client, or someone who has shown an interest in our company, you'll be familiar with our reputation as one the UK's leading providers of original education courses. Our acclaimed high-energy blend of multimedia and interactive learning is proven to motivate even the most disengaged of students, as well as supporting the school curriculum.

I am now proud to announce that \*\*\*\*\* has joined forces with multi-award-winning Theatre in Education provider \*\*\*\*. The result is a potent,

memorable and highly effective learning synthesis that is unique in the world of training and development.

The new partnership creates a dynamic combination of award-winning live drama and interactive workshops, reinforced by cutting-edge video, e-learning, inspirational ambassadors and in-depth specialist research.

About \*\*\*\*\*

\*\*\*\* was founded in 1989 on the unshakeable belief that learning should make a real difference in people's lives. It's an ideal that holds true to the present day.

As the UK's first and most innovative Theatre in Education provider, \*\*\*\*

has an unmatched record of helping students fulfil their potential through live drama and accelerated learning. Today it has grown into one of Britain's most admired education and training companies.

Headed by me, \*\*\*\*, \*\*\*\* will now be trading under the \*\*\*\* umbrella. With offices in London, Dorking and Leeds, the new \*\*\*\* is perfectly positioned to serve schools and organisations throughout all areas of the United Kingdom.

The development marks the beginning of a fruitful new era for both us and our clients. I sincerely hope that you share our excitement for the future.

Yours

\*\*\*\*\*



www.\*\*\*\*\*.com

*"\*\*\*\*\* have a unique method of getting across important messages around young people's future careers in a fun and imaginative way. We have found their approach to be consistently effective in reaching out to young people and winning their attention..."*

[Inside spread p3]

What do we do?

Ever wondered why the message isn't getting through? You wouldn't be alone...



Attempting to change young people's minds by the art of persuasion alone can sometimes be a difficult task, as any parent or teacher will confirm. Unlike conventional classroom-based or theoretical learning, \*\*\*\*\*' unique experiential events provide the authentic deep-learning experience that is vital for achieving sustainable change. Programmes are rewarding, stimulating and, most importantly, they work.

#### Multi-Award-Winning, Drama-Based Youth Engagement Programmes

Thought-provoking, highly interactive and always inspiring, \*\*\*\*\*Youth Engagement programmes are proven to have a quantifiable impact on young people's behaviours and attitudes.

Drama-based learning works by tapping into participants' emotions and engaging with them on a profound level. By understanding first-hand how and why people act in a given situation, students are able to change mindsets, raise aspirations and unlock potential.

We offer programmes to cover a full range of citizenship and PSHE subjects.

#### Accredited Enterprise Education programmes

\*\*\*\*\* also delivers a popular and highly acclaimed series of skills-focused enterprise workshops. Students experience a day of adrenalin-fuelled learning activities that includes cutting-edge video and competitive challenges. Innovative, educational and totally absorbing, these fast-paced multimedia learning events are guaranteed to ignite your students' interest. They'll also be left talking about the day long after it is over!

Subjects include:

- Enterprise Education
- Personal Finance
- Careers
- PSHE

All workshops are carefully linked to the National Curriculum.

#### City & Guilds Accreditation

On successful completion of a workshop, participants receive a certificate accredited by City & Guilds, providing both evidence of Enterprise Education and a valuable addition to a student's record of achievement.

\*\*\*\*\* is the only training company whose Enterprise programmes are accredited by City & Guilds.

Make the difference. To find out how your school or organisation could benefit from a \*\*\*\*\* programme, call us today on 08\*\*\*\*\* or email [enquiries@\\*\\*\\*\\*\\*.com](mailto:enquiries@*****.com)

For full details of our programmes, visit the new \*\*\*\*\* website: [www.\\*\\*\\*\\*\\*.com](http://www.*****.com)



[www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

*"The authentic deep-learning experience that is vital for achieving sustainable change..."*

[\[Back\]](#)



[www.\\*\\*\\*\\*\\*.com](http://www.*****.com)

[Letter #28: a direct e-mailer for a lead generation company]

## The Smart Approach to Selling Unified Communications

*"Sales indicators showed leads with a net worth of £5M..."*

**FACT: big-ticket buying decisions do not happen without the direct involvement and support of C-level managers.**

The biggest challenge facing any sales person is establishing a dialogue with genuine decision makers. For the majority of sales people, initial contact will be at a lower managerial level. But the problem with this approach is that most managers are neither willing nor able to make a case for your product 'up the line'. Your message simply isn't getting through to the people who control the purse strings. Sounds familiar?

**If you're frustrated by a lack of reliable, sales-ready leads and appointments then we can help you.**

**What makes the\*\*\*\*\* approach different?**

**Our skill is in connecting directly with senior C-level decision makers to gain their buy-in**

Our combined Tele-E-marketing lead-nurturing methodology helps you break into new markets by getting the right message to the right people at the right time.

Rather than bombarding C-level prospects with ill-timed sales pitches (a guaranteed turn-off!), we believe they should be engaged in an ongoing, permission-based dialogue, one in which we take the trouble to understand what it is they need while providing the right information to help them make an informed buying decision – in their own time.

**\*\*\*\*\* specialises in the unified communications market**

**We generate a steady flow of fully qualified, sales-ready B2B leads for your business**

We've over 10 years' experience of connecting successfully with C-level decision makers on behalf of some of the best known names in the unified communications marketplace. We know their 'hot buttons', their challenges and their priorities.

We've an in-depth understanding of the factors driving change in unified communications - most importantly the commercial (and inevitable) need for both private and public organisations to integrate their fixed and mobile communications, web conferencing and collaboration tools. This enables us to present a strong business case for your products.

Recent assignments include campaigns for both \*\*\*\*\* and \*\*\*\*\*, where we've been successful in driving sales by increasing their number of on-site demonstrations: [Read \\*\\*\\*\\*\\* case study](#).

**Why\*\*\*\*\*?**

Our UK-based, multi-award winning team of telemarketing professionals is made up of educated, mature, articulate people who make it their business to know your brand inside out. They are incentivised to meet targets and work to strict quality control standards. They will communicate courteously and professionally with your prospects at all times. No hype. No scripts - just results.

**\*\*\*\*\* – the industry specialists in selling unified communications**

Contact, me, \*\*\*\* \*, now to see how quickly we can generate sales leads for your business.

Call \*\*\*\* \* on + 44 (0) 1\*\*\*\* or email [\\*\\*\\*\\*@\\*\\*\\*\\*.com](mailto:****@****.com)

[www.\\*\\*\\*\\*.com](http://www.****.com)

[\\*\\*\\*\\*blog](#)

[Take a trial](#)

[Check our credentials.](#)

[Get a quote](#)

[Our clients](#)

[Testimonials](#)

[Awards](#)

## \*\*\*\* - a case study

### The challenge

To meet its business goals, the client required an increase in the number of C-level contacts to generate qualified sales leads and appointments, while at the same time making significant savings on the cost per lead.

### The solution

After careful planning and consultation with the client, we launched an integrated Tele-E-marketing lead generation campaign which targeted named decision makers across the unified communications sector.

### The outcome

- Over-achieved goals by delivering xx% more sales leads than expected.
- Reduced the cost of generating appointments by xx% over 3 months.
- Grew the marketing database by xx% month by month to help feed the sales pipeline.
- Fed over xx qualified leads into the pipeline in just xx months.
- Uplifted campaign response rates by xx %

Outsourcing telemarketing formalises the process of lead generation and gives you greater control of your sales and marketing budget.

Contact, me, \*\*\*\* \*, now to see how quickly we can generate sales leads for your business.

Call \*\*\*\* \* on + 44 (0) 1\*\*\*\* or email [\\*\\*\\*\\*@\\*\\*\\*\\*.com](mailto:****@****.com)

[www.\\*\\*\\*\\*.com](http://www.****.com)

[\\*\\*\\*\\*blog](#)

## AWARDS



Best use of B2B Data in a Marketing Campaign award in the Technology for Marketing 2007 awards.

' iProfile' by\*\*\*\*\* for \*\*\*\*\*

### JUDGES' OPINION

*"This winner demonstrated that an advanced data exploitation capability was created in this project by successfully modelling the complex B2B relationship data to achieve an extremely high return on the investment. What this project clearly demonstrates is the practical business value to be gained from pursuing differentiated marketing strategies based on a sophisticated understanding of the profiles of different customer segments with different behaviours, needs and expectations." Seán Kelly.*



Runner up - Best use of Campaign Software award in the Technology for Marketing 2007 awards.

' iProfile' by\*\*\*\*\* for \*\*\*\*\*



Winner of best use of data in a B2B marketing campaign Awards 2007.

' iProfile' by\*\*\*\*\* for \*\*\*\*\*

---

[Letter #27: a web landing page for an information marketer]

# Want to become a firefighter?

We're about to show you how...



*The life of a professional firefighter* is one of the most exciting and rewarding careers possible. The Fire Service has never been more accessible and there is a constant demand for new recruits. Yet despite this, many hopeful candidates find themselves disappointed when they fail to meet the required selection standards.

But whilst the recruitment process to join the Fire Service is highly competitive, you can **vastly improve your chances of selection** by pre-arming yourself with the RIGHT information.

## So what are the selectors *really* looking for?

Written by former Fire Service Assistant Divisional Officer Richard McMunn, 'HOW TO BECOME A FIREFIGHTER' is the ultimate in-depth guide to joining the Fire Service.

Richard served nearly 17 years in the service and was heavily involved in firefighter recruitment and training. He has administered countless firefighter tests, marked application forms, sat on interview panels and has been an instructor on four firefighter recruit training courses. Professional advice doesn't get any better!

With his **insider knowledge** Richard knows **EXACTLY** what it takes to make the grade. He takes you through the selection process in step by step detail, from start to finish, giving you everything you need to know to help you pass with flying colours. Written and presented in clear, easy to read, jargon-free language, 'HOW TO BECOME A FIREFIGHTER' is **indispensible to anyone who is serious about joining the Fire Service**. When you've worked your way through this guide you will be confident that you are fully prepared for the selection process and have the best possible chance of success.

Enter your details below NOW to receive FREE tips on how to become a Firefighter!

Name

Email

GET FREE TIPS NOW!

We'll send you invaluable Insider Tips and Advice - brought to you directly by current serving Fire Officers – all designed to help you pass the selection process and succeed in one of the most rewarding and sought after careers.

## A TESTIMONIAL FROM A FORMER FIRE OFFICER



**"Dear Firefighter Applicant,**

*I spent 17 years in the Fire Service, rising to the rank of Assistant Divisional Officer. During my time in the job I sat on many interview panels assessing people like you who wanted to join the Fire Service. I also marked their application forms and I know EXACTLY what it takes to pass.*

*I am the author of the 'How 2 become a Firefighter' CD Rom and I give you my guarantee that it will tell you exactly what YOU need to know in order to become a Firefighter!*

*I just wish this kind of 'Insider' guide was available when I joined.*

*Best wishes,*



*Richard McMunn"*

**Kent Fire Officer for 17 years**

**Get to the front of the queue. 'HOW TO BECOME A FIREFIGHTER' shows you how!**

**'HOW TO BECOME A FIREFIGHTER' CD ROM**



**What exactly will you learn?**

- ✓ How to pass the Fire Service selection process
- ✓ Find out how the Fire Service scores candidates
- ✓ Learn how to get a firefighter job on a starting salary of £26,000 a year
- ✓ In-depth knowledge to prepare you for your career
- ✓ PLUS A FREE 'How to get fit' information guide
- ✓ PLUS A FREE 150 Page Interview Skills Guide for firefighters

***This in-depth professional guide is crammed full of Insider Tips and Advice brought to you by current serving Fire Service Officers. Here's a snapshot of what's included:***

## **INSIDER TIP 1 - Community Fire Safety**

You'll learn that the role of the Fire Service now involves a large degree of Community Fire Safety work. We will teach you about the important aspects of Community Fire Safety including Home Fire Safety Checks, Smoke Alarms, Home Risk Assessments, Escape Plans and much more, keeping you well ahead of the competition.



## **INSIDER TIP 2 - Equality and Fairness**

You will acquire a knowledge and understanding of Equality, Fairness and Diversity that is integral to the role of a firefighter, placing you way ahead of other candidates applying for the same job.



## INSIDER TIP 3 - Know the Interview Questions

This extensive and comprehensive guide **includes a complete section dedicated to the interview** with priceless insider tips and advice on how to prepare effectively for the interview.

All this and much, much more...

## 'BECOME A FIREFIGHTER' CD ROM



WHAT ELSE IS INCLUDED IN THE GUIDE?

## HOW TO PASS FIREFIGHTER SELECTION

The top 10 Insider tips and advice:

- ✓ A comprehensive and essential section on completing the Application Form correctly
- ✓ Sample Application Form responses
- ✓ How to prepare for the Written/Academic tests
- ✓ How to prepare for the Work-Related Fitness tests
- ✓ How to prepare for the Firefighter Interview
- ✓ Sample Interview questions and responses
- ✓ How to answer the interview questions
- ✓ The Fire Service medical and how to prepare
- ✓ Invaluable practice aids
- ✓ Useful contact details





**Don't just be prepared - Be fully prepared!**

## **IN DEPTH KNOWLEDGE TO PREPARE YOU FOR YOUR FIREFIGHTER CAREER**

- ✓ Networking for women in the Fire Service
- ✓ The Integrated Personal Development System
- ✓ Learn about Community Fire Safety
- ✓ Smoke Alarms and Home Fire Safety Checks
- ✓ Property Fire and different types of rescues
- ✓ Road Traffic Collisions
- ✓ The tools of the trade for Firefighting
- ✓ Personal Protective Equipment (PPE)
- ✓ Manual handling skills

**AND MUCH MORE...**

★  
**FREE  
BONUSES!** ★

When you order our exclusive insider's guide to joining the Fire Service you will receive the following extra 2 BONUSES ABSOLUTLEY FREE!

### **BONUS 1 - THE 150 PAGE INTERVIEW SKILLS GUIDE**



**For a Limited Period only we are giving away our awesome 150 page Interview Skills guide free of charge when you order 'How 2 Become A Firefighter' CD Rom.**

Written exclusively for people who want to become firefighters, this **unique and indispensable** guide has been written by a former serving Fire Officer with over 17 years' experience. It contains everything you need to know to help you prepare for the notoriously tough Firefighter Interview! The guide will be sent to you by email within just a few seconds of your order being placed.

## **BONUS 2 - A FREE 'HOW TO GET FIREFIGHTER FIT' INFORMATION GUIDE**



This comprehensive fitness guide has been specifically designed to show you **how to get as fit as the UK's Firefighters**. Used in conjunction with your **FREE Fitness Test Audio MP3** you will find it an invaluable tool for passing the Fire Service selection process.

(Please note - The Fitness Guide is contained within your CD Rom. The Interview Skills Guide will be sent to you via e mail within seconds of your order.)

**BUY 'HOW TO BECOME A FIREFIGHTER' FROM ONLY £10.97 TODAY AND RECEIVE YOUR 2 EXTRA BONUSES!**



***"Don't forget - within this guide I will give you sample interview questions!"***

***Richard McMunn***

***Kent Fire Officer for 17 years.***

**BUY NOW FROM ONLY £12.97 (plus vat)**



**ORDER WITH CONFIDENCE**



Your order comes with a full 10 day money back guarantee. If you are not completely satisfied, simply let us know within 10 days and we will refund your payment in full. No questions. No quibbles.

**100% SECURE PAYMENT PROCESSING.**



All Major Cards Accepted.  
All orders are dispatched within 24 hours.

**SPECIAL PRICE OFFER**

**Was ~~£17.95~~...NOW ONLY £12.97!**

**OPTION 1: CD ROM PACK DELIVERED TO YOUR DOOR  
FIRE SERVICE RECRUITMENT CD + 2 Bonuses**



**FIREFIGHTER CD ONLY £12.97** + p&p + VAT



---

**OPTION 2: GET YOUR PACK AS AN INSTANT DOWNLOAD  
Fire Service Recruitment CD Rom + 2 Bonuses Download**

**DIGITAL DOWNLOAD £10.97** +VAT



---

## **OPTION 3 - GOLD PACKAGE**

**How to pass the Firefighter Interview DVD + Become A FirefighterCD  
Rom + Firefighter Application Form DVD + The Fire Service Fitness  
Test MP3**



**GOLD PACKAGE ONLY £34.50 + p&p + VAT**

 **Add To Cart**

## OPTION 4 - THE PLATINUM KIT THE ULTIMATE RESOURCE FOR PASSING FIREFIGHTER SELECTION!



**The Firefighter Platinum Kit** is a stunning collection of CD ROMs, DVDs and books – a totally comprehensive programme designed to take you step-by-step through the entire Firefighter Selection process. When you order this exclusive pack you will receive the following indispensable resources:

- ✓ How 2 become a Firefighter CD ROM + Bonuses
- ✓ How to complete the Firefighter Application Form DVD



- ✓ Interview Skills Book created by a Fire Officer (150 page book)
- ✓ How to pass the Firefighter Interview DVD
- ✓ How to pass the Firefighter Written Tests (download)
- ✓ The Firefighter Fitness Test Audio CD

**Total package value = £110.00**  
**SPECIAL OFFER PRICE**

**BUY NOW FOR ONLY £75** + p+p and vat

 **Add To Cart**



For all enquiries/comments please contact us at: [info@how2become.co.uk](mailto:info@how2become.co.uk)

## JOIN THE FIRE BRIGADE - 1 DAY TRAINING COURSE

[Click here for details](#)



How2become are a HSBC Start Up Stars National Finalist

 [Del.icio.us](#) -  [Digg This!](#) -  [Stumble It!](#)

[Letter #29: a direct mailer for a supplier of cleaning materials to schools]

**Introducing \*\*\*\*\* Alcohol-Free Hand Foamer Sanitiser - a breakthrough in school hygiene**

*"Hand hygiene is the single most important way of reducing infection and preventing its spread."*

The Centres for Disease Control and Prevention (CDC)

[Dear personalise]

I'm writing in response to a recent request for information from a member of your school team.

The Centres for Disease Control and Prevention (CDC) reports that preventing the spread of infection in schools is essential to the health of children and staff:

- Every year almost 22 million school days are lost due to colds and flu
- 52.2 million cases of the common cold affect children under 17 years of age each year
- Children average 6-10 colds each year

Not only do schools play a vital educational role in promoting personal hygiene, they also benefit measurably from the results - regular hand cleansing by students and staff in schools is **proven to reduce sickness based absenteeism by up to 40%**. Bacteria and viruses can live on surfaces such as desks, door handles, toilet seats and equipment for as long as two hours. But while conventional hand washing with soap and water offers a degree of protection, it fails to provide the lasting and comprehensive defence that is essential for minimising the transfer of infections.

**\*\*\*\*\* Alcohol-Free Hand Foamer Sanitiser is the most advanced hand sanitiser on the market. It kills and, vitally, offers long-lasting protection against 99.9% of all bacteria.**

- \*\*\*\*\* is proven to kill all superbugs including H1N1 swine flu
- \*\*\*\*\* is the only hand cleanser that is scientifically verified to protect against norovirus

Research by the Agri-Food and Biosciences Institute found that alcohol-based gel (currently used in UK hospitals) stops offering protection against infection as soon as it has evaporated – a matter of minutes. But unlike alcohol-based hand cleansers, \*\*\*\*\* **contains an advanced active barrier that continues working on the hands for six hours after application**. Its powerful, bio-degradable formula contains NO irritants, is kind to skin, there is no need to rinse the hands and it can be used by all ages. Yet \*\*\*\*\* costs no more than ordinary hand cleansers.

As the sole distributor of \*\*\*\*\* for southern England, \*\*\*\*\* is dedicated to promoting effective hygiene throughout the region's schools. To encourage maximum use, we supply all school and pre-school customers with sturdy wall-mounted dispensers free of charge, which may be strategically placed in washrooms, vestibules and classrooms. \*\*\*\*\* **is also available as a powerful and versatile surface cleaner and dry-mist room fogging system that offers 30 days active protection against infection.**

To arrange a no-obligation in-school demonstration, or simply to find out more, please email **info@\*\*\*\*\*.com**. One of our advisers will be delighted to pay you a visit at your convenience.

Sincerely

\*\*\*\*\* \*\*\*\*\* , Director

*"There's a strong economic case for investing in good hand washing facilities in our schools. Britain's twelve million cases of norovirus, gastroenteritis, MRSA, e-coli and now swine flu infections are mainly down to dirty hands."*

Dr Val Curtis, London School of Hygiene & Tropical Medicine Hygiene Centre, Oct, 2010



\*\*\*\*\* is tested to BS and EN Standard 13697  
www.\*\*\*\*\*.com



---

[Letter #30: a web landing page for a leading UK provider of client relationship management systems]

[HOME]

## CRM made easy

The web-based client relationship management system that puts *you* in control...

**£ 15 User / Month - affordable, pay-as-you-go – fully scalable from 2 – 250 users**

**Turbo-charge sales and destroy the competition!**

Unlike other systems, \*\*\*\*\* doesn't just manage critical data - it *creates* it. Intuitive and easy to use, it automatically organises the information that your sales people find difficult and time-consuming to manage so that it can be acted upon – fast! **Sales people love using \*\*\*\*\* because it leaves them free to succeed in what they do best – selling!** Quick to implement and customise, \*\*\*\*\* is **trusted daily by more than 6,000 SME business users**, and with 90%+ subscription renewal rates you can be confident you're making the right choice.

[Sidebar↓]

- Proven easiest to use CRM system on the market
- Designed *by* sales people *for* sales people
- UK-based support from experts who care
- Integrates seamlessly with your Outlook systems and websites
- Secure access on any computer, anywhere, anytime
- 2 versions – B2B & B2C
- Predictable pricing, no up-front costs and no lock-in

[Sidebar – top right↓]

**Take the 14-day FREE trial NOW and be amazed at how quickly \*\*\*\*\* can transform your business**

14 days unrestricted use AND expert personal guided support absolutely FREE. No commitment or credit card required!

**MAKE IT HAPPEN! TAKE YOUR FREE TRIAL NOW**

Your name
Business email
Telephone
Language: UK English
Comments / questions

Get my FREE system [[Link to sign-up page](#)]

**VIEW A WEBINAR**

Is \*\*\*\*\* **right for your business?** Find out now - join one of our informative scheduled WEB SEMINARS - FREE...>>[SIGN-UP NOW](#)[[Link to websinar sign-up page](#)]





### **Totally web-based – 100% reliable**

No expensive network infrastructure, no software to install and no issues with reliability, synchronising data, sharing information, maintenance, upgrading or back-ups. Simply log on to web CRM and start working – from any location in the world...>>[TELL ME MORE](#)[<[Link to Why \\*\\*\\*\\*\\*?](#) ]



### **Military-grade security**

Web CRM servers are held in highly secure, underground purpose-built facilities and are managed 24/7...>>[TELL ME MORE](#)[<[Link to security page](#)]

### **Essential CRM features**

- ✓ Drives sales performance by managing and prioritising users' activities
- ✓ Sends personally addressed mass emails / SMS directly from the system
- ✓ Creates instant templates for writing personalised messages in seconds
- ✓ Enables shared projects, group calendars, emails, documents, detailed reports and more
- ✓ Track qualified sales opportunities from cradle to grave
- ✓ Export data to Excel or Word and import existing data from Excel or other formats
- ✓ Automatic backup, upgrades and new features
- ✓ Profile client information to target marketing email shots and telemarketing
- ✓ Never miss a lead from your website again - integrate your site with \*\*\*\*\* to manage enquiries and automatically create follow-up activities

### **Sales & Pipeline**

[>>Manage Sales opportunities](#)

[>>Forecast against budgets](#)

[>>Pipeline management](#)

### **Marketing & Campaigns**

[>>Customer profiling](#)

[>>email marketing](#)

[>>Telemarketing](#)

### **Activities & Contacts**

[>>Manage daily tasks](#)

[>>Lead handling](#)

[>>Reporting](#)

### **Delivery Management**

[>>Full project overview](#)

[>>Keep customers informed](#)

[>>Invoice correctly on time](#)

*“\*\*\*\*\* has helped transform our business. We are able to monitor individual and team performance and improve our communications and service to clients radically. The \*\*\*\*\* solution and the practical but fantastic support they provide has been instrumental.”*

\*\*\*\*\* , \*\*\*\*\*

[Sidebar↓]

### What our clients say

6,000 users can't be wrong! Read what people say about \*\*\*\*\* ...>>[TELL ME MORE](#)[<[Link to customers page](#)]

[Sidebar↓]

### Have a question?

- Ask a CRM specialist
- Practical advice about CRM
- Call 0800 1522102
- Or [contact us here](#)

[Sidebar↓]

### Latest news

\*\*\*\*\* listed as 2011 Top 40 CRM.

\*\*\*\*\* has been listed in the top 40 of an influential list of top CRM systems globally.

[More news](#)

---

[ENDS]