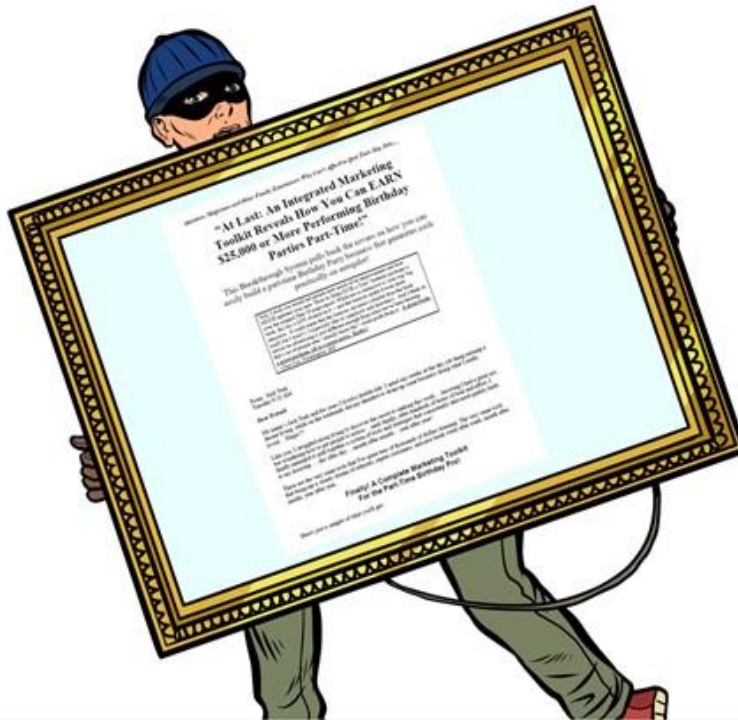


The Ultimate Write Killer Copy FAST Toolkit



Killer Copy Swipe File



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www.WriteKillerCopyFast.com



Please Note...

ALL of the Following Letters, Emails, Postcards,
and Other Documents are protected by
Copyright and are for EDUCATIONAL and
INSPIRATIONAL Use ONLY.

REPRODUCTION OF THIS MATERIAL IN WHOLE
OR PART IS FORBIDDEN. ALL RIGHTS ARE
RESERVED.

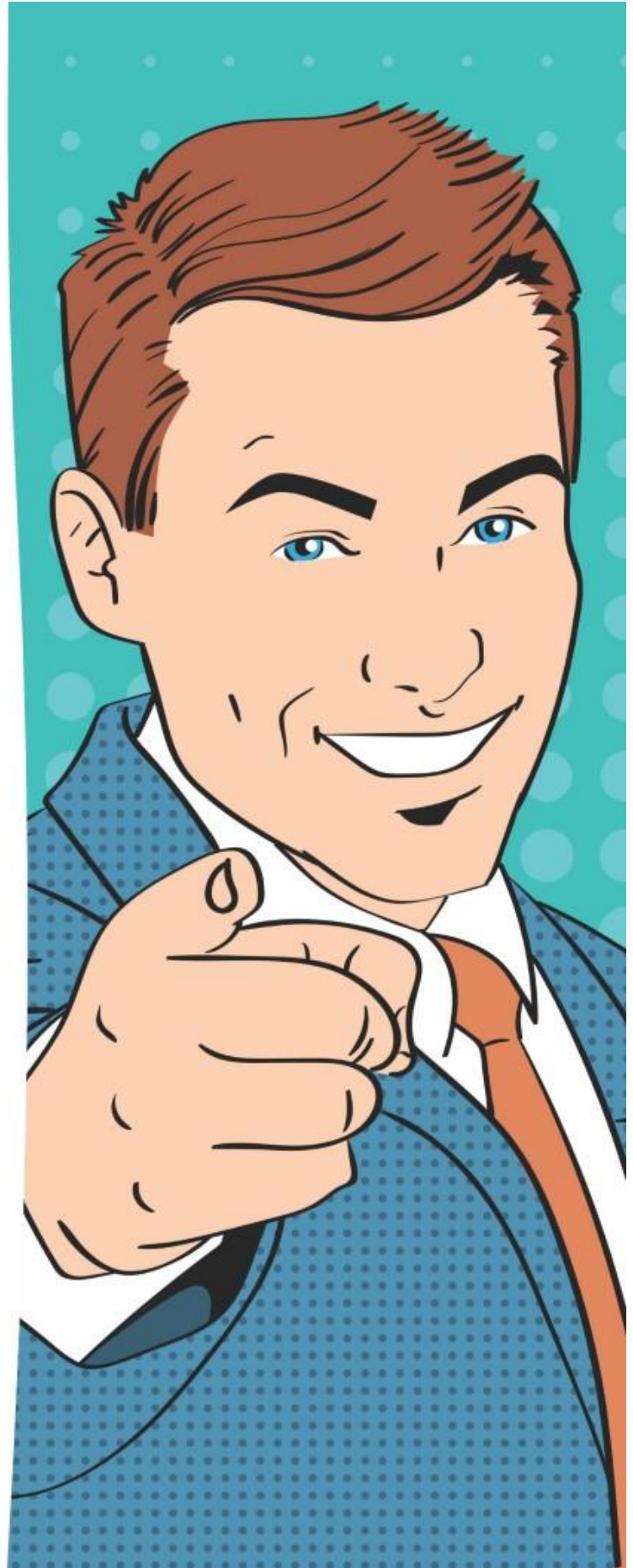
These examples were specifically chosen
to demonstrate how you can “say
interesting things in interesting ways.”



Postcards & Flyers

The key point to take away with all of these examples is there's just ONE clear Call to Action promoted - you can't afford to confuse the reader. It's also important with Postcards to make sure to include the CTA on BOTH sides - you can't take the chance that they won't read both sides.

Another point - make sure to say "Interesting Things in Interesting Ways." Don't overlook the potential for using images, comic book style callouts, and crazy fonts to make your message stand out.



Morgan Levine Debra P.C.
[REDACTED]
New York, NY 10017

PRSR STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

*****ECRWSEDDM****
Postal Customer
City, State 5-Digit ZIP Code



"If you lived at or near this address on September 11, 2001, and you or a loved one has been diagnosed with cancer, you may be eligible for \$250,000 or more in compensation due to pain and suffering... call [REDACTED] for more information today."

IMPORTANT:

“Attention: If You Lived or Worked At This Location On September 11, 2001 AND Currently Suffer from Any One of a Wide Range of Cancers, You May Be Eligible for Compensation Up to \$250,000 Or More...”

IMPORTANT: Act Now to Ensure You Receive the Financial Help You Deserve.

This message is ONLY for you if you lived or worked at or near this address on or since that terrible day – September 11, 2001 – and you or a loved one are now struggling with cancer.

The US Government has recently made available BILLIONS of dollars to qualified victims of the terrorist attacks of September 11th, 2001. The *Zadroga Reauthorization Act* **provides up to \$250,000 and more** to compensate victims for pain and suffering due to exposure to the toxins released during this attack and resulting cancers.

The list of eligible cancers include:

- Prostate Cancer
- Mesothelioma
- Interstitial Lung Disease
- Blood and Lymphoid Cancer – including but not limited to Hodgkin’s disease, Lymphoma, Leukemia, and many others.
- Skin Cancer (Melanoma)
- Breast Cancer
- Ovarian Cancer
- Childhood cancer – diagnosed since 9/11/01 in individuals under 20 years of age
- And many more

In addition to these and other cancers, additional respiratory or gastrointestinal conditions are also included in the list of eligible conditions for compensation.

Call the legal team at [REDACTED] for a free consultation to help you find out whether you are eligible, and if so, clear the way to make sure you get the financial compensation you deserve.

You’ve suffered enough. Don’t delay – call [REDACTED] today for your free consultation today. There’s no risk because if you aren’t eligible for compensation, you don’t pay a penny. So call today.

BUSINESS OWNER/ENTREPRENEUR: Want to Discover The Secrets To How Money Actually THINKS – So You Can Attract Wealth and Build Your Business?



If the Answer is YES, Then Do NOT Miss Out On This NEW Video Series from Millionaire-Maker Dan Kennedy: "The <SOURCE CODE> To Business and Advanced Wealth Attraction"

It's tough out there. No question. But MONEY continues to move on its own accord, regardless of which way the winds of power and politics blow – and while many struggle, others see their enterprises and fortunes soar. Because of this fact, you may be wondering if there are some "secrets" that these crazy-rich business owners know about attracting wealth that you don't. Well, guess what... **THERE ARE!**

And once you know these secrets, you will not only attract better customers, clients or patients but massive amounts of wealth as well.

Dan Kennedy wants to make that happen for you. So, in this provocative four-episode video series called "The <Source Code>," Dan reveals his most powerful, counter-intuitive and, in some cases, unorthodox methods for attracting wealth and building your business, including:

- Why most of what you've been taught about wealth attraction is a sham
- The architecture of wealth attraction (Very intriguing and *controversial*)
- Dan's secret stash of max profit strategies (Just this list alone is potentially worth millions to you.)
- How to achieve alignment with the forces that govern the flow and movement of Money
- Why you are working so hard and not getting ahead as fast as you want (AND the right and wrong ways to fix this problem once and for all.)
- And a lot more along the way!

At last you CAN have the business you've dreamed about and true financial freedom... by employing the strategies that Dan lays out for you.

WARNING: these videos will expose you to strange, even radical methods for reinventing your business according to YOUR terms... enabling you to attract more customers, experience greater profits, and open the floodgates of abundance and wealth into your life.

Imagine you could wave a magic wand and make your business exactly like you wanted it to be and then wave it again and attract avalanches of wealth starting today. Finally it's possible. Now is the time to change your business and your financial life. The <Source Code> video series is going to show you how. There's no obligation – this is real training and it's our gift to you. **But these videos will only be available for a limited time, so:**

Go to <http://sourcecodetosuccess.com> and sign up NOW!

ATTENTION: If You're a Business Owner Who Wants to Sell Your Business For BIG MONEY Today, Tomorrow, or at Any Time in the Future...

Then Make Sure You Don't Miss an ALL NEW Presentation by GKIC's 2012 Marketer of the Year Walter Bergeron – a.k.a. *The 10 Million Dollar Man*

“The Exit Strategy Master Plan”

Take THAT
Low-Ball
Offer!



We Guarantee It'll KNOCK YOUR SOCKS OFF!

Save the Date: Thursday, June 18th at 12PM Eastern.

Sign Up NOW at www.gkic.com/masterplan

Hi there, this is **Dave Dee** from GKIC and before you do anything else, go mark your calendars for **12PM Eastern on Thursday, June 18th**. You may also want to mark that date by carving it on a tree, scrawling it in some wet cement, or someplace else – because THAT'S the day you took a major first step towards living the life of your dreams by **SELLING YOUR BUSINESS** for TOP DOLLAR and a huge profit!

Now even if YOU don't think your business is worth much, you could be amazed that someone ELSE would be **more than willing to pay big money** for that very same business. In fact, MULTIPLE SOMEONES!

The secret is that you need to step outside the day-to-day and instead analyze your business and its assets from an entirely different perspective. And to help you gain that perspective (along with some incredible tools as well) I've invited my good friend (and GKIC's 2012 Marketer of the Year) **Walter Bergeron** to join me in a very special LIVE training session we're calling:

“The Exit Strategy Master Plan.”

Here's just the smallest taste of what you'll discover during this LIVE, 90 Minute in-depth training:

- **How to determine the VERY BEST buyer for your business... with the resources, business savvy, and motivation to act decisively and quickly.**
- Where to find qualified buyers – you'll be surprised to find out they're often hidden in plain sight and you could easily overlook them entirely.

- **Uncovering your company's most valuable strategic assets... your P&L statement may actually be the WORST place to start looking!**
- **Key roles that you MUST have in place on your "sell the business" team – exactly who you need.**
- **Secrets to creating powerful business operating systems you can rely on today AND that serve as an irresistible money-magnet for potential investors hungry for acquisitions.**

So you might be wondering... *"I've Never Really Thought About Selling My Business.... So Is This Really for Me?"* Amigo, this training session is right for you even if your business isn't even making a profit today. Or not even growing today. Or not necessarily the size you think it's worth. Walter will reveal the steps you can take to sell your business – no matter where it is today – at the high value level you want to sell it at. Because even if you've never really considered selling out, the bottom line reality is this:

You and Your Business Will Someday Part Company – So Why Not Set It Up For Sale at TOP VALUE When That Day Does Arrive?

Many entrepreneurs don't even think about selling their business. But everyone will at some point "exit" their business. So why not think it through using the proper steps? Even better, by taking the steps that Walter recommends in this FREE training, you'll not only set yourself up for a great payday in the future, you'll be making your business run better NOW – which puts more money in your pocket TODAY!

Of course, we don't call Walter "the 10 Million Dollar Man" for nothing – that's the payday he engineered when he sold his business just over a year ago... a day that he termed "my day of financial liberation." And it changed his life FOREVER. Imagine: You CAN experience true financial liberation, no matter where you are right now with your life and your business... **and that means FREEDOM...**



Freedom to travel the world with those you love.



Freedom to spend time doing what you WANT to do.



Freedom to work when you want, where you want, even IF you want.

THESE pictures from Walter's life show the freedom that's possible when you take the necessary steps to position your business for sale in a way that MAXIMIZES its strategic value to outsiders looking to buy.

IMPORTANT: This does NOT happen by accident. You can't just slap a "for sale" sign on your business and assume someone's going to drop by with checkbook in hand willing to pay you top dollar. Walter learned the hard way that it's MUCH more involved than that – and worst of all, if you simply surf the web looking for "conventional wisdom" on what your company could be worth to an outside investor, you will almost certainly get stuck with a LOW BALL OFFER that dramatically limits your future.

Discovering EXACTLY how to make TOP DOLLAR happen when you sell out is what Walter will reveal during this live session taking place **Thursday, June 18th at 12PM Eastern Time.** So do NOT miss out.

But HURRY: Only a LIMITED number of spots are available due to technology restrictions, so go to www.gkic.com/masterplan now!

Don't Miss...



"The Top 10 Ways To Radically Transform Your Business and Double Your Profits In Just 90 Days!"

- LIVE Internet TV Event—late breaking "act on this NOW!" info for your business that you can take right to the bank!
- GKIC Chief Marketing Officer Dave Dee will reveal the EXACT steps you need to take... no fluff, no filler... concrete actions every business owner needs to KNOW and DO to make more money NOW!
- Special Guest Walter Bergeron—GKIC Marketer of the Year—will lay out how he implemented these very same 10 steps in his incredible story of success!
- Plus... Dave and Walter will answer your questions LIVE!


Mark Your Calendar:
Thursday
August 16th
at 8PM ET

Sign Up Now for
This Free
Internet TV Offer!

<http://www.dankennedy.com/transformation>

"NOTHING BUT NET" SPECIAL EDITION!

TV
Guidance



90 DAYS TO TRANSFORM A BUSINESS?

At Last a CURE for the Common Re-Run!



HOT STUFF! AUGUST 16

Thursday



What Does Dave Dee Have Up His Sleeve?

Whenever Dave Dee shows up on the scene, you'd best get ready for something a little different and very special!

It's called "The Top 10 Ways to Transform Your Business and Double Your Profits in Just 90 Days!"

Rumor has it Dave's going to demystify "conventional wisdom" about running your business with his own "tricks of the trade" guaranteed to rev up your biz's money machine.

Will they involve magic? Mind-reading? Or maybe something totally new and radically different to help you kick butt in your business?

Hard to say. Because this is 100% L-I-V-E there's no way to catch the preview to give you the inside skinny.

We therefore recommend you register NOW and make sure you don't miss this chance to see for yourself!

"The Top 10 Ways To Radically Transform Your Business and Double Your Profits In Just 90 Days!"

8PM Eastern on
www.dankennedy.com

The stars come out for this gala event - GKIC CMO Dave Dee will pull NO punches as he reveals the top 10 ways you can transform your business into the money-making machine you've always known it could be.

Special Guest: GKIC 2012 Marketer of the Year Walter Bergeron!



Free Internet TV Offer!

Save Your Spot NOW...

Don't lose chances... sign up today to make sure YOU don't miss a moment of "The Top 10 Ways to Transform Your Business and Double Your Profits in Just 90 Days!"

Save your spot NOW by going to:
www.dankennedy.com/transformation

PRIME TIME Thursday 8/16

| Channel | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM |
|-----------|------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------|
| A&E | After of... Perform... ...with a... ...kind of... ...game? | Judging... ...with a... ...kind of... ...game? | Alphabet... ...with a... ...kind of... ...game? | Stark... ...with a... ...kind of... ...game? | Stark... ...with a... ...kind of... ...game? |
| CBS | Survivor... ...with a... ...kind of... ...game? | Green... ...with a... ...kind of... ...game? | The Big... ...with a... ...kind of... ...game? | Two and a... ...with a... ...kind of... ...game? | Partners... ...with a... ...kind of... ...game? |
| NBC | The... ...with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |
| Discovery |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |
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| ESPN4 |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |
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| ESPN46 |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |
| ESPN47 |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |with a... ...kind of... ...game? |
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Carted Ratings: All of the alternative program offerings for Thursday August 16, 2012 likely just aren't appropriate for any entrepreneur looking to vastly increase their business and its profitability. EXCEPT for "The Top 10 Ways To Transform Your Business and Double Your Profits in Just 90 Days" - this LIVE Internet TV event is extraordinarily valuable and should be considered **REQUIRED** viewing by anyone looking to improve their chances of success. Mark your calendar now and Don't Miss It!

Only at SuperConferenceSM
March 27-29, Dallas TX

**"Discover the REAL STORY
How Entrepreneur and
GKIC Marketer of the Year
Ryan Chapman
INVENTED the SELFIE!"**

Well... maybe not... But when you attend SuperConferenceSM in Dallas, you WILL find out even MORE Valuable Revelations at Ryan's incredible session:



"How To Conquer The NEW FRONTIER of Mobile Marketing"

Maybe you know Ryan from his book *"How To Fix Your Funnel"* (about making technology accelerate profit growth) - OR his book *"Would You Like To Go Big?"* (on upsell tactics) - OR as the Founder of **FixYourFunnel.com**, a software service company.



Or perhaps you know him from his success in GKIC's "Marketer of the Year" and Infusionsoft's "Ultimate Marketer" competitions.

Ryan and his brother used what they teach to take their own \$217.00 start-up capital and turn that into a \$1.3-million dollar business in the real estate space - in JUST the first 12 months! Now he's busy conquering the newest marketing-technology frontier: MOBILE MARKETING. Is the next gold rush?

AT THE SUPERCONFERENCESM, Ryan will blow away the hype and the B.S. about "mobile" while exposing the unprecedented, fast emerging opportunities of "the mobile-centric economy."

Consider this: There are 6.8 BILLION mobile subscriptions worldwide... that's 96% of humans who walk, crawl, or run across the planet. Can you afford to get left behind?

DON'T LET THAT HAPPEN! Sign up NOW to experience Ryan Chapman and his insights on the New Frontier of Mobile Marketing – plus MUCH MUCH MORE - ONLY AT SUPERCONFERENCESM!

HURRY - in just 48 hours at MIDNIGHT March 14th, you lose your chance to get best deal possible – a savings of up to \$1500! So don't delay:

**GO TO www.gkic.com/superconference or call 800-871-0147
BEFORE Midnight March 14th**

LIVE SPECIAL EVENT For Business Owners and Entrepreneurs Looking to RAMP UP Profits F-A-S-T...

Don't Miss this ALL-NEW Free Training from GKIC Founder Dan Kennedy and Dave Dee:

"Growth Hacks: The 12 Strategies for Doubling Your Profits RIGHT NOW!"

Coming on **WEDNESDAY, July 1st from 11AM - 3PM Eastern**. Master Strategist and GKIC founder Dan Kennedy will expose step-by-step the very same growth hacking strategies he's uncovered in working with his top private clients - bleeding edge systems that EVERY business needs to be putting into operation.

This is REAL TRAINING - focused on giving you SIMPLE/QUICK/FAST tools, templates, and strategies to grow your business at lightning speed, including case studies showing how other businesses have applied these very same growth hacks for massive success.

Best of all - **this training is 100% FREE** and is our gift to you. There are, however, bandwidth restrictions on the number of people who can attend online... **so it's critical that you save your seat by registering here right now:**

www.gkic.com/growthhacks



GKIC
GROWTH KILLER INSTITUTE

ATTENTION BUSINESS OWNERS AND ENTREPRENEURS: Are You Fed Up With the Painful, Seemingly Endless Slog It Takes To Significantly Increase Sales and Revenues?

"Then Do NOT Miss Out On this ALL-NEW Free Training From GKIC Founder Dan Kennedy and Dave Dee Which Reveals Cutting-Edge Strategies and Templates That Can DOUBLE Your Profits TODAY."

The HOTTEST Fast Action Tricks for Growing Your Business Like Gangbusters will be Exposed During this One-Time Only, FREE Video Training... SAVE YOUR SPOT NOW and Be There **WEDNESDAY, July 1st at 11AM Eastern!**

Are you ready to discover Dan's secret "growth hacking" techniques that literally put the pedal to the metal to produce massive revenues as fast as possible?

Then set aside a FULL FOUR HOURS on Wednesday, July 1st from 11AM - 3PM Eastern time for a training we're calling:

"Growth Hacks: The 12 Strategies for Doubling Your Profits RIGHT NOW!"

Here's just some of what will be revealed during this information-LOADED mission-critical training:

- **The Psychology of "The Deal You Can't Refuse"** - a "KILLER" strategy for literally bringing long-lost customers back from the dead.
- **A veritable GOLDMINE that now lies hidden and dormant inside your current customer list.**

- An EASY Formula for unleashing mind-blowing growth using only the SIMPLEST of direct mail sequences...
- How to promote VIGOROUSLY without becoming annoying or bothersome - it's a fine line, we'll reveal exactly how to do this right.
- Keys to RADICALLY Accelerating the pace at which you conceive, create, and market products and services...
- And MUCH More Besides!

Best of all - this training is 100% FREE and available from anywhere you have access to the internet. But you must act now to save your spot as technology restrictions limit the number of online attendees.

Don't miss out... go to the website below and Sign Up to Save Your Spot Now!



www.gkic.com/growthhacks

GKIC
GROWTH KILLER INSTITUTE

ATTENTION SMALL BUSINESS OWNERS: Are you tired of wondering what to do each month for your marketing? Well, you don't have to wonder any more...

FINALLY: Imagine Having a COMPLETE 12-Month Marketing Calendar In Place and Knowing Precisely What You Need to Do Every Month of the Year to Make the Money You Want and Have the Freedom You Desire.



You can – because during this one-time-only LIVE Online Video Training taking place **THURSDAY, May 28th at 12PM Eastern**, GKIC's Dave Dee will reveal:

- Five (5) Key Reasons Businesses Fail with their Marketing.
- Specific components your marketing calendar must include.
- **How to schedule SURGES OF CASH into your business.**
- Core Elements of a KILLER Offer that can't be resisted.
- Plus tools, templates, systems and much more besides!

Best of all – this LIVE 4-Hour training is **content packed and 100% FREE**. There are, however, strict technical limits on the number of actual online attendees... **so it's critical that you save your seat by registering here right now:**

www.gkic.com/mib



Are you tired of wondering what to do each month for your marketing? Well, you don't have to wonder any more...
Join Dave Dee as He Details Step-by-Step How To Put a COMPLETE 12-Month Marketing Calendar Into Operation... So You Can Know Precisely What to Do Every Month to Make the Money You Want and Have the Freedom You Desire.

A Simple SYSTEM for Creating a Powerful 12-Month Marketing Plan Will Be Revealed During this One-Time Only, LIVE Video Training – so Mark Your Calendars and **MAKE SURE You're There THURSDAY, May 28th at 12PM Eastern!**

How would you like to go in the next 12 months **knowing** that you could:

- Predictably & reliably acquire new customers, clients or patients throughout the entire year.
- Increase your average customer's lifetime value (CLV) so that EVERY customer is worth more to you... today, tomorrow, and far into the future.
- Generate more referrals for your business – no more guessing, hoping, or waiting that "someone will mention your name" because you'll have a SYSTEM to make referrals happen like clockwork.
- Generate cash windfalls on a whim... imagine the feeling of just "waving a wand" and watching money appear in your account.
- Put more money in your pocket from your business, so it finally becomes the profit-engine you've always dreamt it could be.

If this system sounds like something you want working on behalf of your business, then mark off on your calendar four hours on **THURSDAY, May 28th at 12PM Eastern time** to experience:

The Most Powerful 12-Month Marketing Plan On The Planet: Grow Your Business, Increase Your Profits & Make Your Competitors Disappear Like Magic

Best of all – this training is 100% FREE and easy to access from the comfort of your home or office. But you do need to RESERVE your slot as we have to adhere to strict bandwidth limitations and only a limited number of spaces are available.

So don't miss out... go to the website below and Sign Up to Save Your Spot NOW!



www.gkic.com/mib



Attention: Business Owners and Entrepreneurs:

"DISCOVER the Secret FORMULA to Creating a Cash Flow Surge AND Putting an Evergreen Lead Generation and Conversion System into Place in Your Business"

If you're serious about growing your business in the fastest, most reliable way possible, then mark your calendars for a very SPECIAL Live Event we're calling:

"The Ultimate Marketing Machine"

This one-time only, FREE training will reveal exactly what you need to do to put into a place a proven, powerful lead generation and conversion system to work 24/7/365 in your business.

To save your spot, go to: www.gkic.com/umm

IMPORTANT: Bandwidth is limited, so do not risk missing out on this one-time only event.

Sign up Now to Make CERTAIN You're There
WEDNESDAY, March 11th from 12PM to 4PM Eastern!

LEAD GENERATION TOOLS



GKIC
MARKETING CONSULTANTS

1/2015

AN EXTRAORDINARY LIVE EVENT: Perfect for Small Business Owners and Entrepreneurs who are SERIOUS about growing their businesses in the fastest, most reliable way possible...

"Would You Like the Secret FORMULA to Creating a Cash Flow Surge AND Putting an Evergreen Lead Generation and Conversion System into Place in Your Business... ALL at the SAME TIME? Now You Can When You Create Your Own ULTIMATE MARKETING MACHINE"

Imagine if you could wave a magic wand and have a MACHINE that worked for you 24/7/365 - a machine that did all the "heavy lifting" for you when it came to the mission-critical activities of list building, follow up, and conversion. Imagine that once built, this machine hummed along by itself and produced a flood or a stream of new clients, customers or patients so you truly never had to worry about it. At last - YOU would have CONTROL over your business destiny. Well, you don't have to imagine any more. This coming **Wednesday, March 11th from 12PM - 4PM Eastern**, Dave Dee is going to conduct a full 4-HOURS of LIVE, step-by-step training we're calling:

"The Ultimate Marketing Machine"

During this FREE training, you will discover how to:

- **LEVERAGE** resources you already have at hand to assemble and fire up a "machine" to create a flood of traffic to your business - this formula works regardless of which trade/industry/profession you're in.
- **TRANSFORM** all that traffic into pre-qualified leads who are predisposed to connect, consider, and ultimately buy from YOU and YOU alone... they truly won't see that there's any other viable alternative!
- **CREATE** corresponding systems - systems completely independent from your input - that work on autopilot like clockwork to convert these qualified leads into sales or appointments or other revenue-generating opportunities.
- **INSTALL** a powerful lead generation and conversion "machine" into your business in an easy-to-understand, step-by-step fashion - once set up it will reliably crank out profits for you 24 hours a day, 365 days a year.

WARNING: Do NOT mistake this for a four-hour sales pitch. This is REAL training, packed with PRACTICAL strategies, templates, and examples. You will learn precisely what you need to do to create and turn on the machine - nothing will be held back. Best of all - this training is 100% FREE and accessible in real time from the comfort of your den or office. But you need to RESERVE your slot as we have to adhere to strict bandwidth limitations and only a limited number of spaces are available.

Go To www.gkic.com/umm to sign up NOW.

GKIC
MARKETING CONSULTANTS

ATTENTION: Business Owners/Entrepreneurs Who Use Email In Their Business...

"Is Email Marketing Broken and Dying? Would You Like To Know-For-Certain That Your Emails Get Noticed, Opened, Read and Acted Upon?"

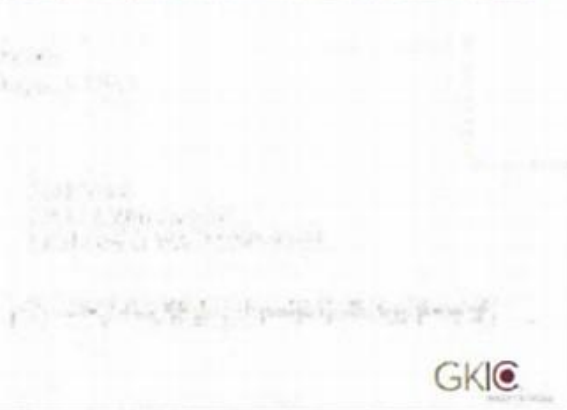
During this one-time-only LIVE Online Video Training taking place **FRIDAY, January 30th at 11AM EST** Marketing Legend Dan Kennedy and GKIC's Dave Dee will reveal:

- **Why EMAIL MARKETING Still Matters -Regardless of What Your Business Does Or Who Your Customers Are.**
- Secrets to Writing **IRRESISTIBLE** Subject Lines that Grab Attention and Make Your Emails Jump Out From All The In-Box Clutter.
- **The Core Elements ALL Effective Emails Need to Include to Ensure They Get Read AND Deliver the Results You Want.**
- **And MUCH More Besides!**

Best of all – this training is 100% FREE and there's absolutely no obligation to buy anything.

There are, however, strict technical limits on the number of actual online attendees... **so it's critical that you save your seat by registering here right now:**

www.gkic.com/email



ATTENTION: Business Owners, Entrepreneurs, and Anyone Else Who Uses Email In Their Business...



"Are The Rumors True? Is E-MAIL Marketing Really D-E-A-D? NOT SO FAST – Join Dave Dee and Dan Kennedy as Together They Reveal Tried-and-True Email Marketing Formulas & Strategies That Attract, Promote, and Sell With Predictable, Repeatable, Highly PROFITABLE Results"

SIGN UP NOW TO ATTEND THIS 100% FREE, FOUR HOUR LIVE WEBCAST TRAINING
FRIDAY, JANUARY 30th AT 11AM EST

If you're worried about declining open rates and reduced effectiveness of your email marketing campaigns, then I have some very good news... On **Friday, January 30th at 11AM EST**, Marketing Legend Dan Kennedy and GKIC's Dave Dee will offer a rockin' **FOUR SOLID HOURS** of in-depth training on the vital topic of using email in your business. During this absolutely free LIVE Webcast session, you'll discover:

- **Why EMAIL MARKETING Still Matters - the Importance of Capturing Emails Whenever, Wherever You Can AND Sneaky Tricks to Make It Practically Automatic.**
- Secrets to Writing **IRRESISTIBLE** Subject Lines that Grab Attention and Make Your Emails Jump Out from the Clutter – *Including ONE Controversial Strategy that Practically FORCES Your Prospect to Open Your Emails without Fail.*
- **How to Overcome "Same-Old, Same-Old" when Writing Emails – the Core Elements ALL Effective Emails Need to Include to Ensure They Get Read and Deliver the Results You Want.**
- **And MUCH More Besides INCLUDING Tons of PROVEN Examples from Successful Campaigns... Along with Step-by-Step Explanations of How To Put Them To Use For You!**

Again, the entire **FOUR HOURS** of training is 100% FREE; there's absolutely no obligation to buy anything.

★ IMPORTANT: Bandwidth for this LIVE training event is LIMITED... with strict technical restrictions on the number of actual online attendees... **so it's critical that you save your seat by registering here right now:**

www.gkic.com/email



8430 W. Bryn Mawr, Suite 500
Chicago, IL 60631

Attention: If you're ready to create more security, more streams of income, and more free time where you actually can live life on your own terms... then join Dave Dee on February 12th, 2013 at 8PM ET as he reveals:

"How to make \$117,000 in 67 Minutes... Starting From Scratch... With Your Own Information Marketing Business!"

"Dave has an amazing way of communicating, and I took down a goldmine of notes. What Dave said about selling is..amazing. I have been thinking about that one line for the past day!"
- Kellen Chase

AMAZING!

WARNING: This call will NOT be repeated or replayed!
You do not want to miss this... so sign up now at:

www.dankennedy.com/67minutes

On Tuesday, February 12th at 8PM ET / 5PM PT, GKIC Chief Marketing Officer Dave Dee is conducting a free, 90 minute training call for anyone who is ready to create more security, more streams of income, and more free time where you actually can live life on your own terms. He's calling it: "How to make \$117,000 in 67 MINUTES... Starting From Scratch... With Your Own Info Marketing Business!"

During this call you will discover the exact steps Dave follows with every information marketing business he launches (and has helped MANY others to launch for themselves) - it's the exact, easy-to-follow formula for creating your own information business using the talents you have and love to use. And here's where it gets really powerful...

Dave's going to expose REAL-LIFE examples of information businesses he's personally helped to create - businesses that have achieved MASSIVE Success - literally overnight! This isn't a hodge-podge of fuzzy theories lumped together, these are the real-world stories of men and women just like you who followed a carefully designed system to produce results beyond their wildest dreams!

On this call Dave will reveal:

- ✓ How to unlock and identify exactly who it is you can best serve with the skills, experience, and knowledge you already possess. (This makes making a lot of money MUCH easier and more enjoyable.)
- ✓ The #1 thing your prospects are looking for and exactly the way you need to describe it to draw them irresistibly to you like a moth to a flame.
- ✓ The single most important component of your entire online arsenal - in fact, if you get THIS right, you can practically build a thriving business from just it alone!
- ✓ The key secret to creating an information product that practically SELLS ITSELF! (And you can repeat this over and over and over again...)

In a nutshell - Dave will deliver the exact formula for having a real deal information products business that takes all the head-scratching out of what most Gurus tell you is an extremely complex process... and makes it EASY! You do not want to miss this! Do whatever it takes to be there on Tuesday, February 12th at 8PM ET - stick the kids in bed early, cancel poker night, whatever it takes.

NOTE: Due to the highly personal and sensitive nature of the information Dave's going to lay bare on this call, there will NOT be any kind of replay available. None. Zero-Zilch-Nada. Your one and only chance to experience this potentially life changing information is by attending LIVE that night on February 12th. Seats will be LIMITED, so you absolutely need to reserve your spot now!

Go HERE To Save Your Seat NOW! www.dankennedy.com/67minutes

← ACT NOW

HAVE YOU EVER WONDERED? How GKIC Manages To Create, Market, and Sell KILLER Info-Products With Such Seeming Ease and Regularity...

"FINALLY – Dave Dee Exposes The HIDDEN Secrets of Info-Product Creation... Making It EASY For Anyone to Create KILLER, High-Value Programs For ANY Niche, Guaranteed!"

During this one-time-only LIVE Online Video Training taking place **FRI Nov. 7th at 11AM Eastern**, GKIC's Dave Dee will reveal:

- How To Easily Identify and Create A NEW Type Of Product That Your Customers Ardently Desire and Will SELL Like Gangbusters
- A Simple & Powerful Launch Sequence That Sells Your NEW Product Like Crazy...And That Can Be TRULY Put On Autopilot
- The Key Secret to Making Money as an Info-Marketer BEFORE You Even Launch Your New Product

Best of all – this training is **100% FREE** and comes to you LIVE from the Info-SUMMIT. There are, however, strict technical limits on the number of actual online attendees... **so it's critical that you save your seat by registering here right now:**

www.gkic.com/uimmpc



Do You Ever Dream of Owning a Successful Information Products Business that Can Generate Cash On Demand Day-In, Day-Out 24/7... But You Struggle With the Challenge of Actually CREATING The Product?

"Good News! Join Dave Dee as He Exposes the Magic Blueprint GKIC's Product Wizards Use to Easily Create KILLER Info-Products That Regularly Sell for \$100s of THOUSANDS Launch After Launch"

Everything Will Be Revealed During this One-Time Only, FREE Video Training LIVE From the Info-SUMMIT. Mark Your Calendars, Reserve Your Spot, and Make CERTAIN You're There FRI Nov. 7th at 11AM Eastern!

Imagine that you could have an information marketing machine that made money for you from the very first opt-in... and then sold the #1 type of product that your customers are dying to have at insane conversion rates. Well you don't have to imagine any longer – in this all NEW LIVE Training direct from Info-SUMMIT, you will discover:

- How To Easily Identify and Create A NEW Type Of Product That Your Customers Ardently Desire and Will SELL Like Gangbusters
- A Simple & Powerful Launch Sequence That Sells Your NEW Product Like Crazy...And That Can Be TRULY Put On Autopilot
- The Key Secret to Making Money as an Info-Marketer BEFORE You Even Launch Your New Product

If that all sounds good to you, then here's what to do...

www.gkic.com/uimmpc

Set aside 90 minutes Friday November 7th at 11AM Eastern time to discover the INSIDER Secrets GKIC uses to plan, promote, deliver, and sell Mega-Hit Information Products over and over again. During this LIVE Video Training from the Info-SUMMIT, Dave Dee will expose:

"The Ultimate Information Marketing Machine: The New Product Creation and Launch System"

Best of all – this training is 100% FREE and accessible in real time from the comfort of your den or office. But you need to RESERVE your spot as we have to adhere to strict bandwidth limitations and only a limited number of spaces are available.

Don't miss out... go to the website below and Sign Up to Save Your Spot Now!



10/2017

WARNING: ALL DISCOUNTS END APRIL 19th!



YOUR TIME TO BOOK A CABIN IS RUNNING OUT.

**EVERY REMAINING SUPERCONFERENCESM
DISCOUNT ENDS ON APRIL 19th AND
REGISTRATION IS SUBJECT TO CLOSE BEFORE
THEN, OR ANYTIME BASED ON AVAILABILITY.**

BOOK NOW AT WWW.DANKENNEDY.COM/SC2013

**"If You Decided to Skip This
Year's SuperConferenceSM
Because You Already Know
Enough About Marketing - You
May Be Right! But You Still
Need to Come and Here's 3
Surprising Reasons Why..."**

**"If You Decided to Skip This Year's SuperConferenceSM Because You Already Know Enough About
Marketing - You May Be Right! But You Still Need to Come and Here's 3 Surprising Reasons Why..."**

Since you're currently a GKIC member... odds are that a fair-to-middlin'-amount of "Planet Dan" street smarts has soaked in... likely enough to have already made at least some difference in your business and its success. But even so... here are THREE reasons to show up this year that you may not have yet considered:

1. **The Power of Just ONE Idea.** The smarter you are, the more you realize how powerful having one... more... killer idea working for your business can truly be. You never know where that killer idea will come from - something you see on the tube, an off-hand comment made by a friend, or it strikes like lightning to jolt you to consciousness in the middle of the night! But all those are RARE exceptions. In all likelihood, transformational insights only happen when immersed in an environment designed from the ground up to energize, enlighten, and empower entrepreneurs. And THAT is the whole point of the SuperConferenceSM.
2. **It's Not 2012 Anymore.** If you attended SuperConferenceSM last year, and/or years before that - took good notes and implemented like a mad max machine... you were cutting edge then. But skipping THIS year means you'll miss out on MY current and CRITICAL analysis of how to identify, target and harpoon the most valuable customers out there... Harry Dent's insights into looming demographic trends that could sabotage your business... Sally Hogshead's recent discoveries on the 7 Triggers of Fascination and how to apply them to make your offers irresistible... Ryan Deiss's Kindle Marketing revelations!.. THIS is State-of-The-Art information that you can't get anywhere else, and if you stay mired in 2012 thinking, you'll be sadly disappointed as this year rolls along.
3. **YOUR Exclusive, Insider's Track to What Works.** The SuperConferenceSM is a MEMBER event - it isn't being promoted to the unwashed masses. You won't see full-page ads in newspapers or late night shout-outs on cable. This is for MEMBERS.... Your competitors, who for whatever reason haven't gotten on board, aren't invited. We have put this all together for YOU - it's our way of saying thank you and to spur you on to even greater success. What you discover here will be yours and yours alone to use to dominate your market in 2013!

You can STILL save Hundreds of dollars by registering before April 19th - but after that, ALL discounts vanish forever.

Sign up now!

Dank

www.DanKennedy.com/sc2013



Don't Try to Stop Me, Step
Away From The Pump... I'm
Going to GIVE You \$100 to PAY
For Your Gas To Attend GKIC's
SuperConferenceSM in Dallas!

Act NOW – Before March 10th!

"Since You're So CRAZY Close to SuperConferenceSM
in Dallas, Why Not Let US
Pay for Your Gas To Get There?"

Out of our minds? Not really – we just believe it's CRITICAL that every business owner / entrepreneur experience in person the cutting-edge marketing strategies, insights, and secrets revealed ONLY at SuperConferenceSM. That's why we're putting our money where our mouth is by offering you a \$100 Gift Card to pay for your gas to drive to Dallas! But you need to act now, this offer expires MONDAY, March 10th – to learn more, go to:

www.GKIC.com/superconference

AND then call us toll-free at 800-871-0147 to sign up AND get your \$100 Gift Card for driving money. Do it now!



So You're Wondering, "Why is GKIC Willing to Cough Up
\$100 for Jalopy Juice? What's the Catch?"

ANSWER: THERE AIN'T ONE!

We just KNOW there's no more effective way to TRANSFORM your business than by experiencing SuperConferenceSM live and in person. Taking place March 27th to 29th, you won't find any other event firing on all 8 cylinders with this hi-octane blend of powerful speakers & business training TOTALLY unlike anything your competitors are doing – and just good-old-fashioned FUN!

Here's a quick rundown of just THREE reasons why YOU need to be there:

- 1) Dallas Cowboy EMMITT SMITH – Remember him? THREE Super Bowl rings (count 'em, 3!) The ONLY player to have won a Super Bowl MVP (Most Valuable Player), NFL MVP and NFL Rushing Crown all in the same season. NFL Hall of Famer. The NFL's all-time leading rusher, with 18,355 yards during his 15 season career. Top-tier hands-on entrepreneur, salesman and leader - respected, focused, driven to make important things happen. Yeah. That guy. He's our Keynote Speaker and what he has to reveal about business and leadership could well blow a gasket! ONLY at SuperConferenceSM.
- 2) Marketing Legend Dan Kennedy's session "PRICE ELASTICITY, PROFIT PROTECTION & MARKETPLACE POWER - In An Uncertain, Fragile and Profit-Threatening Economy" - with the shriveling away of consumer spending power... and self-destructive competitors hell-bent on cutting prices to stay marginally afloat... your ability to make serious profits faces a dangerous road ahead. You need to master the skills necessary to charge top-dollar for your products and services, which is exactly what Dan Kennedy will reveal to you during this session - ONLY at SuperConferenceSM.

To gain that SLIGHT EDGE ... In challenging times, competitors who haven't fallen by the wayside have gotten smarter and even more dangerous. And consumers grow ever more wary of parting with their hard-earned cash without good reason. As Dan says, "small hinges swing big doors" which means you never know where you might uncover that ONE idea that could make ALL the difference in your business... and your future. But that WON'T happen if you're not in the place where transformational "AHA-MOMENTS" happen by design – ONLY at SuperConferenceSM. Best of all, it's just a few minutes down the road from YOUR home! Visit www.GKIC.com/superconference to learn more and then call us at 800-871-0147 to sign up AND get your \$100 Gift Card for driving money!



But Hurry, this Gas Card Offer expires March 10th



"Why Would This Grumpy Marketing Genius Give Away The "Secret Sauce" For FREE...Even Though He Charges \$18,800 For A Consultation Day With Him?"



Dan Kennedy, The "Millionaire Maker" And "Professor of Hard Reality!"

Hi, my name is Dan Kennedy. And I'm about to do something I should NOT do. I'm going to give away some of my most potent marketing secrets I've developed over 40 years in marketing and advertising that could generate more income and profits for you when you take action right now and go to:

www.dankennedygift.com

You see, some people think I'm a little grumpy. Others say I'm offensive and have a difficult personality. And I often get criticized, argued with and laughed at by counterfeit advertising "gurus".

But I've made myself *ten* of millions of dollars with only a high school education. I have written over 20 books, built and sold 3 businesses and get paid obscene amounts of money helping small business owners like yourself. For example, I routinely get paid upwards of \$50,000 to \$100,000 ~~per~~ royalties to craft sales letters and campaigns for clients, and over 85% of whom use me repeatedly. Why am I so successful? Because my methods work.

I don't tell you this to brag. I tell you this because the truth is most small business advertising and marketing stinks. Most businesspeople are floundering around not knowing the difference between "good" and "bad" advertising and marketing and flushing their advertising dollars down the toilet. I am out to fix that.

That's why I'm offering my most actionable secrets for FREE for a limited time when you go to the website below. You see, pretty much everything you think about marketing and advertising is wrong, and what you'll discover on that site represents a "lifesaver" from being a victim of your advertising.

Get the details of this offer FREE at:
www.dankennedygift.com

Offer Expires 12/7/13



About Dan Kennedy:

- Author of over 20 books on Amazon.com
- 40 years in advertising and marketing
- Sold 3 businesses
- 1000's of ads and sales letters written
- Involved in 11 different businesses
- 2000+ speeches on marketing
- 43 television infomercial projects

3 LIES About Marketing Or Advertising You Might Have Heard From An Ad Executive Or Colleague That Could Forever BAN You From Success...

LIE #1: You Need To "Get Your Name Out There." FALSE! Everything you see big companies doing isn't right for you. You need powerful, well-crafted, measurable strategies targeting a specific audience...not the masses like image or institutional advertising.

LIE #2: You Need To Spend a LOT Of Money To Make Money. FALSE! You need to be smart with the money you spend. Traditional advertising relies on blowing money on billboards and radio commercials with no means of determining if they worked. Direct marketing cuts the fat, waste, guesswork and frustration out of your advertising...thus keeping your time and money investment low.

LIE #3: Any Customer Is A Good Customer. WRONG! That's what your local ad rep will tell you, but all he cares about is what media they want to sell you. After all, they're salesmen who are compensated on how much media you use. Direct marketing allows you to target your IDEAL customer, client or patient. I mean, what's the point of getting customers if they're going to penny-pinch you, hassle you, and make you regret getting into business in the first place.

So if you're looking for more free time, less stress, less worries and more CERTAINTY in your business...and your family needs you to have more fun and less stress, strife and aggravation...then get the details for FREE at the URL at right.



"When You Have Dan's Materials, It Is Not An Expense, But An Investment In Yourself!"

"I thought that once I opened the doors to my practice that patients would start streaming in - boy was I wrong...Then one day I stumbled on a book written by Dan Kennedy and I thought 'OMG, this is so stupid simple and clear, why haven't I been doing this all along?'... We have gone from 1 clinic to 4, 1 employee to 35; 0 patients to 7,500...It's been an amazing ride and we owe a big thanks to Dan and GKIC."
- Dr. Dustin Burleson, Burleson Orthodontics

"Following Dan's Renegade Principles have not only transformed my business but my life! I was able to build a business from the ground up to over 7 figures in just 3 years all while still enjoying everything that I loved to do...What you can count on from Dan is what you get will be quality and it will deliver."
- Sean Greeley

Offer Expires 12/7/13

Yes Dan! I Want To Start Attracting My Ideal Customers, Clients Or Patients Using Direct Marketing Techniques Those Traditional Advertising "Geniuses" Will NEVER Know...

Claim Your Free Gifts At:
www.dankennedygift.com

Attention: "Lifestyle Liberation Blueprint" Owner:

"How Many Reasons DO YOU NEED TO Join Dan and Dave at Info-SUMMIT™ this November?"

Here's just a few to get you started... when you attend, you'll get to:

- ✓ Experience DAN and DAVE Live In Person! You've seen them on video - now meet them face to face! Plus it's Dan Kennedy's 40th Year in the info marketing business - he'll share what he's learned, what works, what doesn't... AND we're having a HUGE Party as well!
- ✓ Hear Keynote Speaker JAKE STEINFELD - one of the fitness industries' reigning icons, responsible for creating the personal fitness training industry over 30 years ago. A street-smart entrepreneur, he continues to develop successful products, brands, and businesses as Chairman and CEO of Body by Jake Global®!
- ✓ Mingle with top professional info-marketers with 6-figure and 7-figure incomes, with large businesses... who gather to re-charge, to re-invent, to meet up with and exchange information with and create business alliances!
- ✓ Discover for yourself why Info-SUMMIT™ is known world-wide as the PREMIERE EVENT for info-marketing... a SECRET WORLD hidden from the 99% and where millions are being made with just information! And finally...
- ✓ YOU DON'T HAVE TO PAY ONE RED CENT BECAUSE YOUR REGISTRATION TO INFO-SUMMIT™ HAS ALREADY BEEN

Paid In Full!

Don't RISK missing out - Seats are LIMITED and going fast! Save your spot NOW at:

www.dankennedy.com/is2013/freeticket



Dan Kennedy



Dave Dee

GKIC



Dan Kennedy: The Seven Secret Sorceries of Writing Mind-Control Copy... and MORE! Tricks to moving a reader, listener or viewer from skepticism to response or purchase!



Dr. Tom Orent: From Wounded Weckling To Financial "Charles Atlas" Discover his steps of creating his info-empire that serves the dental profession!



Perry Marshall: The No-Stress, No-Strain Way To Cut Your Work In Half and Double Your Sales! - Slash time-wasters, locate invisible profit centers in your business!



Roger Love: Speak Live Far More Effectively and Persuasively By Training Your Voice - take command of your voice to motivate, persuade, and spark action.



Brittany Lynch: How To Launch An Info-Product Business With Online Media With Mind-Blowing Speed - the latest online trends with direct-response marketing!



Michael Cage: How To Hold \$100,000 To \$1-Million Teleseminar And Webinar Events Discover strategies he only shares with 5-figure-fee private clients!



Don Crossner: How To Accelerate Info Product Development And Thrive With "Speed To Market" Don will reveal how he creates products in as little as 72 hours!



Marc: How To Harness The Unmatched Selling Power Of "Live" Webcasts - how to plan, promote, and prosper with your own "live" webcasts.



Jimmy Vee and Travis Miller: Running A Real Million-Dollar Business: Riches in Niches! Insider tips on building a real-deal, multi-million dollar business.



Kevin Hill: How To Create A Sales Letter In As Little As 2 Hours - the 11 steps to creating a successful sales letter in just 2 hours!



Lee Milteer: How To Manage Change, Competition And Yourself So You Can Prosper As An Info-Preneur - Elevate your performance to succeed at NEW levels!



Dave Dee: Confessions Of The Psychic Salesman: How To Turbo-Charge Your Info-Sales - the never before revealed secrets behind

GKIC's Blockbuster launches!

If You Need MORE Reasons to Attend...

"There's Truly No Place on Earth Like Info-SUMMIT™... A Mind-Blowing Assembly of the Top Minds and Most Trusted Resources in the Info-Biz Today... This is Your ONE and ONLY Chance to Get Inside Its Hallowed Doors to Experience Info-Marketing's Foundational Event for FREE!"

As a "Lifestyle Liberation Blueprint" owner, you're well on the way to info-marketing success. Why not grab hold of this ONE-TIME opportunity to meet with the top-tier experts in the industry and discover the latest tools and strategies you need to succeed?

You'll have the chance to accelerate your success in the info-biz in mere DAYS! This kind of sharing of experiences would otherwise take you months and YEARS to figure out yourself...but they're all here at the Info-SUMMIT™ this coming November 7-9 for you to discover.

And again - best of all - your ticket to attend has been **PAID IN FULL!** Don't delay, sign up NOW:

www.dankennedy.com/is2013/freeticket

GKIC

GKIC's
Info-SUMMIT

MEET ME

IN ST. LOUIS

Nov. 6th-8th

Dan
KENNEDY

Dave
DEE

Peter
GUBER

Brian
KURTZ

Brendan
BURCHARD

AND MANY MORE
STARS AS WELL!



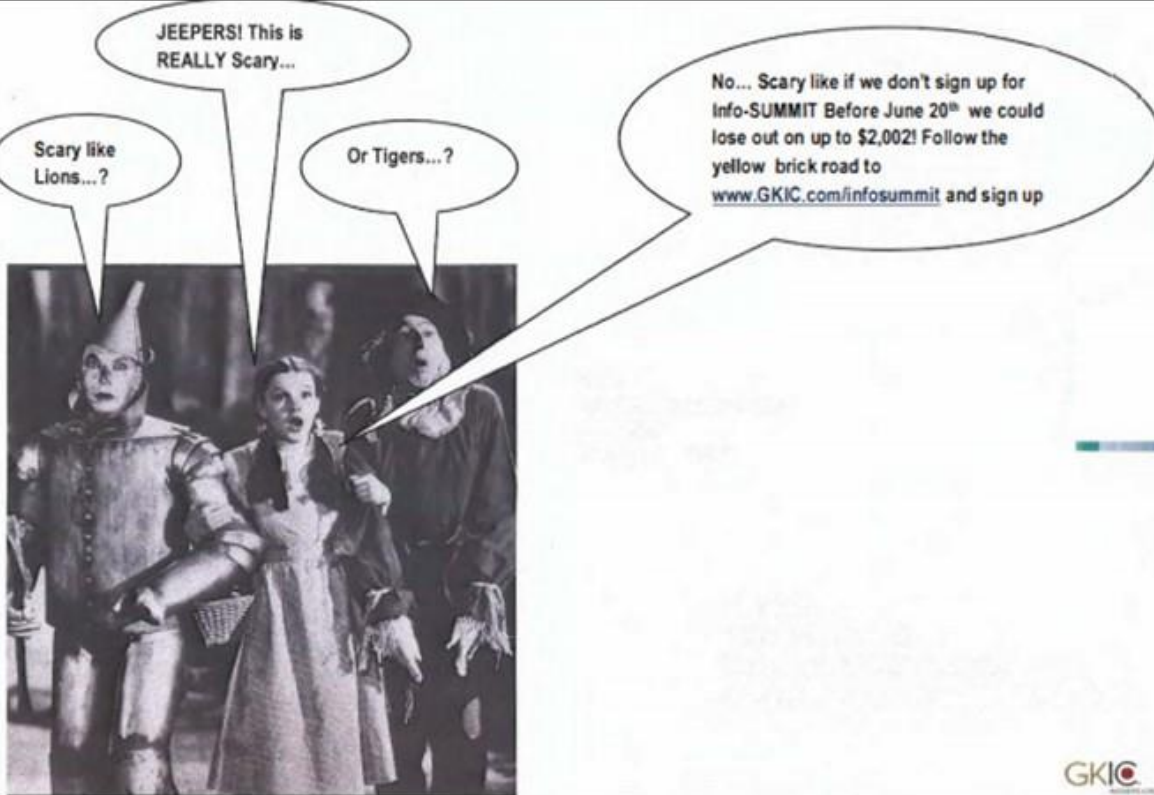
In Spectacular
SUMMIT-VISION!



The Top 5 **BIG FUN** Reasons Why You Need to Make Sure Info-SUMMIT in St. Louis is On Your Dance Card This Coming November!

- 1** **A SWINGING TIME IN ST. LOUIS!** - It's the 250th Birthday Celebration for the great city of St. Louis, MO - "Gateway to the West" - smack dab in the middle of the Good Ol' USofA so it's easy to get to from just about anywhere! Set in the heartland in one of American's most vibrant locations, Info-SUMMIT in St. Louis promises inspiration, insight, and information galore.
- 2** **THE ULTIMATE HOLLYWOOD INSIDERS' NETWORKING RECEPTION** - the Grande After Party... immediately following Brian Kurtz's session on Friday evening come enjoy Food 'n' Drink 'n' Fun at the Best Bizness Building Schmooze-Fest on the Planet!
- 3** **EVERYTHING YOU NEED TO SUCCEED AT "THE BACKLOT"** - We've cast an amazing array of super-talented Expert Vendors ready to help you hit the main stage and create "blockbuster successes" in your business! Don't waste time and money trying to build a crew from scratch - come to Info-SUMMIT and get access to the best-of-the-best all in one place.
- 4** **A CHANCE TO ESCAPE, RECHARGE, AND GROW** - When it's head down, nose to the grindstone day after day - you literally can't see the forest from the trees. Which is EXACTLY why you need to get away from the daily routine and experience FRESH IDEAS, INTERESTING PEOPLE, and POWERFUL BUSINESS STRATEGIES. There's nothing like Info-SUMMIT anywhere on the planet... it's the ONE PLACE where everyone there understands your business, relates to your passion, and appreciates what YOU do.
- 5** **NETWORKING AND SCHMOOZING OPPORTUNITIES** - There's plenty of Fun, Fraternity, and good-ol'-fashioned Networking Opportunities to be had by all. Plus, if you're a DIAMOND Member & Above, you can grab a photo with Hollywood Mogul PETER GUBER. TITANIUM MEMBERS can set up a Private Appointment with DAN KENNEDY, IMA (INFORMATION MARKETING ASSOCIATION) Members should make sure to attend the EXPERT & "MASTERMIND" ROUNDTABLE. And so MUCH MORE!

Register Before JULY 31st or Lose Out on SAVINGS of Up To \$1902!
Go to www.GKIC.com/infosummit or call your Concierge at 1-800-871-0147 right NOW.



DEADLINE JUNE 20th

TINMAN: If I only had a heart...

SCARECROW: If I only had a brain...

LION: If I only had the courage...

DOROTHY: Golly, you three already have EVERYTHING you need to become WIZARDS of Info-Marketing – forget about OZ and the Emerald City... let's head off to St. Louis this November 6th-8th for GKIC's Info-SUMMIT.

LION: Will the Wicked Witch be there?

DOROTHY: She's off shoe shopping – but you CAN count on experts like Hollywood Mogul PETER GUBER, plus other stars like BRENDON BURCHARD, BRIAN KURTZ, ROBIN ROBINS, LEE MILTEER, and many others!

SCARECROW: But we have an appointment with the Wizard..

DOROTHY: He'll be there too – if ever a wonderful Wiz there was, DAN KENNEDY is one because... because...

TINMAN: Because of the wonderful things he does?

DOROTHY: You got it. Let's save ourselves up to \$2,002 by calling our Concierge at 1-800-871-0147 or going to www.GKIC.com/infosummit NOW before June 20th.

SCARECROW: Now THAT's the SMART thing to do.



www.gkic.com/infosummit



WARNING: A VERY Important Deadline is Approaching and You Face REAL DANGER at this Very Moment...

"Don't Miss Out on Information Marketing's #1 Networking, Training, and SUPERSTAR Event on the Planet! There's NOTHING Like Info-SUMMITSM In Terms of Value, Opportunity, and Total End-to-End EVERYTHING IN ONE PLACE for The Info-Business...



BUT YOU HAVE TO ACT NOW BEFORE MIDNIGHT OCTOBER 11th



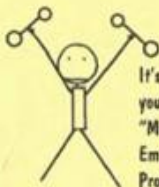
INCREDIBLE BUT TRUE: YOU CAN STILL SAVE UP TO \$1600- BUT YOU NEED TO ACT NOW!

Go to www.gkic.com/infosummit or call 800-871-0147

What am I forgetting... It's REALLY Important...?



GKIC



PUMP UP Those Info-Marketing Muscles!

It's ONLY at Info-SUMMITSM where you can beef up your skills and discover the real-deal secrets on "Mind-Control Copy," "Creating an Info-Marketing Empire," "Launching Your Product," "Creating Killer Products," "Running a Multi-Million Dollar Business," "Creating Killer Copy F-A-S-T," "Managing Change and Prospering," and "The Unusual Moneymaking Secrets of the Most Successful Info-Marketers on the Planet!"



Create Friendships and Partners That'll Last for Years!

Where else will you find a room filled with HUNDREDS of like-minded business owners and entrepreneurs – each and every one of them focused like a laser on building the business of their dreams... the ultimate "in control of my own destiny" lifestyle. Only at Info-SUMMITSM can you meet and build relationships with the very top-tier talent in the Info-Marketing community. You never know who you'll meet – perhaps the PERFECT partner for your business!



Actually MEET the Superheroes of Info-Marketing!

Info-SUMMITSM opens the door to meeting the top names in the industry: Dan Konoedy, Frank Korn, Dave Doo, Leo Milteer, Michael Cogo, Perry Marshall, Brittany Lynch, Dr. Tom Orent, Roger Love, Don Crowther, Mars of Launchmen, Jimmy Vee and Travis Miller, Kevin Hill and MORE... It's a power-packed lineup you CAN'T find anywhere else. Who you hang out with matters – why not hang out with the very best-of-the-best in Info-Marketing?!



Enter The SECRET World Where Fortunes Are Created!

Info-SUMMITSM truly is your gateway to a 'secret world' that most people are unaware of it, where literally millions of dollars are being made EVERY DAY with information right before their very eyes. Info-marketing provides MASSIVE opportunities for ANYONE with an interest or passion about a subject, with know-how or experience in any business or field.

You can't afford to miss out!



ACT NOW TIME IS RUNNING OUT!

Seating is LIMITED!

Plus, if you ACT NOW before the October 11th deadline you can save as much as \$1600!

DO NOT DELAY – sign up now by going to our website:

www.gkic.com/infosummit

Or Call

800-871-0147

Don't wait – do it NOW!

Sign Up Now - www.gkic.com/infosummit

GKIC

Have you ever thought this only happened to OTHER people? Well, you're WRONG...

"Imagine: YOU ... A Celebrated, Successful, and Highly Sought After EXPERT – The Go-To-GURU that Hundreds, Thousands, Even 10s of Thousands Look to on a DAILY Basis for Advice, Counsel, and Insights to Solve the Problems That Matter Most to their Hearts and Dreams!"

**Are You Ready to Step Out of the Shadows and Into the Bright Light of Information Marketing Success?
If You Think This Only Happens to Someone Else, Let Me Prove to You Now How ANYONE From ANY Background
Can Experience a Radical Transformation In Their Lives Practically Overnight!**

From: Dan Kennedy

My story should inspire you – born in the backwaters of the Midwest, barely a high-school education, realistically un-employable by any rational business owner... YET I've managed to achieve financial independence and wealth through the power of information marketing.

And it's been my pleasure to help others do the same – folks like Tom Orent and Jimmy Vee & Travis Miller – so make sure to examine the other side of this postcard for more about the exact steps THEY took that YOU can take to achieve that same kind of success yourself!

BTW, both Tom and Jimmy/Travis will be revealing some of their most valuable secrets during the upcoming Info-SUMMITSM on November 7th, 8th, and 9th ... but our records show you haven't registered yet, so it's important that I let you know:

IT'S TIME TO SIGN UP!

On AUGUST 31st the BEST price available goes away, potentially costing you \$1400 or more!
It makes ZERO sense to delay – as the event is fully GUARANTEED to you and fully refundable until 10/5/13.

KEEP READING!

www.dankennedy.com/infosummit

GKIC



Jimmy Vee & Travis Miller

What They Did and Why We Picked Them:

Jimmy and Travis started back in 2004 with merely an idea, a phone, and just \$200 in cash. But they took massive action – writing several multiple best-selling books, including "Gravitational Marketing." Now they run "Rich Dealers" – a customer attraction agency focused on enabling auto dealers to stand out and sell more without spending more on advertising. The results: They've created and grown a "Done-for-You!" info-biz into a Multi-Million Dollar operation! Collectively, their campaigns have resulted in the sale of over 2 million vehicles.

What They'll Reveal ONLY AT INFO-SUMMITSM:

- An advanced Info-Business lesson on exactly how they accomplished so much so quickly and with such massive success.
- How they created a multi-million dollar info-business focused on the needs of just one VERY specific niche – by following a "done-for-you" info-biz model.
- Keys to creating an "ESP business": Enjoyable, Simple & Prosperous – a business that has allowed them as married fathers with small children to experience both prosperity and personal fulfillment.

Why You MUST Be There:

- What they'll reveal makes clear that ANYONE can build and run a successful info-business...even in a niche where you have scant experience - with infrastructure, employees, and huge revenues with Information Marketing!



Dr. Tom Orent

What He Did and Why We Picked Him:

Dr. Orent has a story like many other Dentists – he struggled for years, facing challenges that included divorce, near bankruptcy, and even a brush with foreclosure in 1997... yet he overcame all that and within 3 years had paid off every lease, loan, and the mortgage on his office building to be debt-free. Now he has the ideal-for-him info-business (serving the Dental profession) with continuity levels from \$97.00 a month up to \$60,000.00 per 10-month term. And today his company has a global reach – publishing and selling info-products in 47 countries!

What He'll Reveal ONLY AT INFO-SUMMITSM:

- He'll re-trace his steps of creating his info-empire for you, and reveal some of his most prized business secrets for a variety of marketing media.
- You'll discover how to make Trade Shows REALLY Work, including how to get the e-mail addresses from 80% of the traffic flowing past your booth.
- He'll reveal how to sell HIGH Priced Coaching programs... producing revenue levels that could very well CHANGE YOUR LIFE!

Why You MUST Be There:

- Dr. Orent will lay out for you the exact steps he took to turn his experience in running a successful dental practice into a massive info-business – one that lets him live the lifestyle of his dreams - a model anyone with experience, knowledge, and passion can duplicate and repeat.

AND DON'T FORGET: When You Register NOW You Not Only Get to Experience World-Class Experts Like Tom & Jimmy & Travis & Many More, You're Also Protected by GKIC's 100% No-Questions-Asked GUARANTEE! If at any time during the first day of the Info-SUMMITSM you honestly believe you've made a mistake and that you don't belong here or you are otherwise disappointed, you need only say so and receive a full 100% fee refund PLUS up to \$500 of documented travel! **Don't delay, act now before the August 31st deadline when pricing increases!**

Go to www.dankennedy.com/infosummit and register NOW!

GKIC



This was an EXTREMELY simple postcard driving to a landing page. The address side was just name and address. You could easily model this copy in an email quite effectively.

From: Jack Turk

Re: Make a 7 Figure Income Working Trade Shows

How would you like to spend one incredibly intense weekend with Joel Bauer where you will learn the secrets to generating a seven figure a year income as a professional trade show entertainer? Then you should check out:

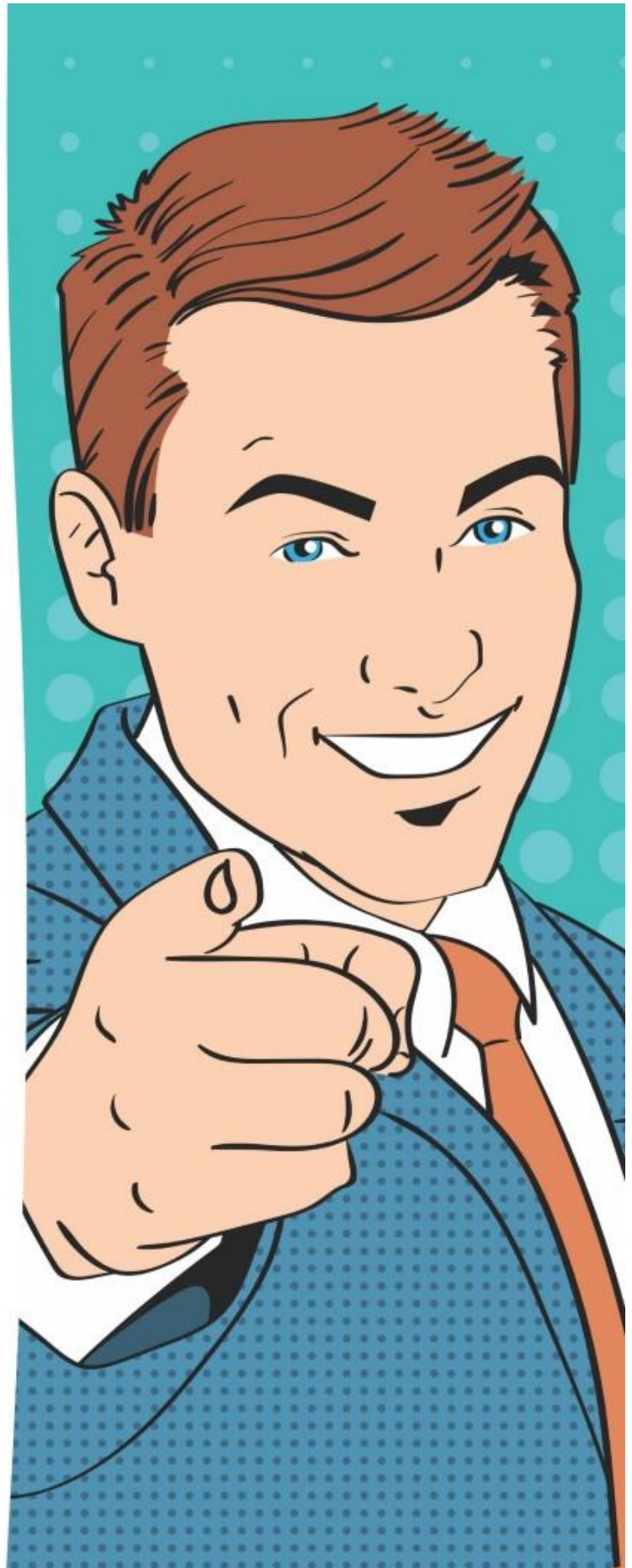
www.magicmarketingcenter.com/RightStuffWeekend

I think you'll find this website very interesting.

Letters and Web Copy

The first in this series is a "Stick Letter" used to congratulate a conference registrant. It's important to always include some kind of Stick Letter to affirm the decision made by the customer.

The others are promotions either mailed as print pieces or posted online - and note, you can absolutely reuse webcopy for print and vice versa with just a few tweaks.





Dear Future Dining Companion....

Oscar the Angry Shark here and I'm SOOOOOO happy to hear that you'll be arriving soon with all the other entrees..... errrr... "Attendees" ... at the upcoming SuperConferenceSM in Orlando!

My chum Dan Kennedy wanted me to tell you to a) make sure you put all your affairs in order before I ~~dine on you~~ meet with you there; and b) take care of a few loose ends before this shindig starts:

1. **Special guest: Sally Hogshead is giving every SuperConferenceSM Attendee a FREE "Fascination Advantage" Assessment.** Now, if you have been paying attention lately, you have heard Dan mention her name a time or two – she is the author of "Fascinate: Your 7 Triggers to Persuasion and Captivation". And if you are Diamond Member, you had an opportunity to be on a call with Sally (it's also coming out in your Diamond CD mailing this month). Where we talk about why it is so important to understand (and more importantly use) your distinct value, because if you don't you become interchangeable with anybody else; making you interchangeable with your competitors; making yourself a commodity.... And we all know that if we become interchangeable with your competitor's we can be replicated, out priced, and lose our place in the market. Our businesses live or die by our ability to avoid commoditization.

When you take this very quick and very easy assessment, Sally will send you YOUR personal fascination advantage - providing a treasure trove of strategies and insights you will use to position yourself and market your business.... PLUS, having that knowledge is key to getting the most out her extended presentation with Dan at the event, where together they'll unpack it in detail so you can apply it to how you lead; how you build a stronger team; and how to communicate your highest value in just 9 seconds!

Look – if you don't understand your own unique and distinct **Fascination Advantage** value

– and you don't know the actions necessary to apply that information and optimize your strengths - you're just one more fish in the ocean at the bottom of the food chain. **So ignoring this step and just hiding in the deep is NOT an Option – go now and take the assessment at:**

www.HowToFascinate.com/discover and enter the conference code **GKIC**

2. Discover new ways to reel-em-in by sticking around one more day on May 5th for “**Fast & Easy Lead-Gen Strategies**” Discovery Day. Your competitors smell blood...but when you arm yourself with these 3 fast and powerful lead generation strategies, you'll get a HUGE “unfair advantage” in your local market!
 - **Paul Hartunian** will show you how to use publicity the right way both online and offline so you can lure more leads to your business. In his session he's going to arm you with the tools, information, and advice you'll need to get publicity for ANY business, product, service, trade or professional practice.
 - **Graig Presti** is going to reveal techniques for getting consistent rankings in the 3 major search engines so you can witness a dramatic rise in new customers, clients and patients who come to do business with you in your local waters.
 - **Ryan Deiss** gets a full FOUR hours to deliver a workshop where you'll walk out with materials you can take and use to generate more leads via the power of the #1 Search Engine for Buyers on the planet: Amazon.com and its amazing Kindle e-book platform! Ryan's going to explain how to create and publish your own Kindle e-book that will take you to the top of your market as a respected, published authority. This is not a lecture, it's a real hands-on get-r-done total immersion experience!

This comprehensive day of lead generation training is a once-in-a-lifetime opportunity that will NEVER be repeated... so don't miss this chance to attend!

3. **Register for the Youth Entrepreneur Event** – At the GKIC Teens event, your child will learn how to Start, Market, and Build their own business. This will include lessons on branding, copywriting, web design, video, and list building – it's an education and experience they couldn't get anywhere else - register your teen or pre-teen now!
4. **Bring a Friend...** Hey, I love people – properly seasoned – JUST KIDDING!!! If you have a business partner, spouse, or even a close friend who you think would benefit from participating in the sessions, the training, and the fun networking events... don't leave them out there treading water, bring them along too!

Of course, if you have any questions on anything, send out an SOS by calling your GKIC Concierge at 1-800-871-0147. See you in just a few more shakes of a shark's tail!

Stay hungry my friends,

OSCAR

Attention: Magicians and Other Family Entertainers Who Can't Afford to Quit Their Day Jobs...

“At Last: An Integrated Marketing Toolkit Reveals How You Can EARN \$25,000 or More Performing Birthday Parties Part-Time!”

This Breakthrough System pulls back the covers on how you can easily build a part-time Birthday Party business that generates cash practically on autopilot!

Jack, I wish you would tell people how much of an improvement and how MUCH updated your new "How to Make \$25K a Year" birthday package is over the original Dee 19-page report. While not as extensive as your big, big book, this has a LOT of meat in it -- and the bonuses make it even more attractive. (I could argue that the bonuses are more valuable than the book itself, but I won't.) I especially like its simplicity and directness. And I think its advice on advertising is just different enough from what we've been hearing, that a lot of people who "already know this" could profit from it. A great book, a great package, all at a great price. Kudos!
--Chet Cox, Farmington, MO

From: Jack Turk
Tuesday 9:23 AM

Dear Friend:

My name's Jack Turk and for years I lived a double-life. I spent my weeks at the day job thing earning a decent living, while on the weekends did my darndest to drum up some business doing what I really loved... Magic!!!

Like you, I struggled along trying to discover the secret to making this work... knowing I had a great act, but wondering how to get people to notice... until finally, after hundreds of hours of trial and effort, I finally managed to pull together a system of tools and strategies that consistently delivered quality leads to my doorstep ... day after day... month after month... year after year!

These are the very same tools that I've spent tens of thousands of dollars learning. The very same tools that bring me a steady stream of referrals, repeat customers, and new leads week after week, month after month, year after year.

Finally! A Complete Marketing Toolkit For the Part-Time Birthday Pro!

Here's just a sample of what you'll get:

- **How to structure your act to minimize set-up and take-down so you can squeeze more bookings into each day!**
- The only kind of website you need for this market, plus the actual source code for a killer webpage you can create and host for next to NOTHING!
- **Secrets on using Google to bring in hundreds of dollars of bookings EVERY month!**
- Copyright-FREE lead-generation ads that set you apart from every other magician in the market!
- **How to create a business card that actually gets noticed instead of tossed in the trash!**
- What you need to do to keep the boss happy while still making scads of money on the weekend!
- **A word for word phone script that you can take and instantly use to radically increase your closing percentages!**

All this comes as part of a complete Marketing Toolkit for Birthday Party professionals... which includes a 57-page PDF Manual, over 60 minutes worth of Audio Instruction, Sample Letters, Postcards, a Marketing Plan template, Website source code, and even more!

You literally are getting a complete marketing department for doing birthday parties that you can instantly put to work for you!

So you ask yourself, "Just how much is this kind of information worth to me?" Well, let's think about this a second... let's say you get 2 or maybe 3 gigs more a month... we're low-balling this big time, but we'll go with that... and each gig is worth \$150... definitely on the meager end of the pay scale... doing the math that means there's literally THOUSANDS of dollars just waiting to hightail it into your wallet!

You Want More...? Well, Twist My Arm...

Now if all that wasn't enough... and I'm certain it already is... I wanted to make this a total no-brainer for you. So I decided to toss in some of my favorite stuff that I use day-in, day-out just because I wanted to add even more value to this toolkit:

- **Take Charge of Your Life!** My own personal guide to anyone who works for themselves. Packed with inspiration, marketing gems, and power strategies guaranteed to take your business mind-set to the next level!
- **Marvin the Mindreading Skunk!** I HATE to give this away, but I'm a nice guy and can't help myself. This is a KILLER family-fun routine that I perform at ALL of my gigs -- not just birthday parties. The props are easy to get from any magic dealer and this bit guarantees 5 to 7 minutes of laughter... with a big kicker at the end that will knock your audience's socks off! You will definitely want to add this routine to your act immediately!!!
- **How to Make Money While NOT Performing Magic!** In this lecture by Andrew Lock, you'll learn how you can make an enormous amount of money by adding innovative streams of income to your performing career. How would you like to have gobs and gobs of cashing pouring in, even during the slow time? Not only do you get Andrew's complete lecture notes, you also get to hear his complete lecture -- over an HOUR's worth of killer information!

WARNING!

This is just for people who are serious about wanting to book more shows and make more money. Because in "*How to Make \$25,000 or More Performing Birthday Parties Part-Time!*" you WILL get everything you need to be successful right away with no painful trial and error.

Now I'm sure you're wondering, just how much is he going to try to ding me for? Okay, let's pencil this out. The manual and accompanying audio is worth at least \$50. And the bonuses have each sold for up to \$29 apiece. Finally, getting the website template built would run you at least \$100 even if you hired some high school kid to do it for you... and that's not including the incredible, PROVEN sales copy that's already there... try to find a decent copywriter for anything less than \$100 an hour. Give it up. So we're talking a total package value of at least two to three hundred dollars here... EASY!

But because this is a special, test promotion that's only going out to a limited list of possible customers, for a limited time, you can get the Marketing Toolkit, PLUS the BONUSSES, and over a 100Megabytes of content for just \$39! And I'll even toss in Shipping and Handling!

So if you're serious about wanting to learn how to make real money doing birthday parties, then TAKE ACTION NOW and order today! All orders will be fulfilled and shipped within 7 to 10 business days. And get this...

There's Absolutely NO RISK For You!

That's right. Zero. Zilch. Nada... I guarantee that if after 90 days, you don't find this stuff WAY MORE VALUABLE than the measly investment required... then just ship me back the system and I'll give you a full refund, no questions asked.

Have you ever heard a better deal? All this for a measly \$39 bucks?! I doubt it. Will this deal last forever? Not likely. I don't want this stuff getting out there too widely... after all, I'm still packing my schedule with gigs and I'm not 100% sure I want my local competition getting a hold of this....

Don't Miss Out!

Remember, this is a special marketing promotion only available those clients who have received this letter, so I suggest you act fast before my better judgment kicks in! **Order today!**

All my best for your success!



Jack Turk

P.S., My green-eye-shade Accountant will probably kill me for this, but I figured, "why not take this one step further..." So if you order now I'm going to toss in two more bonuses:

- **75 Ways to Pump Up Your Marketing!** A totally invaluable cheat-sheet packed with different ideas on how to blast your way out from any marketing rut you might find yourself in. Any one of these ideas could be the ticket to transforming the way you do business!
- **How to Have Your Best Year Ever as a Professional Magician!** This audio interview with marketing expert Dave Dee lays it on the line in explaining what every entertainer needs to do to gain a real business mindset – the key to finally making real money as a performer!

There's so much money to be made in the birthday market... why not get your fair share? **Order Today!**

Cut along dotted line and mail with your payment today!

How to Make \$25,000 a Year Doing Birthday Parties Part-Time! Order Form

- YES, Jack!** I'm ready to jump-start my birthday party business right here, right now. I can't wait to get my hands on everything I need to know to make real money doing what I love ... Magic! Please send me your "How to Make \$25,000 a Year Doing Birthday Parties Part-Time!" program, including the 60 minutes of audio, 57 page PDF manual, and all the amazing bonuses. I understand that if this program doesn't deliver everything you promised, I can return it within 90 days for a full refund, no questions asked.

Three Easy Ways To Order:

One: For the *VERY Fastest Service*, go to our secure website at <http://MagicMarketingCenter.com/bday>

Two: For *Really Fast Service* call our secure, toll-free hotline at 1-888-218-9019, 24 hours a day, 7 days a week.

Three: For *Fast Service*... Mail this fast action form with your Visa, Amex, MasterCard information or a personal check/money order made payable in the amount of \$39.00 to:

Jack Turk, Magic Marketing Center, 15127 NE 24th Street, #307, Redmond, WA 98052

Date _____

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

PAYMENT BY: VISA MasterCard American Express Check/Money Order (Payable to Jack Turk.)

Credit Card # _____ exp _____

Signature _____ *(Required/Must be same as customer)*



These are the pieces of a multi-part mailing to a highly targeted list of buyers. It included a sales letter, a testimonial sheet, and a "Don't Read Until After You Read The Other Letter" Envelope and Letter. (Note: this promotion also appeared in Bill Glazer's book, "OUTRAGEOUS Multi-Step Marketing Campaigns That Are Outrageously Successful")



A CRAZY Out of My Head Offer for Repeat Customers:
"How to Book WAY More Gigs And Make A LOT More Money With Your Magic... GUARANTEED!"

Easy To Use, Copyright Free Materials!

- I have made 1000's of copies of my sales letter. I have done 100's of this kind of deal. The great part is... you can use my sales letter, my testimonial sheet, my envelope, and my letter. All you need is a computer, a printer, and a mailbox. You can use my sales letter, my testimonial sheet, my envelope, and my letter. All you need is a computer, a printer, and a mailbox.

So Outrageous It's BANNED in Washington State!

YOU'RE GOING TO LOVE THIS!

WHAT THEY'RE SAYING

"I've read this... I'm not only pleased, but I'm excited that I have to..."

"I've read this... I'm not only pleased, but I'm excited that I have to..."

"I've read this... I'm not only pleased, but I'm excited that I have to..."

STOP!

Do NOT Read this Message until AFTER you read the other letter...



A **CRAZY Out-of-My-Skull-Offer** for Special Customers:

“How to Book WAY More Gigs And Make A Lot More Money With Your Magic... GUARANTEED!”

Hi ... Jack Turk here... and yup—I'm nuts to give you this kind of deal. It's a **CRAZY—OUT OF MY SKULL** one-time bundle of TWO of my best selling products of all time... that complement one another perfectly —real marketing secrets you can take and immediately

use to make your performing career take off like a rocket.... at a **TRULY INSANE** never-to-be-repeated low investment.

Let's talk about what you'll get:

The First One is called **THE 90 DAY MARKET MASTERY SYSTEM FOR MAGICIANS** and you might think of it as a complete show business marketing department in a box. Here are some of the ingredients:

- **Quick and easy referral strategies**
- The single critical question you must have answered
- **How to avoid the 6 biggest marketing mistakes**
- Why you never need to make cold calls again
- **The A-B-C formula for keeping your phone ringing off the hook**
- The little-known secret of turning your show into a lethal marketing weapon
- **The truth about direct mail**
- 11 facts you must know about making money as an entertainer
- **A simple technique for instantly doubling your income from every show**
- What every entertainer who wants to make money must know
- **Why almost everyone is wrong about direct mail marketing**
- How to quickly and easily create killer marketing materials
- **New ways to get more money as an entertainer without booking more shows**
- How to cut through the nonsense that advertising salespeople tell you

Easy To Use, Copyright Free Materials!

I have made using this program so easy because I have done 90% of the work for you. You get all my successful marketing “tools”: lead generation and sales letters, ads, and so on for the birthday party, corporate, elementary school, day care, and private show markets.

- A “free show” letter that generated a whopping 25% response and thousands of dollars in bookings
- **The “you just can't say no” Corporate phone script**
- Three incredibly powerful lead generation letters that keep your phone ringing off the hook
- **An hypnotic letter that gets you re-bookings like crazy**
- The complete “Self-Esteem” magic show letter that will have schools literally lining up to book you
- **A powerful, professionally produced corporate brochure that works like gangbusters**
- The five-page corporate sales letter (Send this baby out to people who request more information and watch the money start rolling in!)

- **The complete “Say No To Drugs” sales letter**
- The complete sequence of sales letters for the corporate market

And these documents are all marked ‘Copyright Free’, which gives you permission to take them and use them as you like!

You Still Want More? Okay, How About This...

Approximately THREE HOURS of Moneymaking Secrets Audio!

These recordings “walk” you through the entire System step by step. Sit down, listen to them and you will understand everything and be fired-up to get started! They will help you understand how the System is put together and get you motivated to use the powerful strategies immediately.

Oh, and don't worry about how you're going to absorb everything - the answer IS “take it slow.” The “90 Day Market Mastery System for Magicians,” is NOT something you're going to go through one time and then put on a closet shelf. Not at all! It IS a true marketing system you'll use for the rest of your career. And each time you utilize a strategy, technique, or idea you'll book more gigs and instantly increase your income!

These audios give you ideas and strategies for **DOMINATING** your market. They contain proven marketing methods and breathtaking strategies that almost no other entertainers even have a clue about! **These audios are NOT like the \$8.00-\$10.00 mp3s you see in your industry trade magazines.** They contain real secrets that will absolutely **BLOW YOUR MIND** and help you explode your income like a fireworks display on the Fourth of July!

The audios are very easy to listen to. You're going to **EAGERLY** listen to them over and over again and every time you do, you'll discover more breakthrough ways for making more money as a Magician.

I've also included a **FAST START ACTION PLAN**. Here, we explain step by step, exactly what to do, so you can see results immediately. You won't have to wonder where to start or what to do first. Just listen to this and you'll be off to the races!

(There's plenty more besides, but let's go on to the **SECOND** part of the bundle, which is

So Outrageous It's BANNED in Washington State!

YOU'RE GOING TO LOVE THIS!

At Last... you can use the power of the internet to fully "systematize" your online marketing skills and add 5, 10, 20, even more shows a month to your calendar – all without having to spend \$500, \$700, even a \$1000 a month in online advertising fees, programmer wages, and expensive hardware and software.

What would it be worth to you if you could reliably know, day after day, week after week, month after month, that you'd be finding new clients and booking fresh gigs again and again... practically on AUTO-PILOT?

- Hundreds of dollars?
- Thousands of dollars?
- How about Tens of Thousands of dollars?

How would you feel to have a system in place that not only generates leads, but also qualifies them, captures their contact information, and almost automatically breaks down every selling barrier they may have? Sounds pretty cool, doesn't it?

Finally, You Can Unlock the Powers of the Internet to Get Customers To Practically Beg You to Help Them!

Well, welcome to the life I lead. While I'm absolutely no slouch when it comes to more traditional advertising / sales methods, I book a massive percentage of my programs without practically moving a marketing muscle.

There's no feeling whatsoever like knowing that you've got a **SYSTEM** in place that consistently, repeatedly, and reliably brings in qualified customers day after day, week after week. Having this toolkit in place has made my entertainment business a THOUSAND percent easier on the old ticker... no more cold sweating over whether calls will come in... they do... no more wondering whether the money I'm spending on ads works... I can get up to the minute reporting instantaneously... and no more wishing I could compete more effectively with the other guys who've spent thousands and more on Glitzy, Flashy, High-Gloss websites...

BECAUSE MY ONLINE STRATEGY KICKS THEIR SORRY TAILS ALL THE WAY TO THE BANK!

And it all boils down to mastering the three cornerstones of Internet Marketing for Specialty Entertainers:

- Creating a great website that speaks to your customer, gets them to call you, and enables you to follow up and convert them into paying clients.
- Generating traffic to your website by using proven and cost-effective Google Adword PPC campaigns.
- Using Search Engine Optimization (SEO) to help people who don't know anything about you to find your website and your services.

I call this the ["No-Holds-Barred Internet Marketing Department In a Box!"](#)

So, is the *No-Holds-Barred Internet Marketing Department in a Box* for you? Well, consider how much money, time, and frustration you've wasted in the past few months alone trying to get your online presence up and working like you hoped it would. How much money have you wasted on pay-per-click advertising, without getting any real results? How many hours have you spent trying to track down a web developer who has any kind of knowledge whatsoever about marketing? Finally, how long have you waited for the phone to ring or your PC to say, "You've Got Mail!" from a lead you can verify was generated from your website?

If you're like most of us, you've experienced some or ALL of the above gut-wrenching frustrations. Well, you don't have to rip out those hair follicles any more.

Because the "No-Holds-Barred Internet Marketing Department in a Box" contains EVERYTHING you need to get your online strategy in place and generating traffic and gigs for you immediately!

Here's a small sampling of what's included:

- How to avoid the **5 biggest mistakes** most magicians make when designing their website.
- Secret ways to dramatically improve the effectiveness of any Pay Per Click (PPC) campaign.
- Where to find totally free, totally awesome software tools for creating and managing your websites – saving you hundreds, if not thousands, of dollars!
- *The very first thing you must do before putting a single word or picture online.*
- How to increase your web's search engine ranking without costing you a single dime.
- The single most important word you HAVE to include in all your web copy.
- A killer PPC design strategy that makes it seem like you're actually reading your customers mind!
- Why Wordpress is the secret weapon when it comes to SEO marketing!

And way, way more!

Here's Exactly What You'll Get With My Internet Kit...

Extensive Video and Audio Instruction

You'll experience intensive Video Recordings of three 60 Minute webinars – not phone calls – webinars, where I'll take you by the hand step-by-step through each of these three cornerstones of internet marketing. You'll hear, see, and learn everything you need to know to create an effective Website, SEO Strategy, and Adwords Campaign.

Each webinar is provided to you online in an easy-to-use video player that you can watch and learn from again and again and again. And if you want to download the Flash-based file to your PC, it's just a click away!

Oh, as a bonus, I'll also include MP3 audio for each of the sessions as well. So you can not only watch them on your PC, you can load the audio onto your iPod and listen to them at any time again and again!

Over 200 Pages of Detailed Instruction, Including All the Webinar Content and Manuals on Creating Landing Pages, Adwords Strategy, and Search Engine Optimization!

You'll get a detailed information on how to create a rock-solid, online marketing strategy. Along with step-by-step instructions, this includes checklists for the steps you need to take to make sure your own personal internet strategy is carefully thought through.

Resource Kit Jam-Packed with Tools You can Use Immediately

You'll get website templates, proven Google Ads, magician-specific keywords, pre-written sales letter websites – the whole shebang, we're not holding anything back.

When you finish going through all this material, you'll have everything you need to implement a rock-n-roll, no-holds-barred internet gig booking system of your own!

So, maybe you're asking yourself... okay, Mister....

Why Can't I Just Do This All Myself?

Sure, you can do the research yourself and figure it all out on your own... like I did.

You can weed through all the hundreds, if not thousands, of courses/books/websites on Direct Response Marketing, Business Planning, SEO, Sales Techniques, Adwords, Internet Marketing, Website construction, Copywriting, and so on...

You can waste hundreds, if not thousands, of hours figuring out which tools to use, which keywords to experiment with, which ads to write, which web technologies to try or abandon...

And you can spend hundreds, if not thousands, of dollars buying different books, courses, seminars, software packages, ineffective adword campaigns, and shyster SEO gurus...

It all boils down to this: How much time, toil, and treasure do you want to invest in learning what I'm going to hand you on a silver platter?

Sure, you could head over to the library and spend a few months buried up to your eyeballs in books, but is that really how you want to learn this stuff?

Do you really want to give your competitors that much of a head start?

Hey, if that's the approach you want to take, more power to you! I can guarantee you, it'll be quite the adventure.

But realize, that at some point... while you're experiencing the ups and downs of that journey through "run your own business"-land... you might stop for a second and wonder whether maybe it might have been a wiser decision to actually be booking shows NOW rather than at a point still off in some distant future.

**"Okay Jack, It All Sounds Great!
So How Much Does All Of This Cost? You Promised an Insane
Out-Of-Your-Skull Kind of Deal!"**

Now maybe you think this whole thing will cost you a fortune...but listen to this:

Okay, the original version of the "90 Day" system sold for \$397. You know it's packed with proven strategies, systems, and sales pieces that literally suck the money from your prospect's wallet.

Right now I'm selling the 90 Day System on my website for \$97 ... and the only way I can do it there is to offer it as a digital download ... and it's a total STEAL at that price.

I'm also selling a fully digital version of my "No-Holds-Barred Internet Marketing Department For Magicians" for \$197 online.

TOGETHER—the retail for both programs totals to \$294.

But I'm nuts ... like I said.

So as a special ONE TIME offer to customers who've ordered from me but have NOT yet invested in these foundational program, I'm going to slash the price ... not by \$100... not by \$150...

I'm going to give you BOTH for just \$97

That's basically 1/3 off retail! (Told you I'm crazy.)

But you have to order within the next 10 days or else this special deal will disappear! Plus, by acting now, you'll get the following bonuses:

BONUS #1: A \$400.00+ CONSULTATION VALUE!

You get TWO "Marketing Critique Certificates". Each lets you send any printed promotional item - including your website—to me for my personal feedback by mail, email, or FAX.

My "Absolutely NOTHING-UP-MY Sleeve" Guarantee!

Try both systems for 90 days. Then after putting these killer techniques to the test for three full months, if you don't think this deal is worth at least 10 times the amount you paid, I'll refund your entire investment! That's right. Every penny. No questions asked.

Order today and kick start your magic career into high gear and live the dream of being a professional magician who earns an executive's salary!

To order, head to this secret, secure website before the "come to my senses" expiration date below:

V O I D APR 1 0 2012

<http://magicmarketingcenter.com/crazy>

SAVE \$\$\$ NOW!

Even More Proof That I'm "Outta My Skull"...

You might be asking "Why is Jack offering me this patently ridiculous" deal on BOTH courses:

The 90 Day Market Mastery System for Magicians AND "No-Holds Barred Internet Marketing Toolkit"

Retailing for \$294, but with this offer just \$97.... Why indeed? Here's why:

1. My records show that you don't have either of these programs in your library—and I consider them **FOUNDATIONAL** to any entertainer's success. I really want you to have them and use them and tell your other magic friends about them—that's good for you and good for me.
2. This is a marketing test to a limited subset of magicians and I'm curious to see the results—getting data from your marketing efforts is a **CRITICAL** element to business (hint—that's a big tip, really!) and I'm all about taking everything I do to another level.

And one last thing... to prove I'm really outta my skull, I'm going to toss in for **ZERO** extra charge **ONE MORE** foundational element to your success:

My "Customizable Client Newsletter" (Retail \$97 but worth **WAY** more!)

Dan Kennedy says **EVERY** business should send out a newsletter and I'm going to toss in a **FULL YEAR's** subscription to the easiest customizable newsletter toolkit on the planet! It comes in more versions/formats than you can shake a stick at—4-page print, 2-page self-mailer, postcard, html, text email, and **MORE**.

That brings the total value of this **BUNDLE** to \$391 but again, you can have all **THREE** for just **\$97**. So sign up here **NOW** before this offer expires:

www.magicmarketingcenter.com/crazy



WHAT THEY'RE SAYING...

"Your stuff has basically tripled my business and my income. Anyone not using your materials should have their head examined."

Tim Piccirillo, PA

"I am not only pleased, but I'm so excited that I have to keep changing my pants! I have been making a really good living from doing magic for a number of years but I believe this approach is going to make a huge difference. I just booked an \$800 corporate close-up gig using one of your ideas. Thanks!"

Matt Fore, NC

"All my life I wanted to be a magician. I wanted to do magic so bad it made me sick but I didn't know how to market myself. At the time I got your course I was delivering tires. Now I am no longer delivering tires, I am happier than I've ever been, I am on my way to financial freedom, and well on my way to success. Thank you for changing my life."

Paul Cochrell, NM

"Close the books, keep the money, I am satisfied. I booked 2 shows that I don't believe I would have closed before your course."

Fred Walker, NJ

"Hey Jack, I just bought your Internet package and am thrilled. I bought it a few hours ago, went out and did a couple of shows, then as soon as I got back I set up my first Google Adwords ad. Yay me!!"

-- John Abrams, Amazing School Assemblies

"Criminalities, Jack! Using your Internet Marketing kit, I changed only THREE things on my ArkansasBirthdays.com website and I'm on the first page of Google! (with a search of "Arkansas," "birthday," and "magician" -- I used to be on something like the 12th page.) Thank you!"

--Grandpa Chet, Arkansas

M.M.C.
15127 NE 24th St, #307
Redmond WA 98052



I MUST BE
CRAZY OUT OF
MY SKULL TO
GIVE YOU THIS
DEAL...

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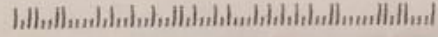
LOVE YOUR HEART
HONOR GIFT



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60543+875905205544



STOP!

Do NOT Read this Message until AFTER you
read the other letter....

Announcing: The Internet Marketing Toolkit So Outrageous It's Now **BANNED** in **Washington State!**

“How to Generate More Leads and Book More Gigs Online Than You Ever Imagined Possible ... All Without Having to Hire a Mondo-Expensive, Internet Gibberish Spouting Web Jockey – Guaranteed!”

Flunked high school math class? Don't know HTML from a hole in the wall? Can't log onto the internet without finding some 17-year old videogame junkie to help you turn the power on first?

Well, Nolo Problemo!

Now you can use the power of the internet to fully “systematize” your online marketing skills and add 5, 10, 20, even more shows a month to your calendar – all without having to spend \$500, \$700, even a \$1000 a month in online advertising fees, programmer wages, and expensive hardware and software.

Dear Friend,

My name's Jack Turk and I'm a professional speaker, magician, and marketing / technology consultant.

What would it be worth to you if you could reliably know, day after day, week after week, month after month, that you'd be finding new clients and booking fresh gigs again and again... practically on AUTO-PILOT?

- Hundreds of dollars?
- Thousands of dollars?
- How about Tens of Thousands of dollars?

How would you feel to have a system in place that not only generates leads, but also qualifies them, captures their contact information, and almost automatically breaks down every selling barrier they may have?

Sounds pretty cool, doesn't it?

Finally, You Can Unlock the Powers of the Internet to Get Customers To Practically Beg You to Help Them!

Well, welcome to the life I lead. While I'm absolutely no slouch when it comes to more traditional advertising / sales methods, I book a massive percentage of my programs without practically moving a marketing muscle.

There's no feeling whatsoever like knowing that you've got a **SYSTEM** in place that consistently, repeatedly, and reliably brings in qualified customers day after day, week after week. Having this toolkit in place has made my entertainment business a **THOUSAND** percent easier on the old ticker...

... no more cold sweating over whether calls will come in... they do...

... no more wondering whether the money I'm spending on ads works... I can get up to the minute reporting instantaneously...

... and no more wishing I could compete more effectively with the other guys who've spent thousands and more on Glitzy, Flashy, High-Gloss websites...

BECAUSE MY ONLINE STRATEGY KICKS THEIR SORRY TAILS ALL THE WAY TO THE BANK!

And it all boils down to mastering the three cornerstones of Internet Marketing for Specialty Entertainers:

1. Creating a great website that speaks to your customer, gets them to call you, and enables you to follow up and convert them into paying clients.
2. Generating traffic to your website by using proven and cost-effective Google Adword PPC campaigns.
3. Using Search Engine Optimization (SEO) to help people who don't know anything about you to find your website and your services.

I call my approach the **"No-Holds-Barred Internet Marketing Department In a Box!"**

Thanks for a valuable information packed seminar! Learned more in that hour than in a year and a half trying to figure it out on my own!

--Doug Hoover

So, maybe you're asking yourself... okay, Mister...

“Why Should I Listen To You?”

Great question.

If I was reading some note from yet another guy who seemingly just crawled on-board the internet marketing bandwagon, I'd be skeptical too. There are plenty of folks out there who claim to be “experts” on the internet and how to use it. (Heck, “internet guru” is the one species of varmint that'll probably NEVER hit the endangered list!)

What makes Jack Turk different from the other guys? Here are a few excerpts from my resume to consider:

- Author of “The Multimedia Authoring and Tools Guide” for Microsoft Press
- Project Lead for multiple mass-market websites on the Microsoft Network (MSN).
- Project/Technology Lead for MSN's developer guidelines, which meant I defined all the standards programmers had to follow for server software, html, browsers, and multimedia plugins.
- Designer and Marketing Writer for games on X-Box Live Arcade.
- Marketing Director for the Open Source Singapore Pacific-Asia Conference (OSSPAC 09), where I not only provided entertainment for the conference's hospitality event, I also spoke on the topic, “*How to Use Free Software To Jump Start Your Small Business*”
- Marketing / Technology Consultant for entrepreneurs across the US, including Orlando, New Orleans, Los Angeles, and Atlanta.
- Oh... I have over three decades of experience performing all across the US as a family and corporate entertainer, including theme parks, tradeshow, family parties, motivational speeches, schools, and much, much more.



I know my stuff and I have a lot to share. And my specialty is taking complex, technical material and transforming it into clear, concise, easy to understand language and action steps ANYONE can use!

So, Who Needs “The No-Holds-Barred Internet Marketing Department In A Box”?

ANY professional specialty entertainer (magician, juggler, clown, mime, etc.) that wants to have an online strategy that brings in gobs of new leads and customers.

ANY professional specialty entertainer who wants to make sure that every dollar spent on online advertising can be tracked, verified, and leveraged to bring in a real dollar, profitable return on investment.

ANY professional specialty entertainer who wants to know how to take Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, social media sites, and online talent agencies, with their websites to create an integrated system that consistently brings home the book-me-more-gigs bacon!

ANY professional specialty entertainer who doesn't have the time to invest in a hundred different seminars, books, home study courses, online tutorials, and so on to get an online strategy launched and operational!

ANY professional specialty entertainer who doesn't want to spend THOUSANDS of dollars to make all this happen!

So, is the “*No-Holds-Barred Internet Marketing Department in a Box*” for you?

- Well, consider how much money, time, and frustration you've wasted in the past few months alone trying to get your online presence up and working like you hoped it would.
- How much money have you wasted on pay-per-click advertising, without getting any real results?
- How many hours have you spent trying to track down a web developer who has any kind of knowledge whatsoever about marketing?
- Finally, how long have you waited for the phone to ring or your PC to say, “You've Got Mail!” from a lead you can verify was generated from your website?

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- Where to find totally free, totally awesome software tools for creating and managing your websites – saving you hundreds, if not thousands, of dollars!
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- How to increase your web's search engine ranking without costing you a single dime.
- **The single most important word** you HAVE to include in all your web copy.

- A killer PPC design strategy that makes it seem like you're actually reading your customers mind!
- Why Wordpress is the secret weapon when it comes to SEO marketing!

And way, way more!

Great webinar tonight! Very enlightening... using Alt Tags in your photos, this was a HUGE TIP for me!

--Mark Worst

Here's What You'll Get With This Kit...

Extensive Video and Audio Instruction

You'll experience intensive Video Recordings of three 60 Minute webinars – not phone calls – webinars, where I'll take you by the hand step-by-step through each of these three cornerstones of internet marketing. You'll hear, see, and learn everything you need to know to create an effective Website, SEO Strategy, and Adwords Campaign.

Each webinar is provided to you as a Windows Video file that you can watch and learn from again and again and again. Just open it up in Windows Media Player and off you go!

Oh, as a bonus, I'll also include MP3 audio for each of the sessions as well. So you can not only watch them on your PC, you can load the audio onto your IPod and listen to them at any time again and again!

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You'll also get a binder crammed to the gills with detailed information on how to create a rock-solid, online marketing strategy. Along with step-by-step instructions, it'll include checklists for the steps you need to take to make sure your own personal internet strategy is carefully thought through.

Resource Kit Jam-Packed with Tools You can Use Immediately

You'll get website templates, proven Google Ads, magician-specific keywords, pre-written sales letter websites – the whole shebang, we're not holding anything back.

When you finish going through all this material, you'll have everything you need to implement a rock-n-roll, no-holds-barred internet gig booking system of your own!

So What's All This Worth?

Sure, you can do the research yourself and figure it all out on your own... like I did.

- You can weed through all the hundreds, if not thousands, of websites on SEO, Adwords, Internet Marketing, Website construction, Copywriting, and so on...
- You can waste hundreds, if not thousands, of hours figuring out which tools to use, which keywords to experiment with, which ads to write, which web technologies to try or abandon...
- And you can spend hundreds, if not thousands, of dollars buying different books, courses, seminars, software packages, ineffective adword campaigns, and shyster SEO gurus...

It all boils down to this: How much time, toil, and treasure do you want to invest in learning what I'm going to hand you on a silver platter in three, easy pieces? Sure, you could head over to the library and spend a few months buried up to your eyeballs in books, but is that really how you want to learn this stuff?

Do you really want to give your competitors that much of a head start?

Hey, if that's the approach you want to take, more power to you! I can guarantee you, it'll be quite the adventure.

But realize, that at some point... while you're experiencing the ups and downs of that journey through internet-land... you might stop for a second and wonder whether maybe it might have been a wiser decision to actually be booking shows online NOW rather than at a point still off in some distant future.

Especially when you consider that the total investment for this **is just \$247 plus \$7 S/H**. Total. No hidden "continuity" fees. No upsell to an ongoing coaching program, internet hosting, or webdesign service.

ORDER HERE

Hey, it's up to you.

As for me, I wish someone had offered me the easy route long ago. But I'd rather get a jump on my competitors whenever I can. And speaking of my competition...

One More Thing About This Program....

This will NEVER be sold anywhere in Washington State.

Never. No way. No how.

You see, this is the stuff I use to keep my pipeline full. These are my business secrets.

There's no way I'm letting anyone in on this who lives just down the street.

Now, you might be asking, *"What about my competitors? What if they get a hold of this program and use it too?"*

You've answered your own question with those three little words – **"use it too."**

Forgive me for being blunt, but here's the Gospel truth – most people never use anything they buy. Honestly, I don't even know if you'll use it either.

But here's what I do know...

The stuff you're going to learn is proven, it works, and it can make a major league difference to the number of leads you get and gigs you book.

What I'm giving you is the hammer, the nails, the walls, the roof, and the plan for your own online castle of success. It's a complete package.

How you furnish that castle once you've built it will depend on your passion, your personality, and your drive to succeed.

Ultimately, you own your own success. And the *"No-Holds-Barred Internet Marketing Department in a Box"* gives you all the tools and information you need to jumpstart that success online.

And speaking of tools...



Did I Mention We're Tossing in a Few Bonuses?

FREE BONUS #1: Over 45.9 Megabytes of Professional Quality, Web 2.0 Color Graphics

Oh man, this is huge. I purchased the rights to some awesome web graphics that I use over and over again with all my websites (and I have lots!). These babies are beautiful – they're definitely not the retreads from the late 90s that folks drop in as fluff bonuses. These are the real deal. Take a tiny looksee:



You get templates for websites, icons, squeeze pages, buy buttons, guarantees, and so much more. Head over to Craigslist and see what hiring a professional Graphics god will cost you. It's insane and the quality won't even come close. **Let's low ball this at \$50.**

FREE BONUS #2: 306 Website Templates

It occurred to me that you might want a few more design options when coming up with your own websites. So I decided to give you a couple more... 306 more to be

exact! Not only are all these website templates easy to use, fast-loading, and simple to customize, they just look great.

Will you use them all? Doubtful. Will you use any? Who knows? But if you're looking for some ideas for customizing sites for specialty markets, it's a great resource to have. I've personally paid hundreds of dollars for a quality web template, so this a steal no matter how you look at it.



FREE Bonus #3: Complete Written Website Review!

Once you get your website ready to roll, send me a copy and I'll go through and give a complete and detailed once-over. And I hope you're ready for an honest and up-front appraisal, because I've been building, testing, and reviewing websites for nearly 15 years. I will give it a real, hard-core once-over, top to bottom and then send you all my notes.

Now, you can take or leave my advice, that's up to you. But honestly, how many other specialty entertainers will get the advantage of having an ex-Microsoft manager review their sites? **This is worth at least \$500.** Period.

Remember, you get all these bonuses, plus the “No-Holds-Barred Internet Marketing Department in a Box” for just **\$247!**

Gee whiz, your total outlay for this boatload of goodness is next-to-nothing compared to what it would cost you to beg, borrow, buy, or steal anything close to the Masters-Level Education in online service marketing. The only reason I'm doing it at such a ridiculously low price is I want to get this stuff out there so other entertainers can benefit from these techniques like I have.

So that means...

You really can't afford not to invest in this program!

ORDER HERE

This is a limited time offer at this price until April 30th, 2009, at which time I'm increasing the price to \$297 and adjusting the bonuses. So if you're committed to moving your business online, then I suggest you act and save now.

Keep your eyes on the horizon,

Jack Turk

P.S., Remember, if you live in my neck of the woods in Washington State, you can't get this -- leastways, not until I retire from show business. Sorry. No way. No how.

However, those of you living elsewhere shouldn't miss out... this information has been **totally customized to YOUR business** and it's proven, top notch material that WILL book you more gigs online.

ORDER HERE



This was a display ad placed in a Magic magazine, using the strategy of using print to drive to an online website.

*At Last! The bad boy of Trade Show
Magic finally agrees to unlock his
secrets to retiring in 5 to 8 years...
guaranteed!*

**“FREE WEBSITE
REVEALS HOW JOEL
BAUER WILL TEACH YOU
TO MAKE 7 FIGURES AS A
PROFESSIONAL TRADE
SHOW INFOTAINER!”**

**Warning: You’d Better Be SERIOUS
If You Plan to Apply. Do You Have
What It Takes To Qualify? Go To:**

www.4magicriches.com

This Event Will Never Be Repeated!

Attention Entertainers: Interested in spending an entire info-packed weekend with Joel Bauer -- one of the most financially successful Trade Show Entertainers of all time -- as he reveals the exact trade show secrets that made him a MULTI-Millionaire?



"Are You Serious Enough About Your Career To Attend My *RIGHT STUFF* Weekend Where You and a Very Special Few Will Learn How To Generate a 7 Figure a Year Income as a Professional Trade Show Entertainer?"

Warning: This Weekend is NOT for Looky-Loos, Wannabes, or Posers. You Can't Just Buy Your Way Into This Event. Only a Few Serious Players Will Be Chosen.

Dear Friend,

Right off the bat, let's get this out of the way.

I don't need your money.

If you think this is just some attempt to shake cash from your wallet by yet another "so-called" marketing expert, then please, go away. Now. That way I can focus my attention on the few professionals who are serious enough about making thousands, if not hundreds of thousands of dollars, in the trade show market to have already done their homework and recognize who I am!

You see, I'm looking for a few, rare individuals who have the guts to decide to get what they want.

When I was 16 years old I wrote "Hustle, Hustle," the book that described how I built an enormously successful career as a cruise ship magician before I could barely obtain a drivers license. Magicians still rave about it. If you're lucky enough to spot a copy on Ebay, you'll probably have to pay several hundred dollars to get one.

And it's a piece of crap.

How can I say this? Of course it's a piece of crap. I wrote it nearly 30 years ago. Everything's different now. If you try to do the same stuff I wrote about then now you'd fall on your face.

Or you could make a million dollars...

You see, it depends on **what you do** with the information. As for me, what I wrote then laid the foundation for what I know now. And what I know now has made me literally millions of dollars as a professional tradeshow performer. In fact, I don't even do tradeshow anymore, leastways not unless one of my friends offers to pay me a huge amount of money.

Why I Don't Do Trade Shows Anymore...

Just the other day, a long-time client called me to do this year's show for his company. My friend offered me what used to be my standard fee: \$15,000 a day. I didn't have to resell him on my benefits. I didn't have to quote my "U.S.P." I didn't have to do squat. He wanted Joel because he knew from real experience that when I'm running his booth it will be overflowing with a mob of prospects with their checkbooks and credit cards burning their hot little hands.

"Joel," he said, "I need you."

I told him sorry, I no longer did Trade Shows, the money I make there just isn't worth my time anymore. (You see, I now make the majority of my income teaching others how to create their own successes.) Well, he didn't like that answer.

"Name your price," he said.

"I don't do trade shows anymore," I told him.

"The price. Name a price."

"Okay. \$50,000 a day."

There was scarcely a pause.

"Good. We have a deal." Click.

Three days, \$150,000, for doing something I'm incredibly good at doing. Not half-bad.

Why You Too Can Make Real Money as a Trade Show Performer

Look, I'm not the most gifted individual on the planet. God didn't bless me with overwhelming good looks, smarts, etc. I'm a flawed human being just like you.

So why then am I worth \$50,000 a day while most other trade show guys make at best a measly \$1000, \$2000, whatever?

Because after years of working trade shows I've finally realized a few things about what works and what doesn't. Perhaps this sounds like bragging, but the truth is the truth. I guarantee crowds. **BIG crowds.** Standing in the aisles. Stuffed to the gills.



Most of "experts" in this game that claim they know the business can't offer the same kind of proof. How many do you see around their booths? A dozen? Maybe a couple dozen tops?



Pathetic...



As I told you earlier, I now only do a limited number of tradeshow a year. I still get tons of requests, but I offload most of the business to a few, trusted professionals upon whom I know I can rely.

(And you don't need to be a GREAT magician. You don't need huge, expensive effects. One of my most effective tradeshow pros that I currently hire out for top dollar uses the *pen through dollar bill* effect.)

Consider this: if you do four tradeshows for a company a year at \$15K each, times three companies ... well, you do the math. It can turn into serious money if you know how to work the business.

Bottom Line: There's so much business out there, no one -- not even Joel Bauer -- can possibly handle it all. And frankly, most of the people out there aren't that good, and most don't really know what their customers want. Anyone can draw a crowd, **what companies really want is someone who can bring in customers who have their wallets open and are ready to buy!**

The RIGHT STUFF Weekend Will NOT Be A Cakewalk!

Here is a small sample of what you'll discover during my RIGHT STUFF Weekend:

- My method for booking gigs with zero marketing expense.
- **Exactly what you should say when someone asks you what you do.**
- The 27 inch secret...Know this and you'll have a huge advantage over your competition.
- **Exactly what to say when someone asks you for your business card. (You will learn precisely what words to use and why they matter.)**
- How to instantly know if your prospect is for real...or if they are wasting your time.
- **How many effects you need to do in a trade show to make a living and create a fortune... I guarantee that this will shock you!**
- The FOUR keys to establishing a business model that will guarantee your success as a magician. (It can be explained in four simple words.)
- **How to get on the trade show floor and get your first gig.**
- The biggest mistake novice trade show magicians make with their audience. (You never, ever want your audience to do this...It is the kiss of death.)
- **Exactly what to say when you meet the decision maker...It is not what you would ever imagine...It'll take guts to say it...It'll produce astonishing results for you.**
- What to do tomorrow morning to start making money immediately as a trade show magician...Honestly, you can change your life and your income overnight by doing exactly what he says.
- **Way, way more.**

Sound good? Perhaps even a notch better than the other seminars you've attended or seen advertised on the web?

You have no idea.

This will NOT be a three day pitchfest hosted by some also-ran in the industry and his buddies. **For the entire three day weekend you get Joel, nothing but Joel, 100% pure unadulterated Joel.**

You will have my undivided attention and focus.

Nothing will be held back. Every hour, every minute, every second -- crammed crazy full with practical, hands-on information you'll be able to take home and use IMMEDIATELY to transform your career.

(Ever try to drink from a fire hose? Good. You get the idea.)

And after one day, if you think this first session wasn't the most mind-blowing, transformational training session you've ever had the privilege to experience, then just let me know and you can walk out the door with your entire refund. No questions asked. Guaranteed.

Oh. And one final thing.

There will be no "happy hours," no after-hours party, no silly, warm-fuzzy, cuddling or coddling.

Instead, you will get the unfiltered, straight scoop on how to become incredibly wealthy doing trade shows. And if the thought of that reality doesn't rock your world better than maybe sucking down a couple cheap beers with folks you hardly know, then don't bother coming.

Don't Even Think About Applying

You should not even consider applying if you don't have any interest in doing high paying trade shows. Or if you're not willing to make a **substantial** investment in your education and career.

Like I said, if you want to go to a cheap, weekend pitchfest held by quasi-amateurs, go right ahead. They need your money a lot more than I do.

If, however, you want to invest your resources into a total immersion experience that guarantees you'll walk away prepared to dominate any trade show floor you enter -- that you'll know how to quickly build massive wealth in the trade show business -- then you might have the right stuff for my RIGHT STUFF Weekend.

If so, there absolutely is no better investment that you could ever make. And in fact, you are literally minutes away from what could be a turning point in your life and in your magical career.

Okay Joel, Sounds Great, What Next?

On January 30th at 6PM Pacific Time (3PM Eastern) I'll be conducting a one-hour teleseminar that will reveal some of the key strategies, tools, and systems that my RIGHT STUFF Weekend will cover. In fact, I'll probably break my own rules and wind up teaching you a bunch of the really good stuff on the call. (If you know me, you know I'm not very good at holding anything back.) At a minimum, you'll also learn more details about the weekend, what else you can expect to take home with you, and finally the steps necessary to submit your application for the Weekend.

It's pretty simple stuff. Pick up the phone, dial a number, and listen for about an hour. Just an hour. But an hour that could truly enable you to generate massive income streams doing what you love.

So are you willing to spend that hour with me? If your answer is "yes", then fill out the following form. We'll send you all the information you need to experience this potentially life-changing opportunity.

Name

Email

Don't delay. The first step in the interview process for my RIGHT STUFF Weekend begins on January 30th, 2007. **I almost certainly will NEVER do another weekend like this ever again.**

Can you afford to miss out? It's up to you. Sign up now!

Sincerely,



Joel Bauer

P.S. Many marketers will stick an additional pitch in their P.S. to get you to open your wallet. Since I don't need your money, you won't get another pitch. Bottom line, if you think you want to apply for the **RIGHT STUFF Weekend**, then fill out the form or call NOW.

P.P.S. Perhaps you're thinking about working on a cruise ship? You can. You can do cruise ships and stash a lot of money, if ..

- you don't mind living on a boat 12 months a year
- you have no family
- you never spend any money

Or you can learn from the number one tradeshow expert on the planet how you can create real wealth and retire in 5 to 7 years.

What's it gonna be?

Golfers: Have you ever watched a PGA Champion play a round and wondered...

“What’s Inside HIS Little Black Book?”



Discover the Insider Secrets to Decoding the Mysteries of Any 18-Hole Layout and Crafting the PERFECT Strategy to Conquer Every Golf Course You Face!

Next time you tune in to watch a PGA tournament:

- Ignore the scoreboard
- Ignore the snappy banter between the announcers
- Ignore the soft-spoken “oh so obvious” analysis before and after each shot

Instead, watch what almost EVERY pro does before hitting any shot.

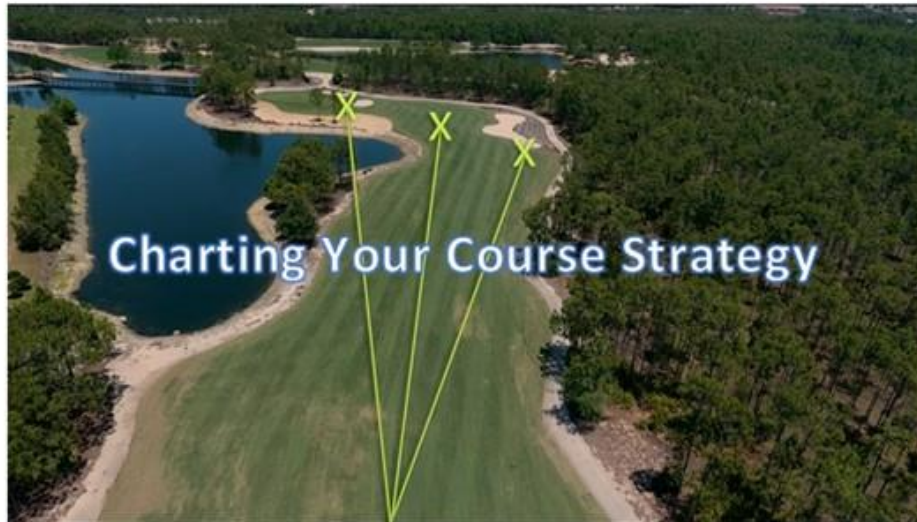
They pull out their little black book.

Ever wonder what’s inside?

Well, you don’t have to wonder any more.

Legendary Teaching Professional Bobby Clampett has just released a 2-Volume DVD training that cracks the secret code PGA touring pros use to craft a strategic “plan of attack” for every hole they face – giving them the tools they need to maximize scoring opportunities and reduce the negative impact of mis-hits when they happen.

It’s all there, revealed in detail, in brand-new training package he’s calling:



YES Bobby, I'm Ready to Transform My Game!

***"Competitive golf is played mainly on a five-and-a-half-inch course...
the space between your ears."***

- Bobby Jones

If you've played golf for any time at all, you understand that this great game boils down to far more than just making good swings and putting the ball where you want it.

To be sure, that's challenging enough. |

But mastering the game requires more than banging balls off the practice range.

You HAVE to know how to play each hole in a way that BEST matches your game and your abilities.

Here's why.

Imagine that you have your game honed to the finest degree possible.

- You split every fairway from the tee, time after time.
- You hit every green in regulation.
- You hole out in 2 putts or less over and again.

Well – it's a nice dream, but it isn't reality.

You're going to make mistakes. You're going to have mis-hits. The ball will take a bad bounce.

Golf Happens.

But having a strategy for when *"Golf Happens"* is exactly what the top pros put in place before they step up to the first tee.

They don't look out at the fairway and "hope" that no matter which way the ball bounces they'll come up with a shot to fit the situation.

They work according to a well-crafted, carefully thought out PLAN of attack.

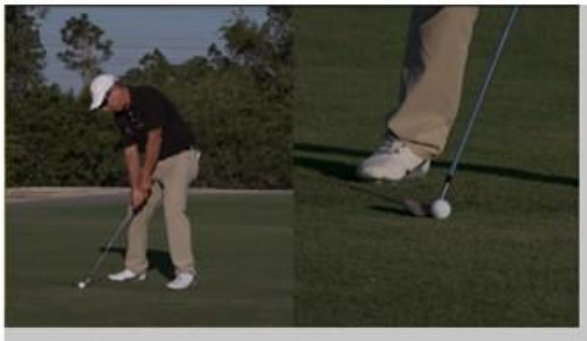
And like any great battle plan, it requires preparation and thought.

Bobby's *"Charting Your Course Strategy"* training provides a totally new way of thinking about playing golf – taking into account how the Course Designer engineered each hole.

From the width of the fairways, to the size of the traps, to the placement of hazards and their proximity to the green – every hole represents a challenge to be met and overcome.

And in this groundbreaking video training, Bobby walks you through step-by-step the process necessary to understand, plan, and master every hole in the most effective way possible relative to YOUR game.

For example:



Hitting a pitch shot – recognizing the nuances between hitting off soft/normal turf vs pitching from hard turf - there are critical adjustments to understand and make if you want to hit it tight.

For example:



Truly understanding the foundational principles of reading a green CORRECTLY – assessing the lay of the land, how the grain flows across the putting surface, the way the earth "feels" to your feet as you center yourself over that 4-foot knee-knocker.

Bottom line:

To make certain your scores accurately reflect your game's true potential – especially in competitive situations whether going for the County Amateur or Club Championship, or bragging rights (along with a few bucks) during your weekly skins game – you NEED to have this kind of battle plan in your bag.

"Placing the ball in the right position for the next shot is eighty percent of winning golf."

- Ben Hogan

YES Bobby, I'm Ready to Transform My Game!

"LUCK is When Preparation Meets Opportunity"

To play the very best golf you can involves a process of building many different facets of the game and bringing them all together at once.

Charting Your Course Strategy fills in the "missing link" that's almost certainly holds you back from experiencing the kind of play they're capable of and deserve.

When you take the simple steps Bobby lays out in this program to scope out and create a clear course strategy before you play, you gain the extra confidence you need to make that round the best it can be.

It practically makes the game SIMPLE. And these strategies will help you score better regardless of level of skill, what your swing style is, physical limitations, none of that matters. It's like re-programming your brain for your best score ever.

Here's just some of what you'll discover in this two-volume DVD set:

- **What measurements you need to make when analyzing a course - the critical numbers that matter most to creating a winning strategy based on YOUR game.**
- **The specific data you MUST get from the practice tee** – without it, there's no way to effectively plan a successful round on ANY layout.
- Keys to maximizing your "Margin of Error" when planning your round - recognizing the safest way to plan your approach to give you the best chance at avoiding disaster and big number scores.
- **How to analyze the different variables of a bunker so that when faced with a sand shot, you have the information you need to get up and down without blinking.**
- The most common mistake made when calculating yardage. (Get this wrong and prepare for almost certain doom deep in the weeds.)
- **Recognizing and overcoming "Visual Intimidation"** – don't blame yourself, wily Golf Course Architects have designed terrifying holes that in truth aren't nearly as difficult as they seem off the tee.
- **How knowing pin placements before your round can affect the way you warm before the round on the practice range.** (Plus you'll discover a sneaky trick that could indicate pin positions that tournament officials are planning to use!)
- **The secret to taking one look at a hole and instantly knowing how to avoid "double-bogeyville."**

- How to chip to get the most consistent results in getting tight to the pin... including the use of different clubs, such as a 7 iron, hybrid, or putter.

And that's ONLY just the beginning...

YES Bobby, I'm Ready to Transform My Game!

Proof Positive Bobby Clampett's Methods WORK!

"Yours is the BEST!"

"For the record, over 48 years of playing this great game I've purchased numerous golf instruction books, yours is the BEST. Because when done your way the results are flying right in front of you, seriously THANK YOU!!!" - K. Russell

"Great visual - so easy to understand"

"The DVDs are so easy to understand and gave me a great visual of how I should be hitting the ball. For those who can dedicate a few minutes a day towards your learning concepts, I guarantee they will greatly improve their game and begin to enjoy the process of learning on a daily basis!" – John Kuczeski

"What a huge difference! I'm pumped!"

"Wow! Thanks so much for the DVDs – what a huge difference! I can actually hear the ball compress and I'm hitting my driver at least another 25 plus yards. I'm making solid contact on fairway woods which I used to top. I'm pumped! Since using the flat wrist principle my shot consistency is amazing!"
– Lee Bailey

"So simple it's hard to believe"

"The IMPACT ZONE is almost so simple it's hard to believe that you can make as much improvement in a short amount of time focusing on just five things." – Eileen Schloss

"It is all about IMPACT!"

"It is amazing to me how many perfect swing theories and systems are being taught today when it is all about IMPACT! Ben Hogan said it, Jack Nicklaus said it, Lee Trevino said it, Tom Watson said it and Bobby Clampett EXPLAINED it." – Lee Martin

With this training, at last you'll have Bobby's insights on Golf Strategy and Course Management – in essence, giving you a peek inside HIS "little black book" to give a leg up on every competitor you'll ever face.

**Here's Your Unconditional, No Hassle, No-Questions-Asked, 365-Day
100% Money-Back Satisfaction Guarantee...**

Don't decide now... just take it for a test drive!

You've got a full year to try "Charting Your Course Strategy." Put Bobby to the test and prove him right or wrong... One Hundred Percent RISK-FREE.

Put these simple, yet powerful concepts to work and if you're not absolutely THRILLED by the way this makes playing any course so much easier and rewarding – at ANY time during the next 365 days – then simply return it for a full refund of your purchase price.

Why NOT Play Golf Fully Armed With Your Own Little Black Book?

With Bobby's "*Charting Your Course Strategy*" program, you'll discover how to analyze ALL aspects of every hole on any course.

- Practically at a glance you'll perceive its inherent risks and potential rewards - what can happen with an off-line shot, the worst scenario vs. a possible good outcome.
- You'll understand how to get more out of your practice rounds, how to chart a golf course... how to play different shots out of different conditions.
- You'll be able to perform at a high level because you have a real plan to overcome every possible mishap and still shoot the very best round possible.
- Understanding these principles of strategy and course management can have a significant impact on your success EVERY TIME YOU PLAY.

If you don't mind stepping up to the first tee with this kind of "Unfair Advantage" over your competition, then this program is right for you.

YES Bobby, I'm Ready to Transform My Game!

Charting Your Course Strategy Training System



You'll receive both DVDs in Bobby's *Charting Your Course Strategy*, shipped directly to your door.

You'll also get INSTANT ONLINE ACCESS to your videos - so you can start your training now! As soon as you complete your order, you'll receive a streaming link that you can use immediately.

Get "*Charting Your Course Strategy*": \$97 + S&H

ADD TO CART

Instant Digital Access is Included with Your DVD Order!

Digital Access Only: \$87



"Digital Only" orders will include the full training video, but no physical DVD will be sent to you. You will receive login information for online access to these videos.

ADD TO CART

ORDER BY PHONE 877-243-8718 > Monday – Friday 9AM – 5PM Eastern

About Bobby Clampett and the “*Charting Your Course Strategy*” Training System...

Bobby Clampett’s combination of both champion level PGA experience and insight is unique – including years as a television broadcaster, consultant on a major golf manufacturer’s long-term research team, and founder of a revolutionary new approach to teaching and playing golf.

With his easy style of communication and obvious ease before the camera, Bobby’s passion for helping golfers play better golf comes through loud and clear in “*Charting Your Course Strategy*.”

The program will help you learn the fastest, most accurate way to chart a course and create a strategy to playing your best on ANY golf course you face.

Here’s What the Pros are Saying

“As good a student of the game as I’ve ever known”



“He is as good a student of the game as I’ve ever known. What’s more, he was a great player in his day, and his journey as he struggled with his swing, as well as his experience as a commentator and observer of the contemporary game, qualifies him more than most as a teacher to whom all interested in improving their golf games should listen. I know I will. His unique perspective will undoubtedly have a profound impact on the golf world for years to come.”

- Johnny Miller, PGA Champion

“I have continued to be amazed...”



Back when we were both in college, Bobby was a boy genius in golf. For fifteen years as his colleague at CBS, I have continued to be amazed by his comprehensive knowledge of the golf swing. He remains as erudite about the technical nuances of the game as anyone on the planet, and I am thrilled he is now sharing his expertise with the rest of the world!” – Jim Nantz, Golf Anchor CBS

"This is the secret to hitting a golf ball"



"The impact position and the impact that you have on the golf ball is definitely the most important thing. All of the rest of the golf swing is to just getting you to that impact position. So if you get that proper impact position, you don't have to swing very hard. That's why us old fat guys can hit the ball so far is because we get everything into it. That's the secret to hitting a golf ball is to create that impact position."

– Brad Bryant, Champions Tour Player

"Simple and pretty amazing to watch Bobby..."



"Whenever I do clinics with Bobby he talks to the amateurs about making good practice swings. Because what is a golf swing, if not just a practice swing with the golf ball getting in the way? Whenever we've played golf together or done clinics it's pretty simple and it's pretty amazing to watch him just make divot swings. Then he hits a shot and puts a ball in front of it and it's the same beautiful swing – and the ball reacts accordingly."

– Peter Jacobson, Champions Tour Player & Broadcaster

"Great swings work on that area at the bottom of the swing"



"You can't teach a Freddie Couples swing. You would never teach a Raymond Floyd Swing. You wouldn't want to teach an Arnold Palmer swing fundamentally. But they all work on that area at the bottom of the swing."

– Fred Funk, Champions Tour Player

YES Bobby, I'm Ready to Transform My Game!

Note: While we do believe and have seen proof that the materials we provide and the products we promote can safely improve the golf games of our subscribers, please understand that not everyone will experience the exact same results. The system requires effort and proper use to achieve optimal results. We therefore do not take responsibility for injuries, handicap increases, game losses or any other "less than ideal" impact on you or your game.

Is the Next Shocking Breakout Stock Waiting For You?

“The Amazing Investing Secret that Enabled a Feisty 88-Year Old Librarian from Illinois to Get a 3,091% Return On Investment and Totally CRUSH the Greatest Minds On Wall Street”



(Discover how you can put this secret to work enriching your portfolio pronto for FREE!)

Dear Friend,

Have you ever wondered why some of the greatest success stories in the history of investing involve the very LAST person you would expect?

The answer may shock you – because the TRUTH behind these stories is that many of today’s high-profile billionaires cobbled together their fortunes using a strategy 180 degrees contrary to “conventional wisdom.”

Warren Buffett is perhaps the most well-known user of this strategy. (And I’ll get to Mr. Buffet in a moment.)

But first, allow me to tell about an investor who’s probably more like you.

A regular person just looking to make smart decisions about their money and their wealth.

Where to put it and how to grow it.

My name’s Thaddeus Williams and I’ve played the stock awareness game for over 35 years – I’ve bought tons of newsletters, attended numerous conferences, and poured heart, mind, and soul into every book, program, and report I could find on the topic.

I’m writing you today to share the amazing story of a little old lady librarian from Illinois who woke up one day deciding that she was tired of doing what the experts advised – who demanded she “settle” for a generic vanilla portfolio that never offered any kind of potential upside other than standard “barely meet market expectations” returns.

Most investors just go with the flow and do what they’re told. And if the market goes up, they’re happy. If the market goes down, well that’s showbiz.

Not her. She realized that if she ran with the herd, sticking with whatever the “experts” on Wall Street recommended, she’d never achieve anything better than average returns.

So, like any good librarian, she did some serious digging. She researched various investment vehicles – mutual funds, ETFs, managed accounts, etc. – and in the process discovered serious opportunity lurking right under the radar... which opened up a wondrous new adventure...

Hunting UNICORNS!

“So.. What’s a Unicorn?”

First, it’s NOT the mythological beast with silver blood running through its veins as described in the famous Harry Potter series. Rather, in the lingo of professional investors, it’s **a startup company with a value of over \$1 Billion dollars.** According to Investopedia, the term “unicorn” came into wide usage because *finding that high value, high return stock was as hard to do as finding the mythical creature itself!*

And our librarian wanted to find the next unicorn.

Now she was an expert in Library Science – the classification of titles into specific information domains and subdomains. And tales of derring-do and the hunt for legendary beasts are the librarian’s stock and trade. So she was well-suited for such an undertaking.

When it came to investing, however, she generally relied on conventional wisdom about mutual funds and spreading risk around. After all, when you’re approaching retirement, CONVENTIONAL WISDOM demands the LAST thing you’d want to do is go off on some detour that could put you on the literal road to ruin.

But she didn’t accept that – because couldn’t get this vision out of her head – after all, who can resist the idea of discovering a real, live UNICORN? – even better, a FUTURE Unicorn poised to grow beyond imagination...

So she dug a little deeper until she discovered where “unicorns-in-waiting” hung out.

First off, it wasn’t on the S&P 500 – those companies are way too big and if they’re already there, you’re much too late to the game. And you definitely won’t see them romping with their already famous unicorn brethren – Facebook, Apple, and Netflix.

Instead, you’ll find them in the place Warren Buffett built the foundation for his massive fortune...

The same place where John Marks Templeton, a local lad from Tennessee, turned a few measly dollars in the depths of the great depression into a sprawling portfolio that eventually became the Templeton Growth Fund...

A place where Unicorns are bought, born, and bred...

Small Cap Stocks

Traditionally a Small Cap is any stock under \$500 million in market capitalization. There’s also a subcategory below small cap called micro cap. And micro caps historically have valuations of a quarter of a billion down.

There’s a lot of them. They trade on the NASDAQ, they trade on the New York Stock Exchange, and they trade Over The Counter. Over the Counter is under-publicized and overlooked because Wall Street can’t make money on them. These looked the most promising to our librarian.

These businesses can range from insurance to banks to oil companies to healthcare companies.

Statistically, one of the best ways to make multiple returns on your money – i.e. “Lasso yourself a FUTURE Unicorn” - is to find a small cap or micro cap stock that’s solving a big problem.

So Here’s What That Little Old Librarian Did...

Now note again that she was a **librarian**. She didn't have any kind of special financial or investing expertise. She worked in the university system at Illinois and in fact RAN that library till about 20 years ago. But come hell or high water, she was going to find herself a Unicorn.

Here's what she did: three days after a small cap company out of Seattle went public she bought 50 shares, which at that time cost her \$2,893. It hit a rough patch, but she never wavered and never sold. And today that \$2,893 in Amazon stock is worth \$89,430 – a 3,091% return. (Now the stock did drop 90% in its first year, but she hung in there nevertheless.)

Not bad. And she wasn't done.

Another "back in the day" small cap company with the weird name of "Google" came out a few years later. She took approximately the same amount - \$2,600 – and put it into Google. Then it did what a lot of small caps do after it listed. It dropped. But she never touched it. She rode out the storm (there's a lesson there by the way). She stayed in the game. And Google recovered. Big time. It's since split off into two companies - and she now has \$41,000 off of that initial \$2,600 investment.

Not bad. Not bad at all.

All it took was a little cash and a willingness to learn a bit about small companies and what they can offer. Most large cap stocks start off small and almost all of today's big name brands (i.e., Apple, Netflix) began their journey as small cap or micro cap businesses.

So... if YOU'RE interested in learning just a little bit more...

I've just released a brand new report that I'm calling ***"Unicorn Hunting 101 - How to Find and Create Massive Wealth From the Next Small Cap Market Miracle."***

And I'm giving it away for FREE to a select group of investors like you who I'm guessing would be interested in learning more about small cap stocks and their very real potential to turn even small amounts of risk capital into huge gains. Inside this report you'll discover the real truth about small cap investing that Wall Street insiders would rather you didn't know, including:

- **The massive mistake early investors made regarding Amazon stock that cost them thousands if not millions of dollars.** (This is a tragic lesson you CANNOT afford to ignore.)
- A major WARNING sign to look for inside the management team – if you see executive leadership doing this, don't just walk RUN away and don't look back!
- **The simple way to tell whether a small cap's business plan is merely smoke and mirrors or instead has a very real chance at success and paying off significantly.**
- What Wall Street REALLY wants to sell the average investor (THIS is the real reason you can't trust the so-called mainstream experts when it comes to investing.)
- *The BIGGEST mistake the typical investor makes when choosing which stocks to buy.* Hint: It has ZERO to do with P/E ratios or any kind of publicly available financial data.
- **What to look for in a small cap stock if you're trying to outperform the market by a significant factor.**
- Keys to getting up to speed on a small cap to know almost immediately whether it's time to abandon ship or full steam ahead.
- **A critical error most Americans make when investing in small cap stocks** – which almost always leads to the loss of big money and serious fees.

- The conventional wisdom that's practically GOSPEL in the investor community, yet can KILL your performance and market results.

It's all there and much more as well inside the covers of this easy to understand, yet high value report. To grab your FREE copy, go to [Small Cap, Micro Cap Investing](#)

Why You Need This Report

The kind of person who would be interested in small cap and micro cap investing isn't typical and they're not looking for "follow the crowd" investing results. They're looking for two things:

- 1) Way ABOVE average returns and
- 2) Sources of quality information and research.

Look, it's very hard to find good small cap research and almost impossible to find any kind of micro cap research. And because of that, if you can have access to information like what's revealed in this report, you as an investor can gain an edge and make your own informed decisions.

"So - What's the Catch?"

Great question. Answer: **There is no catch.** In fact, there's no obligation of any kind whatever. Ever. This isn't the first step in getting you to sign up for an investing newsletter or anything of the sort. You won't be chased down, spammed, or harassed in any way.

We're doing this because we want to revolutionize the way Investor Relations are done... technologists call this "Disruption" ... and take control away from Wall Street and put it back in the hands of the informed, committed small investor. We think very best possible opportunity for this kind of investor to achieve significant, even life-changing, financial growth for their portfolio is to thoughtfully consider the opportunities now available with small-cap stocks.

Now if you're willing to read this report and you decide you want to find out more directly from the companies themselves, we can maybe make that happen. But you don't have to do anything with the information revealed in this report. You can read it, ignore it, toss it in the trash, it's up to you.

Note that we reserve the right to remove this report at any time. So if getting way more than average gains on your investments matters to you in the least, then you need to get this FREE report at [Small Cap, Micro Cap Investing](#)

Sincerely Yours,

Thaddeus Williams

PS: If you're getting ready to just crumple up this letter and toss it in the round file, hold off for one more second... Your greatest enemy when investing is ignorance. Your most effective weapon for wealth creation is **knowledge**. Why not put that power into your hands as quickly as possible? You and those you love deserve nothing less. Grab this free, no-obligation report while you can at [Small Cap, Micro Cap Investing](#)

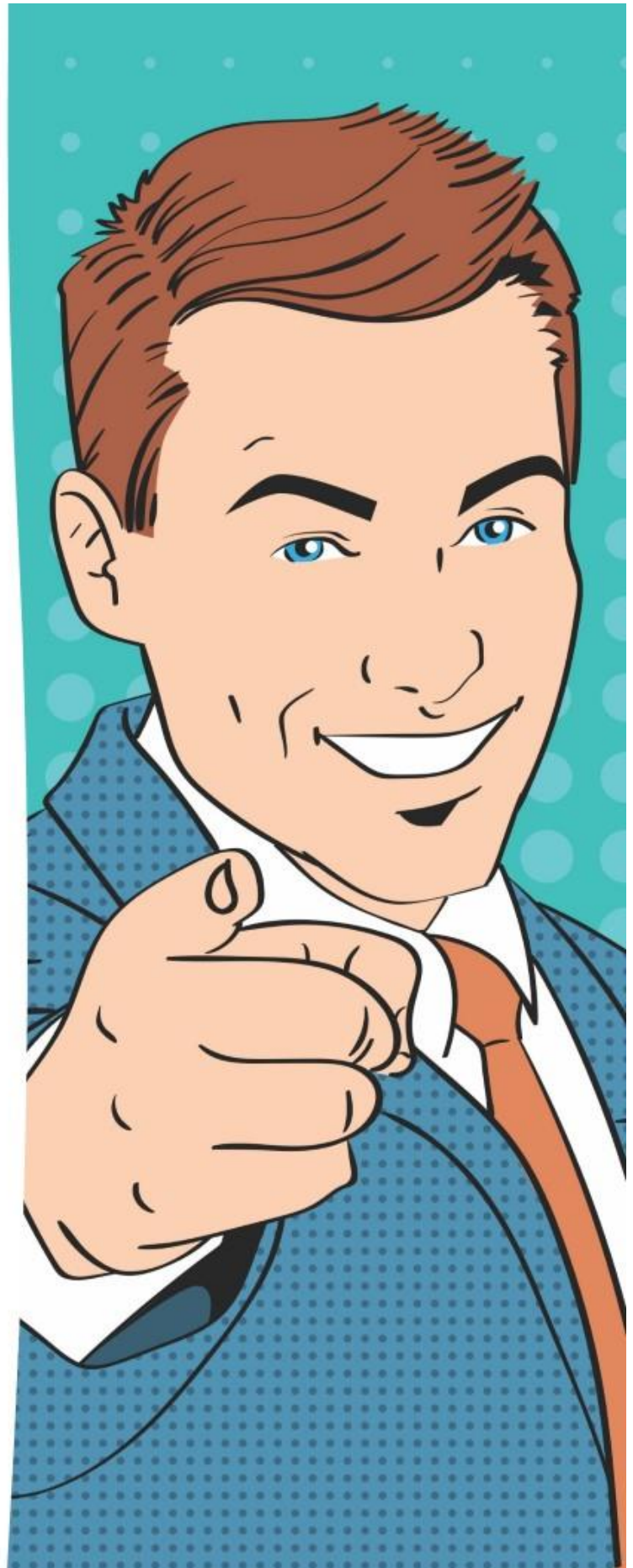
PS2: **Fast Action Bonus...** request this report before **December 21st** and we'll reveal details about a brand new unicorn poised to emerge from the shadows (hint: it's game-changer ability is to keep America on track and running like clockwork). So grab this report now.

Emails

I've included a couple email campaigns written in both someone else's voice or my own.

Email should be extremely conversational - they must read like you're simply talking to someone face to face.

And note - you can have FUN with your emails. Make them interesting. Provide valuable content, even when pitching and pitching hard.



Less Stress, Less Work, More Money

Yesterday we posted a [blog article](#) on the "5 Tools of the Mind" you need to become a Millionaire Thinker. Not only was this blog post useful in terms of the information provided, it also provides a valuable lesson you can and should model.

By regularly contributing these kinds of insights on wealth attraction, "millionaire thinking," etc. I've build up a distinctive and visible reputation on that topic. Indeed, I'm now deemed to have achieved "expert" status.

Have no doubt that I've leveraged that status to the hilt when it comes to accumulating and growing my own private nest egg. I've done so in a variety of ways, not the least of which includes creating ongoing, recurring, predictable income streams as a **[highly compensated coach and consultant](#)**.

My bank account didn't attain "safe harbor" status simply having the right thoughts, or by hanging out with the right people. Yes, both ARE important but it got there because I took specific action to monetize that expertise in as many ways as possible – each leading customers up the pyramid to carefully crafted, high dollar value, coaching and consulting services.

You can and should do likewise. And to make it as easy as possible, for a limited time we're offering my [Consulting & Coaching Bootcamp](#) which shares firsthand, proprietary, insider secrets to utilizing your talents and experience as a consultant and coach so you can make a ton of money *while working less*.

You'll learn the simplest and fastest route for getting clients, maximizing your fees, delivering your services, and getting repeat business and referrals from booming coaching and consulting businesses.

Of course, it's not just about the money. Working with great clients and earning more with less stress while working less hours can change your life. Plus, it's an amazing feeling when you hear from a client and they tell you that your help was responsible for leading them to the solutions and success they've been searching for all their life.

[Click here to learn more now...](#)

Best,



Dan Kennedy, GKIC

P.S. We're even tossing in for THIS WEEKEND ONLY, my [ADVANCED Consulting & Coaching Boot Camp](#) program, which 92 people paid \$11,800 to attend live. This has a RETAIL value of \$2997, but if you act now you can get it for FREE.

This FAST ACTION Bonus disappears tomorrow at midnight, so [Click Here to take action now](#) before it's too late.

[DEADLINE] Grab "the formula" before midnight tonight

The best way I know of to make a lot more money is to master the Science of One-to-Many Selling.

And I chose that term "Science" carefully.

Because anyone can become a master at successfully closing sales to groups of people – whether from a platform, stage, banquet hall, webinar, or even in a side room at a local restaurant.

You don't have to be good-looking, charismatic, or even all that great a speaker.

It simply boils down to science and applying the right "FORMULA."

This miracle formula is better known as the "*Craftsmanship of One-To-Many Selling Presentations*." [Click here to get this top-secret formula](#) NOW and put it to work for you as soon as possible.

"*Craftsmanship of One-To-Many Selling Presentations*" reveals in detail my confidential sales formula for success... designed to significantly increase sales results for any kind of business, in any kind of group setting – on stage, a webinar or tele-seminar, on a DVD, in a studio – anywhere.

If you understand the dynamics of a group presentation, follow the steps, use the tips, and master the formula it will work for you.

[Click here for more about this weekend's offer: *Craftsmanship of One-to-Many Selling Presentations*.](#)

But don't delay, because this special will expire at midnight. No exceptions. Take advantage of our 60-Day money-back guarantee and give it a try

Best,



Dan Kennedy, GKIC

P.S. Order now and get a terrific bonus extra: "*Copywriting Seminar-In-A-Box*." This program features 10 CDs, to help you write copy that sells. BUT YOU MUST TAKE ACTION NOW – THIS OFFER ABSOLUTELY EXPIRES AT MIDNIGHT. [Click here](#) for all the details.

P.P.S. Order *Craftsmanship of One-To-Many Selling Presentations* today and get started for a low down payment of only \$566 – with the remaining amount due in payments at 30 and 60 days later. **With our 60-Day money-back guarantee you risk nothing.**

[Find out how to make my formula for sales success work for you – ORDER BY MIDNIGHT.](#)

Tiger, Jack, and Arnie didn't leave money on the table, why would you?

As a voracious consumer of business information and inspirational material from sources wide and far, I make a serious effort to never limit my research to only current areas of personal affinity.

One area in which I have zero interest in is golf. I have noted time and again that the golf market is one where prodigious sums can be made as a head-over-heels fanatic will invest anything to improve his game.

But that doesn't mean I don't take it seriously.

In fact, the game has produced no small number of monstrous business successes. Arnold Palmer, Jack Nicklaus, and Tiger Woods all realized huge windfalls in sponsorship deals, course design, side ventures, and much more. Their earnings on the course – significant as they were – paled in comparison to the money they made by leveraging their status and fame and expertise.

Indeed – the value of their intellectual property far exceeded what they could earn via athletic prowess alone.

You would be mistaken if you believed this kind of opportunity only existed for golfers or even other professional athletes. In fact, every business owner who has achieved even minimal success in their industry almost certainly leaves money on the table by NOT exploiting such intellectual skills and talents. Almost everyone has specialized knowledge that people will pay you to discover.

Take a few moments right now to brainstorm what it could mean to your business (and your life as well) if you already had in place complementary businesses offering value to customers based on [monetizing the skills you have in different ways](#).

Best,



Dan Kennedy

Founder

Business: (800) 871-0147

info@nobsinnercircle.com

www.nobsinnercircle.com

PS: Over the next three days I'll be making what some might deem a ridiculously generous deal on a program designed from the get-go to enable any business owner to exploit his or her expertise in the most effective, efficient manner possible. Specific details on this limited time offer be dripped out over the next 48 hours or so.

But if you're impatient and want the full scoop now, [CLICK HERE](#) to learn more...

Tap the UN-tapped treasure in your current business

Jack,

Imagine you're a young Arnold Palmer, hitting shag balls on the practice tee of your father's country club in Pennsylvania.

Your focus is ONE thing – making the golf ball fly straight and true towards the target. After hours, days, weeks, months, and years of tireless effort, you manage to master this skill... leastways, master it enough to break onto the pro tour... and eventually rise to fame as a champion.

No matter the business, the path's not much different – plumber, lawyer, doctor, whatever. Master a skill or a trade and make your way in the world with that.

But what if you could take that further? Ala Arnie, branch out into related markets based on the expertise and connections and street savvy you've gained through experience. He moved into merchandising, books, DVDs, course design, business management, and much more.

YOU can and should do likewise.

Exactly how to do so is exposed for the first time in extensive detail in our powerful program, [The No B.S. Inner Circle|GKIC Model – The Master Blueprints To Info-Marketing Domination](#).

Imagine running a business from a spare bedroom and raking in 6-7 figures without any overhead or employees. Information marketing is the best business in the world, and nobody has "pulled backed the curtains" like we have done with this product.

[The No B.S. Inner Circle|GKIC Model](#) unveils never-before-seen blueprints for taking the skills and knowledge you've worked tirelessly to acquire, and repurposing it to new markets by creating products, continuity programs, running profitable events, and generating thousands of leads per month.

To find out the details of what's included and how you can acquire this valuable program at a substantial discount, click the link below.

[>> Show Me How <<](#)

Best,



Dan Kennedy

Founder

Business: (800) 871-0147

info@nobsinnercircle.com

www.nobsinnercircle.com

PS: Up until now, our in-house strategies for creating a 7-figure info-business have been carefully kept under lock and key, but with [The No B.S. Inner Circle|GKIC Model](#) we open the curtains on everything we do. Nothing is held back and it's all there for you to discover, use, and profit from... but you must hurry.

PPS: Consider your core business as one side of triangle of massive success. When you add in an information-based component to serve additional markets, you've just added a second side. When you order [The No B.S. Inner Circle|GKIC Model](#), we're tossing in as a special complementary bonus, not one but TWO programs that fully flesh out the third, business-critical side to that triangle of massive success. I'll fill you in more tomorrow, but if you can't wait make sure to [CLICK HERE](#) now to find out before it's too late.

In Sales, SOMEONE's gotta take charge...

Imagine this...

It's Friday night and you and your spouse and a couple friends are sitting around trying to decide where to go to dinner.

I'm guessing it goes something like this:

"So, what do you feel like tonight?"

"I don't know, what about you?"

"I don't know, what do you want to eat?"

"I don't care, pick something."

"How about Italian?"

"We had Italian last night..."

"Okay, how about Chinese?"

"Chinese sounds... okay..."

"You'd rather do something else?"

"Maybe we should just get a burger."

"That sounds great – where?"

"I don't know, how about that place on 39th?"

"We went there last week..."

And on and on and on it goes.

You know this conversation. I've lived it. You've lived it. We've all lived it.

Here's the lesson as to how this relates to Sales:

If two or four people cannot for the life of them make up their minds regarding something as simple as choosing where to grab a sandwich and a beverage, how can you think they're going to act decisively when you put before them your thoughtfully considered offer for a product or service?

Ain't no way. Ain't gonna happen.

When it comes to making a sale, SOMEONE has to take charge. And unfortunately, all too often while the burden of responsibility falls upon the guy or gal with the job title "Salesperson," that person generally falls down on executing the task that should be Job Numero Uno: [Making The Sale](#).

There are a variety of reasons why this reluctance to actually SELL occurs.

Sometimes it boils down to wanting to be liked and not being considered "pushy" or "salesy."

Other times it's a false belief that if you simply present "the facts" to the prospect that's good enough and they should be able to make the rational choice and open their wallet.

And far too often it's simply the fact the person making the offer has not been given the proper training and tools to get the job done – which, again, is MAKING THE SALE.

In my 4 decades plus of working with businesses of all shapes and sizes, the challenge of properly seasoning your sales team with quality, effective training and tools has been an uphill battle.

But not anymore.

To find out how easy it can now be to bring selling skills up to snuff in the 21st century – so you and your team can close more deals more reliably than ever – [CLICK HERE](#) to get the inside scoop.

Best,



Dan Kennedy

Founder

Business: (800) 871-0147

info@nobsinnercircle.com

www.nobsinnercircle.com

PS: If you're intrigued on how to Make the Sale with more consistency, reliability, and ease, the [CLICK HERE](#) to find out the now.

This is the FIRST of a multi-step email campaign for a St. Patrick's Day deal that was very effective. The FINAL email was the most fun...



** Don't Make Me Mad!!!

JT Jack Turk
Tue 3/12/2013 9:49 PM
To: You

Like that guy down the street who you never suspected of going berserk, people would say:

"He was always such a quiet man..."

Quiet. Right. Like that kid Norman Bates.

Well, no one will mistake me for a "quiet man" - in fact, quite the opposite. Far too often I can't keep my big yap shut. Much to my chagrin and even despair.

I like to talk, hey, that's how it is. It's how I'm wired.

Well, one thing we're ALL wired to notice is when someone connects to us EMOTIONALLY. Now that emotion make not always be positive - hence, "DON'T MAKE ME MAD

You bet, anger's a powerful emotion. And so's fear and pain. And all three of those Anger, Fear, and Pain are GIGANTIC keys to making your direct response marketing more effective.

If you can hit a nerve in your reader's soul, you will be able to connect on a deep level - one that will let you in the door to showing that you ARE on their side.

Professional copywriters know that when using that old formula - Problem, Agitate, Solve - for a sales letter, the more AGITATION you can generate... twisting that knife until it really hurts... the better it will feel in the heart of the prospect when you deliver relief in terms of your most excellent service.

So work at connecting EMOTIONALLY with your marketing. It's a hugely valuable tool to add to the arsenal.

--Jack

PS... HEY ... speaking of "tools in the arsenal," I'm going to make it REALLY easy for you load up yours with some of the best in the biz... and for a SONG no less.

Check out this amazing TWO-FER deal I'm offering from now until St. Patrick's day - 33% off AND \$1 dollar down on a sweet set of great programs.

But hurry fast, it'll be gone in two shakes of a lambs tail.

<http://www.magicmarketingcenter.com/gold>

** No Blarney Deals On Tap...



Jack Turk
Wed 3/13/2013 5:29 PM
To: You

In honor of my Irish heritage and St. Patrick's Day, I planning to down a case of Guinness while dancing a merry one-legged jig... no wait, that's not what I was going to say...

Oh yeah...

Here's the scoop - I'm offering the most INSANE Deals EVER on an Emerald Isle's worth of Magic Marketing Center Products -- but only until this Sunday night (that aforementioned Saint's day) at MIDNIGHT Pacific, so act quickly.

Here's the deal - and it's awesome in TWO Ways:

* First: I'm slashing 33% Off RETAIL on a MULTIPLE products, across the board - so your savings are huge... up to HUNDREDS of Dollars!

* Second... and this is REALLY cool: For each product you order, all you need to do is make a down payment of just one single dollar (\$1). That's right. You'll get the entire program INSTANTLY as a download, and I'll let you try it out for just \$1 for a full 30 days.

Then, at the end of the 30 day period, the remainder due will automatically get charged to your credit card.

I guarantee you'll LOVE everything listed - and if you don't, just let me know before that 30 days is up and we'll put the brakes on the final payment.

Pretty sweet, huh?

Now you might be asking, "Why is Jack doing this?"

Well, I've got some travel plans coming up this Summer - I'm actually going to be at the 2013 US Open in Merion, PA and I'm planning to do some golfing while there when I'm NOT working the Corporate Hospitality Booth. There's also a few other items, a couple weddings, etc.

AND... this is kind of a TEST to see how this kind of deal works. (You always do a marketing tests... there's a writer-downer for ya!)

So you could load up your gunny-sack with a mountain of programs at \$1 each AND at 33% to boot!

But you need to act now before Sunday Midnight arrives. Here's the page with all the details:

<http://www.magicmarketingcenter.com/gold>

No blarney, this is the best it's ever gonna get, so if you're in the mood for some serious business building programs, hurry over now!

--Jack

** Spot Clues that Say "Hire This Magician!"



Jack Turk
Fri 3/15/2013 7:10 AM
To: You

Funny what you'll discover just by keeping your eyes open.

The other day I was visiting my daughter's family and I noticed a magazine that my son-in-law Dave subscribes to. It's not one that I typically read, as I'm not really much of a hunting/fishing kind of guy - he is though.

"Outdoor Life"

Now it's always wise to keep your mind open to new things, however, rather than focus on learning about ammo, my mind snapped immediately to the headlines on the front cover. Here's a few:

"10 Tips to Help You Shoot Like a Sniper"

"The Ultimate Guide to Fishing the Great Lakes"

"Hot Tactics To Dupe Giant Walleyes"

"First Look" 12 Awesome New Hunting Boots"

"How to Pick the Perfect Arrow"

And the one I leveraged as today's subject line:

"Spot Clues that Say "Fish Here"

I loved these headlines so much, for a moment I thought about ripping the cover off but instead just snapped a photo.

Any one of these could be turned into a killer headline or subhead in a sales letter or website for your magic business. For instance, you could offer a free report:

"The Ultimate Guide to Planning the Most Incredible Birthday Party Ever!"

Or perhaps:

"10 Hot Tips to Help You Plan the Perfect Awards Banquet"

Maybe a school assembly coordinator might go for:

"How to Pick the Perfect Anti-Bullying Assembly Program"

Get the idea? Just because the headline was originally purposed for guns/ammo/fish/game doesn't mean it can't be re-written and put to use to promote your biz.

Keep your eyes peeled when looking over magazine covers. Some of the most talented copywriters on the planet come up with those headlines - and they'll pay off for you as well!

--Jack

PS., Only a couple days left on an emerald isle's worth of savings - \$1 down AND 33% ... a combo deal that's truly magical.

Here's the page with all the details:

<http://www.magicmarketingcenter.com/gold>

This is the best deal ever... so to grab the mystical cure to book more gigs and make more moola, hurry over now!

** St Pattie's Sale Ends Tomorrow



Jack Turk

Sat 3/16/2013 4:40 PM

To: You

Just a quick reminder in case you missed it that my extraordinary St. Patrick's Day sale ends tomorrow on ... who'd've guess it... St. Patrick's Day.

Check out the special website I set up with all the details for you on the deal offered, which IS the BEST evah!

www.magicmarketingcenter.com/gold

In a nutshell, \$1 down and 33% off on a boatload of superb systems and toolkits.

There won't be anything like this again on getting such an amazing chance to beef up your magic business library. Make sure to check it out now before it's too late.

--Jack

**** Lassheddt.. Cawwl.....**



Jack Turk

Sun 3/17/2013 7:00 PM

To: You

Yo!

Larry the Looped Lepercahnn here...

I LUVVVV ST.PATRIKS DAY!!!! WOOOOOOOOOOOOOOO

Jacksss away from hiz desk, so he dunno I'm writtin' ya. (Laddie, wait until I gettahol' of yer FB account! ha!)

I desscovered zat he's gots a sale gowin' on now on a bunchabuncha productss... i thinks he's bonkers to make suchhhha dealz, but hey-(hic!) its his party!

\$1 down and 33percentages off'n allkinds of programs.

But he'z tellin me (in his lashsehd emaiill) that it endz TONITe! So I'm-a-gonna-gits me o'er there now to pik up sum GR8 dealzzz afore itz too late!

Aye an yu should to!

Here's the webpageadress thing..:

<http://www.magicmarketingcenter.com/gold>

Okokok.. do it now b4 midnite, lasssheed cawll!!!

Happee St. PATTIES to ya!

...Larrrrry