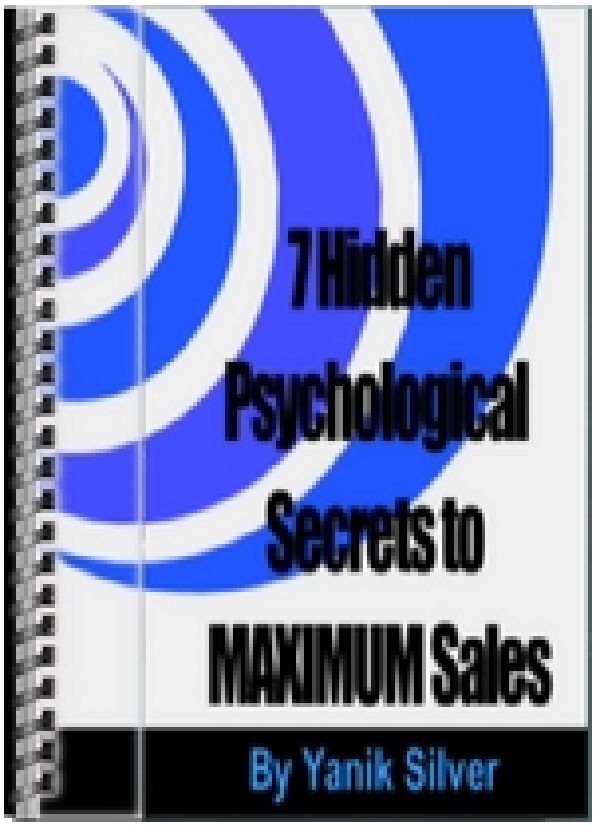

"7 Hidden Psychological Secrets to MAXIMUM Sales"

By Yanik Silver
Surefire Marketing

Brought to you by:
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About Yanik Silver

Just 29-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites…and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author, co-author and publisher of several best-selling marketing books and tools including:

- **Instant Sales Letters**
- **Instant Internet Profits**
- **Mind Motivators**
- **Web Copy Secrets**
- **Instant Marketing Tool Box**
- **33 Days to Online Profits**
- **Million Dollar Emails**
- **Autoresponder Magic**

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses. To see the newest products released **click here.**

When away from the office Yanik enjoys playing volleyball, ice hockey, skiing and working on his terrible golf game. His most important project right now is trying to convince his wife, Missy, to move to the beach so he can play beach volleyball all day!

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Important Note Before You Read This: Inside this special *confidential* report I'm going to lay out for you the biggest psychological tricks and techniques that will help increase your sales revenue. These are so powerful that you must agree to only use them in ethical and honorable ways. I suggest you read and re-read this special confidential because applying these principals and lessons will literally be worth thousands, maybe tens of thousands, to you (like it has been for me).

Just imagine what it would be like if you had the power write a few words and motivate, influence and persuade people to do just about anything you wanted? I have found the subject of persuasion endlessly fascinated. It never ceases to amaze me that I can write words on paper (or the computer screen) and then have people send me money.

Inside this special report you'll find the little-known secrets and triggers I've discovered for getting people to say "Yes" and open their wallets.

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Psychological Secret #1: Stories

(For Advanced Psychological Secrets Click Here)

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From the ancient times to current day - stories continue to hold readers and listeners spellbound. There is nothing better than a good story. It works almost like magic. You can give people information and motivate using stories without having the barriers that come up normally. This is a seldom used copywriting technique that work wonders for your bottom line.

Here are a few examples of successfully using stories:

The first is the single most successful letter ever mailed according to Denny Hatch, former editor of "Who's Mailing What?". How about that for proof this trigger works? It is the famous Wall Street Journal mailing with "two young men". Here's how the story (and copy) starts:

* * *

"On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both - as young college graduates are - were filled with ambitious dreams for the future.

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Recently, these two men returned to college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same company Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president."

* * *

Here's another example, it is from Joe Sugarman's most famous ads for Blu-Blocker sunglasses. He uses a story approach:

* * *

"I'm about to tell you a true story. If you believe me, you will be well rewarded. If you don't believe me, I will make it worth your while to change your mind. Let me explain.

Len is friend of mine who knows good products. One day he called excited about a pair of sunglasses he owned. "It's so incredible," he said, "when you first look through a pair, you won't believe it."

"What will I see?" I asked. "What could be so incredible?"

Len continued, "When you put on these glasses, your vision improves. Objects appear sharper, more defined. Everything takes on an enhanced 3-D effect. And it's not my imagination. I just want you to see for yourself."

* * *

And the copy continues in a story fashion. You'll notice Joe's friend talks about the benefits of the sunglasses inside the dialogue so prospects don't have their "ad defenses" up. It slips right by.

Another example of the story technique is an email I use to promote a product called "Power Pause" written by my friend John Harricharan. Check out the story element here:

* * *

[[firstname]] - 3 minutes to greater joy, wealth and happiness?

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Hi [[firstname]]

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it.

A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible!

His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to achieve.

Yep! Only 3 minutes!

The truth is, I constantly find myself applying John's simple (yet extremely powerful) "Power Pause" principles in my life now and I feel like there is no problem or situation I can't conquer. (Frankly - I'm not one of those spiritual 'walk on hot coals' type of guys - but this stuff really has had a profound effect on my life.)

What's more, other top marketers like Declan Dunn, Jonathan Mizel, Monique Harris, Joe Vitale and Marlon Sanders all vouch for John's material (he even has an endorsement from famed Deepak Chopra, MD).

It's amazing to think there are only 3 steps to solving almost any problem you'll ever deal with (money, happiness,

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relationship, you name it). And John assures me that it works for anyone willing to give it a try.

The only thing you need to give this information a shot, is an open mind. Open enough to take a chance on yourself and the material contained in the "PowerPause". (Actually, you don't even need to take a chance because his proven material is backed by a 100% unconditional, guarantee -- so you really can't lose!)

Do yourself a favor and check out this valuable information by clicking the link below:
Click Here for details
You'll be glad you did!

Yanik Silver

P.S. Could there really be 3 steps to happiness, joy, wealth and getting almost anything you really want in your life? I couldn't believe it either until I applied the "Power Pause" material myself here:
Click Here for details

"Now In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service... Without Writing!" Go Here

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Psychological Secret #2: Reason Why

(For Advanced Psychological Secrets Click Here)

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Do you remember the stupid beer commercial a few years back with the tagline "Why Ask Why?" Well, completely unknown to the ad agency -- they had almost stumbled onto a breakthrough marketing concept.

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior.

Robert Cialdini, Ph.D. in his book "Influence: The Psychology of Persuasion" talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line.

The first excuse used was "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?" This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: "Excuse me, I have five pages. May I use the Xerox machine?" this request was only granted 60% of the time. A significant drop.

Okay now for the shocker.

It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case.

Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the words "because".

This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological 'trigger' can massively increase your Marketing success. Max Sackheim, famous for the long-running ad "Do You Make These Mistakes In English" and originator of the book-of-the-month concept, says this: "Whenever you make a

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claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You'll sell many more products this way."

And this powerful strategy works just as well today.

Using this secret weapon for a medical equipment company, I helped them produce a massive 1,073% return on investment simply using "reason-why" copy.

Here's the headline and subhead:

* * *
How Can We Offer You This New Fetal Doppler For Only $447?"

Read The Facts Below To Find Out How To Save Hundreds --
One Time Only!
* * *

The premise was how can we sell a product for the incredibly low price of only $447? (Regularly this product sells for about $695 - $895.) Then the ad went on to explain that the reason why the price was so low was because the manufacturer wanted to gain market share and get nurses and doctors accustomed to using their product. It was a huge winner and a big moneymaker for the client.

Here's some of the copy:

* * *
"The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Dopplex 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, xxxx, you can get the new Flexi Dopplex for only $447. That's a savings of $ 103.00 off the regular price (and hundreds more off any competitor's models).

* * *

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There are lots of ways to use this idea. Keep brainstorming a reason why you are doing something.

Let people in "behind the scenes" at your company...

- Are you overstocked on merchandise because for some reason customers only want the deluxe widget - but you ordered tons of the basic one?
- Did you have a flood and you need to liquidate (pardon the pun) your inventory?
- Do you need to raise cash so you can pay for your nosejob?

Whatever the reason. Tell them the truth.

For some reason everyone wants to be mysterious about their business. If you're lowering the price nobody thinks you're doing it just because you're "such a nice guy". So let people in on the reason why.

I know this probably goes against every grain of business sense, but I promise if you give people a good, believable reason why they'll respond with open wallets.

Okay let's move on to secret #3….

"Now you can join top Internet marketing minds on the planet, experts like Jonathan Mizel, Marlon Sanders, Joe Vitale, Yanik Silver and others, as they take you on a guided tour of their most profitable web sites. Each online pro painstakingly dissects their web site, section-by-section, highlight-by-highlight, and point-by-point for you so you can turn around and apply it to your own moneymaking web site." Click Here for Details!

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Psychological Secret #3: Specificity

(For Advanced Psychological Secrets Click Here)

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99 1/4 pure. Who is that? That's right - Ivory soap. What if they said 100% pure - doesn't sound as specific and believable, does it?

As you know people are downright skeptical of any advertising or promotion they see. By including specifics you greatly increase your believability. Specifics hold much more weight with your prospect.

Many times, I'll use specifics like this headline and subhead that I used for **Instant Internet Profits**

* * *

"27 Year-Old Maryland Man Reveals His Proven System For Creating Instant Internet Profits From a Simple 2 Page Web Site...Even If You Hate Computers"

The Amazing Story of How a Completely Different Approach to Internet Marketing Took Me From Zero to Making $51,351.94 in Just 6 1/2 Short Months, Working From Home - And Why I'm Convinced Nearly Anyone Can Copy What I'm Doing

* * *

Let's look at the specifics here:

1. I'm 27 years old
2. Maryland man
3. 2-page web site
4. Zero to $51.351.94 (not $50,000)
5. 6 1/2 months

Wow! 5 specifics in the headline and subhead.

When making a statement or stating a fact - make it specific. It takes a little more digging or research but it's well worth it.

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Psychological Secret #4:
The Truth (and nothing but the truth)

(For Advanced Psychological Secrets Click Here)

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That often quoted passage, "the truth shall set you free" should be revised to "the truth shall set you financially free"! Your mother always told you tell the truth and you didn't know that she meant in your advertising also.

Here's an example: John E. Powers, one of the top copywriters in the 1900's, wrote this ad for a Pittsburgh department store in severe financial trouble:

* * *

"We are bankrupt. We owe $125,000 more than we can pay, and this announcement will bring our creditors down on our necks. But if you come and *buy* tomorrow, we shall have the money to meet them. If not, we shall go to the wall."

* * *

Instead of yelling 'SALE' like so many other stores would, he's telling the truth about why people should spend their money at this store. And this ad was said to be responsible for saving the store.

Another ad written by Powers, for a different merchant, proclaimed "We have a lot of rotten raincoats we want to get rid of." This sold out the entire inventory of raincoats by the next morning. Hey, it was the truth and it worked!

Here's something else, you should try to include a "damaging admission". This will dramatically boost your credibility and truthfulness in the eyes of your prospects. Here's what I mean:

Joe Karbo, famous for his book "The Lazy Man's Way to Riches" wrote this in his often copied ad:

* * *

"I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less - a lot less. For example, this ad took me

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about 2 hours to write. With a little luck it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it."

* * *

Wow - if that isn't honest I don't know what is.

Another good example is Joe Sugarman's ad for a product called "Magic Stat" was headlined "Magic Baloney" and here's how the copy starts:

* * *

"You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said, "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off."

* * *

By pointing out all the bad parts of this product (the damaging admission) Sugarman gains all kinds of credibility with the prospect.

Remember, prospects have a built-in B.S. detector so if something doesn't sound like the truth - they won't believe you and won't buy from you. This secret also goes hand in hand with "reason why".

"Finally, the First Practical, Step-By-Step, Roadmap for Internet Success No Matter What Product or Service You Sell…100% Guaranteed! Give me 33 days and I'll prove you can be making real money online…or I'll refund every penny you paid!" Check it Out!

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Psychological Secret #5:
Answering Objections Before They Surface

(For Advanced Psychological Secrets Click Here)

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A lot of people think if they don't bring up an objection in their copy, a prospect won't be thinking it. WRONG!!

As you're making your case for your product or service - if there is a common objective about it - you'd better bring it up and resolve it because they're thinking it anyway. A nice way to handle this is by putting questions and answers inside the copy like this:

* * *

"Before we go on, I'm sure you probably have some unanswered questions and concerns. So here are some of the most common:

Q. "My practice is driven by word-of-mouth, all this "marketing" stuff isn't for me"

A. Yes, a great deal of your practice comes from word-of-mouth and it will continue to. One major focus of the system is to generate and help control word-of-mouth and referrals. There are many strategies and techniques in the system that you've never considered before that will accelerate your current referral sources.

Unless you shape word-of-mouth you have no control over what patients are saying. They could be talking about the great restaurant down the block from you or anything else. With this system you will get a true system for referrals and generating word-of-mouth.

Q. "Will all of this work for me in my part of the country? My patients are different."

A. People are people and they all respond to emotionally charged marketing, it just doesn't matter if you're practicing in a major city or out in the country. These marketing systems will work anywhere --guaranteed. The key factor is, you'll be using proven methods that work no matter what."

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* * *

You should write down all the possible objections a prospect would have and try to resolve them inside the copy. Once you get really good at copywriting, you'll be able to place the answers in right spot as people would be thinking about it. Something like this from **Instant Sales Letters**

* * *

Okay, Now I Hear You Grumbling: "But I Can't Write" or "I'm Not Creative"

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body -- you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.

Free 10-Day Trial...

If you're too busy running your business to even think about marketing - this is what you've been waiting for! With practically zero work on your part here's how to get all the customers you want, create cash on demand and add a bare-bones minimum of $50,000.00 to your bottom line...100% guaranteed! Get your FREE trial now!

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Psychological Secret #6:
Curiosity Killed The Cat But Made The Marketer Rich

(For Advanced Psychological Secrets Click Here)

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"Inquiring minds want to know", that's what the Enquirer commercials said anyway and it's true - people are extremely curious. You'll see curiosity used a lot with business opportunity ads. Most of the time they will never reveal exactly what they are selling but they'll tell you exactly what it's not, like this long-running ad from John Wright:

* * *

"This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. It doesn't matter how young or old you are and it will work for you at home or even while you are on vacation."

* * *

And here's an example from Nightingale Conant. On the outside of the letter is this copy:

* * *

The business executive was deep in debt and could see no way out. Creditors were closing in on him. Suppliers were demanding payment. He sat on a park bench, head in hands, wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him.

"I can see something is troubling you," he said. After listening to the executive's woes, the old man said, "I believe I can help you."

He asked the man his name, wrote out a check and pushed it into his hands saying, "Take this money. Meet me here exactly one year from today, and you can pay me back at that time."

Then he turned and disappeared as quickly as he had come.

The executive looked down and saw in his hand a check for $500,000. signed

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by (continued inside)

* * *

I bet that would make a lot of people rip open the envelope to find out who wrote that check. Wouldn't you be curious?

Curiosity works well in combination with a strong benefit. Curiosity is a major selling point for direct marketing. Remember, customers can't see or feel the item you're offered so if you build up enough curiosity they have to see it for themselves. Selling of information products leads right into this. Check out these bullets that makes use of curiosity from **Instant Internet Profits**

* * *

Here's What You'll Discover Inside This Proven System:

- How to quickly and easily create "hot" digital products that customers really want (You'll get examples of 14 easy to develop products that are selling like crazy right now on the Web.) See Page 19

- My 12-part power formula for putting together a "killer" web sales letter. Pretty pictures and graphics alone won't cut it - that's why you need these little discussed (and seldom taught) secrets to mastering the art of web copywriting. (Discover the techniques I use to sell 1 out of every 32 visitors.) Page 57

- Why you should forget everything almost every "guru" or Internet Marketing "expert" tells you. Stop falling for this myth pushed on everybody. See page 53

- How to make even the most reluctant and skeptical visitor practically beg you to take their money. Page 66

- The no hassle way to set up your entire web site on autopilot. You can have credit card cards processed, orders fulfilled and money go right into your back account immediately while you sleep or goof off. Page 124

- How to generate thousands of dollars in free advertising using Ezines. (I've spent less than $200 advertising my web site and you can too - after you learn this coveted secret.) Page 146

- 6 Quick and easy ways to produce your digital product without breaking a sweat. (5 of the ways require zero writing.) Page 27

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- How to set your price for maximum profit and which digital products have the highest perceived value (some of them are the absolute easiest to create). Turn to page 49

- The 4 elements that need to be included in your offer or you're almost guaranteed a failure. See page 47

* * *

All these bullets are arousing curiosity and the prospect knows by turning to page 47 or page 27 their curiosity can be resolved. Very powerful!

"In just 3 minutes and with 3 simple steps, you could change the way your business and life work. Whether you're looking for more capital, more customers or more profits, your chances of success will be increased thousands of times if you read the material that many of the web's successful marketers have read. You owe it to yourself to read the "PowerPause" before doing anything else." Click Here for details

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Psychological Trigger #7: Scarcity

(For Advanced Psychological Secrets Click Here)

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It's funny. People are more motivated by the thought of losing something than the thought of gaining of something. That's why deadlines, limited opportunities, limited production numbers, etc. will work well.

There are so many examples. If you have any teenage kids or grandkids you'll know the hottest item this Holiday season was PlayStation2. I was even looking for it - just because it was so rare.

If you remember a few years back the hottest items were "Tickle Me Elmo", "Cabbage Patch Kids" and "Furbies". Why? Because they were incredibly scarce.

Here's a personal example. I now drive an S2000 roadster. Last year was the first year Honda came out with this car in the U.S. and they were only making 5,000 available for sale here. This increased my desire to have the car even more than
I wanted before. I was comparing between a Mercedes SLK and the S2000. The SLK was available through any dealer but the S2000 was incredibly hard to find (especially in Silver with Red interior like I wanted).

I had to be put on a waiting list and dealers were getting ridiculous mark ups. And all of this only increased my desire even more until I found the exact car I wanted and traveled 600 miles to retrieve it. Heck, I would have gone even further since I was calling dealers all across the country. That's a simple illustration of the power of scarcity.

Bottom line is this: people will try to seize opportunities and resources that are rare or becoming rare.

You can do this in your copy by mentioning there are only a certain number of seats available (good for seminars) or that you'll be accepting a finite number of applications. Scarcity works great for collectibles. There's a company in Maryland that runs ads frequently in USA Today for limited edition
commemorative stamps.

Here's how their copy goes:

* * *

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"Collectors are already predicted that in the very near future these Jerry Garcia stamps will be far more sought after and be more desirable than the United States rock 'n roll stamp series featured Elvis and Buddy Holly, the most popular commemorative postage stamps of all time.

Over 500 million Elvis and Buddy Holly stamps have been issued. When you compare that to these Jerry Garcia stamps, which are issued in a strictly Limited Edition of just thousands worldwide, you can see the irresistible appeal that these stamps have to collectors, Grateful Dead and Jerry Garcia fans," added Van Emden."
* * *

A good use of scarcity is setting a deadline in your copy like this:

* * *

Make no mistake, at this price your investment would be well worth every penny - but I still want to make it even easier to say 'Yes' by throwing in 7 incredible bonuses. Take a look at what I've got lined up for you...

$1,123.50 in Free Bonuses Guaranteed When You Order By Tuesday, May 22

If you order by midnight, Tuesday, May 22, I'll also guarantee you'll get these 7 amazing bonuses. Here's what you get...

* * *

Most people hate to make decisions so help them by offering them something they can't have by acting immediately

=-=-=-=-

There you have it, 7 little-known and seldom used principals to persuade and motivate prospects to become customers and customers to become repeat customers. I hope you'll use these principles wisely! These are extremely powerful and I can personally attest that they WORK!

That does it for this special report - I hope you enjoyed it and you'll let me know how you've applied these principals for maximum sales! If you're looking for the most advanced psychological tactics to capture more profits – you have to check out **"Mind Motivators" by clicking here**!

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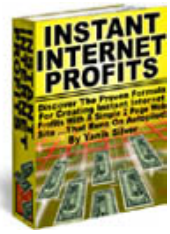
Additional Surefire Marketing Resources to Skyrocket Your Online & Offline Profits

Instant Sales Letters

"In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service...Without Writing!"

Looking To Increase Your Business? Just Fill In A Few Blanks And *PRESTO*... You've Just Created A Powerful, Money-Making Sales Letter!

Instant Internet Profits



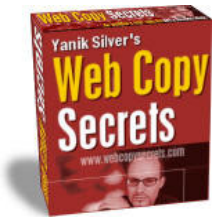
"The Amazing Story of a Self-Proclaimed "Computer Dunce" From Maryland Who "Stumbled Into" The Perfect Internet Business That Made Him Rich, One That You Can Start Too With a Few Spare Hours a Week and For as Little as $125…Even if You Can't Stand Computers!"

33 Days to Online Profits

"Finally, the First Practical, Step-By-Step, Roadmap for Internet Success No Matter What Product or Service You Sell…100% Guaranteed!"

Give me 33 days and I'll prove you can be making real money online…

Web Copy Secrets



"'Peel Away' Outrageously Profitable Websites, and Learn Their Inside Secrets You Can Use to Turn <u>YOURS</u> Into a Profit-Pushing Powerhouse That Rams Streams of Cash Into Your Bank Account <u>TODAY</u>!"

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Mind Motivators™

"Let Us Hand You These 21 Top-Secret Methods To Instantly (and Ethically) Persuade Prospects to Buy NOW and Start Influencing Customers to Keep Buying FOREVER … No Matter What Business You're In!"

Magnetic Marketing

"Every small business owners needs this! Amazingly Powerful Advertising, Marketing, Direct Marketing, Customer / Client Attraction & Persuasion Strategies REVEALED! A complete business building package from millionaire-maker, Dan Kennedy..."

Advanced Copywriting Seminar-in-a-box

"Only 115 people were permitted to attend Dan Kennedy's recent, closed door, 2-day Seminar where he revealed ALL of his most prized, most powerful and most profitable copywriting techniques. Everything else was just "elementary school" before this."

Ad Magic

"Discover The Step-By-Step System For Writing Powerful Ads And Sales Letters That Sell! Advertising Magic Is A Complete System for Making Advertising That Works. And It's So Simple, Anyone Can Do It!"

Instant Marketing Toolbox

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