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**Instant Swipe File #1**

By John Carlton

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## **Insider Swipe File Item #1:**

**Author: John Carlton**

**Released: May, 2006**

**Results: Home run**

Howdy.

For this first swipe-file-worthy ad copy, we go back to the golf market.

Anyone who has followed my writing knows that my first golf ad ("Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks And Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!") has easily been one of the MOST ripped-off ads on the Web.

Why? Because, while the headline is obviously meant specifically for the golf market... the elements of that headline can be tweaked to fit almost any good hook, in any niche out there.

It's been used to sell pet supplies, lawyer services, real estate courses, yoga, and all kinds of other products.

A good swipe file does two things for you:

1. It can offer instant inspiration. Just looking over ads you know have been successful can get your mind going in the right direction. It's kind of like listening to good music while getting ready for a dance. It's all about mindset.
2. Even better, when you start looking at proven ads critically... you start to recognize how the various elements (headline, opening, bullets, close, etc) stack up together to form an entire killer sales message.

So it's important not to get distracted by the original target market of any ad in your swipe file.

Instead, try to go "behind" the headline and paragraphs... and figure out what the JOB of each element was.

In this first ad here, we have a headline that goes for the jugular. It's what I call a "result oriented headline" -- a combination of a "how to..." phrase, with the "Result:" follow-through.

The "hook" here is the 7 minutes. For a golfer, that's an outrageous claim... but not unbelievable. It sets up the story by giving the reader an opportunity to be fully skeptical... and then CRUSHES that skepticism with proof up the yin-yang.

The proof MUST be presented almost immediately after challenging the believability of your claim.

Huge mistake to make an outrageous claim... and then not back it up. Common blunder among rookie marketers.

Rule: Always support a claim in the following paragraph, at the latest.

This support can be through testimonials, or -- as I do here -- with examples of credibility (the Golf Channel reference).

No, it doesn't close the deal. It just keeps the story going. In the reader's mind, there is now an outrageous claim that just went from "no way"... to "gee, maybe this really is something that can change my life."

That's all you can ask for as you begin your sales conversation -- a chance to move to the next point, and the next, and the next... as you build up your case.

The rest of the conversation is smack in the sweet spot of a golf lover's attention span. We're just talking about something we both love here... and I've got some news and inside opportunities for him, if he's ready to try something.

The guarantee is outrageously generous (as all guarantees should be).

And the basic challenge makes perfect sense: Try it yourself. Take 7 minutes out of your day to prove or disprove what I'm sharing with you.

Outrageous... and yet it's extremely reasonable at the same time.

Pay attention to how the story unfolds. It's not great literature... but it stays in the attention span of the reader. No tangents, very crisp paragraphs, each point highlighted and explained in plain English (with slang any decent golfer would know).

Slang is great in markets that have "code" words shared by enthusiasts. Just be sure you're using it correctly, or you'll murder your efforts to persuade.

Side Note: This, and all the ads to follow, are manuscripts. Which means they're documents delivering the writing to the client.

In most cases, the design elements (like the centered headlines) are just suggestions by me. An actual designer may futz with it.

I write with design in mind... because it's important that "readability" is maintained at all costs. I would never allow a designer to change the length of, say, any paragraph or subhead.

Often, clients will try to reproduce the final piece as closely to how I wrote it as possible. Because they know I've studied readability, and I'm very careful with spacing and "air" on the page.

This is critical for Websites, because the size of the webpage is more condensed than an 8-1/2 x 11 manuscript page.

I discuss the notions of space and air more in the 3<sup>rd</sup> example in this swipe file.

Now, dig into a sales story that rocked a market...

*Are you finally ready to stop fussing with your golf game... and just start ripping the cover off the ball on every drive?*

# **“How To Dial-In Your Own Personal Sweet Spot... In **Just 7 Minutes!** Result: Gorgeous, Laser-Straight Drives **Every Time You Tee Off**, 40- to-50 Yards Farther Than You Ever Dreamed Possible...”**

If this self-taught golf maniac... who's gone head-to-head with American and European PGA pro's for years, (with 15 hole-in-ones, 15 course scoring records, and even his astonishing **win at the recent 2005 Golf Channel's "Big Break IV" competition**)... cannot show you how to teach yourself the *3 stunningly simple secrets to the best golf of your life...* and do it in 7 minutes... then I will pay you \$10 out of my own pocket. Best part: **You can see it all for FREE, if you like.**

To: <personalized first, last name>

From: **Doc O'Leary**

Hi <personalized first name>,

We all know a few "truths" about golf.

For example: There is a "sweet spot" on the face of every one of your clubs (and especially your driver). There is "sweet spot" smack in the center of whatever ball you choose to hit.

This makes golf kinda simple, on one level. Just *connect* the two sweet spots, and you've got instant distance, power, and control.

The *problem* is... someone can point to the sweet spot on your club... and then point to the sweet spot on your ball... and you STILL won't be able to connect the two of them together...

...unless, that is, you finally understand the simple secrets of dialing in your **own personal "inner sweet spot" finder**. I know that sounds spooky, but it's not.

In fact, the best golfers on the planet *center their entire game* around this concept of finding the sweet spot.

They just never share that mysterious knowledge with anyone.

**Well, I just found a professional willing to spill the beans.**

**And here's the really good part:** The real key to finding your own personal sweet spot of great golf... is all about giving up "formal" lessons... and just allowing your body to find it's own true groove.

In other words... this will be the EASIEST and most natural-feeling instant improvement you ever experience.

And you'll see the results in your very next tee shot. And if you're anything like most of the golfers I know, we're talking about adding a thick 40-to-50 yards to your drive.

Interested?

**Here's what it's all about:** If you've ever suspected -- like most good golfers I know -- that the best way to get really good at golf is to just *figure it out yourself*... you now have **proof** it's true.

I distinctly remember taking an "official" lesson many years ago... from a "certified" teacher at a very fancy country club... and just getting extremely ticked off.

Because this teacher -- and I use the term loosely -- kept insisting that I needed to make my body do things my body very much did not WANT to do. He was trying to make me into a "Mini-Me" version of HIM.

**And that's just beyond stupid.** I'm *not* him. I'll never be him, and I'll never be anyone else, either.

I'm *me*. For the rest of my days.

Did you take a bunch of lessons before you went out to hit your first golf ball? Of course not. You maybe used your Dad's old clubs, or a friend's... and you just figured it out.

I'll bet the ball didn't go where you wanted it to, or as far as you wanted... but you hit it. Right?

**Here's the stark fact an increasing number of golfers are coming to terms with:** Unless you plan on going professional... **you will always be your own best teacher.** (Trying to beat pro's is different, because the game is just ridiculously tough at that high level.)

If being the best darn player in your circle of friends... or at your local courses... is a "good enough" goal for you... then I have a way for it to become your REALITY.

In about 7 minutes, no less.

**Listen to what these reformed duffers are saying:**

*"I have been transformed from a 25 handicap with a nasty banana slice... to suddenly shooting 84's, with a laser-like drive. And I'm lucky if I can play maybe once a month. Best part: I'm now my own coach, and can fix trouble fast. Plus, if I need to hook the ball around a tree, I've now got that shot. If I need to hit a low drive into the wind, I can do that, too. This game is now simple, and a lot more fun!" XXXXXXXXXXXXXXX, general contractor, California*

*"I don't need the work-out on the range anymore before a round. In 5 minutes, I'm dialed-in, and I get to save my best shots for the course. I now have a simple swing that works. No fuss." XXXXXX, entrepreneur*

*"I've added an easy 30 yards to my drives and my wedges are now super-accurate. If I do hit a poor shot, I know why immediately... and I can fix it fast. This is powerful stuff." XXXXXXX, now a 12 handicap*

It's like everything in life. When you know *how* things work, and *what* to do... and you have even a tiny bit of experience doing it RIGHT... **then it's not a big darn mystery anymore.**

When I first became a homeowner, I had to hire someone to come over and fix a leaking sprinkler head in my landscaping. I watched him kneel down, unscrew this simple plastic thing, replace it with a new plastic thing (three bucks at Home Depot), brush himself off, and hand me a bill for \$70.

The next time a sprinkler went bad... well, I fixed it myself. **It was NO BIG DEAL.**



Still, *before* I'd seen it done... it was, I admit, a big scary mystery.

After I'd seen it done... *no more mystery*.

It's the same with golf.

**There's just not that much about it you need to know to be able to hit long, straight tee shots... or graceful, pinpoint chips and pitches... or even get-out-of-trouble with a par-saving "impossible" shot that will leave your buddies discouraged and depressed.**

**Here's the story:** Paul Holtby is completely self-taught. Never had any kind of formal golf instruction or training at all. He learned the hard way. Years of intensive research... hit over a million practice balls... played in over a thousand tournaments. He's done the heavy lifting so you don't have to.

So for the last 16 years, he's gone head-to-head (and beat) PGA touring pros, Nationwide tour players, and even gone up against some of the best European golfers. Qualified for the last two **Buick Invitational** and **Nissan Opens** -- where only the *best* get to play.

How good is he? **Fifteen hole-in-ones.** Fifteen course scoring records (including a 61 in official competition, under intense pressure) and honored with the prestigious SoCal **PGA "Player of the Year" award.**

And, *winner* of the most vicious golf competition on reality television: The Golf Channel's cruel and grueling 15-week "**Big Break IV**". He did it for a lark, doubting he'd ever get into the finals. But those who know Paul had NO doubt he'd win the whole damn thing (and they were *right*).

Self taught.

And that's what bothers a LOT of golf instructors. Here's self-made golfer competing against the best players in the world – who completely bypassed the "certified" teachers who **insist that golf is so hard... that you need fifty lessons to get any good at it.**

Nonsense.

**Paul has already taught *thousands* of lucky golfers how to be their own darn teacher.** Takes a few *minutes*, and works almost every time.

Will it work for you, too? I dunno. There's always a few guys in any town who are too stubborn, or just too goofy to ever be able to teach themselves *anything*.

But I doubt that's you. Heck, I'm the goofiest guy I know -- just ask the wife -- and I "got" Paul's secret right away.

*Killer* stuff, too.

Basically, it's all about the 5 "Laws" of golf science, which you don't have to completely understand... but once Paul explains them to you, it all becomes ridiculously *obvious*. (Yet, you'll never figure it out on your own. That's the genius of what Paul has accomplished here.)

Just going over these 5 Laws is all you need -- **a quick review**. It's not like going to a college class, or even going to traffic school. (I recently got popped for speeding.)

Naw. **In a few minutes, Paul will reveal the 5 secret "laws" of golf that control EVERYTHING that happens when you hit a ball with your club.** It's a fast lesson, you'll never forget it once you just see it in action... and that's it.

Then, the fun begins. Because all that's left to see... **are the 3 secrets of actually going out and hitting the ball.**

It's wham... *bam*... thank you, m'am. No more mystery.

Paul calls this simple lesson his "**Five Over Three**" power golf instructional.

It only takes a little bit of time -- not even an hour -- to get the entire lesson embedded in your skull. **All you have to do is WATCH, too.** Almost no practice necessary.

No previous skills needed, either.

You don't have to be in shape... you don't have to be young and flexible... and you don't have to get out to golf a lot, either. (Read those quotes from other students again. Charles has trouble getting out to play once a month... and still **dropped a dozen strokes**.)

**This is so simple, you're gonna kick yourself for not having figured it out on your own.**

But don't feel bad. Often, the simplest answers are the toughest to find... because we tend to look at things as being so mysterious, they must be COMPLEX, too.

And that's just not true in golf.

Hey -- go ahead and take your lessons with the local pro, if you must. Shell out all that dough, and good luck to you as you change everything about your swing, attempting to become a "Mini-Me" of your teacher out on the course.

I'd rather skip the pain, myself.

**I love these simple solutions.**

Paul can have you hitting **longer, straighter drives... pinpoint shots from the fairway...** and truly clever **“get out of trouble”** shots from everywhere else.

**And he'll do in just a few minutes.**

Don't believe me? Fine.

How about I give you the chance to check it out for yourself... **without risking a penny?**

In fact... if just ONE look at Paul's lesson doesn't radically change your game, overnight... then I will pay you \$10 from my own pocket, just for you trouble.

**Here's what you need to do right now:** Just call my office at **XXXXXXX**, and tell whoever answers you want the “Five Over Three” DVDs... and you want them at the special deal that “Doc O’Leary” promised you. They’ll handle everything, right on the phone, in a few minutes... and RUSH your DVDs out to you.

The price is just \$69 (a steal)... but you don't risk a penny.

Because I'm offering you an outrageous guarantee:

**Order the DVDs (or videos, if you prefer), and take the rest of the YEAR to check everything out. Remember -- you only need a few minutes. If you're not BLOWN-AWAY by what you learn... and if it doesn't TRANSFORM your game immediately... then simply send the package back -- in any condition -- and I'll make sure you get a fast refund. No questions asked. No hassles. And we'll still be friends.**  
**And I'll toss in an extra \$10, just for your trouble.**

That means... **you can see everything for FREE, if you choose.** Just like I said.

I'd go broke if I wasn't so SURE you're going to LOVE what you discover here.

After you see what's going on, you're not going to want to part with this material for a thousand bucks.

It's that amazing.

You can use your credit card when you call. Or, if you prefer to pay with check or money order (payable to OHP), just fill out the enclosed Order Form and mail it in with your payment.

Just HURRY, all right?

**This special “learn it or put an extra \$10 in your pocket” offer is only good when you contact us in the next 11 days.** I simply cannot expose myself to so much financial risk any longer than that.

I mean... I’m a goof-ball, I admit... but I’m not *crazy*.

I’m a golfer. Close, but not quite the same thing.

Anyway, please call right now, while you’re thinking about it. You don’t risk a thing... except your lousy game.

Next round, you’re gonna *blow some minds*.

Sincerely,

**DOC**

**P.S.** Call right now (before the 11 day offer is up), and I’ll also rush you a brand spanking new **bonus DVD... FREE.** Yours to keep no matter what else you do.

There are two killer parts to this free DVD -- first, Paul reveals the short game secrets that allowed him to dominate the other players on the Golf Channel’s “Big Break IV” competition.

He only used 4 shots, with 3 clubs, for all the amazing short shots he performed. Once you see what he did... and especially HOW he did it... you’ll be able to outclass your buddies with the SAME kind of magic.

**Added bonus:** He finally reveals his simple secret for **guaranteed putting** prowess. (Tip: Once you see what this secret is, you won’t even need to practice your putts before the next round... because you’ll already be dialed in.)

**PLUS:** Paul insisted we include a **live “student lesson”** in the bonus DVD. This is killer stuff -- you get to see how Paul personally takes a high handicapper... and forces him to instantly become a much, much better golfer.

Just more proof that these “self taught” tactics work fast, and work like magic.

**P.P.S.** Remember... you have to *jump* on this offer. It's as generous as I've ever been, because I know this is the real thing. Don't miss this opportunity to BE the best teacher to yourself you'll ever find.

Call right now, while it's on your mind.

Thanks.

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## **Insider Swipe File Item #2:**

**Author: John Carlton**

**Released: June, 2008**

**Results: Home run**

Nice rowdy ad here for ya.

This is a manuscript copy (as are all the examples in this collection).

That's why there are things like the <first, last name> instructions in the salutation (as well as no actual phone numbers to call or addresses to send stuff to or links to click on -- that all comes later, as the manuscript makes it way past edits to final versions in the hands of a designer, printer or programmer).

This is perfect example of using the "insider" slang and wording of a particular market to really get into the mind of your reader.

In this case, it's serious self-defense addicts who are on the look-out for ways to literally beat their competition. (Not "beat" as in get the upper hand financially... but "beat" as in pummel into the ground and win a fight.)

Now, I've dabbled in martial arts a bit, but I'm not a fanatic about any of it.

So, to gather the raw material -- including the essential language quirks of the market -- for a great sales message, I interviewed real fighters, and went deep into the world of competitive and street fighting. (Two different disciplines, actually.)

Every non-standard word I use here is carefully chosen... for accuracy, for punch, and for keeping the story going.

If you're swiping an ad like this for another market... and nearly all of my ads that have been ripped over the years have been for markets other than the one the ad was aimed at... you must note where I've used slang or words that are specific to THIS market.

Like "grappler", "rush or shoot" bully, "without leaving your feet", "ground 'n pound", etc.

In place of these market-specific phrases, you must find the "right" one for your target audience. (You'd be amazed how easily you can alienate or confuse a reader with a slang term that comes from left field.)

This was written to go out first as a direct mail piece, then as a website. It also can be converted to a magazine ad, but that takes substantial editing to fit the length-restrictions.

This is a good "Great News" style headline. Because the subject matter actually IS great news for anyone interested in beating grapplers in a fight.

Short history: "No Rules" fighting (like you see in cage fighting matches, or in dark alleys behind a bar) changed forever when the Gracie family introduced "ground fighting" tactics that instantly negated most full-frontal-assault boxing or karate-style blows.

You wandered up against a ground fighter -- even one smaller and weaker and less experienced at fighting than you -- and you were a good candidate for getting choked out. Quickly.

However, the martial arts market is always in flux... changing rapidly whenever a new fighting style emerges that trumps what everyone else is trained for.

So this is a market with its antennae permanently on high alert for anything that might offer a fresh, unexpected advantage.

As a marketer, you should realize this is something that most niches out there -- from house-training pets to getting a law degree -- share.

The classic mantra is "newer, faster, better, simpler, cheaper". If you're stuck for an angle, this mantra is a good menu to use while exploring openings in your sales message.

Also... note, in the copy below, how a central part of the emerging pitch is "You've been lied to." That's a bold statement to make... and I see marketers make it all the time when they can't actually back it up.

This can murder your persuasion efforts.

Don't use tactics like this unless they absolutely apply to your situation. But don't ignore the tactic, either, until you've run it through the possibilities of the story you DO have for what you're offering.

It's not something to be used casually. However, if you CAN use it, legitimately, it can be very powerful in riveting the attention of your reader.

Last point: You'll notice I've avoided using standard bullets here... and gone with a vaguely amusing "Interesting Thing Number Two" style of laying out the separated parts of the story.

It's actually not as casual as you might imagine. It's actually well-thought out... part of the overall "attitude" of the story. Each item IS interesting to anyone in the target market. And while it's good to "name" the parts of your story -- to make them memorable, and keep the storytelling coherent -- you don't have to get fancy with the way you name things.

In delivering a sales message, clarity is everything. Cleverness can hurt you.

Thus, I take the simpler road whenever possible. If something is interesting, I let the reader know.

So that's the lesson: Name your segments, but don't out-clever yourself by calling so much attention to the naming that it impacts the clarity of the story itself.

Got that?

Good. Here's the piece...

**(NOTE:** As always, certain names and company names have been replaced by "XXXXX" to avoid confusion or hurt feelings. This is a manuscript, not the finished piece, anyway -- often, none of these details are put into the piece until it's ready for the printer or the programmer.)



*And guess what? You can see everything for FREE if you choose...*

**Great News For Anyone Who Wants To  
Piss Off And Humiliate Every Grappler  
Who Thinks He Can Take You To The  
Ground... And Nail Every "Rush or Shoot"  
Bully Who Thinks He Can Slam You To  
The Floor...  
*And You Can Do It All Without Leaving  
Your Feet!***

Let 'em think whatever they want. They can be bigger than you... more skilled at grappling (or have lots of "bully" experience with bear hugs and slams)... meaner... stronger... you name it. Doesn't matter anymore.

Once you're hip to what I'm about to share here... **you will possess the "missing link" ANTIDOTE to all the wrestling and "ground 'n pound" B.S. out there.**

You will NOT get taken to the ground... you will NOT be dominated by superior size, weight or strength... and (best part): He won't understand what the HELL just happened to him, as you finish the fight to your own satisfaction.

This is good. This is very good...

To: <first, last name>  
From: XXXXXXXXXXXX

Hey...

This is something I've been waiting a long time to see.

And I'll bet you've been hoping it would finally happen, too.

Not a moment too soon, either.

It's finally time to take self-defense (and not-so-defensive kick-ass fighting skills) *back* from the UFC-style wrestlers and football smack-down nonsense that has held MMA captive for too long.

And hardly anybody knows about these secrets yet... that are going to turn MMA on its head.

**Here's what's up:** I'm not gonna beat around the bush here.

I know the XXX audience pretty well... and I know we've all been wondering when the hell a REAL fighter was gonna discover a way to CANCEL OUT the infuriating advantage that ground fighters and stronger/bigger/thicker dudes have enjoyed over the past decade or so.

I don't want to go to the ground in a fight. Do you?

It's too unpredictable, too messy... and really, I enjoy "short clock" tactics that end an altercation in my favor with the least amount of effort. (And least amount of grime in my clothes.)

Well, guess what?

**You've been LIED TO about how fights actually happen in the real world.**

Yep.

**Here's the truth:** After a year of hard-core research... watching over 100 hours of actual street fighting on surveillance video tapes (yeah, I have connections), getting inside information from cops and federal agents on actual life-and-death combat results, and getting the REAL story from real streetfighters... I have discovered a few interesting things.

Like...

*Interesting Thing Number One:* You've heard martial art "experts" say that 95% of all fights end up on the ground, right?

**It's a lie.**

Most fights end up in a *clinch*, standing up. The wrestler will try to *take* it to the ground, sure... and the guy who's seen too much UFC action will try to slam you down into submission.

But most fights?

Clinch.

In most of those surveillance tapes, you can almost predict who's gonna win, too. The bigger, stronger guy, with a few better skills at delivering lights-out punches and strikes.

This is about to change, however. Because...

*Interesting Thing Number Two:* There have been RUMORS floating around for a long time... that an underground fighting dude had created a NEW system (based completely on reality-based combat) (no theory, no guessing, everything street-tested) that...

... **allows you to instantly cancel out ALL the advantages your opponent may bring to the fight.** Like strength, speed, agility... skill in ground fighting... or an obsession with picking people up and slamming them into the floor.

You now have the advantage over *all* of it.

Hey -- for anyone who's been ticked-off about the dominance of ground fighting and the annoying tendency of bullies to win with bear hugs...

... this kind of "ground fighting antidote" couldn't arrive fast enough on the scene.

*Interesting Thing Number Three:* Once I started digging into these rumors of a new fighting style... I kept discovering more and more details that sounded like HEAVEN to me.

You stay on your feet. No matter how bad-ass big your opponent is. And no matter how desperately he wants to cuddle and hug on the ground.

You simply go instantly into a clinch... and *dominate* with a simple "toolkit" of strikes, counters, and "lights out" fight-enders.

Simple?

That was hard to believe, given how damned DIFFICULT it is to learn decent grappling skills.

But that's what I heard.

This new system was simple, drop-dead easy to master... **and yet ELIMINATED all ground-fighting advantages in your opponent.**

So, within a few heartbeats of realizing you're "in" a fight... it's over, man.

And he ain't getting up anytime soon. (He wanted to go to the ground so bad, you helped him do it. But you remain standing. Cool.)

*Final Interesting Thing:* You know what I did next, right?

I went looking for this guy IN all the rumors.

And...

... I *found* him.

**Here's the story:** His name is XXXXXXXXXX.

Learned to fight the HARD way. Mastered a wide range of styles, and street-tested everything in the real world.

Formed that infamous "Gladiators Club" underground sparring association you may have heard gossiped about.

That club was *nasty*. Between it and the street-testing, XXXXXXXX fought all comers: Street punks, bar-room bullies, drunk dock workers, 'roid-raged athletes, permanently-pissed-off pro and former pro fighters... everybody.

**This is what we in the biz call "The Blood Testing".**

And he beat the living *crap* out of every opponent. Never lost. *Never*.

But that was just the beginning.

This gets good.

First, XXXXXXXX called "B.S." on the traditional Wing Chun Gung Fu guys, and broke off into a "rebel" stance... teaching the highly-functional and reality-based system he had perfected during all that "Blood Testing". On his own terms. In his own peculiar way.

Well, this *enraged* the formal Wing Chun crowd.

And entire gangs of fully-uniformed WC stylists would show up at XXXXXX school to challenge him.

**The idea:** Humiliate XXXXXXXX in front of his students... close down his school... and erase this threat to WC orthodoxy for good.

Didn't happen.

I wish we had film. It would have made for a movie to rival Bruce Lee's best.

Imagine all these hard-core, traditional, formally decked-out Wing Chun naughty boys moving in like ninjas, during office hours and in broad daylight...

**... and getting their heads handed to them, one after the other, day after day.**

XXXXXX actually got BORED beating the stuffing out of traditional WC bad-asses.

So he closed his rebel school (pity)...

... and went into a years-long journey studying every form of combat art in existence.

Blades, pistols, shotguns, nunchuks, you name it... he went deep with it.

**Using REALITY as his measuring tool.** (More blood testing.)

In other words... he ONLY paid attention to stuff that worked in *real* fights, in *real* time, against *real* opponents.

He is a PIONEER in the reality-based martial arts (RMA) juggernaut now upsetting the entire MMA world.

**The NEW system he has perfected has been noticed by the best "reality fighters" in the world...** including SWAT and military Spec Op teams who are wired into the cutting edge of modern combat tactics and strategies. (XXXXXXX is the first civilian in AZ, for example, certified to train cops, *ever*.)

There is NO OTHER instructor on the scene with the background, the chops, and the experience to stand in front of you...

... and tell you, without a doubt, **that he can teach you quickly how to cancel out any advantage a grappling expert, or a bigger/stronger/meaner bad-ass has against you.**

So you can dominate him, and end the fight on your terms.

*Standing up.*

And guess what?

I FOUND him (through my sneaky inside contacts with police and feds and street dudes)...

... and...

... I convinced him to SHARE with this TRS list EVERYTHING he knows.

I know you hear this all the time... but it's true here:

*This Is The Most UNIQUE And Effective Fighting System  
You've Ever Witnessed...*

... and...

... you really can master it quickly, easily and with complete confidence.

**Here's what I have for you:** We hustled XXXXX into the studio as soon as we found him.

This system won't stay hidden for very long... but while it does, it's THE hottest thing in martial arts right now.

Nobody's gonna know what hit 'em.

What we filmed was everything XXXXXXXX teaches his few students about this critical "missing link" element of fighting -- that breathless time between engagement and (if you don't know what else to do) going to the ground in a gnarly, unpredictable heap.

Hey -- I don't WANT to go to the ground. Ever.

And XXXXX has delivered the answer to my prayers (and yours, too, if you're as peeved about the dominance of ground fighting and football-type moves as I am).

**Here's just a taste of what you're about to master (very quickly):**

- An almost-never-before-seen method of shifting your weight a FEW INCHES... and instantly turning your otherwise-average elbow strike or head butt into a force equal to a bowling ball dropped off a twelve-storey building. (No matter much more he weighs than you, he'll be seeing Tweety Bird in LaLa Land post haste...)
- The simple tactic that will ensure you NEVER get slammed to the ground, no matter what your opponent throws at you.
- Ingenious way to "shrink" his useable muscle groups in the middle of a fight, which instantly negates any strength advantage he may have. (Poor guy -- thought he was gonna eat your lunch, and he ends up spanked and humiliated.)

- Brilliant new "snake" moves to elude the grasp of take-down artists trying to trap or lock you up inside the clinch. (In fact, you WANT him to believe he's just pulling off another ho-hum trap and picking a spot to land you the floor... while you actually END the fight before he can flinch.)
- How to steal your opponent's breath, sight, and brainpower in the first seconds of any fight. (He'll be helpless.)
- How to handle surprise attacks to your legs and mid-section. (Easy, once you know the secrets.)
- How to end a fight in seconds -- no, really, you'll learn HOW TO END A FIGHT IN SECONDS. (No B.S., no trickery, no bait-and-switch -- just reality-based truth.)

And a ton more.

I don't understand why ANYONE who's serious about martial arts can keep from giggling with pure joy, once you've heard about what XXXX is offering here.

This is EVERYTHING a non-grappling fighter has dreamed about for a very long time.

Stay upright... and clean his clock. Quickly, easily, simply... and without caring how much bigger, stronger, meaner or better skilled he is.

Heaven.

And...

... you do not risk a thing by giving this opportunity your own "trial run", on your own schedule.

**Here is my guarantee to you:** Just ask us to rush these instructional DVDs to you (which we are prepared to do, as soon as we hear from you)...

... and when you receive them (via Federal Express Ground), please USE them as if you owned them.

I want you to watch them, and spend a little quality time with them while you soak up Ryan's simple system. Try it out for yourself, however you wish.

If... after a full YEAR (which is plenty of time for you to decide, for yourself, without pressure)... you finally decide this stuff isn't for you...

... simply return the package in ANY condition (remember, I want you to USE these DVDs as if you owned them)...

... for a fast refund of your entire purchase price.

No questions asked. You do NOT need a reason to ask for a refund... your word is good enough.

You know what that means?

That means...

... you can see EVERYTHING Ryan has to show you...

**... for FREE, if you choose.**

No obligation. No hidden clauses. No tricks whatsoever.

It's this simple: You say the word, and we'll rush you this DVD. Check it out for yourself, and take a year to do it.

Full refund, if you aren't blown away.

We cannot be more generous than that.

This is a screaming good deal.

But you gotta jump on it right now...

**Here's what you need to do right now:** Call my office at 1-800-000-0000, and tell whoever answers that you want "The Ground Game Antidote" DVD package by XXXXXX. They'll handle everything for you, and get that package rushed to you a.s.a.p.

You'll need your credit card to order. The price for this shocking new revelation in fighting is just \$97... but you don't risk a penny of that.

Remember, you have a 100% money-back guarantee... for a full year.

(If you prefer to pay with a check or money order -- payable to XXXXXX -- just fill out the enclosed Priority Order Form and mail it back.)

You need to hurry, for two reasons:

- 1.) You are about to be one of only a SMALL NUMBER of people who even know about this abrupt "change" in modern fighting. (As a civilian, you're really in a minority.) This is a HUGE advantage... something that only happens once in



most people's lives. This may or may not be kept a secret for much longer... but THIS DVD gives you the REAL stuff, from the SOURCE. Accept no imitations.

2.) And... if you get back to us right away, I want to sweeten the deal for you.

**Here's how I'll do that:** I just snuck back into the warehouse here, and found 108 copies of the killer DVD "8 Steps To Winning"... which is, essentially, a notorious collection of the dirtiest fighting tricks known.

Originally, this DVD was produced as a tool for "little guys"... anyone who felt at a disadvantage because you were ALWAYS the smallest guy in the fight. (Hey -- in many situations, you're the smallest at 6-foot and 200 lbs, so don't think this is just for average guys.)

It's been a HUGE seller for us (at \$97)...

However... I found 108 copies in the warehouse that were left over from the last big promotion... and I STOLE them.

These 108 copies of that special DVD will be sent out to the first 108 guys from the XXXXX Hot List to order XXXX's package.

For FREE.

My gift to you... stolen from the warehouse here at XXXX. (AND, you can KEEP this bonus DVD even if you later ask for a refund on the XXXX package!)

But when all 108 copies are gone, that's it. No more free bonuses.

So you gotta hurry. I expect these free DVDs to last... oh, I'd say a couple of days, tops.

You've got all the info you need. Call (or mail in the form), and order right now. Get your free bonus DVD (to keep), and, most importantly...

... get your hands on this amazing new fighting info from Ryan... to give your own "trial run" for a full year.

I can't be more generous than that.

You know this is the ONE fighting tactic you need to learn, and learn it now.

Here's your chance to do that... without risk. Everything will be rushed to you, too.

Okay -- I gotta go.

Don't delay. If you set this aside, and forget to get your package... and miss out not on just the bonus DVD, but also on this rare opportunity to learn something absolutely NEW and critical for anyone interested in cutting-edge self-defense... well, you'll never forgive yourself.

Opportunities like this don't come along more than once or twice in a lifetime.

Your package is here, waiting for you to call.

Do it now.

Thanks.

Sincerely,



**P.S.** Remember -- if you act fast, you get that bonus DVD, FREE (yours to keep no matter what).

This is a screaming deal. No risk.

Get on the phone now...

[testimonials here]

### **Insider Swipe File Item #3:**

**Author: John Carlton**

**Released: April, 2004**

**Results: Sold out entire stock**

Howdy.

The following letter went out as an insert in my long-running monthly newsletter, "The Marketing Rebel Rant" (mailed to the hottest part of my "Insider's Club" list). (We stopped mailing that newsletter in 2008 and I refocused the energy from it into my blog, [www.John-Carlton.com](http://www.John-Carlton.com).)

Unless you were on that privileged list, you may have never seen this letter.

It's a great example of positioning the DVDs of a very high-ticket event through an intriguing storyline that persuades and motivates.

Several sections of this particular ad have been used as blueprints by marketers in other niches, also to great success.

The headline is a take-off on the classic "Who else..." angle which was one of John Caples's favorites.

(Caples wrote the "Tested Advertising Methods" manual back in the middle of the last century, which was the best book on copywriting out there when I started my freelance career. He is the author of a small library of classic ads -- still being ripped today -- including "They Laughed When I Sat Down At The Piano... But Then I Started To Play". His books always included long lists of headlines that worked, and the vast majority of them fell into the areas of "who, what, where, why, when and how". Especially "how", as in "how to...")

The basic form of "who else..." headlines is just a flat statement. "Who else wants to cure athlete's foot quickly?" In this example below, I've attached it to what I call a "transformation" mini-story... so while the "who else" part of the headline quickly disappears in the reader's mind, it nevertheless sets up the kicker: From scraggly, to kick-ass. That's a basic Before-and-After headline.

The "who else..." angle always appears dated and ancient to experienced writers, because it was used so much in previous generations. But you gotta remember that most readers today haven't seen it all that much... so, used without irony, it still packs a punch by instantly bringing the reader into the ad.

The term "who else wants this" is loaded with salesmanship, actually.

It directly implies there are others who have already gotten involved. There's a touch of belligerence (as in a guy in a bar brawl challenging the crowd with "Who else wants some of this?"), an assumptive attitude that sets the stage for the pitch.

"Who else..." and "How to..." headlines are easy to write, because they naturally lead you into the tale you're telling. They aren't always your best choice, though. However, when I'm writing out a bunch of headlines to see how they look and sound (and a professional copywriter will often write out a dozen or more headlines while experimenting with his offer and unique selling position), I almost always start out with "Who else..." and "How to..." examples.

Because they just naturally set up a story.

Now, this letter is probably over-written for today's online reader. You can see that there are multiple five- and even six- line paragraphs throughout... something I would never do today in a website or email or blog post.

It drives the ADD-adled reader crazy to even contemplate reading large "blocks" of copy. So you just air it out.

Back in the direct mail days, this was hard to do, because your postage and printing costs went up with each new page you had to add to the package. So writers tended to pack each page with copy.

Online, there is zero cost for going longer. A website that scrolls 90 pages deep costs no more to maintain or produce than one the size of a single screen-page.

So writers are able to give readers a break, by spacing things out.

The old-school rules of grammar have gone out the window when writing sales messages. You want lots of "air" in the presentation of the writing... meaning, lots of single sentence paragraphs, and no long blocks of sentences strung together.

I'm even doing major surgery on long sentences now... and either relying on ellipses (the "..." you see on this very page so much) to complete a complex thought... or just going back and uncomplicating the thought at its core.

A good rule: If you have more than two "parts" to any sentence... meaning, two ideas to get across, or two angles... you probably should break it up into bullets...

- Like this...
- And this...
- And this.

So you probably do not want to swipe the format style here.

However, the PUNCH of the language is as modern as ever. You can feel the attitude oozing off the page.

This is a piece that sits close to you and urgently tells a story aimed straight at your greed glands. If you're in the target audience for this info, you're listening.

The opening paragraph is a classic, too. The potent "If... then" structure of setting up what's about to be presented.

If you're into this... then what you are about to learn will be the most exciting thing you've ever read.

That tactic is somewhat overused today... but it's overused because it works. The best way to employ it is to be subtle with your explanation of the situation... and to be specific with the promised results.

This piece is also loaded with Power Words. Just go through and list them, and you'll have a hot little resource guide for putting some pizzazz into your next email or ad.

Examples: Scraggly, filthy rich, vicious, brutal, messy, lab rats, screw around, shock waves...

And that's just from the first page.

This is an excellent of a killer pitch, aimed at a hot audience. This was not meant for "cold" leads -- there are assumptions made here (like, for example, that the reader understands the term "hook-laden headline") that are easily recognizable to readers already familiar with the subject matter, that would go over the head of newbies.

You see the "Here's the story", "Listen carefully", and "What does this have to do with you?" angles, which are classic ways to keep a reader interested as you wind out your message.

With just a few tweaks, this piece could be ready for prime time on the Web. It closes like crazy.

I've included the order form, which is formatted in a classic direct response design.

Enjoy.

urgent, important and (if you want to get filthy rich) absolutely life-changing... but this Subscriber Only offer is gone in just a few days, so please check this out now...

# **“Who Else Wants To Learn How I Took A Scraggly Bunch Of Rookie Copywriters... And Quickly Transformed Them Into Vicious Kick-Ass Marketers With The Chops To Write Killer Ads That Can Force Your Customers To Open A Direct Pipeline To Their Bank Accounts!”**

*It was brutal, and it was messy... but it worked. And it worked FAST. Yet, until today, no one outside of that small group of willing victims has a clue what I did to force this immediate transformation to happen. Now, if you have the guts to face the truth behind what it takes to learn the outrageous wealth-generating copywriting skills of the best in the business...*

## ***YOU CAN LEARN EXACTLY WHAT THESE LUCKY “LAB RATS” DID!***

*It's super-advanced stuff for serious marketers only, and it will take you deep into the world of amazing profits and success faster than you ever dreamed possible...*

From: **John Carlton**

Dear Friend and Subscriber,

If you've ever hungered to learn how world-class copywriters take ho-hum, lame-ass copy... and *rip it apart* and *re-assemble* it into **compelling, hook-heavy ads that work like crazy and run forever...** *then you're in for the ride of your life here.*

**But you can't screw around.** You gotta check out what I have for you *right now*, while this letter is smoldering in front of you. Because in 17 days, this special and unique “**Subscriber Only**” offer is gone forever.

This is good. This is *very* good. Don't let this opportunity slip away without seeing what the fuss is all about.

**Here's the story:** Last October, I held a very special 2-day event that caused *shock waves* in the savvy sections of the advertising world. I could have probably filled a ballroom with attendees... but, because I was offering **specific, detailed and super-customized personal teaching** to everyone there... and each personal session was going to take up so much time... I was forced to *limit attendance* to just 12 students.

Four other people weaseled their way into the room before I absolutely cut off attendance. Two of the last to get in had to agree to NOT receive the personal, custom "Hot Seat" attention the others did... and this was okay with them, even though they paid full board. The people I finally had to **refuse** entry to were *heartbroken*... and at least one offered to pay *double* the steep entrance fee just to sit in the room and *watch*.

**The bribes didn't work.** *No one else got in.* I had to keep it small.

Because this wasn't just any old seminar I was giving. No way. This was so personal, and so *teaching-intense*... that I called it a "**Copywriting Sweatshop**".

Everyone had to promise to leave their ego at the door. Attendees brought their *own* ads, which I transferred to transparencies and blasted up on the teaching screen for all to see. This was *not* for the squeamish or shy.

Why? Because... I then proceeded to **tear each submission apart... demolish the mistakes and bad ideas and dumb selling approaches that all rookies make... and help them learn the details of re-assembling any piece of copy, and bring the entire pitch up to world-class salesmanship standards.**

This is the best way to learn. It's vicious, and can be a shock to the system... but after a brief moment of pain (when I'm successful) there comes this **blinding clarity that makes professional copywriting seem so obvious and easy.**

It's an amazing event to witness.

I did not hold back one little bit... even if I sensed the person in the Hot Seat was about to cry. Because I had made a vow. I had *promised* everyone in that room that I would treat their copy *exactly* the way I would...

**If It Was Going Out Under My Name,  
With My Own Money At Stake!**

In other words... **I critiqued each ad as if a gun were held to my head, and I HAD to get it on track so it could work.**

This brutal kind of “boot camp” honesty is the **ONLY** way to finally understand -- at a deep, personal level that makes it all *permanent* -- how top copywriters go about dissecting ideas and **carefully crafting sales pitches that pull in top dollar.**

You know -- the kind of killer ads that create breathtaking fortunes and run profitably for *years*.

**Learning these skills will guarantee that you are never at the mercy of the market, or your competition, or anything else for the rest of your days.** Because you will finally possess...

**The Most Powerful Skills A Businessman Can Have -- The Ability  
To Persuade, To Convince, And To *Sell*!**

What I showed the people in that room... is *exactly* what I do to my *own* copy... step by step... to make it world-class. **With all the “sticky” hook-finding tactics... all the wicked copy secrets... and all the proven technical details I’ve learned in over 20 years at the top of the game.**

I dug DEEP into my bag of tricks, and revealed the pure gems that have helped me conquer market after market with dead-on ads and the kind of *super-compelling salesmanship* that is rarely seen anymore.

**Listen carefully:** It wasn’t *luck* that helped me reach my current status as one of the most respected copywriters still working.

No way. I got to the top -- and I’ve *stayed* there -- **ONLY** because I paid attention to the details and the insider secrets behind the *greatest advertising ever created*.

This isn’t rocket science... **but it is a big damn SECRET to almost everyone else in business today.** Because it really can take a lifetime to accumulate, test, and prove all the stuff I’ve got in my bag. Unless you have a guide to show you the way.

That’s why this is so exciting... because **you** have a chance to short-cut the entire process... and get everything *direct* from me. Minus the lifetime of hard work and blind alleys.

*No one else* has ever held a sweatshop like this before. There are tons of seminars out there that claim to reveal what I taught in that event... but they *all* fall woefully short. (I know this for a fact -- I’ve got one of the most extensive “spy” networks in the biz on my side.)

Why hasn’t it been done before? Because, in truth, there aren’t more than a handful of copywriters alive who have actually *done* it -- actually written top-grossing advertising, and ***have the chops to teach the secrets of doing it.***



It's the difference between learning about traveling to a foreign country from someone who's *never actually traveled anywhere...* and finally finding a guide who has lived, breathed and *succeeded* on those foreign shores for a long, long time. And who really can show you the inside secrets he KNOWS (from *experience*) will actually *work*.

This ain't "book learning". This is straight from the source.

**That's why my Copywriting Sweatshop sold out in record time.** The cost was irrelevant... and it truly cost an arm and a leg to attend. People flew in from Europe and every corner of North America. Everyone picked up their own expenses (on top of the non-negotiable \$4,999 fee required just to put your butt in a seat) -- airfare, taxis, hotel rooms, food, everything. Most missed at least two days from work, too.

**Attendees paid up to \$13,000, over all, just to come to this two-day event.** There was sacrifice. There was effort, and determination to come.

*And every single one of them said they'd do it again, without a moment's hesitation.* No one even considered not coming, once they secured a seat.

**The Copy Skills And Secrets I Revealed In This Sweatshop  
Have the Power To Change Your Life  
*Forever!***

**There is *nothing* else more important.** Having this knowledge means you will never be without the ability to write an ad that...

- Pulls in money *whenever you need it...*
- Quickly fixes *any problem* or disaster in your life...
- And gives you the *fearful respect* of all other businessmen, plus the unequalled power to *dominate* whatever market you choose.

**So what does an event held months ago have to do with YOU?** Plenty. Because I have a way for you learn everything the attendees did... without having to leave your comfy house. Or spend a small fortune in fees and expenses.

In fact... I am about to offer you a genuine bargain that will rock your world.

**Here's what's up:** For whatever reason, many people who knew about this Copywriting Sweatshop just couldn't come.

For most, it was simply a *time* thing. I only announced the October seminar in early September, and many folks just couldn't arrange the trip to Reno, no matter how badly they wanted to come. The notice was too short.

Others just missed the boat, because the event sold out so fast. And for some, it was a money thing. Not everyone can slap together the time off, plus that kind of cash... even if it is the most *critical* investment they could ever make for themselves.

Lastly, a whole crowd of people *just never found out about the Sweatshop*. I pulled all announcements as soon as it sold out... so while there was a big fuss for a couple of weeks, it was abruptly cut short.

And suddenly, all you could catch were *rumors* about this one-of-a-kind event.

Since then, getting more information about what happened, and especially what was taught, has become a sort of Holy Grail among advertising insiders.

Now, I don't care why you didn't make it.

But you should know right now that...

### **I Will Probably NEVER Offer Another Sweatshop Like This Again!**

It was just too *brutal* for me as a teacher. Exhausting. Because I pulled no punches. I never do. Anyone in my Insider's Club who has sent in copy for critique knows they can expect nothing but the honest, no-bullshit TRUTH.

I don't pussy-foot around, and I don't care about your feelings when I teach.

**I OWE you the same brutal process that I put MYSELF through when I create killer ads.** I treat everyone who has the courage to write copy with equal brutality. Just like I treat myself.

When you're in business, there is NOTHING more critical or important than your advertising. If it sucks, you will lose money and probably fail completely.

That makes every critique I give the most serious thing I do. **Because your wealth, your success, and your future is on the line.**

So, when I tell you I did the critiques at the Sweatshop with the idea that each ad had to go out under my name... *with my money at risk*... you know I didn't screw around with niceties and false optimism.

No way.

I taught the attendees... and I am now offering to teach YOU... how to quickly:

- **Trim your copy to cutting edge essentials...**

- **Pack your sales pitch with incredibly powerful tactics that *compel* prospects to beg you to take their money... and...**
- **Finally start penning the kind of killer copy that bring in the HUGE profits and business that has been *hiding* from you as you've limped along on lame, boring, incoherent ads.**

Read the testimonials I've enclosed. Sales double overnight. Hundreds of thousands of extra dollars come flooding into the till. Product flies out of the warehouse.

And wealth and fame and unbelievable power finally come a-knocking.

The key to achieving these kinds of life-changing results... is to SEE and EXPERIENCE the process. To...

### **Watch Me Do It!**

**Here's the deal:** My longtime golf clients (who dominate the instructional video market) *insisted* on videotaping this event. I seriously considered not recording the Sweatshop, because I love the mystery and legend-making of exclusive events like this.

But I soon realized, as I prepared, that I was not likely to offer such an intensive opportunity again... and that having the thing taped made was a good idea.

This is, of course, *great news* if you got shut out of attending... or if you just couldn't pony up the outrageous cash required to buy a seat. You won't have to shell out for airfare, or hotel rooms, or food, or take time off from work, either.

And -- as I'll explain in just a minute -- **you won't have to pay anything close to the stiff (and non-negotiable) \$4,999 attendance fee.**

Yet...

### **You WILL Be Able To See And Experience EVERYTHING That Was Taught In That Room!**

In fact... you will have the **BEST SEAT** in the house. You can watch this recording over and over, rewind and re-study everything, and *never miss a detail*.

We had three cameras working -- two big professional Sony Betas, and a high-end handheld camcorder to catch individual scenes. Pro sound board and boom mikes. Light deflectors. Four crew members working at all times. Stage design. Make up. (Okay, there's no make up. But everything else was top notch.)

Over all, this was a Hollywood-quality set up.

Plus, to make sure any mumbling was caught, during editing we even put up **subtitles** of what was said when necessary. (*No one else* has ever gone to such detailed attention recording events to make sure you don't miss a thing.)

What you are about to experience is truly amazing stuff. And it's all yours, if you want it.

Here's just a "taste" of what you're about to feast on:

- ✓ **How to wake up your groggy "Inner Sales Detective"**, and put him on the trail for the hidden, juicy nuggets of info that will become the killer HOOK your ad needs to be truly world-class! (For most, just reading about doing sales detective work doesn't cut it... you need to *see it in action*, and get a feel for how the process works. Once you get it, you'll be *lethal*.)
- ✓ **How to finally figure out what your true Unique Sales Position is... both in your market, in the advertising medium you're using, and in the *head and heart of your prospect*!** (Even most professional writers *suck* at crafting a great USP, because they never learned the inside secrets. Watching me do it will shoot you far ahead of the pack, instantly.) Learning how to nail down a hot USP means *your copy will begin to write itself*, automatically. It's like discovering the magic spell that makes ads come alive and speak directly to your prospect.
- ✓ **How to deconstruct and re-create a chaotic, messy headline...** so it becomes a powerful, compelling and *successful* opening for your sales pitch. When you get this right, your reader won't be able to tear his eyes from the page.
- ✓ **How to craft an opening paragraph that slays the *resistance* in your reader...** and *forces* him to follow your pitch like a starving man on the hunt.
- ✓ **How to clearly make your offer** -- minus the mumbling and bumbling that most ads suffer from (which murders sales). Once you see how it's done, you can finally position your product or service as the ONLY choice the reader wants... *no matter how high your price is*.
- ✓ **How to beef up your "close", so your prospect scrambles to get his order in *right friggin' now*!** The hardest part of the sales process is getting your prospect to actually pull out his wallet and give you money. You must put him in such a fever, that he *cannot sleep until he's sent in cash*. Most writers (including many pro's) stumble on this critical step. Now, you won't "write from your heels" anymore.

- ✓ **How a world-class salesmanship process boils up from nothing...** simply by putting your “**Inner Salesman**” on the job! The greatest sales pitches in the world exist because the writer fired up his salesmanship to the point of *exploding*. And let it pour onto the page. You want your own Inner Salesman stalking your brain like a slathering beast, completely focused on making the sale. I’ll show you how.
- ✓ **How to sucker-punch yourself when you just can’t seem to break free of lame copy.** And hurry to that *intense* mindset where ads are transformed into wondrous miracles of pure sales power.

And a *ton* more. Including how to quickly hone your **story-telling chops** (*essential* for great copy, yet most people never learn the simple rules)... how great writers **stay focused** on the *important* stuff, and never get distracted... cruel-but-legal tricks to pump up reader interest... and how to make the **essentials** (like testimonials and packaging and order forms) work like crazy.

Watching me rip copy apart... while *forcing* these rookies to concentrate on what’s important (and let go of the bullshit that *inhibits* great writing) so they can *re-craft* sales angles and hooks into lethally effective tools... **is the fastest and most permanent form of learning**. It’s easily *100 times more effective* than just reading about it.

What you are about to witness is...

### **The Process Of Creating Million-Dollar Advertising!**

I made sure the attendees “got it”... and from your “best seat in the house”, *you* will finally get it, too. Once the barriers to learning great copywriting are busted apart, the skills come *fast and furious*.

This is what players and up-and-comers pray for -- the chance to pick up just a few new tools or pieces of advice or edgy tactics... and to have their brain stimulated so the creative juices flow.

Because *one* piece of advice... or *one* new tool... or *one* forgotten edgy tactic... can be, in the right hands...

### **Worth A *Lifetime* Of Money-Making!**

So... are you in?

If you are *serious* about learning the honest secrets of world-class copywriting... so you can put it all to use in your own life... then you should *already* have made up your mind here.

**How much does the package cost?** It's the *biggest bargain* you're ever going to get from me. The package consists of 7 packed-solid DVDs (you can get videos instead, if you insist) that reveal me teaching EVERYTHING I know about writing copy.

**This is the equivalent of opening my brain up, and vacuuming out every shred of inside information and world-class secret there -- my entire "bag of tricks" from 20 years as a top-grossing, proven and trusted, veteran copywriter.**

My advice often costs outrageous sums. I've been paid \$100,000 and more for a *single* piece of copy... and you will be charged \$15,000 for even the *smallest* ad if you hire me. Heck, my Warp Speed phone consultations cost \$1,250 an hour.

This Sweatshop package is hour after hour after hour of *super-intense professional teaching*. Two entire days' worth of teaching.

I do this better than anyone else. Players all over the world *rely* on me for the unvarnished TRUTH about what it takes to make ads succeed beyond your wildest dreams.

**And I spill the beans completely** -- every *scrap* of knowledge I have to share -- on these DVDs of the Copywriting Sweatshop.

But you won't have to pay the \$4,999 attendance fee... or any of the expenses of flying out to the event. (Remember that some people ended up paying up to *thirteen grand* to attend.)

Nope. You won't even have to pay a *fraction* of that. In fact... to see these recordings for yourself... the "public" price is just \$999 (and yes, you can pay in 3 equal monthly installments).

**You don't risk a penny, either.** Because I will back you with a...

**3-Month 100% Money-Back  
"No Questions Asked" Guarantee!**

Order the Sweatshop package. Watch it, learn from it, *use* what you learn for 3 whole months (90 long days). If you aren't convinced this is everything I've promised... then I insist you return the package... and I will rush you a refund of every *penny* of the purchase price.

**SPECIAL NOTE TO SUBSCRIBERS:** That's a pretty fair deal right there -- \$999 with a 3-month guarantee for sizzling DVDs of a one-time event other people shelled out *thousands* to attend.

However...

## ***That's Not Good Enough For You.***

As a subscriber, you're going to get a better deal than the "public".

And I'll do it 4 ways: **First**, I'll pick up the postage (for domestic orders, anyway). (I'll have to add postage for foreign orders, but only to cover costs.)

**Second**... I will *extend* your no-risk guarantee for another 3 months. That makes it to a full 6 months... so you now have **half a year** to check everything out, at your own pace, in your own sweet time. Without risk. If you aren't happy, for *any* reason (or for no reason at all), then I *insist* you send the package back for a full and prompt refund of your \$999.

**Third**... I will send you my **personal notes** from the recent phone interview Dan Kennedy did with me. Dan is one of my favorite "guru's", and is so intuitive about what people want (and *need*) to know... that when he puts questions to another professional, they are KILLER.

What makes my *personal* notes on the call so important, however... is that, during these conference calls, we **never** get around to everything I want to talk about. You ask me a question about copywriting, or advertising, or marketing... and I'm like some nightmare wind-up toy. I'll go on and on.

Yet, to any serious marketer... this "deep" detail is like heroin -- the best stuff you'll ever hear about inside secrets. This bonus is "**must have**" material... my complete notes, including the cool info I never got to divulge on the call. (This bonus is good only for those who pay the whole amount at once.)

And **fourth**... I will give you one extremely detailed, no-punches-pulled **FREE critique** of any single ad or piece of copy you want to send me. This will give you a taste of the email critiques that Insiders rely on to make their marketing viciously effective.

While I try to be as helpful as possible to everyone, these super-detailed email critiques are a service I normally offer **ONLY** to Insiders, or to businessmen who buy an hour of my time for a personal "mini hot seat" consultation. **Right now, entry to my Insider's Club costs \$1,600. And one-hour phone consultations are \$1,250.**

As you'll see in your Sweatshop DVDs, **I give the best critiques in the business.** It's like aiming a howitzer canon at the wall separating you from success... and that canon is loaded with 20 years of experience, proven tactics, top-of-the-game skills, and all the secrets that the best and wealthiest marketers use to make their ads as *powerful as possible*.

It's impossible to put a price tag on what a good critique can do for you. I'll just rely on the piles of testimonials I receive every year: Sales explode, campaigns turn around overnight, and money pours in like crazy... sometimes after I've suggested as little as a *one-word* change in a headline.

But mostly it's because I ripped apart the lame foundation of the writing... *and revealed the secrets of rebuilding the ad into a true world-class monster.*

**So how much is a single critique worth?** *A fortune.* Bad ads can bankrupt you and ruin your life. Turning a bad ad around, and force-feeding some real profit-building power into it... can open the floodgates of incoming cash and mobs of eager customers. It can be, simply...

**The Difference Between  
The Slow Death Of Your Businesss...  
And Sudden Wealth Beyond Your Wildest Dreams!**

And yet... if you will only take me up on my generous offer here... I will give you this one critique of any piece of copy you send me... for **FREE**. As a bonus, for jumping on this deal.

**There IS a catch:** You gotta order right now. After 17 days -- and I don't care what kind of excuse you have -- this special "**Subscriber Only**" offer is *gone*. Kaput. Vanished. Bye bye.

This package is worth *ten times* what I'm charging, and you know in your heart it's true. I am giving away the farm here... but *only* to subscribers to my newsletter, and only for the next 17 days.

You screw around, and you *lose* this **no-risk, super-sweet bargain opportunity**.

**I have a package set aside to be yours, if you act now.** If you order today, it will be rush-shipped.

If you wait even a few days, I will give your package to someone else (who had the sense to call before you did). There may be a slight delay if I sell out too fast and have to dupe more DVDs... but as long as you order within the next 17 days, you will get the special deal. (**Remember:** The actual Sweatshop *sold out* in record time.)



Owning this package is gonna change your life on the deepest level imaginable.

**You know me, by now.** I pour my heart into the Rant newsletter each month, and my soul is permanently etched into every course I write.

I don't hold anything back, ever.

I don't scheme, and I don't plot.

**I just deliver.**

So, it's up to you now. I've included an order form you can mail or fax in, and I even put in a 3-payment option. It's easy and simple, and there is NO excuse for screwing around and waiting.

You're gonna love this package.

Sincerely,

John

**P.S.** Like I said, take a look at some of the sizzling testimonials I've put on the next page. People are **instantly tripling response rates**, *creaming* the competition, raking in profit and *changing their lives almost overnight*... just by following my explicit advice.

They're writing their *own* copy, too, and they're finally in *total control* of their future. Most were absolutely *horrible* writers at first... but they **believed** me when I said I could turn them around with just a little hard-core teaching. That was the first, and most important step: Trusting me enough to give it a try.

This ain't kid stuff. This is the real thing. I am so confident I can accomplish the same life-altering transformation with you, using these DVDs, that I have put all the risk on my shoulders for proving it. You aren't happy, for any reason, you get every penny back. No questions asked.

**I'm the one who has to prove himself to you.** That's the way I insist on operating (and the way I wish other businessmen would treat me). It's the only way to go, *if you really have the goods*.

You're in for a serious treat here. You are on the cusp of a transformation so profound, you won't recognize yourself (or your bank account) in just a short time from now.

Grab this opportunity. Seize the day.

**P.P.S.** Okay, you don't want DVDs? Get your order in right now, and I'll have a fresh set of videos duped from the masters for you. It may take just a bit longer, but you'll have the package soon enough.

You'll prefer the DVDs, however. And you can now pick up a brand new DVD player for around \$40 at the local discount store. The price for these machines has fallen to "spare change" levels. So, yes, I recommend the DVDs. But you can have videos if you insist. Just ask, and I'll have them duped.

Check out the testimonials below... and then rush to the special "Subscriber Only" Order Form at the end of this letter...

# **What Can You Learn From Personally Seeing How It's Done? Everything. And The Difference Will Immediately *Change Your Life.***

"What I learned in an afternoon from John allowed me to earn more money than did my entire college education. I can't tell you how dramatically this has changed my life! My ads now cook and pull like crazy." **James Curley**, CA...

"Thanks to your critique, my letter is a BIG winner now -- pulling in over 300% returns online. That's 4 figures in sales in *less than 5 days!*" **Matt Gallant**, Vancouver...

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"Worked so good  
it was scary..."  
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"Just finished a 1,000 trial mailing with new copy using Carlton's concepts. Raked in \$22,000 the first week. It worked so good it was scary." **Dr. John M. La Tourrette**, OR...

"After the sweatshop, I wrote a letter for a friend. In *just 2 days* it brought in \$52,395." **Dr. Matt Welch**...

"My first post-Carlton sales letter drew in \$35,000 in sales to a list of just 10,000. Thank you." **Eric Jensen**, San Diego...

"Had a disaster, but instead of crying about it, I took John's advice and created a story about it for my hook. And generated about **\$70,000 in 30 days**. Note to self: Follow John's advice." **Jeff Gardner**, TX...

"Your headline suggestion for one of my web sites **boosted sales by 70%!** This equals an extra \$3,000 every month... from one simple change. Thanks." **Terry Dean**, Internet Marketing Coach, New Castle, IN...

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"Just one tactic brought in  
\$726,000 more profit..."  
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"I've used many of your secrets and techniques in my copy, and find them to be like little psychic vacuum machines that suck money out of customers' wallets like magic! For example: I added just one of your tactics to a promotion for a client, and sold \$65,000 more product compared to the same promo minus that trick. Over the next 12 months, **this added up to \$726,000 more profit** -- a huge difference, from just ONE little tactic! I could go on and on, but your ego is big enough as it is..." **Jeff Paul**, the guy behind the mega-successful infomercial "How To Make A Fortune While Sitting In Your Kitchen In Your Underwear!"...

“That new hook you insisted I try  
tripled response...”

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“You know that new ‘hook’ you insisted I try in my sales pitch? ***It tripled response!*** This translates into **several hundred thousand dollars in sales** over the coming year. You are on my Christmas gift list for life, dude.” **Lisa Wagner**, California...

“After applying what I learned from John, my profits exploded. And I landed my first paid copywriting gig, too! I’m pumped.” **Kent Sayre**...

“I implemented your recommendations, and almost **DOUBLED** my conversion rate on my website! Awesome.” **Blair Gorman**, New Zealand...

“After the Sweatshop, I wrote a letter that pulled a 26.5% response. Thanks again for your help.”  
Dwight Romey

“I ‘Carltonized’ a headline, and *profits went through the roof*. That meant we could move into a bigger house, and I could still even afford to outfit it with hi-tech gear.” **Chris Payne**, UK...

“***My average order is 50% higher (and more) since I adopted your idea.*** I love your outlook, and your advice cracks me up while bringing in the results.” **Tom Venuto**, NJ...

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“Your strategies have made me  
hundreds of thousands of dollars...”

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“Dear John: Your strategies have **made me hundreds of thousands of dollars.** I consider your copywriting to be so influential on my success, that I’ve literally *stalked* your ads and sales letters, purchased countless products and services to get on lists... solely so I could collect (and study) the sales letters that you write. This practice has been like a real-world ‘Harvard Business School’ education for me. And I know dozens of millionaire business people and successful ‘guru’s’ that quietly keep an eye on you, follow all that you do, and consider you a major influence on their success.” **Ben Cummings**, Park Place Publishing, NY...

“**Latest results are fantastic!** A huge bump, thanks to that one great idea you gave me. Thanks, John.” **Chris DiRe**, software publisher...

“I lifted your format and headline ideas for my own mailing, and not only earned back all the money I paid for your material... but the resulting sales letter is still bringing in **hundreds of extra bucks each month in passive additional income.** Anyone who hesitates to get your collected ‘swipe files’ is leaving a pile of cash on the table!” **Kevin Donlin**, Detroit...

“**Our investment education business went from \$50k a year in sales to over \$200k in six months, thanks to John Carlton** (and a hot webmaster from Houston). Thanks to what I’ve learned, I’m quitting my cushy six-figure a year job to go full-time in this new business!” **Daryl Thompson**.

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## “Doubled sales...”

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“John’s input on my website increased my flow of sales leads by 50%. Also, his advice to trash my sales letter and start fresh (with very specific instructions on how to do it) **DOUBLED my sales conversion rate!** Those numbers add up... I tripled the throughput of my sales process, while my costs stayed about the same. John’s material is not a luxury -- it’s a no-brainer necessity.” **Perry Marshall**, Perry S. Marshall & Associates...

**“My sales letters are now getting an extra 69% increase in response!** And my print ads are suddenly stratospheric (and highly acclaimed). You are a friggin’ international superstar.” **Steve King**, London, UK...

“John, your advice is amazing. My web site has already jumped from an average conversion rate of 2% to 3.5%.” **Michael Norman**, Australia...

“Applying just ONE of John’s tips increased response by 32%. This means \$2,000 extra in sales for every 1,000 letters mailed.” **Chris Rabalais**, New Millennium Publications...

“One simple idea I learned from John resulted in an immediate **1,100% return** on my investment.” **Bill O’Connell**...

## **Special Copywriting Sweatshop Order Form**

For Fastest Service (1) Use Your Credit Card & Fax This Form To: **XXXXXX**.

Or (2) **Mail With Payment To: XXXXXXXXXXXXXXXXXXXX**

☐ I'm responding within 17 days.

**☐ YES!**

Thanks for making this amazing package of DVDs from that astonishing "Copywriting Sweatshop" event available. I'm in -- send me the whole big package, including my one free critique of any copy I send you. I understand I have an unconditional 6-month money-back guarantee (twice the normal time). And I'm not risking a penny here -- you're even picking up postage and handling! **Here's how I want to pay the \$999, and where to rush-ship everything:**

Foreign orders add \$35 shipping and handling.

☐ I'm paying all at once, so include your "personal notes" from the Kennedy interview.

☐ I want the videos instead of DVDs.

**Please Print Clearly!**

**Payment Option 1:** I'm paying by credit card: ☐ VISA ☐ MasterCard ☐ American Express

☐ Please bill me in 3 equal monthly payments.

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Billing address (if different than shipping address): \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

(Phone needed ONLY to process credit card.)

**Payment Option 2:** I'm paying by check (payable to **Marketing Rebel, LLC**) and mailing this form to you. **3 Equal Payments Option:** I'm enclosing 3 checks of \$333 each, dated this month, next month and the month after.

**Mail my big package to:**

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

Business name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

☐ You (and no one else) have permission to e-mail me: \_\_\_\_\_

*Sign here only for e-mail okay*

**sweat4-04**

#### **Insider Swipe File Item #4:**

**Author: John Carlton**

**Released: January, 2008**

**Results: Sold out entire stock**

Howdy.

This piece went out by direct mail... and, with revisions, online.

But it did it nastiest work for my client in the mail. It is an excellent way to get across the over-exposed notion of "this is really, really, really -- no, really -- important".

It's a tactic that -- in order to work -- needs to actually have elements of personal attention in it... something that is pretty difficult to pull off in an online site. (Though, these same elements CAN be used with email.)

It's personalized. With an "Internal Clearance Code" number, which may be asked for when orders are placed.

Plus, there is a unique, intriguing offer to add to the mystery ("I'll send you \$10 from my own pocket").

And the request for not sharing with others is real. My client intended this for an in-house list originally.

So the "theater" of asking the recipient to be alone when reading it... and not to share the contents... is legit. A little dramatic... but it's a dramatic story.

If you have something important to share... and you can honestly make the case that your prospect should sequester himself while absorbing the tale...

... then do it.

And don't pull punches when telling your story. You promise a rollicking adventure, you better deliver.

It doesn't have to be a testosterone-driven product or market, either. Can't you see how female-dominated markets would respond to this same approach of high-drama and secrecy, with just a few tweaks?

You need to be able to see how the fundamental sales-producing elements of the ads you use for inspiration work INDEPENDENT of the subject matter.

I've used similar tactics to sell all kinds of stuff. You just need to deliver on the story -- if all you've got is weak info, and a flaccid tale that really isn't all that interesting... then use another tactic.

Note on the yellow highlighting: I've used yellow highlighting for years in both direct mail and online websites.

It's a classic tactic for highlighting specific phrases or sentences that you want to be seen by "scanners" -- people who rush through ads, only catching stuff that pops out at them.

This tactic works. I've written for the largest mailers in the world (like Rodale)... and they insist I keep using highlighting, because it bumps response.

However, in the brave new online world, highlighting has gotten a bad rap. Many programmers and designers (and even writers) say it makes your site look too much like a "sales page".

I used to try to argue with these people... but I stopped a long time ago.

Rookies and failed marketers often confuse entertainment with the process of selling. They are not the same thing.

Your job -- in the websites, emails, videos, websites and everything else you use to make your business work -- is not to make your reader guffaw and tell everyone what a great guy you are.

When was the last time you laughed at some video on YouTube... and then sent the person who posted a dollar?

You didn't send anyone a buck, because making you laugh is not the same thing as making you want something.

The basic killer tactics of persuading someone to decide that, yes, he wants what you offer... and he wants to buy it right now, from you... are not brain surgery. But they ARE misunderstood by most marketers.

That's why getting some inside advice on how to do it from a grizzled professional who has DONE it... over and over and over and over again, for decades (including every single year the Web has been a marketing force to use for selling stuff)... is so mission-critical if you're serious about achieving independence, wealth, and confidence.

Consider WHY tactics like highlighting might be used so much by veteran insiders, and the largest mailers in the world.



These are the marketing wizards who test, who don't have any ego about any of this stuff, and who are obsessed with making all elements of their marketing as effective as possible.

So don't get freaked out by the nature of this ad.

Instead, consider the tactic used. You may not be "in" this market, and so you may not be enraptured by the appeal.

Just know that it worked mega-well in the target market it was aimed at.

Here it is:

[on outgoing envelope:]

Important: Do Not Open Or Read This  
Until You Are ALONE.

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This letter is  
*URGENT and CONFIDENTIAL*  
For <first, last name> ONLY.

**Please do not -- under any circumstances whatsoever -- share  
ANY of this with non-cleared persons (including family and  
friends and coworkers).**

To: <First, Last name>  
Internal Clearance Code: 69YXZ

From: **Bob Pierce**  
President, TRS

Dear <First name>:

I have something very important here I want to send to you right away. It's in my office, and my assistant Barbara has instructions to rush-ship it, as soon as she hears from you.

With your permission... **and with STRICT precautions for absolute privacy**... this shocking package can be in your hands in a day or two.

It will, I believe, **change the way you look at the world for the rest of your life.**

And if you do not agree, after seeing what I have here for you... I will pay you \$10 out of my own pocket. Just for taking a look.

That's how important this is.

That's how desperately I want to get this into your hands as soon as possible. (And please respect my request for secrecy here -- we could get in a lot of trouble if this got into the wrong hands.)

**Here's the story:** My high-level contacts in Germany recently put me in touch with a man who has almost zero name-recognition here in the U.S. -- but who is considered a hero among elite German military police units.

His name is Tommy Boehling.

And he has agreed -- after a TON of contractual wrangling and guarantees of security -- to share what he knows with selected people on the TRS Hot List (like you).

What Boehling teaches -- and knows, maybe better than any other man West of Beijing -- is a brutal, vicious, unfair form of Chinese-based combat called Wing Tsjun.

Perhaps you've heard of it.

**Bruce Lee credited Wing Tsjun as the basis for Jeet Kune Do.** It's a powerful fighting technique consisting of very simple (and easy to quickly master) moves that will instantly -- and with nasty, bloody results -- end any confrontation right then and there.

**And here's something for you to consider:** If you have years to study a martial art, then by all means get down with Jeet Kune Do (or any of the other excellent fighting systems out there).

**However... if you do NOT have the time to devote to getting good in a more formal art...**

Then there is NO system that gets the job done better... or faster... than Wing Tsjun.

When push comes to shove in the REAL WORLD... this is exactly the proven "bag of tricks" you want to beat the living crap out of anyone who threatens you.

Wing Tsjun is NOT, however, something to be taken on as a "hobby".

Why not? Because...

1. **It is so dangerous, that it has absolutely and unconditionally banned in EVERY fighting competition out there** -- including the UFC and the MMA.
2. This system was developed around 300 years ago during a Chinese civil war... and specifically counters ALL other styles of Kung Fu. Think about that.
3. Yet... it is SIMPLE to learn. During that civil war, women used these same tactics to slaughter and humiliate armed and experienced soldiers... **after almost NO serious training.** Think about *that*.

4. What's more... though Wing Tsjun will put down a much larger, stronger, more skilled and more pissed-off opponent as easily as pushing away a naughty lap dog... the "secrets" of its success is simply easy-to-master punches, kicks and blocks.
5. Nothing fancy. Nothing requiring prior training or skills. You don't need to be strong, or fast, or even in shape. **Couch potatoes master these moves quickly.** (Never bully a person who knows this stuff, no matter how weak or mild they appear.)

And yet... despite all this simplicity and ease-of-learning... Wing Tsjun remains a rare combat system here in the U.S.

Why?

**Because it's so friggin' NASTY.** Many of the moves cause serious damage.

If you're looking for a system that subdues bad guys without hurting them, try Aikido or grappling.

But if you're looking for a self-defense SHIELD that will utterly and complete DESTROY any criminal who messes with you... Wing Tsjun is what you want.

**And this may be your ONLY chance to learn this shocking system.**

Because, while it's spreading across Europe, it's still a big darn secret here. (The German Army demands that all military police recruits learn Wing Tsjun because it's easy, quick to master... and yet provides "permanent" solutions to the increasingly lethal threats of terrorism over there.)

Boehling is so good at teaching this exotic, simple system that he was asked to provide close-protection for such famous people as Cardinal Machado (from the Vatican), and the Japanese equivalent of the Dali Lama: Buddhist high priest Zuious Inuoe.

Boehling also got down in the dirt with his art, too.

For 8 long, bloody years, he was the main "go to" bouncer for the toughest and most dangerous clubs in Germany. (In Cologne, notorious for Turkish thugs who use guns and knives to settle minor arguments.)

**Quick story:** One night, he had to "calm down" a gang of over twenty heavily armed thugs. They'll be telling the story of how he disarmed, and brutally put down, a huge pile of oozing, broken bodies.

Multiple attackers, armed and seeking to hurt you, are no match for the simplest (and easiest to learn) Wing Tsjun techniques.

**So here's what I have for you** (and again, please keep this secret): We pulled stings (I still have excellent "inside" ways of getting this kind of stuff done, you know) and brought Boehling over here to film him giving his famous "Single Lesson" in mastering street-level Wing Tsjun.

That's what's in the package I have set aside for you here.

The DVD of that shoot.

For anyone seeking to learn "total" self-defense in the fastest time humanly possible... this DVD is PURE GOLD.

However... **I am NOT asking you to trust me on this.**

You are NOT being asked to "say goodbye" to any money in order to check this out for yourself.

No way.

Instead... I have arranged for you to be rush-shipped this DVD immediately (because you've been pre-cleared).

And... **you get a 100% Money-Back Guarantee, no questions asked.**

For 6 entire months.

You don't NEED 6 months to decide, of course. I just want to make it clear that I'm bending over backwards to make this brain-dead SIMPLE for you.

Plus... to drive home the critical IMPORTANCE of this super-generous offer... I will pay you \$10 (out of my own pocket) JUST FOR LOOKING AT THIS DVD.

That's how much I want to get it into your hands.

**So get straight on this:** You do not risk any money, at any time. You have 6 months to check this DVD out, at your leisure.

And if you're not blown away... (and you do NOT have to give me a reason for not being happy)... then I INSIST you return the DVD...

...and I will not only make sure you are immediately refunded your purchase price...

...but I will also immediately send you ten dollars. Just for trusting me on this.

I'd go broke, of course, if I made such an offer without truly believing this is the REAL THING here.

However, I seriously doubt you -- or anyone else on our in-house Hot List -- will return this DVD, once you see what's on it.

(I still insist that you DO return it, of course, if you're unhappy for any reason at all. I just feel so strongly that you WILL be blown away by what you discover.)

There is, however, one small problem:

**You Must HURRY!**

We are under strict requirements for producing and stocking these secret DVDs.

Therefore... there is a serious LIMIT to how many are available right now.

There is one set aside for you -- in your name -- here in my office.

**However... if we do not hear from you within 11 days... I will assume you are uninterested in learning this shocking fighting system... and I will reluctantly release your DVD to the person BELOW you on the list.**

I expect many people on our Hot List to get shut out on this stunning offer. They'll WANT the DVD... but will not act in time to get one.

**Please don't be one of those guys.**

Don't lose out. Act right now -- there's a DVD package waiting to be rush-shipped to you RIGHT NOW.

And you do not risk a penny... and stand to gain \$10 just for giving me the chance to let you see this amazing material.

**Here's what you need to do right now:** Call my office at 1-800-000-0000 and ask for Barbara (or one of her assistants).

**Say this exactly as I've written it: "I want the WT DVD you have there in my name."**

This will alert whoever takes your call that you are involved in this SPECIAL arrangement. (They will NOT, however, know WHAT is on the DVD. Your privacy is protected completely.)

Barbara (or one of her two assistants) will take down your credit card number and shipping info, and release your package for immediate mailing.

You can call anytime, however -- if Barbara is out of the office, or you call after-hours, I have arranged for a service to take down your information.

**Important:** This service has NO IDEA what this package contains. Again -- total privacy.

If you prefer to write a check (payable to "TRS"), then QUICKLY fill out and mail the enclosed priority order form I've enclosed with this letter.

The cost for this secret DVD: Just \$69.

Less than you'd pay for a single lesson at many elite dojo's "teaching" less effective, less powerful martial arts.

This is a bargain beyond belief.

You will be among an elite group, yourself, who finally know the secrets of this amazing fighting skill-set.

**Remember:** You have a 100% Money Back Guarantee... for 6 full months.

No questions asked.

**But you must HURRY.**

In 11 days... if we haven't heard from you... we will assume you are uninterested in learning Wing Tsjun, and will release YOUR package here to the person BELOW you on the Hot List.

And I must WARN you: If you let this opportunity pass, you may never get another chance to see this DVD (or learn this system).

So please... get back to my office immediately.

Thank you.

Sincerely,

*Bob Pierce*

President, TRS

**P.S.** Remember: If you're not happy -- for any reason -- then I will send you an extra \$10 cash just for trusting me.

Just don't forget that you must hurry.



**Insider Swipe File Item #5:**

**Author: John Carlton**

**Released: April, 2006**

**Results: Control for life of product**

## **WARNING!**

This last swipe file is rated PG (and borders on "X").

If "make sure the kids are out of the room" style products make you at all nervous...

... just skip this ad.

However... you should know that it was written for one the most family-friendly publishers in the country: Rodale Press, whose main specialties are printing books on gardening and alternative health.

They are one of the largest mailers on the planet... reaching nearly every neighborhood with an address to mail to... and they are VERY careful not to overstep the basic civilized rules of taste and appropriateness.

Nevertheless...

... over the last decade or so, adults worldwide have expressed an almost desperate desire to find good sources of education about sexual matters.

It's a complete flip from the repressed "don't you DARE talk about this stuff" attitudes that dominated the culture 50 years ago.

So, before you freak out about letting your poor, innocent eyes graze across the following (admittedly sex-related) letter...

... you should know that Rodale sold a GAZILLION of these kinds of educational books.

And I'm the guy who helped them do it.

The whole idea was to create educational tomes for the average person.

It was wanted. People reported desiring these books.

Trouble was... Rodale had a hard time selling them.

So they came to me. They'd heard about my reputation as a writer who understood "attitude"... and they very much needed a different attitude than what they'd been using to sell gardening books.

The key to making this work was not getting frightened by the subject matter.

Most of the other writers they'd used -- and they'd spent a fortune on freelancers trying to sell these books (which they KNEW should be flying off the shelves) -- approached the subject as if it might singe their fingers if they got too close.

Their reticence engulfed the copy and butchered any chance of engaging the reader in a real way.

If you -- as the writer -- are embarrassed or skittish about the subject... you cannot get your sales message across. Because you're writing from fear.

This is true for subjects you do not fully understand. This is a common problem for freelancers who get in over their head with a project... say, writing about a financial product to a savvy investor market, or about house repairs to people needing clear explanations of somewhat complex subjects (like plumbing).

If you aren't literally "in bed" with the material... it's gonna show.

And throw cold water on your efforts to get your prospects hot and bothered.

So notice the language used here. It's very direct, and isn't hesitant at all to get straight to the point. The attitude is: We're all adults here. We enjoy adult stuff.

And THIS is... VERY adult. Not in a weird way, either -- in a way that really can enrich your life and fortify your relationship.

There are a ton of Power Words and phrases in this piece, too. It's a fun, rollicking read that will make even the most experienced player blush.

But I defy you to NOT read it.

As with the other pieces in this swipe file, the essential selling elements are NOT just for this market. The "forbidden" notion applies to all kinds of products and services -- heck, many of Google's search engine secrets are forbidden to be seen outside the inner sanctum.

Top secret. For insider's eyes only. Classified.

It's all part of positioning the story... which is the essence of the selling message.

This is a powerful piece, that worked.

Enjoy, but read it critically... taking note of HOW the sales message is presented, not WHAT the details are.

My ads and letter for Rodale on the various books they've published on this subject have all been jealously hoarded by professional writers looking for high-intensity sales angles.

This is pure gold here.

Now it's *your* turn to finally discover... for **FREE**... why so many of the world's **happiest couples** *insist* that these explosive...

# Forbidden Sex Secrets

... are the **KEY** to quickly re-charging the *passion, intimacy* and super-exciting *romance* in your relationship!

Get ready to take your lovemaking beyond the bedroom... beyond the ho-hum routine... **and way beyond the basics...**

*Hi...*

My name is Susan Smith. And right off the bat, I'd like to ask you a very bold question:

Are you *finally* prepared to discover what **millions** of other normal, healthy and still-adventuresome couples (of all ages) *already know*...

...about the mind-blowing pleasures of certain *shockingly* advanced...

...and **formerly-taboo** sexual secrets?

With your permission -- and with *total respect for your privacy* -- I want to send you an outrageously-exciting *new* DVD package (approved by respected sex therapists) that can kick-start the passionate fun in your relationship *overnight*.

**All you need to do is *watch*.** And, armed with the simple new skills you discover, I believe that... like so many other "in-the-know" men... *you* too can quickly see the **quality, frequency, and pure erotic pleasure of your sex life** literally **EXPLODE**.

No matter how long you've been together.

Susan Smith represents Sex & Health Publishing – one of the largest and most respected providers of information on sex and health in the world.

Best of all... if you act right away... for the next 21 days...

*You Can Enjoy These  
Explicit "Adult Only" Instructional DVDs...  
For FREE!*

This is **NOT** for anyone who is uncomfortable with “front row” viewing of good, honest (but definitely *naughty* and *beyond* the basics) sexuality. If I have intruded into your day with this sexually-explicit news, please forgive me. **Just toss this letter.**

**However, I strongly suspect you may be very interested in this free look.** I say this, because *millions* of other men (and women) have **demand access** to this uninhibited sexual knowledge. And they’ve *paid* for the privilege, too.

So... if you’re curious to see what all the fuss is about... and you want to see *everything* without risk (*free for 21 days*)... **then please allow me to show you a world of pure erotic bliss you have not even dreamed of yet.**

And when I say these DVDs are “**explicit**”, I am preparing you to witness **real, uncensored sex** between attractive amateur couples who have mastered the loving skills of...

*Giving and Receiving  
Over-The-Top Sexual Pleasure.*

Yet, they all started out as clueless rookies, and discovered the hidden joys of “forbidden” adult intimacy through trial and error. This makes the **shortcuts** they reveal to *you* all the more exciting (because you can skip the fumbling)... and your path to sexual heaven almost *immediate*.

However, when I say these are “instructional” DVDs, I do **NOT** mean “boring”, or “like being back in school”. No way.

For example... you’re about to discover:

- ✓ **Six astonishingly-intense “climax overload” positions that can literally DOUBLE your pleasure!** No practice, and no athleticism required. (Added bonus: It’s great for your BACK, too.)

- ✓ **How to create your own “better than the movies” secret sexual adventures you’ll both treasure for the rest of your lives.** (Finally, you’ll know the crucial *foundation* of the happiest and longest-lasting relationships.)
- ✓ **The hidden orgasm trigger that ONLY men have... and yet very few ever discover without being shown.** When you finally allow her to massage this magic spot, the mega-intense orgasm it unleashes will melt you down. (She’ll love the power she now has to ignite such powerful pleasure for you, *anytime* she wants.)
- ✓ **A whole menu of wicked-fun sexual “games” -- just for the two of you -- to keep you hot, bothered, and eager to get home at night.** (Including several that are my *favorite* -- because they allow you to safely experiment with *giving up control* during sex... or taking *more* control than usual... and enjoying both scenarios to the max.)
- ✓ **How to use *water* as one of the most exciting “orgasm enhancers” you’ll ever enjoy.** Baths, steady streams aimed at *just-the-right* spot, ingenious waterproof sex toys... learn how the best lovers in the world get frisky with H2O.
- ✓ **Say goodbye forever to “routine” foreplay... with masterful -- yet still *simple* -- “tease to please” tongue-and-lips secrets that will shock and delight your partner.** Yes, even if you’ve never really explored oral sex before. **Example:** We’ll show *her* where your *perineum* is – an overlooked bundle of nerves nestled near your scrotum that, once stimulated, will leave you breathlessly wondering...

## *“Where Has This Amazing Ecstasy Button Been Hiding All My Life?”*

- ✓ **Plus: Over two dozen eye-popping examples of couples expertly bringing each other to spine-tingling heights of pleasure, *without* intercourse.** You may have tried a *couple* of these techniques... but the BEST are ones you’d almost never discover on your own without a *very* experienced guide. *A guide exactly like these DVDs.*

And so much more.

**For example:** If she has *ever* had trouble reaching orgasm... then *any* of the new-and-improved toys and devices we’ll demonstrate for you will be the *savior* of your sex life.

Because once you introduce these “pleasure guarantees”, you *both* can expect **shuddering orgasms with every sexual encounter.**

Finally being able to *count on* satisfying climaxes was *unheard of* in your parents' generation. We are truly lucky to be living in a time where these orgasm aids aren't just available... but are **recommended by respected doctors and sex therapists**.

AND, they're now easy to find. (We'll show you how smart couples do it with *complete privacy*, too.)

The days when sex-phobic moralists and uptight Puritans got away with *condemning* these wonderful skills (and toys) as “dirty” are **long gone**. Truly fun and adventuresome sex is no longer forbidden... *if you're ready*.

*Please listen:* No matter how much you *love* your partner...

And no matter how “good” your sex life has been in the past...

**The truth is this:** Unless you're one of the **lucky few** to have *already* been “initiated” into these formerly *taboo* sex secrets...

**...then you've only experienced a small FRACTION of the sexual pleasure and deep, lasting intimacy available to you in your relationship.**

It's like you've been standing in a dark room all your life... hungry and frustrated... and just assuming that (because “everyone *else* seems okay with it”) your unsatisfied state is “normal”.

And yet, right *behind* you is a table loaded with a delicious FEAST... just waiting for you to discover it.

All you need to do... is turn on the light. Turn around. ***And dig in.***

That's what this amazing DVD package *does* for you -- “turn on the light”.

*Here's more:*

- **Twenty-three hot new positions that “hit all the right buttons” for both of you.** Fully explained and explicitly demonstrated. If you've ever wondered how “famous lovers” *get* famous... here's a big part of it.
- **Ready for some “solo” sex that will leave you gasping in an erotic daze?** I guarantee you won't discover, on your own, the “*gourmet menu*” of masturbation tricks revealed here. For you, *and* for her. It's like a trip to the “sexual practice range”, where you can hone specific skills and...

## *REALLY Surprise Her* *The Next Time You Make Love!*

- **The long-lost “man pleasing” technique known *only* by women with access to advanced sexual knowledge.** (She *wants* to do this for you... and once you succumb this “sexual trifecta” of hand, tongue, and lips, you won’t be able to *speak* for a while.)
- **How to efficiently help *her* guide *you* to the most exquisitely sensitive “passion trigger spots” hidden all over her body.** Result: **Breathtaking** climaxes that she’ll *swear* just get better and better each time. (Guys are *built* different than women, so this “*hot spot map*” is critical for successful sex play.)
- **Simple trick of combining “G” spot stimulation with a *special* kind of penetration... can produce possibly the most *intense* orgasm she is physically capable of.** (Don’t worry if you haven’t found her “G” spot yet... most men never find it on their partner without explicit help. We’ll take care of that.) [Anal]
- **The “anytime, anywhere” secret to quickly put *both* of you in the mood for exotic sex...** or just to release a few good-feeling “anticipation” endorphins. This amazingly pleasurable tactic caused timid couples in previous generations to *freak out*... but therapists now regularly *advise* it as a safe (though still excitingly wicked) way to instantly *jumpstart* a tired sexual routine.
- **Strange fact: The simplest path to initiating wildly uninhibited sex... doesn’t have anything to do with actually *having* sex.** And once you discover just how *easy* it all is, you will finally experience an honest **sexual ecstasy unavailable to “casual” lovers.**

Watching *explicit demonstrations* between real couples like this is critical to fast, uncomplicated mastery.

*It's Simply the BEST Way  
To Learn.*

No book can do this for you. DVDs are the greatest invention for increasing the quality of so many parts of our lives... and sex is no exception.



**In fact, when it comes to sex, DVDs are a gift from heaven.** You can *see* what other normal, healthy couples actually do to keep their lives exciting and vital and fun. *All the secrets are laid bare, and all your questions are answered.* Guilt and embarrassment just *vanish* with good information.

Silly, fearful taboos have *harmed* many otherwise great relationships. Yes, break-ups are often the result of a deep-seated *lack* of intimacy.

And our sex lives are where we're most vulnerable. Where we **NEED** our partner to understand us, communicate honestly, and *play* with us in a safe, trusting way... that nevertheless triggers our **full sexual potential**.

**Today, therapists are not hesitating to credit these “guilty sexual pleasures” with restoring intimacy and passion and even communication in relationships.**

You'd be *surprised* what your neighbors, your co-workers, and even your closest friends have been up to in the bedroom. And yet... because these DVDs have become so popular... you *shouldn't* be shocked to find this very package in a place of honor in their homes.

And really... **isn't it time you found out for yourself** how much *fun* this kind of “so bad it's good” sexual adventure can deliver? Some of it may not end up being your cup of tea... but aren't you ready to at least *see* what the commotion is all about?

In fact, there is an entire DVD devoted *just* to **world-class oral sex**. Even if basic oral play is already part of your “repertoire”, it's a safe bet you haven't yet tried secrets like *these*:

- **Thirteen thrilling variations on fellatio** that will give her the power to keep you guessing... while also keeping you completely and deliciously floating in an amazing “*aaaaah*” zone of pure, raw, spine-tingling pleasure.
- **Eighteen legendary “twists” on classic ways to rock her world that only the BEST lovers ever discover.**

*She Will ADORE You For Discovering  
These New Oral Tricks!*

- **Feeling especially feisty tonight?** Here are 8 unique alternatives on the trusted “69” position that are rumored to produce *more powerful orgasms* than regular intercourse. ((It's true.)

- **And, when you're finally ready to move into *shockingly forbidden territory*...** here are 3 "love pirate" moves that will make it blindingly obvious why the term "shake your booty" is so popular among happily-advanced lovers.

Can **specific techniques** – no matter how new and exciting – *really* bring the two of you closer as a couple?

*Yes, They Can.*

**That's why respected therapists and relationship specialists are so involved in the production of these DVDs.** The details of great sex -- the licking, tickling, sucking and teasing (especially when you know exactly **WHERE** to do these things, **WHEN**) -- are like a *gateway* to deeper intimacy, trust and commitment.

This *isn't* pornography. (Though it *is* amazingly hot stuff to watch, just the same.) These "Hollywood quality" DVDs are *professionally filmed and edited* to meet the needs of people like you – who are *ready* to see explicit demonstrations of darn good (and very *advanced*) sex.

There are 4 DVDs in this package. Each one is packed solid with specific techniques and information... full of different couples sharing with you the most *intimate and special ways* they explore their mutual sexual excitement.

And you get to watch it all... *free for the next 21 days*.

**If, that is, you're prepared to go *beyond* routine... *beyond* the bedroom...**

*And Beyond The Basics!*

*And if you act right away.*

Need more convincing? How about these enticing secrets:

- **How to instantly master the most *enjoyable* kinds of anal erotic play.** (There's a *lot* more to it than just penetration, no matter what else you've heard -- especially for heterosexual couples who have *skipped* this favorite activity of great lovers because of silly outdated fears or taboos.)
- *A special note from Sasar to the women who may be reading this:*  
There is a *whole new world* of pleasure and exquisite "bodice buster" surrender waiting for you, when you learn how to receive anal stimulation from him. It's safe, it's hygienic... and **totally HOT** when you do it right. *Trust* me on this.

- **How to use the liberating new “sex-enhancing furniture” to explore unusual positions in total comfort.** Don’t worry if you’ve been out of the loop on what cutting-edge couples are using now for *over-the-top* sexual gratification -- we’ll get you caught up fast. (And experimenting *away* from the bed is often the *easiest* step in pumping up your love life.)
- **How your partner can safely and privately practice Deep Throat...** so when she’s ready to try it on you, she’s *really* ready. (Warning: *Very explicit*.)
- **Thoughts *can’t* hurt you, guys.** Anything goes, when you’re dealing with fantasies inside your head. The best lovers in the world take *frequent* advantage of fantasy to trigger the most *intense* climaxes of their lives.
- How to finally enjoy the totally wicked, yet incredibly *pleasurable* thrill of allowing yourself to be *helpless and completely under her lovingly-evil-minded control*. (Hint: The orgasms will *uncork your brain* for a while with undiluted pleasure.)
- Why she may be *praying* you’ll finally get the hint... **and *indulge* her secret yearning to be completely swept away by the sheer male force of your sexual potential.** (As good as you believe you are right now... until you fully understand what women *truly want*, you’re only halfway in the game.)
- **Why lovers who share particularly naughty sex games enjoy so much *self-respect*.** (In *addition* to being more relaxed, and just more *fun* to be around.)
- **Most folks don’t yet know there are *special sheets* designed for sloppy, fun and excruciating pleasurable sex.** Lay them out before you begin, wrap them up when you’re done... and *voila*: *No mess, no fuss, no evidence*. (Lets you play “slippery and dirty” *wherever you want* in the house without worrying about stains.)
- **The shocking “Blindfold/Headphones/MP3 Player” secret that will seriously blow BOTH of your minds the next time you want a *special* super-erotic treat.** I’m not even going to *try* to explain this goodie to you...

*You’ve Got To See It  
To Believe It!*

- **A dozen places to have amazing sex...** *that you haven’t thought of yet*. (And how to get really good at finding *new* places all the time.)

- **The *other* exciting secret sexual wish she may be withholding from you.** (Once revealed, you will enjoy the advanced and little-known joys of *overpowering lust*... exactly as she's hoping for, but would *never* tell you about before.)
- **The shortest, fastest and *easiest* route to powerful orgasm for many people... may be too outrageous for you to admit to your neighbors.** Yet, it has a multi-*thousand* year history. (Plus, of course, your neighbors are probably hiding this intensely-pleasuring sex game from *you*, too.)
- **The simple “safety” secret that allows adventurous couples to finally enjoy a little mainstream bondage.** If you've been curious -- because so *many* famous people *rave* about this once-taboo sex play -- here's your chance to see how normal, healthy couples indulge. (There's a *very good reason* why these specific kinds of tickling, teasing and sensory-heightening restraints are so *cherished* by world-class lovers.)

**You cannot buy the DVDs I've set aside for you at this time.** You can ONLY see them FREE for the next 21 days. Do *not*, under any circumstances, send any money now.

To have your DVDs sent, simply check and detach the “Free Look” reply card included with this letter... and mail it in the enclosed envelope. I've even paid the postage for you. No stamp is needed.

**Your DVDs will be shipped right away, in discrete, unmarked wrapping for maximum privacy.** And, once they arrive, you will have a full 21 days to watch them, at your leisure... without *any* risk or purchase obligation whatsoever.

If you decide these DVDs do not meet your expectations... for *any* reason, or even for no reason at all... simply return them, and you owe nothing. No questions asked, and no hassles. **This is a FREE look, with no strings attached.**

I've even included a special pre-paid “Merchandise Return” label you can use to return the DVDs, so your return *postage* has already been paid, too. I've taken care of *everything* to make this as risk-free (and private) as possible.

I can't think of an easier way to finally see for yourself what all the fuss is about... at home, on your own schedule, without pressure or risk.

**Can you imagine asking your local DVD-rental joint for a *free look*...** for *three weeks*... for any of their best-selling (and *sexually explicit*) titles?

And, oh, yeah... would they also please *deliver it to your home*?

## *This Is Why So Many Couples Are Eagerly Taking Me Up On This Super-Generous Offer!*

This free look makes good business sense for *us*, too.

*Here's why:* I believe that giving you the opportunity to *personally experience* everything these DVDs offer... in the relaxed privacy of your home... is simply the best way to “get the word out”. I have yet to meet the couple who can resist discovering... for free... such smolderingly sexy secrets like:

- ✓ **Why experienced lovers *always* keep a secret stash of certain “slip-n-slide” body oils nearby.** You won't *believe* what this kind of super-slick friction can do for your next round of “out of bounds” sex.
- ✓ **Master's Class Secret of the Most Satisfied Lovers in the World:** You can have “sex” with anyone you want... while keeping the physical act between just you and your partner. No one outside your relationship is even involved. (Not as complex as it sounds. *Feels* even better than you think.)
- ✓ **A tiny (but VERY powerful) electronic mini-vibrator you can put on your tongue...** or on your penis... for insanely-intense *direct clitoral vibration*.  
**Result: WOW!** She's never seen – or felt -- *anything* like this before. Science delivers big-time on this one.
- ✓ **The most logical sexual-aid ever designed, in my opinion, is also one of the most direct paths to repeatable climax.** (Finally, a way to defy gravity, and enjoy – at any age, and in any kind of shape -- the kind of sexual “torque” that was once *only* available to sexual athletes.

## *Guaranteed Explosive Orgasms Await!*

- ✓ **An anatomical guide to *specific* “total release” pleasure-clusters on *both* your bodies...** that are almost always *overlooked* by uninitiated lovers. It's just cruel to skip these “3 Alarm” spots, once you realize how *easily* they can *light up your entire sexual schematic*.

- ✓ **Scared that introducing “toys” to your lovemaking will *replace* you in bed?** Worry no longer – here’s *proof*, from people who know. The new generations of electronic sex aids are nothing more than **easy, tested ways to *multiply* your ability to please her** (and her to please you). Times really have changed.
- ✓ **When to talk to your partner about sex games you may want to try.** (Hint: It’s *not* during sex.)
- ✓ **How therapists help even shy people to finally **stop missing out** on the pure, raw fun so many *other* normal, healthy couples enjoy...** without guilt, without embarrassment, and without any *fumbling*.
- ✓ **How to get really, really, REALLY good at oral sex.** The trick: Learn the ropes by *watching* experts perform. These DVDs make your learning curve brief and *fun*.

Too many couples *settle* for boring, predictable and *pleasure-starved* lives... and lose forever the rush of excitement that only **hot sexual exploration** gives you. **Men who grab all the gusto agree:** The *best* adventure life offers... is good, sloppy, and ever-so-slightly-*nasty* sex with a woman you love.

**These DVDs give you the chance to witness a LOT of adventurous new stuff, too...** positions and fantasies and *step-by-step* techniques and skills... so you can:

- See what *other* real people are doing... from a **HUGE MENU of advanced sexual knowledge...**
- Decide if it’s something you and your partner might enjoy... and...
- **Learn exactly HOW to do it...** through *explicit lessons* delivered by loving couples... showing you what to expect, how to complete the entire act, and even how to add your own variations.

Sexual pleasure is an affirmation of LIFE. Lovers who *know* are so much happier, so much more relaxed, and feel such a *greater intimate connection* with each other. **You’re not a teenager any more.** It’s time to move up to the advanced class of sexuality.

*Here’s what you need to do right now:* Just check the “YES!” box on the enclosed FREE LOOK reply card... slip it into the postage-paid envelope... and drop it in the mail.

That’s *all* you need to do. The staff here at Sex & Health Publishing will *personally* make sure your package (which is already packed up in a privacy-guaranteed plain wrapping and ready to go) is shipped out to you as soon as humanly possible.

**I honestly believe you're going to LOVE what you discover.** Yes, it's spicy stuff... formerly forbidden... and breathtakingly *explicit*. But it's also *exactly* what the doctor ordered, if you're looking for ways to make your relationship sizzle again.

So please... don't pass up this outrageously generous free-look offer. You will likely never get another opportunity to watch these astonishing DVDs, free for 21 days.

Sincerely,

*Sasax Smith*

**P.S.** One more thing – *I almost forgot*. I've included in your package a very special *bonus* DVD titled “**Uninhibited Sex for the Adventuresome Couple**”. Please consider this fourth DVD my **gift** to you... just for trusting me enough to give the entire package a free look. It is yours to **keep**, no matter what.

This bonus DVD gives you a front-row seat for observing some of the *hottest sex available* for anyone willing to throw off the shackles of old, outdated taboos. Entire generations of couples have *missed out on so much*, because of the grim disapproval of “fun cops” whose sense of adventure was crushed under Puritanical sex-hating nonsense.

No more. What you're about to witness is a “sexual carnival” of once-forbidden delights now enjoyed by *millions*, including...

- **The formerly-improper – and very naughty -- joys of “S & M Lite”.** As finally discovered by major news shows and magazines, S&M is now *mainstream*, and completely acceptable among normal, healthy adults.
- **Specifics: 5 ingenious variations on already-enjoyable “basic” positions that can multiply the raw sexual jolt of your orgasm.**
- **Half a dozen “woman on top” positions neither of you have thought of yet.** Great for men with *backs that occasionally give you trouble*... even *greater* for women who enjoy controlling the *intensity, duration and penetration of hyper-orgasmic sex*.
- **Exciting new “69” type positions that allow you to apply pinpoint pressure on her “G” spot command post.** Result: *Long-lasting, spine-tingling orgasms*.
- **Brilliant new ways to achieve super-deep (yet amazingly comfortable) penetration...** while freeing up everyone's hands for easy access to the smoking-hot spots that get *ignored* during “regular” sex.



- **Ready to fine-tune your favorite fantasy?** Clever couples reveal how to use clothing, props, and unusual places (like the garage or kitchen or your own staged room) to bring fantasy to full-blown life. The *keys* to successful sexual fantasy:

*Tease... Explore...*  
**EXPLODE!**

Your sex life will *never* be boring or predictable again.

And this DVD is yours to keep, *free*... **if you order within the next 11 days.**

***P.P.S.*** If I do *not* hear back from you within 11 days, I will have to assume you're simply **not interested** in seeing these DVDs, free for 21 days.

And I will send the package we were holding for you to **someone else**. I appreciate you even considering my offer... but we are under a time crunch to get these DVD packages into people's hands.

**I really prefer to send this package here to YOU, of course.**

So won't you please check the "YES!" box on the enclosed reply form, and drop it in the mail? There really is *no risk whatsoever*... and your privacy and confidentiality is guaranteed.

I hope to hear from you soon.

*Now... please rip open the sealed envelope...*

[Copy for sealed envelope:]

*Please open this envelope after reading my letter...*

*Susan*