

Work Book

Home-Study Course
Exercises, Sample Ads & Letters

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Please Read This First...

Howdy.

I want to welcome you to the "Simple Writing System".

The process I'm about to take you through is exactly what I run through, myself...

... every time I create anything central to my business, or my client's business when I work as a freelancer.

Writing an ad, or an email, or a website, or a video script, or anything else required for marketing... is different from other kinds of writing... because you must persuade your reader to take action.

And that requires a little background work.

A smidgen of "sales detective" research...

... some intuition into the psychology of your prospect...

... a clear understanding of what you offer...

... and why it's the best option (of many out there, including all your competition).

The "Simple Writing System" gently and efficiently guides you through all these requirements and more.

So you are completely prepared, when you finally sit down to write anything, to quickly create a piece of clear copy that has ALL the persuasive tools of killer salesmanship lined up on your side.

Once you understand the basic elements of this system -- and your learning curve should be fast and pleasant -- you will never again be at a loss for words.

You'll know exactly what to write, and how to write it.

With a clear, simple "voice" that easily connects with your reader... and delivers your sales message with the gentle emotional power of a skilled salesman.

That's the beauty of this system.

Early in my career, I created checklists to run through every time I wrote an ad. I used checklists because I wanted to be absolutely positive I wasn't leaving any critical sales element out of my writing.

Continued on next page

Specifically, I wanted to know as precisely as possible who I was writing to. And help them understand who I was, why I was the "go-to guy" in this situation... and how my offer fit into their lives.

Plus a few other critical elements (which most of the other copywriters I worked with were always forgetting or ignoring). (And which murdered their results... while my ads continued to score big.)

The key to persuading people to act on your offer... is understanding what they need to hear, to do what you want them to do.

And then delivering.

This "Simple Writing System" has condensed all that thinking I did into 17 tidy little points.

As a checklist, you can use it yourself to make sure you cover every important element that goes into everything you write to further your business goals and needs.

Even when you write a quick little email, or a small pay-per-click ad, or script out a short video... you need to cover all the points in this system before you attempt to write.

And even though you may not have bullets, or testimonials, or many of the other points in your email/ad/script...

... you will still USE what you know from this checklist as you craft even the smallest ad.

You won't have to guess about what to write.

You'll KNOW. Because -- as a result of going through this checklist -- you are dangerously hip to the needs, problems, dreams and situation of your prospect.

And you have deep knowledge of the product, and how it fits into real people's lives.

And... even if you don't directly say it... every word you write is fueled by your pro-level insight into sales process required for whatever target market you're operating in.

I've put this system together in a sneaky way that should activate your brain without too much effort on your part.

Each section builds on the one before it. So I very much suggest you go through the process as I've structured it -- literally step-by-step.

What you are holding now is the workbook. On its own, this workbook offers you a stunning toolkit of stuff you can use right away. I've included an entire "swipe file" of complete ads, which is a treasure for any working writer.

Continued on next page

This workbook is accompanied by a set of 9 DVDs. You'll find the entire PowerPoint presentation from those DVDs here, slide by slide.

So you don't have to take notes while you watch the DVDs.

I emphatically recommend that you do the exercises in this system. Not all of the sections have exercises... but we've transcribed the ones used in the DVDs here, so you can work at your own pace.

And while I also urge you to study the DVDs... I know that some folks have different "learning preferences". I, for example, prefer to have something to read while I'm listening to DVDs.

Others do best by watching alone.

I hope you use both this workbook and the DVDs as the tools they're meant to be. If I've done my job, this workbook should be dog-eared and beaten-up from constant use...

... and should have quickly earned a spot ON your desk (not hidden away in your bookshelves).

This is a resource, that will "watch your back" whenever you need to write anything for the sales process of your business.

I used this very checklist so often, it became welded into my brain... to the point that it was unconscious. Often, when faced with a new writing task, I blew through each point in a blink...

... but I DID go through every point.

Every single great ad I've ever written is the result of this checklist.

It's already helping other marketers zoom past their fear of writing... and giving them the immediate tools to quickly provide everything they need written to make their business hum on all cylinders.

Now, it's your turn.

You're going to enjoy this...

Stay frosty,

John Carlton

Here's How To Go Through The System...

Howdy, again.

I've designed this system to be "absorbed" by your brain in a particular way.

You can go through at your own speed. Go fast. Or take your time.

That's the beauty of DVDs and workbooks: You can rewind, go over sections until you're satisfied... and reread things as needed.

The folks in the seminar didn't have that luxury. They had to follow my hectic pace... which worked great.

But I believe you're going to enjoy being able to go through this on your own terms.

Just a couple of points to get you started:

1. Each section builds on the one before it. So I suggest you first watch the introduction on the DVDs. It's not long, and it will help orient you to what's coming next.
2. Then, pop in the first DVD (it's titled "Market Research"), and actively watch the entire section. Take notes as needed -- there are blank pages in this workbook for you to do that. (Helps "mark your territory", too.)
3. This workbook has the entire PowerPoint presentation I used... so you don't have to take notes on each slide. You can concentrate on what I'm revealing to you, instead. And, even while the camera is not on the slide, you can refer to it here when you need to.
4. Big Advantage: In the seminar, I only presented "snapshot" samples of ads. In this workbook, you have the entire ads (in most cases). So you have more context to understand why I chose the ad, and how the ad "played out" as a successful sales piece.
5. After watching the "Market Research" DVD section, pause the DVD and go through the exercise exactly as I present it in the seminar.
6. Big Advantage: You are under zero time constraints to complete this exercise. (In the seminar, we had to keep things moving.)
7. The exercises are essential to this checklist "sticking" in your mind. And to helping you understand HOW to accomplish each point. (Learning WHAT to do is one thing, and you can get that from books and lectures. But to REALLY get your brain in gear, you need to put pen to paper... and WRITE.)

Continued on next page

8. This is an amazingly-effective way to learn, quickly.
9. After you've done the exercise, return to the DVD to see how the attendees handled the exercise.
10. Big Advantage: Seeing how other people, in other business situations, handled each task will give you perspective... and ideas. It's why the seminar was so effective.
11. Another Big Advantage: You can go through the exercise again... as many times as you feel necessary... and use any insight or extra advice you picked up from the DVD.
12. Now... move on to the next section, using the same strategy as above.

Some people are gonna blow through this system in record time. At least on the first go-round.

Others are going to savor the process, and let things settle between viewings.

There is no "right" way to do it.

However, I highly suggest you find the best "clip" for you... and schedule time to go through the entire 17 sections as thoroughly as you can.

As I said... this workbook (and the DVDs) are a resource that will earn a place on your desk.

This isn't something you dabble at, and forget about.

No way.

This process has been designed to change the way you approach writing for your business forever.

Consider it "training" for the rest of your life.

Once these steps kick in, you will never again doubt your ability to write what you need to write... to persuade your reader to come aboard.

Now go get 'em.

If you have questions or concerns, please don't hesitate to email my staff at swssupport@marketingrebel.com.

Step #1: Market Research

Step #1:

Market Research

Remember that each step builds on the one before.

And this step, Market Research, is the foundation of everything.

Don't let the word "research" scare you. I've been helping people get over their innate fear of going deep into the background of their market for decades.

It's actually easy and straightforward, once you have a simple guideline like this.

Most marketers skip this step, and it murders results all the way down the line. Early in my career, I realized that spending even a little bit of time researching the "back story" of a market was like having a secret weapon on your side.

You simply would know more about what was going on -- both in the market and in your prospect's life -- than anyone else.

In this section, I reveal how easy it is to use the pro-level trick of putting together your own "elevator chat"... so you can communicate to anyone, quickly and super-efficiently, exactly what you're offering, and why it's something they should look into.

Everything else you do to generate sales flows from this step.

Again, it's not hard. It's just that most marketers have no clue what to look for, or where to find it.

After viewing this section on the DVD, you'll own advanced knowledge that will help you in everything you do to make profits in your business.

It's critical that you complete the exercise, so this isn't just some "theory" floating around in your head. Instead, by gently forcing your brain to consider what you know, and what you discover from a brief "hot seat" on your market, you'll become adept at getting this step accomplished quickly.

Step #1:

Market Research

- Competition
- Size of market
- Is there a market?
- Your own “Hot Seat Head Grinder”
- Who, what, where, why and how

Your Hot Seat Head Grinder

The “plug and play” elements of your own peculiar “Elevator Chat”:

- **Who ARE you?**
- **What do you sell?**
- **Why are you in this biz?**
- **What do you do for your customers?**

Step #1:

Market Research

EXERCISE:

Sit down, take 5 minutes or so and do your own hot seat head grinder.

That is:

- Who are you.
- What do you sell.
- Why are you in this biz.
- What do you do for your customers.

(Your elevator chat)

I want you to write down your own answers to those questions. Please use the NOTES pages to write down your answers.

Writing it down is an excellent way to make sure the retention is there, make sure it sticks. To make sure this is something that is going to be here later, when you are doing this for real when you are doing your actual marketing.

When you are done, go back and start the video again. You will get an idea of what the other people went through. This will help clarify this whole exercise for you.

NOTES

NOTES

NOTES

Step #2:

Your Avatar

Step #2:

Your Avatar

As you'll learn in the DVD, the term "avatar" is just "Marketing Speak" for defining who your ideal customer is.

I remain stunned -- even after decades of experience with clueless clients -- how many otherwise smart business owners cannot tell me who they're trying to sell to.

They may have a vague idea, or a "gut feeling" about it... but they haven't done any serious thinking about it at all.

And that's why their advertising, websites, and other marketing efforts are a shambles.

This may be your first brush with salesmanship psychology. Or, you may have read a bit about this matter before.

Regardless, what I reveal to you here is a working model to get into the mindset of your best possible prospect... so you can "talk directly to his needs" whenever you reach out to him.

For most folks -- including many veteran marketers with years of experience under their belt -- the exercise at the end of this section will be the FIRST time they've attempted to zero-in on getting into the head of their target prospect.

This is a basic tool in every great salesman's kit.

Step # 2: Your Avatar

- **Who are you selling to?**
- **What are her needs, where does it hurt, and...**
- **What does she need to hear from you to feel good about buying?**

Famous "insider" senior golf pro reveals amazing news that has "older" golfers SHOUTING WITH JOY...

"Shoulder Surgery Took All My Strength Away And Shortened My Swing By Half... So I Was FORCED To Discover The TRUE SECRET OF POWER GOLF." The Result:

"I Now Hit The Ball Farther At Age 60 Than I Did As A Long-Ball Champion At Age 28!"

How much farther? His notorious 370-yard drive led to the birdie that won him the *last spot* in the U.S. Senior Open at Pinehurst. Just for an example. **Best part: He can teach YOU the same accurate long-ball secrets... in just 20 minutes!** But don't take my word for it... ***because you can learn it all for FREE if you choose...***

From: **Dr. Mike O'Leary**
Head Golf Nut, OHP Direct

First of all... you don't HAVE to turn 60 before you can start launching dead-on accurate drives the length of three football fields. The secret you're about to learn has *nothing* to do with age.

But the thing is... you soon WILL be hitting the longest drives of your life... *no matter WHAT age you are*. Or what *condition* you're in. Arthritis, bad knees, tweaked lower back, a gut the size of a basketball... *none* of that matters anymore.

What you're about to discover just eliminates EVERY SINGLE PHYSICAL PROBLEM you have (or thought you had) when it comes to hitting a golf ball straight, long and true down the fairway. You can be a "zero" in every category — strength, agility, size, talent and athletic prowess... *and still own the raw power of a bull moose in heat.*

In fact... I *defy* you to beat Jake Harder's tale of woe: At age 28 (way back when), he was a darn good golfer. The kind of hitter who would nearly come out of his shoes when he hit the ball. And the ball went *very* far.

He was `ornery, too. Just to prove a point, he insisted on using an ancient persimmon-head driver — a *wooden* club! — in long-ball contests. (His best competitive drive with a club older than all the other participants: **338 yards.**)

But Time takes its toll on all men. And in his mid-50's, the surgeons hauled Jake into the operating room and did their best to repair his ravaged shoulder (rotator cuff — one of the *worst* things to happen to an athlete).

The result: He had *nothing* left. No power at all. *No useable muscle.* He could barely HOLD a club, let alone launch a legitimate drive.

The doctors told him his golfing days were over.

But like I said... Jake was `ornery. So, okay, all his strength and power were gone. He would never again be able to "*muscle*" the ball off the tee.

From now on, it was gonna be just him... his club... and the ball.

And A New Shortened Swing That Looked Like He Was Trying To CHIP Off The Tee!

It helped that he'd been a good golfer before. Because, while he'd used his strength before, he also suspected that the REAL POWER behind his swing did NOT involve his muscles. Or his former long, arching back-swing.

Now, please listen carefully to me here: Jake could no longer do ANY of the things that golf teachers tell you to do.

And, if he *had* gone to a teacher, they would have taken his money... and gotten him to the point where he MAYBE could have dribbled out 90-yard tee shots again. They have NO TOOLS to help a guy in this condition.

So Jake KNEW he couldn't go to a "traditional" teacher. In fact... there was NO ONE he could go to. *Because no one teaching ever paid any attention to old guys trying to hit with honest power.*

Most "experts" just do not believe old guys can HAVE power anymore. Especially not "hurt" old guys.

So you can imagine the SHOCK and DISMAY other teachers had... ***when they found out that Jake was suddenly launching LONGER tee shots at age 60 than he'd ever hit in his professional youth!***

This was a guy they'd *given up on*. And he'd made the simple discovery to REAL POWER all on his own. *With no help from any "expert".*

This old guy, with the gobbled-up shoulder and the short back-swing and the total lack of musculature...

Now Scares The Heck Out Of Younger, Stronger Golfers!

And now... for the first time ever... **you** have a narrow window of opportunity to learn these secrets for yourself.

Is this something *you* might want? The ability to suddenly — and without effort or practice or even changing your current swing much — **start hitting drives the length of three football fields, with "eyes for the fairway"...**

Can't you *feel* how good that experience will be? It can all be yours, and it can happen so *quickly* you can put your new awesome power to work on your very next round. Jake's knowledge of golf led him to a discovery that will simply...

Change Golf Forever!

You have NEVER SEEN anything like this before in your life.

Nor WILL you ever "see" it... because Jake's discovery is all "hidden" inside your body. In fact... while he was showing me what to do... he actually started hitting drives...

With His Eyes Closed!

And each shot STILL went straight down the fairway, a *loooooong* way down. (He'd say, after swinging: "Hey, Doc — did you see where that shot went?" And I'd sigh, and say "Yes, Jake. It's in the middle of the fairway. *Again*." That was a powerful lesson in the stunning **automatic simplicity** of what he's discovered. You don't even need to LOOK at the ball anymore.)

You will still "look" like a normal, traditional golfer during your swing, though. No one watching will be able to see or tell what the heck it is you're doing.

In fact, you don't need to change your *current* swing much at all. A few pointers here and there — which require NO PRACTICE — will set you straight.

It's EASY.

However... once Jake shows you the hidden place where you store all the REAL POWER in your body...

You Won't Be ABLE To Hit A Short Drive Ever Again!

What you are about to learn is...

- So simple, it will take you just 20 minutes to "get"...
- So easy, you can MASTER it without any serious practice, and "own" this new skill forever without maintenance (so it's "*automatic*")...
- And you'll learn it so FAST, you will be hitting the LONGEST and STRAIGHTEST drives of your life...

The Very Next Time You Go Golfing!

And guess what? Because of a special situation here... I am willing to get this information in your hands immediately. **And you don't risk a penny by saying "yes".**

That "special situation" is this: Jake has, for years now, been the "secret weapon" teacher behind guys who NEED to add massive distance and accurate power to their swings. He makes a VERY good living at this. (He supplements this income with fun stunts in the esteemed Senior Satellite Series Tour in the western U.S.)

So he is extremely nervous about letting this secret out. It's his livelihood... and it's been his ticket to late-in-life golfing fame and fortune.

The ONLY reason he's letting the cat out of the bag like this... to guys like you and me... is because he LOVES to teach. And, like all great teachers, he's finally ready to spread the word.

A little bit.

Here's the special deal Jake insisted on: He allowed me to film him giving his mysterious "One Lesson To Massive Distance" lesson. (I gotta tell you — I'd heard about Jake for years, but only in *whispers and rumors*. I was never sure if he even existed until I met him. And when he agreed to do a limited release of his lesson, just for my Hot List members like you, I JUMPED on it.)

But he has a *condition*. This is a TEST. He will *only* authorize a **limited release** of this amazing package.

He knows this will allow other teachers to "rip off" his secret... and if that happens, he will PULL it off the market immediately.

Just between you and me... it could happen. But you know how most "expert" teachers are out there — even when confronted with the FACT of what Jake reveals, they won't change what they teach. They're too invested in the "traditional" methods of power and distance.

Which, as you probably also know, *don't work so hot for older golfers*, or even for golfers who aren't blessed with natural athletic strength.

That's me. That's *most* of us.

And that's why you need to JUMP on this opportunity. Just WATCHING this quick-learn program will change your life forever. What you are about to learn is that powerful.

Here's what I'm offering you: Click on the link below... it's fast, easy, and totally secure.
(BUY ONLINE NOW LINK)

Or if you would like to use your credit card you can call us at:
1-800-###-### Dept. JH-77

and tell whoever answers you want to test-drive "**Jake's Hidden Power Package.**"
It's available on DVD disc or VHS video tape -- same price -- the choice is yours.
You'll need your credit card.

The package we've set aside for you will be *rush-shipped*. If you hurry, you can have it before your next round.

OHP Direct Dept. JH-77
Street address
City, State ZIP

The cost of this package is just \$69... but you don't risk a penny with your "test drive". Why not?
Because I'm giving you a mega-generous...
100% Money-Back Unconditional Guarantee
Good For One Full YEAR!

Just order the package... check it out for yourself... and take a full **year to see what it does for you on the course**. If you don't get the long-ball results you want, just send the package back, and you'll get a prompt refund of every penny. ***No questions asked.***

I'm offering you this completely risk-free trial because I want as many of my "Hot List" guys to see this stuff before it potentially is pulled from the market.
Jake has the right to do that.

So let's be straight on this: This is a VERY limited offer that can VANISH at any time.

In fact... I've only duplicated one "batch" of these packages for this offer.
(A "batch" is 99, total.) And I've sent this letter out to a number of guys on the "Hot List".

There's a package here earmarked for you. But if I don't hear from you within 7 days, I will release that package to the guy below you on the list. Seven days. That's not much time. *You gotta hurry.*

Actually, I think that's plenty of time to make your decision. I mean, really... you stand to learn the **ONLY** secret out there for golfers who want to **BEAT** the ravages of age and getting hurt... and you'll soon be launching the longest and straightest drives of your life.

Effortlessly. You will **LOOK** like an "okay" golfer, with your same old swing (mostly)... but now, suddenly, you'll be humiliating your buddies on **EVERY HOLE** by out-driving them. And they won't be able to *tell* what you're doing differently.

They won't be able to tell.

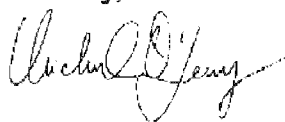
Heck, they probably wouldn't *believe* you if you told them, anyway. It's just too simple and easy to **BE** believed.

That's why I'm bending over backwards to make it easy for you to test-drive everything for yourself. With no risk. For a full year.

Remember — very limited release, could go away at any time. And in just 7 days, if I don't hear from you, I'll let the guy below you have the package I earmarked for you (out of just one batch I had duped).

This is gonna be fun. You're going to LOVE your new golf game.

Sincerely,

A handwritten signature in cursive script, appearing to read "Doc", written in dark ink.

Doc

P.S. Oh, heck. I almost forgot — I have a **FREE** bonus for you in this package. Jake's reputation is based on his ability to launch stunningly long drives (and to teach other guys to do it, too).

But he earned his spot on the senior tours by **SCORING LOW**. So, on this special edition program I have here for you... I also got Jake to give his "quickie" lessons on "Perfect Control Chips". It's the one gaping hole in most golfer's game... and learning this simple pro-level secret will open up **FOUR TIMES** the number of potential birdie putts you see every round.

You'll sink more of those putts, too... because Jake shows you the easiest way possible to chip close to the hole. It's like having a string attached to your ball, so you can roll it toward the hole and pull it up next to the cup.

Magic. Your buddies won't know what to think about **THIS** new development in your game, either.

They're gonna *hate* you.

P.P.S. *One last thing.* I'm so intent on getting this amazing package into your hands, that I've decided to sweeten the deal even more. I have a CD interview here we have priced at \$29. It's an "insider's" mini-lesson on course management.

This is how you start having scorecards with lots of birdie circles on them (and NO bogey boxes).

Even without your new longer, straighter drives, learning these simple course management secrets will slash a dozen strokes off your game, starting NOW.

Using this "insider" info WITH your new ability to drive long... and they'll stop telling you about the upcoming competitions at your local club. (Cuz you'll be winning too often.)

Anyway, I'm going to send you this CD, for FREE. It's yours to keep, too, even if you later decide to send the package back for a complete refund. This is my gift to you, just for trusting me enough to give it a test drive.

P.P.P.S. Don't forget — *you gotta order within the next 7 days.* Call right now.

Listen To Guys Who Know

"This works and it's **easy** to repeat. I'm hitting a ton more fairways, so my scores have really started to drop...It's fun, shot back-to-back 78's." - Wade Travis, IT Consultant

"Wow! _ This was absolutely the most subtle change to make in a golf swing and get quick results." - Mike Murphy, Seattle Area

" I'm hitting all my shots more solid, hit my 7 iron 168 yards to about six feet on a par 3 and rolled in the *birdie*. Man the sweet-spot really sounds good...Oh, and I've added at least 40 yards to my tee shots _ it was easy!" - Lee Noble, Auto Sales

"Jake can show you or anyother golfer how to quickly apply *simple* techniques to your game, that will produce power and unbelievable distance." - Al Mitchell, central-CA

"When you hit your shots more solid _ on the screws, they just go *straighter*...I'm hitting 8 out of 10 fairways now and every club is smooth & consistent from my driver to wedge...thanks again!" - Bob Reily, Systems Coordinator

Want to start winning motocross races almost immediately...
even against stronger, more experienced, and better equipped riders?

Astonishing "Insider" Short-Cut Secrets to Instantly Faster Times & Total Bike Control Finally Revealed By The One Expert Many Motocross Pro's Want To Keep Hidden!

Until now, only a handful of professionals and hand-picked amateurs have been allowed to learn these amazing "win smart/win ugly" secrets that practically guarantee you will always be in serious contention in every race you enter (even if it's your first one). Now, with the unexpected release of this "top secret" information, you can rocket from raw rookie to respected mega-skilled winner almost immediately! Best of all, you can check it out yourself for FREE if you like...

By Leo Costa, Jr.

Dear Fellow Motocross Junkie,

If you've ever wanted to "crack the code" on the secret skills that keep the best pro's in the winner's circle year after year... and do it fast, so you can start riding like a pro almost immediately... then this will be the most exciting thing you ever read.

Here's the story: Every good rider knows there are just three basic things behind winning motocross — (1) decent equipment... (2) keeping your bad self in top physical shape... and (3) mastering the techniques of excellent riding.

Some guys think they can buy their way to the podium. You've seen 'em. Top-of-the-line gear, mega-buck bike, the works. And they lose every race. Shameful.

Other guys pump weights and suck down nutrient-rich goop like it was soda pop. Still others scour the magazines and TV races for any hint they can find on technique.

Well, guess what? The top riders are keeping a nasty secret from all of you. Sure, they accept the freebie gear and bikes, and endorse candy bars, and even occasionally "reveal" their favorite tips on handling whoops and turns and tabletops.

But here's something all the "fat cat" manufacturers and advertisers don't want you to know: When you finally learn the REAL secrets of blending sports science and "dirt-eating" pro-level skills...

**You Can Win Riding Buck-Naked
On A Clapped-Out
6-Year-Old Two-Stroke!**

Best of all...

It's EASY...

Once You Know

The Inside Short-Cut Secrets!

Here's what we've got for you: You probably never heard of Jeff MacDonald... but top professional riders sure have. He's been the most sought-after "secret weapon" in motocross for over 10 years now. Riders from all over the world beg him for personalized instruction. Yes, even some of the Top 10 European riders (as well as up-and-coming hotshot pro's from Australia, Brazil, South Africa and Asia).

And they come despite the fact that Jeff has NEVER advertised his services. It's all word-of-mouth. One pro whispering to another.

Why do the best in motocross seek Jeff out? It's simple. He's the ONLY instructor who has taken real racing experience, and merged it with cutting edge sports science... to create the first hyper-effective rider/bike/technique holistic approach to winning races.

Yeah, that's a mouthful. Here's what it means:

- * Jeff was a pro racer for 5 long years, back in the heady "evolutionary period" of motocross (from 1983 to 1987). Even young riders still talk about that period — it was when the sport finally evolved completely from "iron-man" type endurance races (you and your heavy, kidney-thrashing bike against natural terrain)... to the types of wicked tracks and sleek machines everyone takes for granted today.
- * Against some of the best of the best, Jeff won a major state



World-renowned racer Jeff MacDonald is the only moto-cross instructor willing to take his real racing experience and merge it with cutting edge science to create the most effective instructional package on the market today!

championship in the 500cc Pro Class in 1983, and went on to be a Top-10 competitor at the national level in '84 and '85. He's still an "A Level" rider today, and competes regularly at major motocross events.

- * Jeff almost left the sport for good at age 26 to get a degree in exercise sports science at Oregon State (where he also became strength and conditioning coach)... but was forced to come back to motocross as a teacher when the demands for his secrets became too hot-and-heavy to ignore. For over 10 years, he's been "The Source" for helping riders of every size, shape, experience level, and age to become MONSTERS on the track.
- And yet... he's still a mystery man to most riders. The reason: The professionals simply do not want to share these secrets with you or anyone else.

(Continued on next page...)

If they could, they would lock Jeff up someplace where no "civilians" could ever find him. Don't be shocked... but... there are several pro's you read about in all the mags who *owe their success* to what Jeff taught them. They ain't talking, of course — it would blow their image.

So they really, really, *really* want these secrets to stay secret.

Well, Jeff said "to heck with that". He now believes it's time to share what he knows with every rider who has the cojones to learn it.

And don't be intimidated by the fact these are pro-level tactics. The bottom line is, you can learn these secret skills and techniques almost immediately...

- No matter how out-of-shape you are now...
- No matter what your current skill-level is (in fact, it's almost *better* if you're a raw rookie beginner, because you won't have to unlearn any of your bad habits)...
- And no matter what kind of bike you're now riding, or what sort of courses or terrain you're tackling.

It's astonishingly *easy*... the secrets are simple to "get"... and, best of all...

You Can See Everything For **FREE** if You Choose!

Here's the deal: We took Jeff and a couple of his students (with their favorite bikes), plus a couple of trucks full of Hollywood-quality cameras and sound equipment down to a secret super-nasty track near the Oregon border. (Shhh — don't tell the BLM.) There, we shot 3 entire days worth of video — capturing nearly every single detail of Jeff's "professional lessons" on becoming a faster and more efficient rider. He explains it, and then you SEE it as the bikes take on the course. It's the **ONLY** way to learn fast.

Then we went back to the editing bay, and "condensed" those 3 days of tape into a **killer dual-video set** that is already sending shock waves through the motocross world. What Jeff reveals in these videos will *instantly* make you a faster and more efficient rider, in any condition you race in.

This means you'll suddenly have faster lap times... have more energy throughout the race than you ever believed possible (while everyone else is wheezing and gasping after 10 minutes)... and you will finally *win races*.

Here's What Pro's Are Saying:

Brad Hagseth, 2001 Canadian National Motocross Champion: "The training has helped me be much more aggressive on the course, especially in demanding events like the arenacross. Since Jeff MacDonald is a seasoned rider himself, he has the gift of taking his knowledge and experience and translating it **DIRECTLY** to the sport of motocross. He knows exactly what it takes to be strong and win!"

Dana Hansen, former flat track racing pro, consultant for Roseberg Cycle Center: "I used to do brutal 3 hour desert races and with Jeff's training, I was able to ride faster, harder and with much less fatigue."

Kelly Smith, Factory MX Pro: "Jeff MacDonald's training enables me to perform at my best right off the bat when I'm on the track. I don't need to get into rhythm while riding because I am ready and warmed up before I climb on the bike."

Ryan Terlecki, Top MX Pro: "The physical endurance I've gotten from Jeff's training has given me an edge over other pro riders, especially in the long mot."

Yes, even against stronger, more experienced and better equipped opponents.

Here's a taste of what you're about to learn:

- ✓ What to look for in the "launch pad" behind the gate — so you get out quicker, and find your perfect line around the first turn *ahead of everyone else!*
- ✓ How to "read" the dirt, mud and ruts **just like a hard-core pro!** (Stop being rudely *surprised* on every turn.)
- ✓ How to use super nasty ruts to your *advantage* — to gain speed, pass other riders in a blink (or force them outside) and slash minutes off your total time!
- ✓ Clutch control secrets for **maximum traction in any kind of dirt!** (Plus — the **ONE** simple clutch tactic you must use to be first out of the gate! Even most pro's don't know this secret!)
- ✓ How to use simple pivot and alignment tactics on the bike to keep your stamina at peak levels... and **finally be the MASTER of your bike!** (*Easy*, once you see how overlooked grip techniques and better forearm angles take the stress out of "fighting" with your bike.)
- ✓ How to use your *size* to total advantage! (Jeff is 6'4" — usually considered a huge disadvantage in motocross. This "disadvantage" forced him to study bio-mechanics, which led him to many of his most sought-after "advantages". Doesn't matter if you're a squirt, still growing, light or heavy on the pegs... Jeff will *quickly* show you how to eliminate *all* problems and use your size to gain speed and agility on the track.)
- ✓ **Instantly eliminate drift and bogging from too-wild clutch/throttle useage!** (The most *common* mistake rookies make... which murders your chances of winning! *Easy fix.*)
- ✓ **Braking around corners for maximum traction!** (Hint: Stay back in the seat and use your weight to come forward, over the tank, and unload as you carry your speed through each corner.) Crucial stuff for serious riders, explained in such simple terms you will understand *instantly*. (And be able to use it *tomorrow!*)
- ✓ **Instantly pick your best line through any dirt with just a glance** (even if you come up on new ruts unexpectedly)! Most rookies guess, and pay dearly. Pro's know how to always hit the best lines... *and now you will, too!*
- ✓ **When your instincts are dead wrong!** (Don't put your foot down on most banks, for example. It "seems" wrong to your brain, but the first time you rail through and stay ahead of the pack, you'll understand this and other critical winner's tactics.)
- ✓ **Pro warm-up secrets no one told**

you about! (*Instantly* reduce your risk of injury... be loose and totally juiced all through the race... and get after it with precious "deep fuel" energy and *super-focused attention* right out of the gate!)

- ✓ Wicked "body English" positioning secrets that will save energy, increase control like crazy!
- ✓ How to crank out maximum distance off jumps... and totally avoid harsh landings while maintaining *maximum control* of your bike! (Very cool suspension secrets than separate the pro's from the amateurs.)
- ✓ How to create blocks and pass guys in a blur during the race!
- ✓ Incredible *speed secrets* that help the pro's "make it all look easy". (Because, once you know the secrets... it really IS easy!)

And a ton more. **How to make corrections in mid-air** (by using the "gyro" motion of your tires)... how to "load" your suspension to "pogo" over big jumps... **when to stand up in whoop sections**... where to look *beyond the gate* for faster starts... and way too much more to explain here.

You already know motocross is the most physically demanding sport in the universe.

Well... here, finally, are the **pro-level secrets** that will instantly help you harness your energy, keep you fully-juiced and strong all through the race... while you use your new skills and tactics to *blow everyone else off the track*. World-class riders have paid Jeff outrageous fees to learn this exact information. It's the **KEY** to winning motocross.

Want to see this amazing video for yourself? You can... *without risking a penny*.

Here's what to do now: Just call our offices at **1-800-899-8153**, and tell whoever answers you want "Jeff MacDonald's Killer Motocross Secrets" video set. The price is just \$69, and you can use your credit card. Or, if you prefer to pay with a check or money order (payable to OTS), just fill out and mail the Priority Order Coupon at the end of this article with your payment to: **OTS Motocross, 606 E. Acequia, Visalia, CA 93292**. Your video will be rush-shipped to you immediately.

You do not risk a penny by ordering now. Why? Because you are covered by a super-generous...

6-Month

100% Money-Back Guarantee!

Here's how it works: Order the video. Watch it, use it, treat it as your own. If you are not *completely blown away* by what you've learned, after 6 months (plenty of time to check out everything for yourself on the track)... then I **INSIST** you return the video to us (in any condition) for a fast refund of your purchase price. No questions asked. No hassles, either.

We've been in the sport-intensive "video teaching" business for over 15 years now. (Maybe you've seen our articles in *Golf Digest*, *Black Belt*, *Men's Journal*, or *Muscle & Fitness*.) We guard our reputation like a bulldog guards his home. If you're not happy, we're not happy. The address you mail to is our office, here in the heart of Visalia. Stop by anytime. We're fans of the sport, just like you.

You must order right away, however. This is the **FIRST TIME** in the history of motocross that anyone has tried to share this type of insider information like this. It's a risk for Jeff — if he catches too much "heat" for revealing these secrets, he may just go back to being a highly-paid personal trainer.

Therefore, we have only duped 300 of these video sets for this first run. When they sell out — which should happen almost immediately — we'll see where we stand before duping any more. This batch may be the **ONLY** videos that get distributed. So don't delay. *Call or*

write today, while it's on your mind.

Remember — you do not risk a penny. If you decide to return the video for a fast refund within your 6-month "check it out" period, you will have seen **ALL** these secrets for **FREE**. That's how confident I am of Jeff's stuff. I think you're gonna flip over what you discover. I think it's gonna change your life, overnight.

You've spent a small fortune on bikes and gear already. Why not float *just a few dollars more* for the insider secrets of world-class motocross riding that will increase your enjoyment of the sport... and help you slaughter the competition at races? This is how you earn respect, awards and notoriety.

Call now. Don't get left out. And go get dirty just like the pro's.

Sincerely,

Leo Costa Jr.

Leo Costa
President, OTS

P.S. Almost forgot — I will also send you a super-cool **FREE BONUS** if you order as soon as you get this magazine. It's a special audio tape interview we did with Jeff called "**Moto-Mind Mojo**"... and he spills the beans on how the pro's get *mentally ready* for a race. Laser-sharp focus. Quick decisions. An animal "killer instinct" for winning against all odds. It's an amazing peek into how the top riders think... and it's yours *free*, to keep even if you change your mind later about the video.

OTS DIRECT

For fastest service use your credit card and Call Toll-FREE

1-800-899-8153 (Dept KM-21)

☐ **YES!** Please rush me this amazing dual-video set so I can devour these insider secrets on winning motocross races! I understand I have a no-risk 6-month 100% Money-Back Guarantee... and I get to keep the bonus audio tape no matter what. That's just too generous to pass up. **Here's how I want to pay:**

☐ Enclosed is my check/money order (payable to OTS) for \$74 (\$69 + \$5 S&H)

☐ I want to pay by credit card: ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Card# _____ Name _____

Expires _____ Address: _____

Signature _____ City _____ ST _____ Zip _____

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CA residents add appropriate sales tax. Rush shipping available for additional charges of \$10 for "2-day" shipping and \$15 for "overnight" shipping. Foreign orders may require additional shipping. Call 559-732-5317 for more information.

Step #2:

Your Avatar

EXERCISE:

Follow the instructions from the workshop – to your own version of this exercise. Take as much time you need to...5-10 minutes. When you are done, start the video again. We will go back in and see how the people in the workshop handled it. And you can compare your answers to how they answered it.

- Who are you selling to?
- What are her needs, where does it hurt, and...
- What does she need to hear from you to feel good about buying?

NOTES

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NOTES

Step #3:

Your USP

Almost everyone who's read a book on marketing has encountered the "theory" of having a USP.

As I explain in the DVD, I quickly learned that the "classic" definition wasn't doing much for the average entrepreneur or small business owner who just wanted to find a good position in their market to make some Big Bucks.

So I futzed with the "theory", and tested it in the real world. For decades.

What I use is very different than the "classic" USP. However, my version is actually more user-friendly when you sit down to figure out where you stand in your market.

Without this basic understanding, you're flying blind with your marketing.

Once you go through the exercise, however... all the mystery of your "position in the niche" will vanish...

... and you can get busy either exploiting where you're coming from...

... or move to a new position where the profit and fun may be more plentiful.

It all hinges on getting away from B.S. theory... and actually applying real-world, workable insight to your marketing.

Step #3:

Your USP

Position yourself... uniquely in your market... in order to sell.

- **Company Line (vague bullshit) vs. Sales Detective Research (why people actually buy)...**
- **Boring vs. Sexy...**
- **It ain't about you at all...**

USP

- Not “what” you sell...
- But what “what” you sell DOES for your customer.
- Aim for the “Id ticklers”: Faster, easier, simpler, a better bargain, an unfair advantage, inside information, privilege and luxury, bragging rights.
- Remember: You will need to PROVE everything immediately. To a VERY skeptical reader.

USP

- Think in terms of a *non-clever* slogan.
- Do not deepen the mystery – solve it with specifics.
- “Starter” formula: “We help [this group of people]... do [this benefit(s)]... [better].”
- Positioning addition: “... [better] than [competitor or common wisdom].”

WARNING:

Do not fall in love with your USP. It will not sell on its own. It is merely a way to SET UP interest and get your foot in the door.

It is also the foundation of your best headlines.

Attention beginning and struggling guitarists!

“The Music Industry’s ‘Secret Weapon’ Guitar Wizard Finally Reveals His Embarrassingly-Easy Short-Cuts That Can Take Anyone From Raw Rookie To Stage-Ready ‘Get All The Girls’ Guitarist As *Fast* As Humanly Possible!”

When this famous teacher talks, people who wanna rock *pay attention* -- and he’s staking his industry-wide reputation on the fact that he can take someone with NO previous skills, NO musical experience, and NO clue how to even tune a guitar... and have you ready to play and jam *on a complete set list of over 100 songs...* in just a few focused hours! Don’t believe it? Fine... check it out for yourself for **FREE**, if you choose...

Attention all levels of guitar players: *Want to start shredding and soloing like the top pro's in the biz, almost immediately?*

Astonishing "Insider" Short-Cut Secrets To Total Mastery Of Your Guitar Finally Revealed By Notorious Studio "Secret Weapon" Who Scares Other Professionals...By Quickly Turning Even 12-Year-Old Rookies Into Monster Shredders and Jazz Fusion Maestros Almost Overnight!

You'll go even further, *faster*, if you already have some chops. Until now, this sought-after pro *only* shared his "learn it now, *blow away* other musicians tonight" secrets of killer soloing and *super-speed shredding* with a handful of lucky guitarists who could afford his outrageous fees.

Now, with the sudden release of this incredible information, you can take *your* guitar skills from wherever you are now to respected mega-skilled star status in a *stunningly short time*.

Best of all, you can check it all out for FREE if you like.

(Dateline: Hollywood, CA) If you've ever dreamed of breaking away from the pack, and quickly mastering the guitar at a level that *blows away* even hardcore professional musicians... ***then this is gonna be the most exciting message you ever read.***

Here's why: One of the most *sought-after* pro guitarists in the music biz has finally agreed to share the amazing "**speed-mastering**" **shortcuts** that other guitarists have paid a *fortune* to learn from him.

And some of these pro's are *pissed off* that he's revealing these secrets to players outside the music industry. They don't want guys like you to know that the skills behind their killer licks and awesome fluid playing... are actually *easy* to master. *Once you have the shortcuts.* (Some of these veterans feel their careers are now threatened.)

These are the secrets that can take any player at any level... and launch you into a *whole new world of amazing skills* that will leave other guitarists slack-jawed. You wanna shred so fast your fingers blur... and yet *never miss a note*, even while you're hitting the kind of scales most players fear? You wanna burn through fresh, powerful and *nasty* solos that people remember for the rest of their lives? You want the kind of permanent chops that earn instant respect... *and make playing fun again?*

And you wanna be able to begin using your new skills *tonight*, in the heat of a performance?

Well, guess what? It can all be yours, *faster and easier than you ever dreamed possible*. Because these shortcuts work for anyone — whether you're a garage-level rookie preparing for your first gig, or a veteran player who's hit a stale plateau and desperately needs to shake out the jams.

That's right. No matter *where* you are now, skill-wise... **you can quickly and easily master the head-turning chops and skills of the best guitar slingers out there**, in *any* style. Rock, jazz, country, R&B, rap, you name it. All the truly *killer* skills and abilities will be yours.

It's *all* about the shortcuts.

Here's the story: Tony Burnett is one of a handful of "in demand" studio guitarists who get all the top gigs. (He's been called the "secret weapon" behind the coolest playing ever recorded.) And he's freaking *expensive*, too. He's been shuttled between New York and LA to back up **today's hottest Grammy-winning artists... "gone platinum" mega rock stars...** and even an **"Album of the Year" winner** who insisted on using Tony's astonishing speed-riffs to help "punch-up" the sound. Superstars will *delay* recording until Tony has time to play on their tunes.

So you *know* he has taste, wicked licks, and a cunning "bag of tricks" that keep him at the top of the game.

But he's also a shred master. While playing with the 90's shredder band "XYZ", he got to trade licks with **Yngwie Malmsteen** on stage (after *opening* for him). They also opened for the hottest touring bands, like **Motley Crue, Ratt, LA Gunns, and Dokken**. As a kid, Tony completed the *entire* **Guitar Institute of Technology** program, just to get his pro chops up to speed — 18 months of 18-hour days never letting the guitar out of your hands.

And he's now the most sought-after (and expensive) *teacher* in the LA area. Because he can take a raw 12-year-old kid... and have him soloing in *jazz fusion* modes in just a few weeks. Vicious, tasty, and absolutely Mahavishnu-quality lead guitar.

So just imagine what he can do for **you** and your already bad-ass playing. This will *change your life*. Immediately.

Even more amazing... the skills he reveals are so *simple*, you can include head-turning tricks in your very next solo *tonight* at a crowded gig, **with total confidence and fluidity**. (Check out the testimonials from real players on the next page.) Again — rock, jazz, country, pop, rap, *any* style you're into just explodes and comes alive in your hands.

And you are suddenly **the** guitar slinger in your town. Other guys will wanna go home and burn their instrument in frustration. You will *own* the clubs you play in. And dig this: You can, if you like...

See Everything
For FREE!

Here's what we've got for you: The second Tony agreed to share his secrets, we booked recording time at a Hollywood-quality recording and videotaping studio. And we videotaped him revealing **ALL** his secrets to quickly mastering the guitar. Everything — including...

- The *shortcut* music theory tricks he uses onstage and in the studio, which **guarantee** you can sit in with anyone of any skill level... and trade licks with them with **total confidence**. Don't waste a second learning anything complicated that you'll never use — instead, Tony shows you **ONLY** what you *need* to know. Best part: It's easy, the way he teaches it!
- Everything you need to know to play over *any* changes — including simple and easy ways to burn through advanced scales that *frighten* other guitarists. This is sudden expertise that most players never dream they can attain in a lifetime... yet you'll be soloing with total fluidity almost *overnight*.
- How to *think* "melodically", just like a pro — the one trick that separates the really talented players (who make each solo sing and complement the tune) from the wannabe's (who butcher solos with the *same old hacks* over and over, because they can't think out of the box). This trick alone will launch you into a whole new level of killer playing.
- Simple finger/hand tricks that will have you playing *faster* instantly.
- The brilliant "**X factor**" that allows you to quickly master the *coolest licks* you'll ever use... and most of them will be *unique* — your own personal guitar "signature". This kind of strategic soloing is so *simple*, you'll kick yourself for not figuring it out on your own. But almost *no one* ever does figure it out — until they're shown the technique by a pro like Tony. (Priceless stuff that will **change your life on the spot**.)

And a ton more: Tapping tricks you can use tonight to sound like Eddie Van Halen or Joe Satriani ... fluid staccato and legato tactics that give you **instant funk credentials**... sweet picking motions that automatically double your speed the first time you use them... how to tune on the fly (forget about perfect pitch nonsense — here's *all* you need to know)... plus pro decision-making tips so you know *how and when* to plug new tactics into your playing for *maximum effect*!

It just goes on and on. Blissed-out scales, wicked note grouping tactics, the art of connecting fragments of solos *automatically*, gorgeous harmonics, advanced muting and volume tricks, classical tapping that would make Mozart shiver, and tons of variations that will instantly give you a...

Unique Killer Sound!

Plus, Tony shares his own *warm up* tricks. He is famous for helping pro's with hand problems from playing "too much" — so that they can play **two and even three gigs a day with total fluid comfort**. If your hand has ever frozen up after hours of hard playing, or felt joint pain, this is the answer to your prayers. It's now *simple* to warm up, and use just a few easy tricks to ensure that you are pain-free and on top of your game for *hours and hours* in a row. This is huge, life-altering info for working musicians.

You also get a complete **workbook** (translated into TAB if you don't read music) that expands everything. Written down like this, even the scariest lessons come alive, in *simple and easy-to-master ways*. This is the work of the best teacher in the game, who specializes in taking even rookie kids and turning them into shred monsters almost overnight.

It's all included on this special 2-DVD package called "**Killer Pro Soloing**". Each DVD is over 90 minutes long, and we shot it so you get Tony's undivided attention. You can *quickly* learn everything he's teaching. **There's never been ANYTHING like this in the history of guitar for players outside the music industry.**

Even better, with DVDs, you can rewind any time you need to, and space the lessons out to match your schedule. You can blow through it all in one night, or work through it more slowly. Your choice. This *guarantees* you learn it all, at your pace.

But even the most advanced professionals agree: *Tony is the best thing to happen to guitarists who want to master the instrument, fast.*

And he put it **ALL** down on these recordings.

How much? A drop-dead *bargain*. Tony's non-negotiable fee for private "work-shop" lessons is a minimum \$1,000 for each 2-hour session. What you get in this special package is worth \$1,500 in private lessons — it's packed with *all* the tricks, tactics, tips and shortcuts that he's learned from 15 years at the top of the music scene.

But you're not even gonna pay a fraction of that amount. Nope. Because Tony has agreed it's high time that even musicians outside the "LA/NY Music Industry" deserve to learn this stuff... and he doesn't want *any* player shut out because of price.

So you can have the entire package for just \$97. But you don't risk a penny, because you're covered by a...

6-Month 100% Money Back Unconditional Guarantee!

Order this package without fear, and check it out for 6 full months. If you're not *blown away* by what you find, simply send the package back (in any condition)... and we'll refund your \$97, immediately. **No questions asked, and no hassles.** We've been in business in the U.S. for over 15 years, and our reputation is staked on being straight and honest with our customers. We treat you the way we wish other businesses treated *us* — with immediate shipping, strict courtesy (the customer is always right), and *prompt* refunds when requested.

This means... you can see everything for **FREE** if you want. You don't risk a penny.

There's just one small problem: You must **HURRY**! We've only created a limited number of these packages... and we aren't sure when we will have more. So it's important that you order right now, while we have them in stock. If you wait, you may miss out.

Here's what to do now:
([BUY ONLINE LINK HERE](#))

Or if you would like to use your credit card you can call us at:
1-800-###-#### Dept. KP-77

...Tell whoever answers you want "**Tony's Killer Pro Soloing Package**, and they'll take care of you. If the number is busy (we're getting swamped with calls) keep calling back.

Or, if you prefer to pay with a check or money order (made payable to OHP Direct), mail your \$97 payment (please add \$5 for shipping and handling... total \$102) to:

OHP Direct Dept. KP-77
Street address
City, State ZIP

We do same-day shipping. Again, you are completely covered with a **6 Month 100% Money Back Unconditional Guarantee**, so you don't risk anything. But, you must hurry. This is life-changing information for any serious guitarist. Call right now, while you're thinking about it.

Thanks,



Dr. Mike O'Leary
Prez, OHP Guitar

P.S. One last thing — we will include a *bonus* DVD when you order today. We videotaped Tony actually giving a full lesson to a student... so you can see exactly how quickly he installs his secrets in a willing musician. You'll also witness some of the most wicked pro-level licks you've ever seen taught, as well as a full lesson's worth of insane techniques you can use immediately in your suddenly-advanced soloing. This is worth \$49 all by itself. It's killer stuff... and it's yours **FREE**. To *keep*, even if you ask for a refund later. ***But you must order today.***

P.P.S. Oh... and check out what guys who KNOW are saying about "Tony's Killer Pro Soloing" video package.

•"Tony's approach is so *fresh*, you'll unlock your hidden talent in a flash! -- **Steve Alvaro, San Diego Area**

•"***Tweak*** your playing in a hurry, Incredible speed tricks and short cuts." -- **Patrick McKenna, Riverside**

•"I learned two of the coolest secrets and wow!" -- **Guy White, Assoc. Marketing Rep.**

- "Tony's got this stuff down and can show anyone how to quickly master it." -- **Devon Curtis, Intermediate Student**
- "I'm tons faster and it's impressing the hell out of a lot of people." -- **R. Zahn, Milwaukee, WI**
- "I've finally got the chops. My friends can't believe it. Best thing is that it only took a few days." -- **R. Staab, Phoenix, AZ**
- "Wow! If you want to get *blistering hot* speed and precision...then I seriously recommend hooking-up with T.B." -- **Johnny Thompson, Los Angeles, CA**
- "You'll be blown-away, when you see your skills `sky rocket' Rock-on! -- **Abe Dorn, Plant Manager**
- "I've increased my speed wildly...Tony's `quick-learn' speed training." -- **E. Burland, Minneapolis, MN**
- "This was easier than I thought" -- **R.J. Pimental, San Francisco, CA**
- "This guy is an amazing rock guitarist and teacher." -- **Loren Scott, Pro Drummer**
- "...one of the best instructors any guitar player could ever study with! "-- **Rob Plafcan, Murrieta, CA pro guitar player**
- "Easily adapts to all styles of music. This instruction is excellent for any level of player." -- **Jack Heskett Temecula, CA pro guitar player**
- "If you want to play fluid, wicked-fast guitar AND do it with complete physical comfort, Tony Burnett's instruction is the ONLY way to go!" -- **Rex Hull, Murrieta, CA bass and guitar teacher**
- "This guy is definitely a real musician." -- **Wes Rippin, Music Instructor**
- "This stuff is unbelievable, I was blown away!" -- **T.R. Harris**
- "Cool tricks & technique here, you gotta see it!" -- **G.Klein, LA**
- "This DVD format is perfect, an awesome learning tool... absolutely the best product I've seen in the last 5 years." -- **L.P. Long, sales rep.**

At last! Simple and easy power you don't have to work for!

Who Else Wants Another 40-to-60 Effortless Yards On Every Tee Shot, Starting With Your Very Next Drive... Without Trying Or Changing Your Swing Or Practicing Or Even Pretending To Be In Better Shape?

Now you can finally learn the secret behind Jack Nicklaus' ability to use hidden natural power no one else ever learned how to tap!

It's so easy you'll be *laughing* after every explosive drive! This brilliant new breakthrough by scientific "golf geeks" reveals a breathtakingly simple and super-fast way for you to instantly "trick" your swing to tap the hidden payload of raw power you've been *ignoring* your entire life! But hey — don't believe *me...* because you can check it out for FREE yourself...

From: **Dr. Mike O'Leary**

Well, *science* has finally come to golf.

Took `em long enough. I mean, you can only waste your time on projects like landing on Mars and curing baldness for so long, before you decide you have to pay some attention to something really **serious**. Like golf.

And I gotta tell you — you will be *astonished and overjoyed* at what science has discovered. Because, for essentially lazy guys like you and me, it simply means we can finally enjoy hitting the longest and straightest tee shots of our lives... ***without even trying.***

In fact... if you'll just give the *science-tricks* one short glance... I can *guarantee* it will turn you into a driving MONSTER. Immediately.

And without changing anything essential in your current swing.

You'll just go from your current "not sure where this drive is gonna go" habits... to "I'm gonna launch this drive right out *there*, beyond where all you guys hit" confidence. Confidence you can back up, *every time*. **Because you will now possess the POWER to do it.** (This power is *already* hiding inside you, and I don't care how old or out-of-shape you are. That's the beauty of this new discovery!)

Here's what it's all about: There are some new high-tech computer programs out there that are changing *everything* about the way people play sports. It's an expensive little bugger, so only the top researchers ever get to use this program.

Fortunately for us, one of those researchers is my pal Bill McKinney. Who already knows a ton about hitting longer drives... but who is also vastly obsessed with learning even *more*. **So he went after unlocking the secrets of the best drivers in the game with a passion that would frighten you.**

The details of the science are pretty boring, actually. All this geeky language about "extensor takeaway" and "time/space physics" and "sequence wave diagrams" or something. I haven't got a clue what all that means.

But I do understand what all this means for the average golfer:

1.You, me, your buddies, *all* of us are sitting on an amazing payload of unused power.

Power that's hiding in your back muscles, your arms, all the way down through your legs. If you can walk across the room without falling over, you can access this hidden power.

2.It's just that no one knows HOW to access your hidden power... at least until this new science was revealed.

3.And that's what's so exciting — no matter how lazy, or crippled up by aches and pains and arthritis, or out-of-shape you are... **it's now EASY to tap into this hidden power.**

Result: You're about to add a TON of serious yardage to your next tee shot. Straight as you can point, too.

Even better... you are NOT going to exert any extra effort when you do it.

Nope. In fact, you're going to FEEL and LOOK like you're swinging SLOWER.

This is the secret that Jack Nicklaus never let anybody else in on. For his entire career, he had the ability to hit long and straight... and then, when the pressure was on, he would simply dig deeper... and hit even *longer and straighter* when money was on the line.

But what confused everyone... was the fact that, as Jack was putting more **power** into his drives... it looked like he was swinging SLOWER. This just couldn't be, everyone thought... and so they just chalked it up to mass hallucination.

Even when guys like John Daly and Bobby Clampett do the same thing, it just goes over the "experts" heads. It just cannot be. *It doesn't make sense.*

Ah, but that's where the science geeks come to our rescue.

See, with all this computer help, they can break down the great swings, and figure out what's going on. And what this computer stuff has revealed will rock your world.

You see... *the real power in your tee shot doesn't come from any effort.* Nope. It comes from simply doing what most golfers do ACCIDENTALLY once or twice each round: Hit a long, accurate tee shot.

I know you've astonished yourself before with a great shot. I know I have, many times. Trouble is, it's a *mystery* how I did it. And it's impossible to do it AGAIN.

Unless you have the secret, of course. And, until now, no one did. Even Jack couldn't explain what he was doing.

But Bill McKinney has finally figured it out. You are *not* going to see this explained in Golf Digest anytime soon, because it's so new. And the implications just ***scares the pants*** off most PGA pros — because it means you can start launching the longest drives of your life... without relying on *anything* the pros can ever teach you.

You can do it yourself now. After just *watching* what Bill has for you. (The pros *hate* us for revealing this kind of stuff.)

It really is that simple. And *fast*.

Here's what we've got for you: I grabbed Bill as soon as he emerged from his computer "hidey hole" with the news that he'd finally ***broken the code on monster drives***... and we went into the video studio to get it all down on tape.

What Bill has discovered will change your golf game instantly. He explains it all on the tape... but more important, he shows you **HOW TO DO IT**, fast and easy. So you can actually go out and hit farther and straighter — a LOT farther and straighter — the very next time you hit the course. *Tomorrow*, if you like.

You won't change your swing. You won't have to start any exercise program, or lose any weight, or start taking steroids. Because what shape you're in *doesn't matter*.

The only thing Bill is about to show you... is how to find, and tap into, the hidden power source inside your body. It's there, sleeping. All you gotta do is tickle it, wake it up... and then go play golf.

The rest will be the stuff of your golfing buddies' nightmares.

And all you have to do is WATCH these video tapes.

Don't believe me? Fine. You don't *have* to.

Because you don't risk a penny checking it all out for yourself.

- Just order the 2-tape video package, and take your sweet time proving it to yourself. Take a full *year*, in fact. You have a...
- **Complete 1-Year Unconditional 100% Money-Back Guarantee!**
- If you aren't convinced, beyond a shadow of a doubt, that what Bill has for you is (1) the easiest secret to hitting longer and straighter drives you've ever seen, and (2) it really can happen immediately and without effort... then I insist you send the material back to me (in any condition)... and I will personally make sure you get a fast, full refund of every penny you paid for the package.

No questions asked, and no hassles. Your word is gold around here.

Why am I being so generous? Simple. You know I love golf as much as you do. But what I love even more... is putting one over on the "experts" out there who think they know so much.

It's just immensely gratifying to me that our little company, OHP, here in the hinterlands of central California... *consistently humiliates and proves the "experts" wrong*. And all we do is reveal the **honest and true secrets of great golf**.

It all starts with great drives, of course. And if you've ever dreamed of launching drives 40 to 60 yards longer... literally on your very next shot... then you are gonna flip when you learn what Bill has for you.

Here's what to do right now: Simply click on the link below...

(BUY ONLINE LINK HERE)

Or if you would like to use your credit card you can call us at:

1-800-###-#### Dept. AV-77

...Tell whoever answers you want "**Doc O'Leary's Guaranteed Glance At Golf Heaven**" package.

The package we've set aside for you will be *rush-shipped*. If you hurry, you can have it before your next round.

OHP Direct Dept. AV-77

Street Address

City, State ZIP

What we'll send you is a video-package that will bring you more joy than you ever dreamed possible. Bill calls it "Avalanche of Power", for good reason — the way he shows you how to swing more slowly, merely allowing all this hidden power to flood into your swing, is like experiencing an avalanche in your body.

Lord, it's fun. You will suddenly look, and **FEEL** like one of the best golfers on the planet. And you'll have the distance and accuracy to back it up.

You must hurry, however. We are being careful NOT to let the golf magazines and other PGA pros even know we're on to this secret. So we have duplicated only a small number of these packages (just under 200 total)... and we are **ONLY** releasing them to recognized guys like you on our Insider Hot List of best customers.

If you mess around, and order late, you may miss out.

Actually, I've earmarked one of these packages for you and told my staff to expect your call... but if they don't hear from you (or get your mailed order form) by the end of next week... well, they have permission to "un-earmark" your package, and give it to the next person behind you in the line.

Don't let that happen.

This is big, for anyone who loves golf... and wants to play the absolute best (and longest) game they are capable of. This information will instantly give you access to power you never dreamed you had... and the result will be more fun, more distance, and lower scores. And ain't that what it's all about?

Call right now, while this letter is in your hands. You don't risk a penny.

Sincerely,



Doc O'Leary

P.S. Okay — let me *sweeten* the deal for you. While we were filming Bill, I insisted on doing a little unauthorized "extra" taping. I had Bill go through seven of his most amazing "specialty shots"... the ones that have *saved him thousands of strokes* around the green.

He reveals how to hit fluffy lies like they were teed up for you... how to lob downhill lies like a touring pro... when to use "brakes" on a bump-and-run shot (when there's no room for the usual shot)... how to land difficult lobbs like a butterfly settling on the green... how to **NEVER AGAIN** "chunk" or "skull" a tight lie... the secrets of a full-swing bunker shot when you're still far away... and lots more.

This is added "bonus" footage that I'll put into your package... and it's yours FREE to keep, even if you later decide to return the main video. Just my gift, because us golf nuts have to stick together. You're gonna love having these very-cool and easy skills available on your next round. They will save you multiple shots, and keep your score tiny.

Warning: *I have told my duplication house to add this "bonus" footage into only 88 video-packages. So it's first-come, first-served, and they're gonna go fast. You better call now.*

This is the stuff that golf is all about.

Step #3:

Your USP

EXERCISE:

Do the exercise John just explained in the video. Take 5-10 minutes to write your USP. When you are done, start the video again. We will go back and see how the workshop attendees handled the same situation.

Your USP:

Position yourself...uniquely in your market...in order to sell.

- Company Line (vague bullshit) vs. Sales Detective Research (why people actually buy)...
- Boring vs. Sexy...
- It ain't about you at all...
- Not “what” you sell...
- But what “what” you sell DOES for your customer.
- Aim for the “Id ticklers”: Faster, easier, simpler, a better bargain, an unfair advantage, inside information, privilege and luxury, bragging rights.
- Remember: You will need to PROVE everything immediately. To a VERY skeptical reader.
- Think in terms of a non-clever slogan.
- Do not deepen the mystery – solve it with specifics.
- ”Starter” formula: “We help [this group of people]...do [this benefit(s)]...[better].”
- Positioning addition: “...[better] than [competitor or common wisdom].”

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Step #4:

Master List of Features & Benefits

Whenever I perform a "Hot Seat" on a client... a primary step is to clarify exactly what it is you are selling.

That phrase -- "what it is" -- confuses the heck out of most marketers.

Even large corporations stumble on this essential element of salesmanship.

And yet, this step is the "meat and potatoes" of any professional copywriter's skill set.

I know this is a major problem among marketers, because even veterans confess to being baffled and frustrated by the concept.

You'll find references to features and benefits in every book on copywriting and advertising you pick up...

... and yet, even after reading about it for hours, you probably won't actually be able to CREATE a list of features, and a list of benefits, for your own product.

This entire section will lift the fog for you. I'll show you how to easily and quickly break any product or service or project down into basic building blocks...

... and flesh the details out into psychologically and emotionally pleasing tidbits that do the main job of persuading prospects to buy from you.

Finally knowing the right way to break down your features and benefits... and knowing how to USE them to persuade potential customers... is like having heavy artillery on your side in a fight.

It's actually an unfair advantage, when you're up against clueless competition.

So be smart about using this pro-level tactic.

Step #4:

Master List of Features & Benefits

Features (bang, crash, *duck!*, and
stats)

... attached to...

Benefits (yummy, *oooh-la-la*, and
warm fuzzies)

Step #4:

Master List of Features & Benefits

EXERCISE:

Spend 5-10 minutes, the more time you spend on this the better off you will be.

Try to get out at least 3 features and write out the benefits for them. If you want to do 6 or 12, that's great. Do a few though, until you think you are ready to come back here and see how the participants at the workshop handled this and how they countered certain problems, how we discussed it a little deeper for them.

I do want you to the exercise before you look at how we went further with this.

When you are ready to come back, restart the video. I think it will be enlightening to you.

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Step #5:

Bullets

The best ad writers in the world nearly always rely on "bullets" to carry the heavy weight in their sales pitch.

This skill is key to hyper-effective persuasion. Some of the most famous (and most profitable) sales copy of the past 50 years consists almost entirely of shockingly on-target bullets.

It is also essential to the very short, and very word-limited things you will want to keep your business humming online -- like short auto-responder emails, banners, and pay-per-click ads.

You'll find oodles of specific examples of killer bullets in this section -- pulled directly from result-getting ads.

Learning the somewhat secret (but actually quite simple) skill of writing a great bullet... gives you the ability to condense sale-closing elements in everything you write.

They're like little mini-pitches (when you do them the right way)... sneaking into your prospect's brain and stirring up desire through very specific, and very vivid imagery.

This step both builds on, and is entirely the product of Step #4 (Features & Benefits).

I recommend going through both Step #4 and Step #5 in the same session.

And really apply yourself in the exercises, so your brain finally "gets" this skill in a way you can use the next time you need to write anything.

Step #5: Bullets

**The one-two punch of emotionally-satisfying practical use...
with a little tweak of shock and
delight... plus the occasional direct
assault on common sense.**

Sometimes, all it takes is one good bullet...

- Create mini-stories
- Paint pleasing pictures in his mind
- Bring your sales point home
- Translate complex details to Plain English
- Make free-standing benefits come alive
- Remember: He will use your proof as HIS proof to convince himself and others

- Why your fortune depends on some basic “street savvy”... and how to get it quickly even if you’ve led the most boring life in town. (A unique secret to turning **your overlooked personality** and the way people actually talk to each other into huge piles of cash!)
- Very simple tactic to **double your profits overnight!** (An astonishingly easy technique well-used by smart businessmen... but ignored by 99% of other marketers!)
- **How to close “high ticket” deals for obscenely-large amounts of money** -- even in an ad where your prospect can’t see or hold your product!
- **11 proven examples of successful direct response concepts you can use immediately** (no matter what business you’re in)... plus a Proven Template for your own mega-pulling sales letter! (An astonishing “how to do it yourself” **shortcut map.**)

- Learn the shortcut secrets of *instantly* playing 99% of all rock, hard rock and new wave tunes out there. (Most songs are *stunningly* simple, once you know the pro-level *tricks*.)
- How to *force* your hands to start ripping out **killer riffs** -- *without* any of the boring practice other teachers insist on! (Proven secrets that astonish even veteran players.)
- *Skip* years of frustration by learning the ONE power chord used by most hard rock and metal guitarists! **(In 2 minutes, using 2 fingers, you'll know how to play over 200 rock songs!)**
- Move like *lightning* through the 3 stages of guitar mastery: From "no clue at all" to "this is *easy*" in just a few short hours... and then on through "impress all your friends to the point you *scare* them", straight to "ready for the stage". (You'll be jamming with other musicians *before other rookies have even learned their first song!*)
- *Instantly* learn the "insider" techniques behind Nirvana, Led Zeppelin, Bink 182, The Darkness, and Ozzy Osbourne tunes (just to name a few) -- super-popular stuff that will give you smoking "audience appeal" *right off the bat!*

- **The amazing “Lazy Businessman’s 3-Step Shortcut” to creating your first world-class ad.** (How to quickly turn your hidden salesmanship skills into *white-hot sales copy*... even if you flunked English!)
- **How to use the ancient “Function of Seduction” secrets in your advertising to make people desperate to open their wallets and give you money!** (It’s the amazing “lost” secret of *all* great salesmen and all intensely-successful wealth-building marketing.)
- How to find the **head-turning hook** that reels customers into your ad like crazy! (I’ll show you how to be the *one thing your prospect reads today* that gets his blood pumping and makes him crave what you’re selling. **His adrenaline levels won’t go down until he’s sent you money.**)
- How to nail the **passionate “sweet spot”** of your customer with master-class sales copy! (You’ll gain instant trust because he feels you’re “just like family”.)
- **The one envelope that no one in the history of civilization has ever NOT opened!**
- How to write a **killer headline** that *stops your intended audience cold!* (Find the right “trigger” words that will pinch your reader on the ass and **force** her to drop everything to read your ad.)

- **How to hit ALL of her “long overdue” hot buttons... at the *exact right moment*.** (And finally explore NEW spots of intense titillation she never suspected she had!)
- **How to *destroy* your guy with the best sex he’s ever received.** (He’ll be your slave for life, grateful and super-eager to return the favor!)
- The simple decision smart women make that instantly ***eliminates any worry over “making it happen” in bed*** (especially for him). The result: Better sex, more *fun* sex... and “deep sigh” orgasms for *both* partners.
- And guys -- once you understand how every woman has slightly different “orgasm triggers” (which you can *finally* easily discover)...
- The “**Customized Magic**” technique that allows any man to become THE expert on sex with any specific woman. You’ll know her deepest desires and most sensitive shiver-inducing areas *better than she knows them herself!*
- **Are your sexual needs “normal”?** The answer may *shock the heck out of you*...

- **How to create your own perfect product over a short weekend...** so you can start earning your fortune *even if you don't have a real business or anything to sell yet!*
- **The cash-multiplying secret of "Operation Moneysuck"!** (You can skip going to college to get a master's degree in business -- here's *all* you need to know, in a nice tidy 3-pages. The secret of constant income and success that won't quit.)
- **A quickie "Idiot's Guide" to consumer psychology!** (Instantly understand exactly what makes your customer tick... and *learn how to tickle his "consumer hot buttons" to the point of frenzy.*)
- How to sell yourself! (Yes, these *over-the-top* salesmanship secrets will change every aspect of your life, no matter *what* you need -- be it love, money, respect or a fresh start.)
- And... **The mysterious force behind every dollar bill in the universe that can hook you into an almost magical stream of cash-flow!** (Even conservative, prominent and *well-known* business owners use this spooky tactic. It's the biggest "x-factor" in rapid success, completely hidden from most people.)

Step #5:

Bullets

EXERCISE:

Sit down and write. Very important that you work with a pen or pencil and use the NOTE pages provided here in your workbook. This is for retention

This is where the reality of the exercise starts to come home for you. Both in muscle memory in your brain and the way it will work for you for the rest of your days.

Blast out a couple of bullets.

When you are done, restart the video.

You will see how people from various backgrounds bring you various mind-sets to the exercise. How they got through it. This is very important.

Anybody who has been following advertising for any length of time knows that bullets are almost always involved in the best advertising.

And whether or not you use them, having the bullets written down and having all of this behind you, is going to be the best kind of background for you to do things like write emails, do videos, do anything else you are going to do.

This is where you start nailing down the process.

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Step #6:

Testimonials

Most direct response ads either feature, or have targeted testimonials built-in.

This is because the job of a good testimonial is to provide critical third-party credibility.

When YOU say something, it's just empty bragging. Most prospects will doubt you.

However, when someone else says the same thing, it's an endorsement.

Unfortunately...

... most marketers (and, surprisingly, even most pro copywriters) completely screw up creating testimonials that work.

There are good testimonials... and there are bad testimonials.

The good ones will pump energy and sales mojo into every pitch you create.

The bad ones will actually bleed your ads of juice... and create suspicion instead of positive vibes for you and what you offer.

Helping someone craft a testimonial the right way isn't brain surgery...

... but it IS a big darn secret among most marketers.

Once you get the true picture of what to do, and how to do it (all included in this DVD section)...

... your testimonials will finally startle, amaze, and persuade prospects.

Simply by applying the straightforward tactics I reveal here, you will actually be able to use testimonials for the "heavy lifting" of your pitch.

That will make your writing task really, really easy.

Step #6:

Testimonials

The fundamental proof and support
for your Big Promise and your
Credibility.

- **Specific...**
- **Short...**
- **Spicy.**

Frank Kern

"The Underachiever System"

**Over \$10 million
in one day**



"Just before the famous StomperNet launch, everything was in doubt. We cornered John for advice, and in just a few minutes he provided such clarity that the fog melted away... and I was finally able to write the pitch that brought in over \$10 million in one day."

"That's twice he's helped me -- long ago, when I was broke, clueless and desperate, I somehow found John's 'Kick Ass' course... and halfway through, a calm confidence came over me. I told my wife that everything was going to be all right, because this really made sense. When John talks about changing your life, he's not kidding around."

Jim Edwards, TheNetReporter.com & author of MiniSite Creator



If you want to make money with sales copy, anything John Carlton's ever written needs to be right at your fingertips. The money I've made just from the bullets I've been able to write as a result of modeling and learning from John easily gets into the high six-figures. There's a reason people rip off John's copy: it's the best in the business! If I had to start all over again online today, I'd only need 3 things to get back to my current level:

- 1. John's copyrighting knowledge.*
- 2. An html editor.*
- 3. A web site.*

With those simple tools I could conquer any part of the Internet I set my mind to... John's stuff is THAT good!

Ken McCarthy

"The System"

7-Figure Money Machine



"I heard John at a seminar say something about writing headlines I'd never heard or read anyone else say before -- and believe me, I've been a serious and successful student of copywriting for over ten years. The result: I came up with a headline that crashed through all the noise in a very, very crowded marketplace and, starting from zero, very rapidly created a new seven figure (\$1,000,000+) a year money machine that's only just getting warmed up."

*"John, ever since we met a few years ago my life has completely changed. I'd say the amount of money my company has made directly from what you've taught me is in the neighborhood of 4 million dollars, maybe more. What can I say other than thanks a million and I owe you BIG time." **Lou Vukas**, Internet marketer*



"John Carlton is one of the best marketers in marketing HISTORY."

*I have learned a ton from him... and you should soak up everything from him that you can. It will only help you make more money from your Internet marketing efforts." **John Reese***



Created Millions In Profit

*"John has created millions in profit for us. We pitted his ads and letters against big-city ad agencies, PR firms, and writers with lots of awards... and John slaughtered them all. He consistently hits 'home runs' for us -- a 20-to-1 return in profit is not unusual. He has saved our butts on several occasions." **Robert Pierce**, President, Tactical Response Solutions*



Tripled Response!

*"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



Boosted Sales 70% Online

"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



50% More Orders

"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

*"He doesn't just tell you how to do it... he don't just show you how to do it... **he involves you so you learn his strategies, techniques, and the psychology of world-class copy.**"* **Alex Mandossian**

"Worked So Good It Was Scary!"

"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 Tourette**, OR

One Tip, One New Car

"On your advice, I edited my copy using your 'Action Verbs'. This killer strategy **ALONE** allowed me to buy a new car (for cash) after the first campaign!" Dr. G.E. Nielsen, Wisconsin

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Step #7:

Hooks

Much of my international fame as a copywriter comes from the way I employed "hooks" in certain ads.

A good hook does more than just get immediate (and very focused) attention from a reader.

It also "sets the stage" for your story... which flows almost effortlessly, when it clicks.

A killer hook can make an ad work like crazy for years.

It can spread your fame across the globe.

And it can mold a reputation for your business that resonates and sticks with your market forever.

That said... you'd think that any semi-savvy marketer would demand to learn the secret of finding and using hooks in his advertising.

And you would be thinking wrong.

The entire concept and use of hooks evades most business owners.

Even many top copywriters do not fully understand the process of uncovering and crafting a great hook.

All this is to your advantage.

In this section, I reveal everything you need to know about finding and using your own best hook.

Lots of specific examples, too.

This is the one step that... once you get it down... will immediately help carve out a profitable spot for you in any market you decide to go after.

Step #7:

Hooks

- Interview client
- Interview yourself
- Go deep
- Gossip, opinions, rumor, common wisdom, competition, myth, legend, positioning
- Incongruous juxtaposition of compelling sales elements

**“How A Skinny Little
Golf Genius
From California
Accidentally Started
Hitting 425-Yard Tee Shots!”**

*"Put Me On a Tee Box With Tiger Woods and I'll Outdrive him Every Time"
It'll take you just 10 minutes to learn, too!*

How A Skinny Little Golf Genius From California Accidentally Started Hitting 425-Yard Tee Shots!

"It's so simple, it's embarrassing," he says... and he INSISTS he can quickly teach his simple secret to YOU... instantly adding up to 70 accurate yards to every tee shot you hit from here on out for the rest of your life!

By Dr. Michael O'Leary

How would you enjoy suddenly having a reputation as a "human launch pad?"

I'll tell you, as much as I love the *game* of golf... my *biggest* thrill is still on those occasions when I hit a **monster tee shot** that sails straight and true, so far into the distance that everyone has their hands up on their brow squinting to follow the ball. I call it the "great tee shot salute."

That's where you *really* earn your respect on the course – the **tee box**. And that's why I believe you're gonna **LOVE** this.

Here's the story: Six short months ago, a scrawny guy named **Brad Peterson** officially signed up for his **first professional long-ball competition** in Northern California. Brad, by the way, is *maybe* 5'9-1/2" (if you count the spikes in his shoes), and *maybe* 158 lbs. soaking wet. Small guy. Stood out like a sore thumb on the tee, dwarfed by all the athletic golfers lined up for the competition.

So you can imagine the *shock and dismay* among the big guys when Brad walked up to his ball, settled in...

And Promptly Smashed A Gorgeous 425-Yard Drive With "Eyes For The Fairway"!

This little guy is now the hands-down **professional Long Ball Champion** of Northern California... *ranked 31st in the world* among professional golfers for tee shot competitions... and he's still so new on the circuit that *no one knows his name yet!* He has a *documented ball speed of over 210 miles per hour*, too. (Golf commentators often say **Tiger Woods**, **Davis Love III** and **Phil Mickelson** have been clocked at around 190, to give you some comparison.)

But what's **REALLY** shaking up so many pro golfers... is the unsettling fact that...

Brad Says He Can Quickly And Easily Teach ANYONE How To Hit Like That!

I tell you... you haven't seen *anything* until you go golfing with a petite woman and a teen-aged kid... both of whom can out-drive you by *60 yards off the tee!* I had that experience... and when I learned that **Brad** was the man behind their **outrageous driving abilities**, I sought him out post haste.

Think about it... when you hit tee shots like

that... *you've reduced golf to three or four clubs*. Driver, wedge, putter.

Heck... on shorter par-4 holes, you can just use **ONE** club. Launch your tee shot onto the darn green, and use your *driver* to putt it in. I've seen Brad do it. Eagle. **EAGLE!**

How does a small guy like that **FIND** this kind of stunning power and accuracy?

Turns out... *you don't need strength* to hit impossibly-long tee shots. You don't even need to be in *shape*.

It's all in the *swing*.

Brad discovered this by accident. He saw big, strong golfers nearly bust an artery while driving, and not hit the ball very far. And he saw other guys get a lot of whip into their swing, but with no accuracy.

And it just dawned on him one day. Everyone was putting their effort and strength and power into the **WRONG part of the swing!** It was so simple, really.

In fact... there are **just 5 easy steps** to learning the secret of long drives (which he calls "**Drop and Pop**") and you can learn it all in just 10 minutes:

1. How to get that perfect "relaxed" set-up to start out right (it's easy)...
2. The secret of starting your back-swing with your *left* shoulder to increase the perfect symmetry of your address (even *easier*)...
3. How to trust good old **GRAVITY** to start your downswing (very easy to do)...
4. How to make sure your *left elbow stays tucked* in the follow-through to guarantee pinpoint accuracy (still easy, if you concentrate)... and...
5. The *biggest* (and **EASIEST**) damn secret of them all...

When To Apply The Secret

"Power Thrust" Where – Contrary To Every Other Lesson You've Ever Had – You Absolutely MURDER The Ball!

You'll look smooth and relaxed... and, in fact, you'll **BE** relaxed throughout 99% of the swing. But... at a very critical place in your swing, you're going to just **UNLOAD**.

It's *not* strength... it's simply putting the simplest kind of "oomph" into your contact... that's why kids and women can use it, too.



Northern California Long Drive Champion Brad Peterson swears he can teach ANYONE the simple secrets to hitting long, straight drives with amazing consistency and accuracy.

Yet this small amount of **natural effort** at the point of impact will sound like a *small cannon* just went off. **Ker-POW!**

Man, it *feels good* to do it, too. It feels like **MAGIC**... especially when you get to watch your ball sail off into the fairway like a *guided missile*. "Oh, my," you'll say, "looks like another howitzer shot." And your buddies will wail, "How do you **DO** that?"

BEST PART: It will take you *just 7 balls* to get this amazing secret down.

Here's the deal: We video-taped Brad's little-known "**Long Ball**" lesson... the one he's given privately to a *small number* of lucky California golfers (including some *professionals* who have threatened lawsuits if their names are used here).

There is *nothing* in this lesson about putting, or the short game, or fairway woods. *It's just about launching precision tee shots 70 yards further than you ever have before in your life.*

It's exactly what every golfer who's ever craved respect on the tee has wanted. And... it's *simple and easy* (once you see the secret).

In fact, I will offer you a **complete, ONE-YEAR no-risk, 100% money-back guarantee**. Order this private videotaped lesson... watch it... then go out to the range and *place 7 balls from your bucket in a row*. Hit the first 3 to get your new "power thrust" down. Hit the *next* 3 to dial in your accuracy.

And hit the *last* ball just to prove to yourself...

You Really Have Suddenly Added Up To 70 Accurate Yards To Your Tee Shot!

If it *doesn't* happen, simply return the package and I'll see that you receive a prompt refund of your money, no questions asked.

Even better... you've got a **FULL YEAR** to do this. I don't care if you send the tapes back in twelve days... or twelve *months*. I'll send your money back, without hassle.

I can afford to be so generous... because I know the exciting **TRUTH**. You see... this secret *really does work*! It's amazing, it's like black magic, it shouldn't *BE* this easy and simple... but it is.

Just imagine signing up for the next local long-drive competition. Watch all the big guys huff and puff and swat like beasts at the ball. Let the smooth athlete-types do their wind-mill imitation, pretending all the cameras are on them.

Then saunter onto the box, tee up your ball... and casually put them **ALL** to shame with a gorgeous, *precise* drive that takes the prize.

Jaws will drop, and respect will be earned. It's up to you whether to let anyone else in on your little secret. (However, I wouldn't.)

Here's how to get your private lesson with Brad: Just call my office at:

1-800-316-5871

Tell whoever answers you want the "Monster Tee Shots Video Package", and you want it now. You can use your credit card. This package costs less than you'd pay for one private lesson... or a single round at a good course and like I said, it's *completely* guaranteed. **You don't risk a penny.** (And never forget you're dealing with **OHP**, and our international 10-year reputation is *solid gold* with tens of thousands of golfers.)

If you prefer to pay with a check or money order, just fill out the **Priority Order Form** on this page and mail it in with your payment to:

**OHP • 606 E. Acequia • Dept. DP-43
Visalia, California 93292**

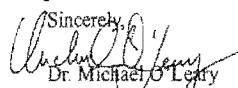
We'll ship your lesson out the same day we receive your order.

There's just one little thing: Brad is getting his ducks lined up to go on the Tour, and the sponsors he's considering will want him to put these video lessons *away* for a while. So, if you don't order right now, you may have to wait until Brad finishes his career... *maybe 10 years down the road.*

So don't wait. Call or clip out and mail the order form below *today*, while you're thinking about it.

Another 70 accurate yards to your drive... *guaranteed*. That's nothing to turn your nose up at. That's golf the way the big boys play it.

You're gonna like this.

Sincerely,

Dr. Michael O'Leary

P.S. But wait... **THERE'S MORE!** Brad insisted

we include — for *free* — his special "forgotten" hands-on teaching video in this package. (No one has seen this footage before, outside of a handful of insider students who paid \$49 each for it.) This extra video reveals the secrets of Brad's "one shot chip shot" — the astonishing open-stance "putt pop" that will put your ball within a few feet of the hole from "lay-up land" (20-30 yards out)... *even if you botch the shot!* Pro backspin, too.

This bonus tape *also* includes live footage of Brad teaching students how to **instantly correct common mistakes** that rob you of distance... cause slices or snap hooks... produce "worm burners" and pop-ups... and other problems most golfers suffer a dozen times each round. You can see the screw-up, and then the *easy* correction. Priceless secrets. Just eliminating these few mistakes can *shave twelve strokes* off your next game.

Best of all... this extra tape is **yours to keep, free**, no matter what. Consider it a gift from Brad and OHP, just for giving this hot new "long ball" video a look-see.

P.P.S. One last thing — I have something **MORE** I want to send you **FREE**, if you call right away.

It's a cassette tape interview with Brad Petersen... where he reveals *all* the little maneuvers and tricks he uses to **guarantee a win at Long-Drive tournaments.**

It's a fascinating "insider" interview with a guy who succeeds wildly at the game... and walks away with prize money for long tee shots on a regular basis. And... the tape (*easily* worth \$29) is yours **FREE** just for calling right now. You can *keep* it, too, even if you later decide to return the private lesson video for a full refund... consider it my gift to you just for trusting me on this.

So what you're getting here is **HUGE**. You'll receive:

- 1.) A Brad's full-length "Private Lesson" video teaching you his Drop and Pop secrets for hitting Monster Tee Shots 70-yards further than you are right now.

- 2.) A second video of Brad's hands-on teaching session to correct your distance-robbing mistakes... *plus* Brad reveals the amazingly simple "One Shot Chip Shot" to hone your short game skills like a pro.

- 3.) **PLUS...** the incredible "insiders peek" audio cassette that reveals the tips and tricks to winning long drive competitions.

This entire package is covered by a full **ONE YEAR** guarantee... but the second video and the "Long Driver" audio tape are both **yours to KEEP no matter what!** All this for just \$69. That's the best deal in golf today.

Still not convinced?

See what other golfers are saying:

"Subtle, easy and produces results fast! I'm now, hitting 280-yds. drives with pinpoint accuracy, and it feels so natural!"

— C. Marlin Nelson, Central California

"I've added 40- yards to my 225- yard drives! It sure feels good and it's good for this 64-year-old man's ego!"

— Eugene Thompson, Norwalk, CA

"I'm now cranking out 290-yard tee shots, time after time with no effort. I'm laughing at how easy this is."

— Donald Murphy, Finance Manager

"His simple changes are incredibly easy for hitting longer and straighter. I've added a smooth 30-yards to my drives. My handicap has dropped 9 strokes in a few short months, to a single-digit!"

— P.M. Holman, Southern California

"Brad's simple tips have brought incredible distance to my drives. My weak 180 yard drives are now being launched 250-265, that's over 70 yards longer. I can't believe it, and it was so easy! Brad you're a genius!"

— D.M. Kelly, San Jose, CA

"This swing is simple and it works... Wow! In 10 minutes on the range I was smacking ball after ball into the net at the back of the range 280 yards on the fly!"

— C.R. Tanner, Central California



PRIORITY ORDER FORM

For fastest service use your credit card and call **Toll-FREE 1-800-316-5871** (Dept. DP-43)

☐ **YES!** I want to learn the simple and easy secrets to instantly adding up to 70 yards to all my tee shots! What an exciting prospect! I'll be rushed the "Monster Tee Shots" video and a second video with Brad's "Hands-On" teachings and his amazing "One Shot Chip Shot" session. **PLUS** I'll also get the "Long Driver" secrets to winning long-drive competitions audio cassette! And I don't risk a penny with your mega-generous **ONE YEAR 100% Money Back Guarantee**. And just for checking this out, I get to **KEEP** the second video and that cool "Long Driver" cassette tape no matter what. Wow — that's *generous*! Here's how I want to pay:

☐ Please charge my:

☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

☐ Enclosed is my Check or Money Order for \$74 (\$69 plus \$5 Shipping & Handling) (Make payable to OHP)

Card# _____

Name _____

Expires _____

Address _____

Signature _____

City _____ ST _____ Zip _____

OHP • 606 East Acequia, Department DP-43 • Visalia, CA 93292

CA add appropriate sales tax. Rush shipping available for additional charge. Foreign orders may require additional shipping.

Easy and simple to fix, once you know the secret...

“Your Brain Is Trying To Kill Your Golf Game!”

What the pro's know about kicking their brain out of the game — that you don't know yet — is the difference between frustration... and long, accurate drives with 50 yards of extra power and a middle game of jaw-dropping control. Best part: You can learn it all OVERNIGHT and use it tomorrow to play the best round of your life!

From: Dr. Michael O'Leary

Dear Fellow Golf Nut:

I've been hearing about this “brain voodoo” stuff for years... but it just sounded too weird to take seriously.

Then, of course, I started paying attention to WHO was talking about it: Professional golfers at the top of their game, and amateurs who have what it takes to go pro if they ever felt like it.

You know... the guys who take all your money if you're dumb enough to bet against 'em on the course.

Here's the story, basically: Your brain is a lousy golfer. And no matter how much you work on your swing or the mechanics of your game... your brain will ruin it all for you, time after time.

It's the REAL reason you have no consistency in your game. You're playing like Ernie Els one day, then like your neighbor's six-year-old kid the next. Driving for show on the front nine, hunting for your ball in the weeds the back nine.

Really. It's your brain.

The problem is, your brain thinks along completely logical lines, and golf is simply NOT a logical game. Your brain looks at a shot, figures out all this geometry and then has you downloading all kinds technical information. As you begin the backswing, a flood of data hits the brain... swing path... arm positioning... elbow tuck... hip turn... hinged wrists “release” point... impact hand position... accelerating beyond impact point... and then can't pull it off. Way too much info.

It actually sabotages your game. Like having a psychotic caddy who's nearly blind, can't walk and chew gum, and is dumb about the details of golf. And he's IN YOUR HEAD, chattering away all the time and ruining your fun (and bloating your score).

Everybody suffers from this. Every single “out of the loop” golfer now playing.

Well, guess what?

If, like me, you are ready to finally stop worrying about what other people think... and start listening to the guys who KNOW how to play golf excellently and consistently... then you're also finally ready...

To Be Let In On The Biggest Secret In Golf!

And... since you're on my “Hot List” of best and favorite customers...

You Can See It FREE, If You Choose!

Here's the deal: Gregg McHatton is called the “Wizard” by golf insiders. He's the best-known golf genius you've never heard of — only the most privileged professionals have his phone number... and they call him whenever they need to ramp up their game and get their mojo back.

Gregg is one of the most notorious legends in the game. Shot a 64 at age 14, won the USGA Junior Golf Championship two years later (the same event that launched Tiger Woods, Johnny Miller, etc.), was an All-American at USC, and spent the last 30 years earning his reputation as the “Albert Einstein of golf.”

You don't hear about him because that's the way he likes it. He picks and chooses who he works with... and the

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You don't hear about him because that's the way he likes it. He picks and chooses who he works with... and the pro's he helps like it that way, too. They never mention him, and never admit begging him for help — it's like this huge conspiracy to keep Gregg a secret among ONLY the top golfers.

Why? Because, in one short lesson, he can TRANSFORM your ability to hit a golf ball with unbelievable power. Time after time, like a machine.

One lesson. That's all you need.

So... why is he allowing us to send out his "one lesson" to guys like you, who are out of the loop of the pro Insiders?

It's simple, really. Gregg knows that if he allowed the magazines to reveal his secrets... they'd just mess it up. Like they mess everything else up they touch.

And he's not interested in spreading the word himself. Too much trouble.

But he DOES want to spread the word. Especially among amateur golfers and weekend duffers — the guys who really need a simple way to transform their game overnight.

It's just a way to give something back to the game, after a lifetime of being on the Inside. He doesn't want everybody in on the secrets, however — just a handful of guys who have shown they love the game as much as he does, and care about getting better.

That's the ONLY reason he allowed us to film his "one lesson", and offer it to you and a few others on our "Hot List". You won't see this in the magazines. **It's a small, very limited offering.**

And it's going to change your life. Instantly.

This single lesson consists of **6 techniques that will allow you to "trick" your brain into allowing your current swing to become the power-heavy monster it was meant to be. Here just a taste of what you'll learn:**

□ A super simple **"Limp Washrag"** technique designed to trick your brain into generating **HUGE** amounts of power with practically **NO** effort (in fact, if it feels like work, you know you're doing it **WRONG**). Club face lines up automatically for crisp clean beautiful power shots that will absolutely *stun anyone watching*.

□ The **"100-Pound Bowling Ball"** mind trick that will instantly force your brain into activating the correct muscles for a flawless takeaway. Follow along closely and McHatton will have you locking into a *perfect swing path without thinking at ALL about what your hands, arms or hips are doing. Finally get that perfect swings automatically without all the confusing nonsense.*

□ The one simple **"Straight-Jacket"** method to supplying proper force, thrust, rhythm and tempo all the way through your swing. Force your brain into solving a whole series of complex swing maneuvers without thinking about a single one of them. This one trick will have your swing quickly looking (and feeling) as *effortless as the pros.*

□ A little mind game called the **"600-pound Gorrilla Tug"** that *immediately and permanently solves all the power-robbing "herky-jerky" moves that practically all amateurs make from the top of their swing. Instantly activate a slow and steady hip-slide-and-turn power move WITHOUT the overthinking that leads to disaster. Your golf buddies will gasp... then beg to know how you're getting so much power from such an easy-looking swing.*

□ The **"Baseball Breakaway"** trick that's guaranteed to keep your swing *on its power path throughout impact with little or NO effort. McHatton shows you the exact same trick used by homerun hitters (like Mark McGuire) and tour players (like Ernie Els) to keep "on plane" for powerful shots that don't lose power. It's super easy... and works like crazy... once you know how it's done.*

□A simple and easy **"Hillside Bounce" technique to keeping your wrists loose and supple for easy "unhinging" during release. This trick immediately stops you from "chasing" the ball and instantly generates explosive pro-level power for BIG drives -- without the need to "think" as you swing.**

And a TON more! It doesn't matter what kind of swing you have right now. You can be waaaaay past your prime, so out of shape you huff just climbing up from the cart to the green, and so stiff you need a double dose of ibuprofen before and after each round.

Doesn't matter. The way Gregg tells it is simple: Every golfer has a "natural" swing that fits his own peculiar physical shape and fitness level. It's the swing you use everyday on the course. There's no magic involved.

You ALREADY have awesome reservoirs of breathtaking power hiding in your body. (Yes, you. Even if you're 100 pounds overweight and can't lift a sack of groceries anymore.) I shouldn't have to prove this to you, if you've been paying attention to sports at all. Small, meek-looking swimmers and tennis players and baseball players and other athletes are cleaning up the floor with larger, stronger and more naturally-gifted opponents every day out there.

Have you ever seen a 105 pound pro super lightweight boxer take on a 225 pound linebacker with no boxing experience? It's no contest. The little guy can take out the monster with ONE PUNCH. Cuz he knows how to shut off his mind and just do what needs doing.

Which is, of course, to visualize his fist going through the big guy's head like a pile driver. POW. Lights out.

It's the same with your golf game.

Everything — *everything* — *you believe to be true about hitting a golf ball...*

Is Just Dead Wrong!

And it's because you're allowing your brain to THINK about what needs to be done.

Your brain, basically, wants to hit the ball with the club head. It thinks "If we hit that little ball really, *really hard with this big club head, it will go a really long distance!*"
Won't happen, Bucko.

That's exactly how NOT to hit a golf ball a really long distance. That is, in fact, how you hit slices and snap hooks and skulls.

Look... I could go on and on about this, but what's the point? The more I talk about it, the more it sounds like mumbo-jumbo... and it's not.

This is the "mind game" the pro's are talking about when they finally admit they've really got their game together. You can be strong and skilled and practice all the time... and STILL not have a long, accurate tee shot. Until, that is, you get your HEAD on straight.

So here's my offer to you: I want to see Gregg's "one simple lesson" for yourself, without risk.

So you can see for yourself what all the fuss is about. **I've got a package waiting here for you, with your name on it. My secretary will hold it for the next 11 days — after that, we'll just assume you aren't interested, and let the guy below you on the "Priority List" get your package.**

When you receive your package, I want you to open it and watch the lesson right away. It will take you a little over an hour. All you need to do is watch. After that, go out and play a round of golf.

Here's the cool thing: If you only remember ONE of the 6 techniques during this round of golf... you will lower your score by 10 strokes.

And, if you remember *three or more... you will add 30-to-70 yards to every one of your drives.* This is instant, and permanent.

And you'll finally understand why golfing professionals get so jealous about Gregg, and want to keep him all to themselves.

But WAIT. There's more. I've also included Gregg McHatton's super-advanced "Private Lessons". This intensive video segment has Gregg working one-on-one with a student golfer and is packed with tons of "real world" problems and solutions. See what the student does wrong and how Gregg fixes it -- immediately and permanently. You'll be thrilled and delighted with this and finally understand why the pros seek out Gregg's help. It's solid-gold material that I'd normally charge a full \$39 for -- but for you and other "hotlist" customers" -- it's all included in the package. Believe me, this is amazingly generous considering that Gregg's personal private lessons are tough to book, but for which students from around the globe gladly dish out BIG bucks.

**Here's what to do right now:
(BUY ONLINE LINK HERE)**

Or if you would like to use your credit card you can call us at:

1-800-###-#### Dept. BL-77

...Tell whoever answers you want **"Gregg's Brain Lesson" package.**

The package we've set aside for you will be *rush-shipped*. If you hurry, you can have it before your next round.

OHP Direct Dept. BL-77

Street address

City, State Zip

Either way, you get...

One Full YEAR To Check Everything Out!

That's your guarantee: If, after a full 12 months, you decide that what Gregg offered you didn't help your game, you can get a fast refund. No questions asked. You don't even need to give us a reason. That means... you will have seen everything for FREE, if you choose.

I figure a year is plenty enough time to show you the consistent, *permanent power of this stuff*. And that's how confident I am — *this really is the answer to your golfing prayers*.

☐ You can put Gregg's secrets to work immediately, in your next round of golf.

☐ And... the results will leave you flabbergasted.

Think about hitting every single drive dozens of yards farther than you could ever muster before — effortlessly, without thinking about it. (Cuz your brain has been taken out of the equation!) Think about having pro-level control on every stroke, and awesome power coming like a flood from deep inside your body.

Think about becoming a certified monster on the course — with a machine-reliable swing that never, ever lets you down.

Your buddies will hate you, and you'll love every minute of it. You gotta HURRY, though. Like I said, I have a package here for you. (They're videos, but you can get DVDs instead just as easy — same price either way.)

If we hear from you in the next 11 days, your package will be rushed to you (by Federal Express Ground, if you're in the States). And, once you have your package, you will have a full year to decide if you want to keep it, or send it back for a full refund. No hassles. Your word is all we need. The staff has orders to treat you with total respect and to honor your word at all times.

This is a special privilege I'm offering ONLY to guys like you on our "Hot List"... and ONLY in the order you are on that list. By getting this letter, you have earned a spot up the list, so there's a package here for you.

If you don't want it, do nothing... and we'll take your name off the package, and send it to the guy below you on the list.

You probably won't get another chance at seeing what Gregg has, though. He is, after all, still the best-kept secret weapon in golf. If his pro clients start to protest too much, he will quickly pull the plug on this offer.

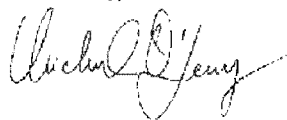
So call right now, while you're thinking about it.

I don't care if you're in the middle of your golfing season, or just dreaming about your first round when vacation finally comes. Doesn't matter.

Just watch what Gregg reveals... and then go play the best golf of your life.

It really is that simple.

Sincerely,

A handwritten signature in cursive script, appearing to read "Doc", written in black ink.

Doc

P.S. Please don't forget — you only have 11 short days to get back to us. If you wait, your package will be sent to someone else, and you may never get another chance to see this amazing material.

P.P.S. One last thing — I almost forgot! I have a FREE audio tape for you. We phoned Gregg and asked him to reveal another secret the pro's all use — something you can listen to on your way to the course to get your head and body READY for the game. You can stretch and hit range balls all you want... but the REAL preparation for the best games of your life happen before you get to the course.

Pro's rely on this kind of "mind exercise" stuff to stay focused when the heat's on during competition. Now, you can have it, too. Just pop this cassette into your car player on the way to the course, and let Gregg work his magic on your mind.

In just a few short minutes, you'll be "thinking" the way a pro does — minus the nonsense and chatter of your brain, completely focused on allowing your body to do it's thing without interference or problem.

This audio tape is priceless, really. If Gregg had just ONE secret to offer you, and he only had a short time to deliver it, this is what he'd share. And it's free... yours to keep (and listen to every time you head to the course) no matter what.

But you gotta hurry. I have just enough of these free tapes for the first round of guys who get back to me. When we run out, that's it. So hurry. Call *right now, while you're thinking about it.*

P.P.P.S. Just to remind you of how highly Gregg is regarded among "insiders" in golf, here are some quotes:

"Gregg's insights and understanding of the golf swing are second to none. He has had a profound influence on my career." -- ***Mike Hebron, National PGA Teacher of the Year and listed in Golf Magazine's Top 50 U.S. Teachers.***

"Gregg has turned pure research into a way in which golfers can perform at their very best. His teaching is backed up by very strong science." -- ***Jim Petralia, Ryder Cup Member Coach and Two-time SoCal PGA Teacher of the Year.***

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!

Want to slash strokes from your game almost overnight?

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!

Now you can learn to use *your* natural ability to “load” every drive with **200% more explosive power** almost overnight, getting distance you could only dream of before... while nailing shot after shot *exactly where you want it*, as accurate as clockwork... and, if you’re like most golfers, knocking a pile of strokes off your *next round*! Impossible? Not if you believe what lifelong professionals and hot new amateurs **worldwide** are now saying...

Dear Friend,

If you’ve ever wanted to drive a golf ball with the **explosive velocity of a howitzer cannon** (adding half the length of a football field to your tee shots alone)... while hitting **all** your fairways and greens with *masterful precision*... then this will be the most important message you ever read.

Here’s what this is all about: My name is Dr. Michael O’Leary, and until very recently I was your basic “hacker”. I had a love/hate relationship with golf – some days I’d be driving like a pro, maybe even flirting occasionally with par... while the next afternoon my game would absolutely go all to hell. I swear I’ve stood at the edge of the lake, holding my bag overhead, one emotional hair-trigger away from tossing the whole mess and never stepping up to another ball the rest of my life.

Doesn’t it drive you nuts? I had no consistency to my game at all, even after 12 years of playing regularly. No way to tell what each round would bring. And it wasn’t for lack of trying, either – I’d easily dropped several thousand dollars having “pro’s” tell me what a horrible hook I had, and if only I would start twisting my body like *thiiiiis* on the upswing...

Yeah, right.

(Please go to the next page)

Fortunately, I'm The Kind Of Guy Who Will Bitch To Anyone Who'll Listen!

That's how I ran into Milt Wallace. And my life instantly changed forever. In a few short weeks after listening to Milt's advice...

- I had infused my swing with so much **new power** that I was consistently muscling drives **50 yards farther** than I ever had before! (And you should have seen the look on my buddies faces when I started using an 8-iron from 180 yards out, nailing shots they missed with their 5-iron!)
- I saw a **110% improvement** in my fairways-and-greens-hit-in-regulation! (Where my old swing would give me a "successful" shot 4 out of 10 times, I was now hitting **8-and-9 successful shots** out of 10! That's unbelievable accuracy even some pro's can't claim!)
- **Plus - incredibly...**

My Handicap Plummeted From 16 To Just 7 In Less Than Four Months!

And it just gets better and better! My "fade" completely disappeared... and I became absolutely *fearless* on the links, going after every shot as if I had magical powers.

But it's not magic at all! You see, what I learned from Milt had almost **nothing** to do with me... and **everything** to do with the amazing new swing he'd developed over the years. He calls it the **"Triple Coil Swing"**, and he got the idea for it over fifteen years ago while watching a one-legged man tee up and proceed to rip one of the longest drives Milt had ever witnessed. Back then, Milt was already a professional golfer, earning a living as the course pro at **Hagen Oaks** in California. Yet his game - and his demand as an exclusive teacher of serious golfers - was about to change forever.

Milt actually felt sorry for the one-legged man who was teeing up for his first shot... until he saw him drive the ball 320 yards dead center down the fairway, while maintaining a smooth grace even his two-legged companions couldn't manage! Imagine how this one-legged man must have looked standing up to the ball, swinging back and following through. Milt was sure the poor guy should have fallen over.

But he didn't. In fact, his balance was absolutely impeccable... and in a flash of insight, Milt saw the truth:

This One-Legged Man Actually Had An Advantage Over Normal Golfers!

It was because this man was forced to balance on one leg - Milt will explain the physics and which leg it was to you later - that he was able to "supercharge" his swing by letting the **naturally-coiled tension** of his movements "cock" and then explode. Yet he remained rock-solid in balance...

able to repeat each shot so predictably that he could often tell you within 10 feet where the ball would land.

The **Triple Coil Swing** Milt developed after watching this one-legged man's display is so simple, yet so *crushingly powerful*, that anyone – anyone – can use it to turn their game into a predictable, machine-like weapon. With two legs to stand on, your power and accuracy only *increases dramatically*... giving you **complete domination** over the links... and your opponents!

How can a simple swing do all this for you? Easy... because this new swing...

**Uses Your Natural Ability
To "Load" Your Body With Enough Precise Torque
To Keep Every Swing Exact And "On Line"...
Even As You're Tearing The Cover Off The Ball!**

Anyway, there's a very good reason I'm telling you all this. You see, for years the *only* way to learn this amazing **Triple Coil Swing** was to hire Milt Wallace personally... and he never came cheap! In fact, for the last 10 years he's been charging \$225 an hour, with a minimum of 6 lessons in a package – meaning it would have cost you \$1,350 just in fees to learn this swing! That is, if you could nail him down for an appointment. He is perhaps...

**The Most Sought-After Golf Teacher
In The Country!**

And Milt would have gone on giving only personal lessons for staggering fees (even though his health has been bad lately), until I convinced him of a **very simple economic fact**: If he would allow me to videotape him teaching his **Triple Coil Swing**... and sell these tapes to people even for a slight *fraction* of his fee... I knew that within a year's time, so many people worldwide would buy the videos that Milt would never have to give another personal lesson again! He could actually make a *better* living by charging "spare change", while enlarging his audience, than he could by gutting a few wealthy golfers a month for his "Cadillac" fees.

And Milt agreed... *sort of*. **Actually, he made me a deal**: we could "test" this low-cost offer in a few places, and if it did well, the deal was on. If it *didn't*, however...

**He Would Pull The Videotape Off The Market Forever
And Go Back To His Outrageous Fees
For Personal Lessons!**

That means, if you're reading this message, the deal is on for right now! This is an unbelievably exciting package... designed so you *don't risk a dime* checking it out in your own home! What you get is 2 videotapes, shot in a professional studio in San Diego and on the links at a local prestigious golf course. Each tape details exactly everything you need to know to master the **Triple Coil Swing** in the shortest time possible. Nothing has been left out... you get the **same instructional format** that Milt uses for his

hyper-expensive personal lessons... with the added advantage that you have it all on tape, so you can rewind and go over any part you like until it becomes second nature! Plus, you'll see:

- The one mistake **even pro golfers make** that kills the power in their downstroke... and how to use a simple, easy "adjustment" that will instantly *increase your power by 200% or more!* (Imagine consistently hitting 300 yard drives, and nailing greens from 150 yards out with a nine iron!)
- How to master this new swing in the shortest time possible... while you improve your *current* game with *every stroke!* (You'll learn *everything* those rich guys paid thousands of bucks for!)
- Why "beginners" are able to use this swing to quickly surpass more experienced golfers... *even if they don't play every week!* (In fact, the less you understand about what the "experts" try to tell you, the faster you'll be shaving off strokes and getting distance you could only dream about before!)
- How a "secret" **5-inch change** in your hip placement translates into *massive power* for your stroke! (Not one pro in a thousand even suspects the potency of this simple adjustment!)
- How to avoid the power-sapping problems of "classic" swings -- and **guarantee** yourself repeatable accuracy, tremendous "punch", and the most comfortable, *natural* swing you'll ever experience!
- Exactly where each of the *six simple segments* of the **Triple Coil Swing** begin and end -- so you'll be able to spot-check your progress... and **master** the swing faster than anything else you've ever attempted in sports! (And repeat your perfected swing every time, without a shred of second-guessing!)
- How to use the secrets of "**loading**" your body for maximum power! (Traditional swings rob you of this potential power -- while the **Triple Coil Swing** actually increases it *two-fold!*)
- Why the new "lag" in your swing will cause your buddies to shake their heads... until they see you *consistently out-drive them by 40, 50 and 60 yards off every tee!* (I guarantee they'll make you play with one of their balls, just to make sure you aren't cheating somehow!)
- How to use simple "double checks" (like the "visible knuckle" rule) to instantly make sure you're prepared for any shot... *so you'll always get a repeatable result no matter what the conditions are!* (Even if you're playing a strange course, in the rain, with your partners coughing and dropping bags to distract you!)
- The truth behind "follow through" -- and why 99% of all golfers completely blow it right after they hit the ball!

- How to **instantly diagnose mistakes** in your swing — so you'll never have back-to-back misfires again! (This is a *comprehensive* list of the most *common* mistakes you're likely to make... a complete "fail safe" system of correcting yourself *during your game*!)
- How to practice at home — using props that won't cost you a dime — to increase your learning curve *10 times faster*!
- How to use the secret of "choking down" to master any club in your bag... no matter how horrible you were with it before!

PLUS: With a special segment of "Advanced Instruction", you'll get to see how a real **experienced golfer** is able to immediately alter his life-long habits and adopt this new swing for incredible new power, distance and accuracy... and how a **rank beginner** can see his game skills skyrocket almost overnight!

And there's more: You also get a sturdy **instruction manual** that gives you even more detailed information about your new swing... so you'll always have an easy reference right at your fingertips! You can take this manual to the links with you... it has all the most *common* answers you'll ever have to take your game into the stratosphere.

Can a simple swing like this really make that kind of difference in your game? You bet it can! Just listen to what these experienced golfers say:

"Since watching this video, I'm consistently hitting the ball 50 yards longer off the tee... and my overall consistency has increased 90%! Even when I miss a shot, I'm still in play. My lifelong slice is gone forever."

Edward Rey, Arcadia

"I met Milt 10 years ago, I watched his teaching methods, and was very curious. I've never met anyone who could match Milt for teaching people to hit for power and accuracy." **Joe Melideo**, Head Pro at Castenaso Golf Club, Bologna, Italy

"I started in the mid-90's, dropped to low 70's within weeks! Hit an 8-iron in Palm Springs 200 yards... my drives now average 290 yards! This swing is awesome!" **Dean Messier**, computer analyst

"Milt's simple strategy of 'turn and burn' made it incredibly easier for me to hit longer and straighter. Took 10 strokes off my handicap, from the mid-20's to the mid-teens." **Frankie Crocker**, musical DJ, TV host, announcer

"After just one viewing, I stopped the damaging sway in my swing — now I average 290-yard drives, almost 70 yards farther than my previous best, and my accuracy is astonishing. Thanks!" **John Thompson**, Norwalk, CA

"In just 15 minutes Milt turned my swing around — no more slice, hitting 6-iron 185, 5-iron over 190, which I've never been able to do before! And it's so simple, I can go out and do it every time." **Mel Clark**, banking vice president, Los Angeles

"I can't believe how far I'm hitting my shots now! Even the tough courses are now easy to play. This new swing is the simplest I've tried, very comfortable and tension-free. Amazing." **C. M. Nasser**, production engineer, Manhattan Beach

*"I started with a 15 handicap — now, after just 4 months using the Triple Coil Swing, I'm a **FOUR** handicap! Plus, my swing is 100% repeatable, time after time. I've turned into a deadly golfer almost overnight."*
Sean Sansone, San Gabriel

*"Wow! My accuracy has **tripled**, and I'm hitting almost nine of ten fairways. I saw immediate results on the driving range after just one viewing of this tape... in fact, I'm hesitant to share this discovery with my friends. It's my secret weapon on the links."* **L. Patricia Long**, Los Angeles

"It took me a while to believe that the incredible changes I saw in other golfers could be so simply related to this swing. When I finally broke down and tried it, the results came fast and heavy — I could actually feel my swing change, improving my game tremendously." **T. A. Voelker**, Realtor

"Absolutely amazing. My shots are now unbelievably accurate, and my swing is completely repeatable. This is clearly the best instructional golf product ever." **F. P. Cuomo, Jr.**, Albany, OR

"This will make the hairs stand up on the back of your neck... I never thought it was possible to hit a 5-iron 227 yards! Hit my driver 329 yards. You'd be foolish not to give this swing a chance." **Chris Alvarado**, Tucson, AZ

"Simple, quick to learn, easy to do time after time. This is the fastest way to get maximum power in your golf swing." **Ted Harris**, financial advisor

"I now swing every club in my bag with equal control and power. Hit my 9-iron 153 yards, improved my greens-hit-in-regulation by 100%, and dropped my scores from mid-90's to low 80's in just a few short weeks!" **R. S. Nanko, D.C., M.D.**, Muncie, IN

*"I've spent thousands of dollars with 6 different pro's, practiced 4 days a week, and still couldn't break 90. Then I learned this new swing, and almost instantly **dropped 8 strokes off my game!** From 150 yards out, I can almost always put the ball within 10 feet of the pin. With my new distance and super-accuracy, I'm a different golfer."* **Mike Sayegh**, Laguna Hills, CA

Are these golfers any different than you? No, they are not. They represent professionals, amateurs, beginners and lifelong golfers with the same passion and skill you bring to the game.

The only thing they did was to put their doubts aside... and give this new swing a try. For some of them, it cost several thousand dollars in personal lessons — and was worth every penny.

If you, too, can simply put your doubts aside for a short time, you can see for yourself just what it's like to hit drives 50 yards farther than you ever dreamed possible... treat 150-yards like a chip shot... and slice strokes off your game so fast your friends will be afraid to play with you anymore!

Even Better, You'll Get The Same Instruction For A Fraction Of What Everyone Else Had To Pay!

Listen: A lot of guys all over the world are gonna be furious with me for sharing this "secret weapon" swing with you... especially since **you** won't be paying even part of what they had to shell out for one lesson!

But that's just too bad. It's been a secret for too long. Oh, it'll take a while for this swing to become so common you'll see everyone using it —

after all, most golfers have invested too much time and money in their current game to justify spending even a dime on something new... even if it's a simple swing that will change their lives! That's just human nature.

Besides – if you've stayed with me this far, you aren't like other golfers anyway. **So let me tell you what the deal is:** Call my "golfing" office right now (remember, this deal may not last past today!) at 1-800-282-8316 (ask for Department 2-G), and tell whoever answers you want the **Risk-Free deal** on the **Triple Coil Swing** videos. The price is just \$69, plus \$5 shipping and handling (total: \$74), and you can use your credit card when you call. Or, if you prefer, you can fill out the simple **Priority Order Form** I've enclosed and mail it with your check or money order.

This price wouldn't even buy you 15 minutes with Milt at his regular fees – the thousands of dollars that people have been giving him for over 10 years for personal lessons. Yet, for the price of **one green fee** at a fancy country club, you can own Milt's swing for yourself... with these videos (plus the manual) that reveal to you everything you'd learn in private lessons!

That, my friend, is the bargain of a lifetime for a serious golfer like yourself. What's more, the money is actually irrelevant, because...

You Also Get A 3-Month No-Risk 100% Money-Back Guarantee!

Here's how it works: Order your personal copies of the videos, and use them as if you owned them. If, for any reason or for no reason at all, you aren't completely satisfied after **3 entire months** (by which time I had lowered my handicap 11 strokes!) – just send back the videos and the manual, in any condition, and I'll **personally guarantee** you get a complete refund of your purchase price by return mail. No questions asked. No hassles or forms to fill out. No problems at all.

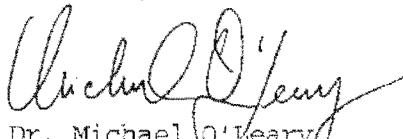
How can I afford to be so generous? Easy – so far, every single person I know of who has experienced the thrill of this new swing has been using it ever since... with results that – as you saw in the above testimonials – almost defy belief.

So I'm pretty darned confident it can work magic for you, too. **Think about it:** Standing there with a smile on your face, watching your ball sail deep and true onto the fairway, half a football field farther than your buddies' best drives... that would be something, wouldn't it?

You bet it would. And you have **absolutely nothing to lose with this super-generous money-back guarantee!** I'm a doctor, and I stake my reputation on my promises. Perhaps more important, I'm a golfer, just like you – and I honestly want to share this amazing new swing with you, and I don't want you to have to worry about getting "taken" or anything. I've been "gyped" with phony experts trying to get me to buy into their phony junk before. It's hard to find someone you can trust. That's why I'm being so generous.

So call right now. You have nothing to lose... and man-oh-man, are you ever gonna be happy with your game in a very short time!

Sincerely,


Dr. Michael O'Leary

P.S. Please call right now, while you're still reading. There's no risk, no reason at all not to try this amazing package for yourself... and yet this hot deal may never be offered again! So don't let this chance to **change your game forever** slip you by! The number of my office is **1-800-282-8316** (a toll-free call that won't cost you a cent). Thanks.

Priority Order Form

For fastest service use your credit card and call **Toll-FREE**

1-800-282-8316 (Department 2-G)

☐ **YES!** I'm more than ready to start hitting the longest drives of my life, placing shots with pinpoint accuracy, and knocking major strokes off my game almost overnight... just by trying this new, easy to learn and 100% repeatable swing! I understand I have nothing whatsoever to lose here, because I'm completely protected by your no-nonsense, all-my-money-back 3-month guarantee. It's an offer too generous and risk-free to pass up. So please rush me the whole package by return mail; here's how I want to pay:

☐ I prefer to pay with my credit card; Please charge my:

☐ Enclosed is my Check or Money Order
(Make payable to OHP)

☐ Visa ☐ MasterCard

Card# _____

Name: _____

Expires _____

Address: _____

Signature _____

City _____

ST _____

Zip _____

OHP • 2945 S. Mooney Blvd. Department 2-G • Visalia, CA 93277

CA & VA residents add appropriate sales tax. Rush shipping available for additional charges of \$10 for "2-day" shipping and \$15 for "Overnight" shipping. Foreign orders may require additional shipping. Call for more information.

**“The Naked Girls All
Laughed Behind The Little
Pudgy Guy’s Back... Until
He Got Into A
Knife Fight With 3
Enormous Bad-Ass
Bikers...”**

“The Naked Girls All Laughed Behind The Little Pudgy Guy’s Back...”

Most self-defense ads try hard to look tough. Like the product is tough, the talent is tough, even the receptionist answering the phones is tough. Pick up a Black Belt or Soldier of Fortune magazine and check out the attitude of the writing.

Tough guys. Grrrr.

Sports in general falls into that trap every few years. Before the irreverent ESPN hit the scene with the brilliant one-liner style of SportsCenter, it was hard to get a breath of fresh air in any ad for sports. It was all-locker room, all the time.

It wasn’t always like that, though. Long ago, some of the finest writers in the world were sports writers. Red Smith. Howard Cosell. Guys who instinctually uncovered the sensational aspect of any game and created such a compelling story that you were *forced* to read every word. What killed it for sports was the unrelenting mergers of media outlets, until most cities now only have one newspaper, and the newscasts are dumbed-down to the lowest common denominator. No competition, and the writers have gotten lazy and boring.

I am always looking for a hook in my ads (and especially in the headlines) that will *jar the reader awake*. I want every ad to be the one thing he reads that stays with him all day long. He tells his friends about it. It haunts him, causes him to shake his head in wonder, gooses his brain and gets his blood flowing.

That’s why I work so hard finding that jaw-dropping story behind the product. It’s often a throwaway line someone mentions, a detail no one else takes seriously. Something offbeat, intriguing and sensational.

I’ll wager this ad is the first time any martial artist anywhere has encountered the words “naked girls”, “pudgy guy”, and “bad-ass bikers” in the same sentence. It’s exactly the kind of over-the-top, attention-grabbing line I search for in my work as a sales detective.

Also, notice the clever way “choice” is introduced into the offer. Most deals have a designated freebie and a designated main product. This is different. Different, but *not* complicated. It’s still an easy offer to understand and act on.

Best part: I will put \$30 into your account just to check it out yourself!

“The Naked Girls All Laughed Behind The Little Pudgy Guy’s Back... Until He Got Into A Knife Fight With 3 Enormous Bad-Ass Bikers...”

To: John Carlton
From: **Bob Pierce**
President TRS

Tuesday, 7:34 a.m.

Dear John,

The ladies aren’t laughing anymore. Nope. Nowadays, their eyes are filled with nothing but **awe and respect** for this small, unassuming man.

And the key word there is “man” – because, after proving his skills in a fight, he has shown himself to BE a man. A man who can kick the ass of anyone who crosses him. Bare handed... or with a knife... or a stick.

What’s This Got To Do With You?

Plenty... if you understand what having this kind of respect can mean to you. Not all fighters get respect, no matter how often they win a fight. People just assume it’s their size, or strength, or a lucky punch.

But get this: Felix Valencia is a small man (barely 5’5”) who looks like he’s been in training to be a couch potato. He doesn’t have six-pack abs, or shirtsleeve-splitting biceps, or hands that can squeeze coal into diamonds.

Nevertheless... he **INSISTS** he can teach you the skills to earn your own “pile of respect”... **almost overnight**. No matter what size you are, or how out-of-shape you are, or how little fighting experience you have.

None of that matters at all.

Because the secrets to MASSIVE AND SUPER-VICIOUS FIGHTING ABILITY lie in just a few easy-to-master secrets. Especially bare-handed fighting, and knife and stick fighting.

Most guys don’t believe me when I say this... so I prove it to them.

And I’ll prove it to you, too. It won’t take but a minute.

Here’s the story: The girls who were laughing behind Felix’s back were strippers... in the most famous biker strip club in Los Angeles. Okay, not famous... dangerous. The most deadly bar in LA.

You Mix Mean Bikers With Booze And Naked Babes, And You Get Trouble!

Felix walks in and wants the job as bouncer. Everyone laughs, to his face. Behind his back, the girls make \$20 bets on how long he’ll last. The last bouncer was twice the size of Felix, a trained boxer... and that poor guy was on the sidewalk crying like a baby inside of his first hour on the job.

The 3 biggest, most vicious and psychotic bikers in the joint decided to try to do better than that with Felix. They wanted him hurt and out of the bar immediately. It offended them that this small guy thought he could handle things.

The smallest biker was 200 pounds of twisted muscle. All 3 had Bowie knives, and liked to use them.

They enjoyed inflicting pain.

What happened next is now legendary in Los Angeles. People in Beverly Hills have heard the story. Little Felix, looking like a kid staring at 3 enraged bulls, took just 47 seconds to end the “fight”.

And those 3 bikers called him “sir” after that, every time they met. Which wasn’t much, because they stopped coming to the bar. Felix scared the living crap out of them.

Felix was head bouncer for the bar for the next year. No one who knew who he was screwed with him ever again – it was the most peaceful, boring year the strippers had ever seen.

You don’t get respect by talking big. You don’t get respect by waving a gun around, or having a flashy knife in your belt. And you don’t get respect with a pretty colored belt from a fancy dojo.

Nope. You get respect just one way...

By Earning It.

Here’s where it gets interesting: Felix has credentials that make world-class martial artists drool. For example:

- He trained for 5 solid years with the great **Dan Iansanto**... from the time he was a squirt of just 8 years old, to when he was 13. This is amazing training for anyone... but to get JKD fundamentals installed in your body at such a tender age is just radical. Felix IS a fighter.
- He became world-famous in his twenties as “Edgar’s Brawler”. That’s **Edgar G. Sulite**, the grand-master of Filipino fighting arts. Everyone in martial arts knows and respects Edgar, for what he did by bringing the best Filipino secrets to the U.S. in the early 90s. It changed fighting forever.
- Felix was the guy who every challenger in Edgar’s dojo had to “come through first”. That meant Felix had to fight almost everyday, against every major and weird off-shoot fringe martial art style on the planet. (Because ALL the wannabe fighters came to challenge Edgar’s dojo.) Felix was undefeated in these challenges. **Undefeated**. Think about that.
- Felix now regularly competes in the famous **Dog Brothers** hard-contact stick fighting matches. (These are the same Dog Brothers who were deemed “too rough” for the Ultimate Fighting Challenge!) These events leave men with busted jaws, bleeding hematomas, broken legs, lost teeth, brain injuries and worse... and yet, “little guy” Felix is undefeated here, too. Never been hurt, never been taken out. Against the best in the world.
- Cops and federal agents are begging for just a week of Felix’s time – including **SWAT** teams from all over the nation, the **CIA** and **FBI**... and even the **House of Champions** martial arts school. The best of the best.

Okay, I could keep going, but you get the picture. Felix is the man.

But, again... what’s this got to do with you?

Well... would you like to learn the most **HARD CORE** of this fighters secrets? Taught in such a **simple way** that you can literally learn these brutal “end the fight **NOW**” secrets almost overnight?

That’s what I have for you.

And...

You Can Try It Out Yourself FREE!

Here’s the deal: Felix is so sought after by professionals because he’s famous for teaching **FAST**. You don’t need prior skills... you don’t need to be in shape... you don’t need super-human strength or quickness.

In fact most of Felix’s secret students are cops and agents who are waaaay past their prime. You can be small... weak... meek... blind as a bat... and totally uncoordinated... and **STILL** learn the devastating moves that will earn you **INSTANT RESPECT** anywhere you go.

We talked Felix into letting us videotape his “hidden” lessons in hand-to-hand and stick fighting. Part of the reason he finally allowed us to do this is he feels it is time to take his rightful place among the more famous

martial artists of the world.

Part of the reason may be financial – he’s sick of seeing bozo’s who know little of REAL fighting get all the moolah.

But... a **big** reason behind his “going public” with this astonishing teaching is just plain practical. It works. The world is getting more dangerous. (The 9/11 terrorists all studied vicious knife fighting techniques.) **And it’s time for men like Felix to step up and share his skills with American civilians.**

Here’s what I have for you: There are two video tapes in this special package. The first is bare hands stuff... and the second is stick and knife fighting.

You will see glimpses of familiar styles here... a little JKD, a little Filipino, a lot street. But most of this stuff is new...

You’ve Never Seen Moves Like This Before!

Make no mistake – these are COMBAT secrets. Not “play nice” dojo slap and bow tricks.

This is totally unique stuff. You’ll learn:

- ✓ New – and **extremely painful** – joint locks no one’s used in this country yet. (Very simple to learn, too.)
- ✓ How to develop **lighting-fast footwork**, even if you’re clumsy. (Use your own adrenaline dump to fuel the beast inside you.)
- ✓ How to instantly turn your hands into “**Claws of Pain**”, using simple but terrifying agony-intense moves to take your opponent to his knees in a split second.
- ✓ How to turn any handy weapon into a stick-fighting tool... **superior to blades**. (Plus, you’ll learn the Filipino Snake Wrap, which immobilizes any attacker and leaves him open to your easiest fight-ending move!)
- ✓ How to **paralyze an opponent** where he stands... how to “pinch and drop” even a raging bull of a man with one easy move... finger-crushing tactics that leave him stunned and blinking in stupid awe... and how to destroy his fists without getting touched yourself.

And lots more. Too much to detail – because you really do have to see this for yourself.

That’s why I’ve arranged this...

Special Deal For TRS “HOT LIST” Guys ONLY!

~~Because you’re on my “hot list”, you get a better deal than anyone else, at any time. This is your BEST~~
(and most generous) opportunity to see what all the fuss is about.

Here’s the deal: These two videotapes are packaged together, to be sold to the “outside” world at \$99 each. And we’re gonna sell a TON of them at that price, too. The phones are already ringing, just on rumor. Fighters want what Felix knows.

But you’re not going to pay \$99. Because...

I Have Already Put \$30 Into Your TRS Account!

That means you can own this amazing training package for just \$69. But you don’t risk a penny, because you also get a special...

100% No Risk Money-Back Guarantee...

“Back-Loaded” With A FREE Video!

Here’s how it works: Call my office right now (at 1-800-316-5871) and tell whoever answers you

want to "test drive" Felix's Lameco package.

You won't have to pay \$99, like everyone else... as long as you use those secret words: "**Test drive**". That's code, which tells my staff that you're in the "inner circle" of hot listers who get the special deal.

They'll punch you up on their computer... and \$30 will magically appear in your account. So you pay just \$69.

What's more... you can take a whole YEAR to decide if you like the training! If you decide it's not for you – for any reason whatsoever – just return one video (in any condition) and I'll immediately send you a full refund.

No questions asked.

But... **I want you to KEEP one of the videos.** As my gift to you. And... you can choose WHICH video you keep. It can be either the hand-to-hand... or the stick fighting video.

Your Choice!

I've never made such a generous offer like this before. Never will again, probably.

I'm just very excited over getting Felix to "spill the beans" on tape. This is something any serious fighter would give an arm and a leg to possess... and you get it for less than everyone else. Guaranteed. Keep half the package, FREE, no matter what.

So call **1-800-316-5871** right now. That \$30 will stay in your account for the next 11 days... after that, I'm taking it back. That's more than enough time for you to decide to give this extra-generous deal a "test drive".

You can use your credit card when you call. Or, if you prefer to pay by check or money order (payable to TRS), just fill out the enclosed Priority Order Form and mail it in the postage-paid envelope. You get the same generous deal either way.

Just hurry, all right? In 11 days, that fat \$30 in your account vanishes. Don't let that happen.

Sincerely,



Bob Pierce

P.S. Pro fighters and cops and federal agents get really excited when Felix's name comes up. Here's what some are saying:

"Felix's patience and ability to convey what he knows places him in 'the best of the best' category of martial arts instructors."

- Robert Vaughn - co-founder - Labonlaro Weapons Federation

"I learned take-downs, restraints and locks that have kept me safe and given me the confidence to deal with any type of "rough-housing" that goes down. I always look forward to training with Felix Valencia. There seems to be no end to what he knows about the combat arts!"

- Mario Alvarez, Juvenile Corrections Officer

"I am 64 years old, a little over-weight and a little slow but Felix offers a very creative and optimal training environment."

- Harold Haggler - Martial Artist

"Felix Valencia's teaching is easily grasped, very understandable and functional. He makes something as technical as knife-fighting fun and easy-to-learn. There is nothing staged or contrived about anything he teaches. It all works and it is based in reality."

- Scott Rae - Eskrima Martial Artist

"Felix Valencia's fighting skills are based in the reality of actual combat experience... it works"

What Women Secretly
Wish
You Knew About Sex...
*But will never, ever tell you
to your face!*

Best part: You get the answers FREE!

What Women Secretly Wish You Knew About Sex...

But will never, ever tell you to your face!

Dear Friend,

The ladies have been talking about you. And **what** they want you to know will *change your life overnight.*

Here's the story: A respected American publisher (Rodale Books in Pennsylvania) has quietly released an astonishing **"For Men Only"** book that has become a *sexual wake-up call* for savvy guys of all ages, married and single. **It explicitly reveals the ignored secrets of love and sex that women desperately wish men knew...but will never say so directly** (for reasons I'll explain in a minute).

This book is must-reading for *any* man who seriously hungers to understand *what women want*. In plain English, you get a detailed breakdown of women's **hidden sexual desires...** their **most secret romantic yearnings...** plus a virtual **step-by-step road map** of their physical and emotional **"hot buttons."** Everything that will give you (for the first time in your life) an almost *unfair advantage* in dealing with women!

What's more...if you get back to me quickly...

**You Can Read It
FREE!**

As men all over the country are now learning, this is *exactly* the kind of **"Love And Sexuality Owner's Manual"** women have been praying you would discover. The secrets revealed here will cause *immediate and dramatic changes* to your life on every level—giving you *easy and simple solutions* to living happily with women... finally understanding what's going on in their heads...

**And Guaranteeing That Your Life Is Filled
With Sex, Love, And Intimacy!**

With this incredibly potent new information...

⇒ You will *quickly* be able to **"connect"** with women on an intimate level that makes

(Please turn the page and continue reading...)

them weak at the knees! (No one will be "out of your league" anymore!)

- ⇒ Your lover will be so astonished you *finally understand her unspoken needs* (and actually seem to be "reading her mind"), that she will *open her heart* and lavish you with affection! (You can instantly *become* the "Dream Guy" she's been longing for... even if you've already been together for years!)
- ⇒ You will *never again* be blindsided by arguments, misunderstandings, or mood swings that come out of nowhere! (Immediately *ending the emotional chaos* that destroys so many relationships.)
- ⇒ And...you will finally know how to consistently satisfy a woman's deepest sexual needs...

**While She Returns The Pleasure
With A Fresh Enthusiasm
That Will Make You Blush!**

This new book is called **WHAT WOMEN WANT** and it gets down to explicit business so quickly I had to have the *lawyers* look over this letter before I could mail it to you. (You aren't mentioned by name in the book, of course...though, if you're like most men, you will be *stunned* at just how "close to home" it gets.)

And with your permission, I will rush-ship the copy I've set aside for you (with *strict precautions for your privacy*). It will not cost you a single penny to receive it, and there are *zero obligations* for you to buy anything.

I have a simple (and selfish) reason for sending you **this book free**: When you see what's in it, you are going to tell your friends. And word-of-mouth is a major way for me to sell books. (Only men, like you, who receive this letter get to see the book **free**—everyone else must *buy* it at a bookstore.)

And there's something here for *every* man, in *every* romantic situation. What happens when you can "**read her mind**"? Check this out—here's just a sample of what you're about to discover:

- How to make sure **YOU'RE** the guy who gives her the *best sex she'll ever have!* (Page 201 starts the most important sexual education of your life.)
- Her #1 secret for **GUARANTEED** orgasms! (Why hasn't anyone told you about this "sure thing" before? Answer on page 259.)
- Major reason you're *not getting the sex you want!* For both bachelors and husbands, go straight to page 64 and...

Fix The Problem!

- **Never again suffer from her PMS rages!** (*Easy way around this monthly minefield on page 19.*)
- **Married with children?** How to **INSTANTLY** increase the frequency and intensity of your sex life! (*Easier than you could ever imagine—see page 177.*)
- **How to meet and instantly “click” with an attractive woman!** (She’ll never realize you’re using her *own* attraction secrets to slip inside her radar; see page 62.)
- The **“Ten Cent Smell Secret”** that acts like an *instant aphrodisiac* to women! (Biology at its most fun. See how *she* reacts after you read page 191.)
- *Whoa!* What *every* man needs to know about the concept of **“romantic love”** **ALL** women talk about behind our backs! (More important to her than food—and she will either get it from you, or from *somewhere else!* Page 108)
- The sex act most women *desperately* crave (yet can’t confess to you)...so hot it’s **ILLEGAL** in some states! (It’s news to most guys, too. See page 231.)
- How to spot the **unconscious erotic signals** she’s flashing your way! (Majority of guys are *blind* to these hidden cues...while she’s baffled and *hurt* you aren’t picking up on her “obvious” interest!) Code is broken for you starting on page 191.
- **Ego Shocker #11:** She seriously wants you to change **THIS** about your sexual technique...but will *never* outright tell you! Take your sex life to the next level with mind-reading help from page 165.
- **8 simple ways to keep the passion alive in any long-term relationship!** Don’t panic—these secrets to “Easy Romance” are painless...and yet the *rewards* will blow your mind. See page 110 for...

The Best “Love Bargain” You’ll Ever Make!

- What you must learn from her girlfriends that will **SAVE** your sex life (and your relationship) over and over again! (Get an “insider’s” advantage from page 142!)

You can see why “word-of-mouth” for this book is spreading like wildfire. Wouldn’t you love to **guarantee yourself a lifetime of spectacular sex?** And finally know how to keep a woman *ecstatically happy* to be with you?

This is important: You *cannot* buy the copy of **WHAT WOMEN WANT** I have set aside for you. You can *only* receive it **free for the next 21 days**. Please do not send any

(Please turn the page and continue reading...)

money. All you need to do is check "Yes" on the "Free Look" Reply Card in the sealed envelope enclosed with this letter, and mail it in the postage-paid envelope. Your copy will be shipped quickly in a discrete unmarked carton for **maximum privacy**...and you have 21 days to examine it at your leisure...*without any risk or obligation whatsoever!*

If—for *any* reason, or for *no reason at all*—you decide this book doesn't meet your needs...**simply return it** (in any condition), **and you owe nothing**. There will be no questions asked, and no hassles. **It's a FREE look!** (I've even sent a special "pre-paid stamp" you can use to send *back* the book, so you won't even need postage!)

There are no "catches" to my offer. Most publishers would go broke sending out books for free. (And I know of no bookstores that will let you take a book home for free before deciding if you want it.) But Rodale Books is one of the largest and most respected publishers in the country, and I feel *very* comfortable letting you read what we offer cover to cover, absolutely for **free**. Like I said, I just want to "spread the word" as fast as possible. What man can resist discovering secrets like:

- ☐ **How to burst out of a sexual rut immediately...tapping a *new enthusiasm for sex*** you never thought you'd see in her again! The "love secrets of the happiest couples in the world" you'll find on page 221 can trigger the best sex of your life *tonight!*
- ☐ What you **MUST** learn from her "Romance Novels" if you want the kind of **lusty, over-the-top sex life** that would shock your friends! No need to actually *read* any novels yourself—simply scan the short-cut primer we prepared in Chapter 3.
Warning:

She Will DEMAND More Sex!

- ☐ How to quickly defuse the "**Relationship Time Bomb**" that starts ticking when she's really, *really* angry with you! Simple way to *stop most arguments in their tracks*. More critical tactics for a happier home life start on page 148.
- ☐ Her **secret rules** for getting to "Yes." (Gain an unfair advantage she'll never suspect on page 204.)
- ☐ The 52 "**unspoken flirting cues**" she's *desperately* sending you, over and over...and you're **MISSING!** Stop wasting amazing erotic adventures that are literally *staring you in the face!* Page 68 will remove your blinders.
- ☐ A clever "**Mechanic's Guide**" to giving her *multiple orgasms!* Get ready for a graduate course in Advanced Lovemaking—what you're about to learn will rock her world... *and yours*. Class begins on page 198.
- ☐ **How to fire up her sexual libido fast**...even while she *insists* she's "not in the mood"! (*Quadruple* your opportunities for unbelievably great sex!) Page 223

- ❑ **How to be a “world-class” kisser!** Women insist most men are **NOT** great kissers yet (even after years of marriage). Let her finally teach you (on page 220)...

**The Simple Secrets To Hotter,
More Frequent Sex
Most Guys Never Learn!**

- ❑ **How to tell if she’s getting ready to break up with you!** (You’ll be the last to know without this “cheat sheet” to her mysterious actions. See page 103.)
- ❑ Is she *auditioning* you for the lead role in her own little **secret romance fantasy**? Learn how to be the “lazy leading man” she’ll *smother with lust* on page 92.
- ❑ **Get *her* to eagerly initiate the most explosive sex you’ll ever experience...** by effortlessly “tweaking” her erotic interest with the amazing “Master’s Level” secret on page 96!

Plus—unlike all the gooey “relationship” publications out there, *this* book will feed you hundreds of pages full of the *exact* detailed sexual techniques women say over and over they want *more* of. Like: The “**ice cream cone**” secret for giving her fabulous oral sex!... **Two super-hot new sex positions** you’ve never tried that will keep her *eager for more*!... What she really thinks about “quickies”!... Three sneaky (but ethical) tactics that will **DOUBLE** her sexual desire!... How to use “**mental foreplay**” to *hypnotize* her into hot consensual sex tonight!... The incredible blunder *most* men make during oral sex that **RUINS her orgasm**!... A no-nonsense guide to her **most sensitive—yet ignored—erogenous zones**! (Hint: Her breasts and vulva often aren’t even in her favorite top five! Discover the places most guys *never* get to!)... Easy way to tickle her elusive “**G-spot**”—the biggest news in female orgasms in 50 years!... plus... the hidden “**love muscle**” she can actually *exercise*...

**For Easier,
More Intense Orgasms!**

And much, much more. This truly is a lovemaking revelation for **all** men...and the sexual “payoffs” you receive *just* for paying attention here will turn your sex life around *overnight*. What’s more...you have *no excuse* for not learning these secrets... *because you can see them free!*

It wasn’t easy getting this information. Women **ARE** different from you and me. They speak a distinct “female code” that is laced with intuition, body language, emotional overtones...and only a little bit of English. Without “inside” help, men just cannot understand what women think they are *clearly* saying. (Social scientists back this up.)

What’s more, most women would rather eat dirt than *hand over* the combination to their hearts. It’s incredibly frustrating to her that you don’t *already* know what she wants. (Sound

(Please turn the page and continue reading...)

familiar?) She wants you to find out *on your own*.

That's why these breakthrough "**translations**" of her innermost desires are so incredibly *important*. (The research involved thousands of women, ate up a small fortune and took years to complete.) And because this book is written *by* men, *for* men—using direct language—it's finally *easy* for guys to understand even her deepest and most embarrassing thoughts. For the first time ever, her "code" has been **broken** for you.

And the best part is...women will **LOVE** you for mastering these elusive secrets of their hearts! They are *desperate* for you to understand them on this level. **Here's more:**

- ⇒ **Six magic words that will make her WANT to give you oral sex more often!** (See pages 242-245.)
- ⇒ **Does penis size matter?** Check page 202...

And Learn What Women Say When You're Out Of Earshot!

- ⇒ **Attention, bald men:** What does she **REALLY** think about your thinning hair? Page 67
- ⇒ **Can you "fix" a broken heart?** See what the "emotional experts" know about this on page 134.
- ⇒ **Two lifesaving phone numbers** that will seriously "jump-start" *both* of your sexual batteries! (Best part: they're **FREE** calls!) Page 225
- ⇒ **Perfect opening lines** that won't set off her "**Nerd Alarm**"! Page 62
- ⇒ **White-hot pleasure secrets from the world's most respected "Orgasm Doctor"!**
Learn what the *most satisfied lovers* know about sex that most guys *never* discover in their lifetimes. Page 267
- ⇒ **Astonishing tactic** (on page 412) for having as much "time with the guys" as you want —*without* guilt, *without* arguments...

Which Actually Increases Her Sexual Desire When You Get Home!

- ⇒ **Her "Bottom Ten" list of guaranteed sexual turn-offs!** Simply avoiding these hazardous no-no's will keep you moving forward with her, *when other guys would have struck out!* Page 51
- ⇒ **Easy way to spot a woman you will NEVER please!** Don't assign yourself a living hell of *never* being right, *never* getting what you want, *never* satisfying her! Page 56
- ⇒ **The Number One romantic gesture women would kill to receive**—yet rarely get from their main men. (Be the exception, and you'll *drown* in affection. Page 125)

And don't forget—you get to “**test drive**” every single one of these secrets yourself... absolutely for **FREE... for 21 entire days**. No risk... no hassles... no small print. Here's another peek at what you'll learn:

- The astonishing **romantic advantage** that shy men possess...but almost *never* use! (Short-cut to bliss you'd otherwise *miss* is on page 62.)
- **The sexiest clothes you can wear!** (Learn the simple dressing secrets on page 38 and watch her actually *pant* with lust.)
- Unfair information from *other* women that will help you win the heart (*and* the sexual adoration) of a *new* woman: Includes the do-it-right “**12 Commandments Of The First Date**”... How to be the sexy **gentleman** she's been waiting for (gives you a huge advantage over guys who *fumble away* her respect!)... How to navigate the dreaded “**who picks up the check**” trap with cool and confident ease... How to nail the *exact right time to initiate sex*... The **35 Doofus Blunders** you *must* avoid if you want a second date!... and more. (See Chapter 3.)
- **Forget the ab workouts**--here's the part of your body she *really* loves! See pages 44-63 for an...

Instant Confidence Booster For Less-Than-Perfect Guys!

- **Serious Oral Sex Secret #7:** What you *eat* shows up 12 to 24 hours later in your semen! So avoid garlic, onions, coffee, and tomatoes...and go on a one-day fruit and sweets diet. More ways to make her *want* to please you more often on page 243.
- What her **KISS** is *screaming* to you about the kind of sex she wants! (Simple “oral translation” on page 207.)
- The “**5 Rules of Fabulous Fellatio**” most women wish someone would *teach* them! (Excellent reason to let her find this book on your bed stand. Mark page 245.)
- **How—and WHY—she's “testing” you!** (Chances are, you had *no idea* what that last argument was really about. Page 87 helps you set up an “**Advance Warning System**” to stay out of trouble.)
- **8 secrets for great sex when you have kids in the house!** (Save your sex life...and instantly earn the respect and gratitude of your exhausted wife.) Begins on page 180.
- **Do you *still* know how to give her a shuddering climax?** (Page 255) Even if you've been married 20 years...

You Will Be Astonished To Discover What She Wants From You NOW!

- How to **disagree** with a woman...*and not lose out sexually!* (Almost impossible to

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do without the smooth survival secrets starting on page 389.)

- What she's telling you with her **unconscious body language!** "Read" her intentions with amazing accuracy, once you know the code. Famous female doctor explains the *outrageous erotic potential* starting on page 68.
- Okay—so she can't orgasm easily during coitus. **Is this normal?** (Answer will solve a LOT of problems in this country.) Page 257
- **How to be the kind of father that will make your wife breathless with sexual desire!** (The best sex of your life can start *after* you have kids! See pages 348-351.)
- **99 true stories revealing "The Best Sex Of Her Life!"** You'll want to start taking notes on page 293.

All right—I'm stopping here (though I could go on for another twenty pages). It's time for you to see this amazing book for *yourself*.

It's simple to have **WHAT WOMEN WANT** sent to you **FREE**. Just dive into the sealed envelope I've enclosed and check the "**YES!**" box on the "**Free Look**" Reply Card... put it in the postage-paid envelope... and drop it in the mail. That's *all* you need to do. I will personally make sure the copy we've set aside for you is shipped as *soon* as humanly possible. (If the Reply Card is missing, simply drop me a note with your address to: **Rodale Books, 33 E. Minor St., Emmaus, PA 18098.**)

Please mail your **Reply Card** today, while this letter is still hot in your hands. You couldn't ask for a more generous offer—you get to read the book *free for 21 days*, without risk and without obligation. I've gone to a lot of trouble to reach you with this free offer...all you have to do is *reply*.

Sincerely,

Mark Genton
for Rodale Books

P.S. Rest assured that we will **completely protect your privacy**. Your book will be shipped in a plain, discrete carton of "heavy" cardboard that *completely* hides the material inside.

P.P.S. One last thing—I *almost forgot!* I can **only** rush you the copy I set aside if you get back to me *right away!* Otherwise (within about 11 days) your book will be returned to the warehouse and given to someone else...and you may have to *wait* for another printing to get another copy. (Over 800,000 guys snapped up the *last* book we printed by these best-selling authors!) That's why it's so important that you send the **Reply Card** back today, while it's on your mind.

PLUS...just to "sweeten" things even more for you...I've arranged to send you a hot **FREE REPORT** that just landed on my desk. It's called *Great Sex TONIGHT* and...well, if you're interested, you'll want to get into the sealed envelope right now. But you can *only* receive this hot free report if you get back to me immediately.

So please—*rip open the sealed envelope now!*

If petite women and 12-year-old kids are using this secret to hit perfect drives over 250 yards... imagine what it can do for YOU!

How Does An Out-Of-Shape 55 Year-Old Golfer, Crippled By Arthritis & 71 Lbs. Overweight, Still Consistently Humiliate PGA Pros In Head-To-Head Matches By Hitting Every Tee Shot Further And Straighter Down The Fairway?

The answer will shock and delight you! It's an amazingly simple "2-step" Maximum Distance revelation that, we swear, will take you just 3 swings to master yourself... Instantly pumping massive payoffs of accurate power into your swing no matter how uncoordinated or out-of-shape you are... and guaranteeing your very next tee shot will be a breathtaking dead solid straight drive of 250-plus yards! Plus... If you aren't convinced, these guys will pay you \$10!

(Dateline: Visalia, CA) Do you think golf is an easy game? Darrell Klassen does... and he's been proving it for most of his life, using a single 2-step secret that allowed him to zoom into the top ranks of the "underground" professional golfing world... and stay on top even as his body deteriorated into a complete mess. What's more, he's now ready to teach you everything he knows.

It's a fascinating story worth finding out about, if you love golf.

Darrell, you see, is now pushing 60, easily seventy pounds overweight, so nearsighted his glasses look like Coke bottle bottoms... and he has advanced osteo-arthritis so serious the doctors want to replace his knees with slabs of plastic right NOW. (Darrell wants to wait another five years, though the pain is getting Gothic.)

You hurt just watching him hobble up to the tee, and wonder...

"How The Heck Is This Poor Old Pathetic Guy Gonna Swing A Golf Club?"

Certainly the PGA pros Darrell has regularly played for high-stakes money used to ask that question. But not anymore. Because Darrell simply gazes down the fairway, settles in for his swing... and then blasts another gorgeous 250-yard drive that sails straight down the middle. And he does it again on the next tee... and the next... and the next. All the way back to the clubhouse, where he finally gets to sit his fat bulk down and rest his ravaged knees... and collect all the money. ALL the money.

In over thirty years of playing high-stakes "private betting" professional golf (where, as Lee Trevino said, the real golfers finally show themselves), Darrell has never lost. And he's consistently played against (and crushed) the best golfers on the planet — including a major PGA star who won 5 Tour events not too

long ago (and who, the lawyers insist, must remain nameless).

Darrell is the hero of all older, less-than-athletic golfers everywhere.

Most civilians don't know about this "underground" professional golf tour. It's the best-kept secret among high-profile golfers whose reputations would be tarnished if the public found out.

But you know those big-deal "Skins" games on television, with Nicklaus, Palmer, Trevino and the others? Well, that's not the only time the pros play for "private big bucks". They love the REAL golf that gets played when you have your own money on the line. No television cameras, no adoring crowds of fans, and no big corporate-sponsored trophies. Just you, and the guys you're playing against.

And, if you lose, you pay out of your own pocket. It REALLY hurts to lose this way.

Darrell simply honed his game so that he...

Never Lost!

Is Darrell some kind of superman? Nope. He spent his youth hitting a thousand golf balls a day, studying each and every shot until he understood how to drive for distance. And he discovered the secret to long, straight drives that go exactly where you want them to is actually incredibly easy and simple.

Back then, he was using an ancient persimmon-head MacGregor driver, and hitting those sloppy rubber-band wound, liquid core balata balls that were so uneven and so fragile they would slice open even with a perfectly-hit 3-wood. (Remember?) Even so, with his simple secret, Darrell was hitting true 350-yard drives!

Golf, he'd discovered, really is an easy game... once you know the REAL secrets.

He immediately became a professional golfer. Not a "tour" golfer... his marriage would have never withstood the separations being on the Tour required. Instead, Darrell stayed



close to home in California and took on all comers with the money to bet. You want to feel some pressure on the tee? Try having \$1,400 on the line as you step up to drive a hole... playing against scratch golfers...

With Not A Nickel In Your Pocket!

That's the kind of "must win" pressure Lee Trevino was talking about. And, that's confidence. Yet Darrell never sweated... because he had discovered the simple secret to driving far and straight, every time.

He knew how to win at golf, every time.

Up to now, Darrell has jealously guarded this awesome secret of his... sharing it only with friends, the occasional student he took a liking to, and his wife. (She's just 5'3", but hits her driver 270 yards off the tee!) He likes to teach — but he's too lazy to advertise his services (and never has). Nevertheless, word of mouth has him booked five years ahead. And people fly in from all over the world to this tiny farming town just to take a single lesson from him.

That's all you need, really. One lesson.

In fact... to "get" this amazing power-distance-and-accuracy driving secret yourself...

All You Need Is 3 Swings... Guaranteed!

And that's a real guarantee, too. The company that convinced Darrell to "go public"

with his astonishing secret has a standing offer: *If you DON'T master it in just 3 swings... they will pay you \$10!*

What's more... you can learn this secret for **FREE**. Yes, it sounds crazy, but that's how these guys do business. They're famous worldwide for "blowing the lid" off the best secrets in golf with outrageous guarantees and free offers (and they've been doing it for over 10 years). The company's called **OHP**... and when they reveal golf secrets, thousands of golfers pay very close attention.

So what's the big deal about **THIS** secret? Well, for starters:

- You *don't* need to be athletic like Tiger Woods. In fact, the **MORE** out-of-shape you are, the **more** distance you will *immediately* add to your drives!
- You *don't* need any special equipment.
- You *don't* need previous experience. (Beginners start hitting 250 just as quickly as guys who've played for years!)
- And, best of all... *you don't need to spend any money*. You can learn it **free**.

Absolutely everything you need to know is on the brand-new teaching videotape OHP has just released (called "**Hit It Longer And Straighter!**").

You will fall in love with this tape instantly, if you're as serious about golf as I am. With all the bull hockey and hand-wringing you see in the golf magazines and the golf television shows, it's no wonder *most* golfers are convinced that the game is **SUPPOSED** to be difficult, and hitting a tee shot 250 yards as straight as you can point just *can't* happen very often.

Trouble is... *it's just not true*. Darrell *proves* it every day, both in his own game, and by teaching *others* how to hit gorgeous drives the length of three football fields. (He produces *more* low-handicap golfers each season out of this "hick" farming town than come out of L.A. and San Francisco combined!)

Just take a look at the "testimonials" here. You've got kids, small women, and guys in their 70's all playing professional-level golf...

After Just One Lesson With Darrell!

Like he says... golf is easy, once you know the **REAL** secrets.

In this video — which is only about 40 minutes long (the same length as Darrell's famous "all you need" private lesson), you will learn:

- A simple 3-swing drill that will *instantly add power to your swing*... thus increasing the raw distance of *every* tee shot you hit from here on out.
- The correct way to use your legs as you swing... which instantly "nails down" your *accuracy*. *No more slicing and hooking, ever!* (Just think how much *fun* you'll have hitting 18 out of 18 fairways in regulation!)
- The simple little tip that will *automatically* insure that your clubhead is **ALWAYS** in the perfect position upon impact with the ball. (Ernie Els has this down — it's the reason he's known as probably the most *accurate* golfers in the pro game.)
- And... the amazing "follow through" secret that is the foundation of making long, straight drives so *easy* you could cry with joy! This alone will change your game forever...

Literally Overnight!

It's always astonishing to me to realize how **FEW** golfers ever discover the really simple ways to play great golf. Even the **Tour** professionals these days (who should know better)

are always trying to reinvent the game... and you've seen the results. Their game is so fragile that they *collapse* with shocking regularity. (How many times this year have you seen guys *blow 5 and 6 stroke leads* in the final round?)

And it just doesn't have to be that way. Darrell has played under pressure that would *kill* the average golfer. And he's *never lost*. Even better, he's taught hundreds of other golfers the *same* simple secrets that he uses himself... with the *same* result.

I tell you...

Golf Is Just More Fun When You Have The Simple Skills To Hit Long, Breathtaking Drives Straight Down The Fairway!

So, are you ready to see what all the fuss is about?

Here's how to learn this secret for **free** (and get your "3 swings or \$10 back" guarantee): Just call this special toll-free number, 1-800-316-5871, and tell whoever answers you want "**Darrell's Longer And Straighter Video**". (The price is just \$49 plus \$4 shipping and handling — less than you'd pay for a round of golf at most local courses.)

Or, if you prefer to pay by check or money order (payable to OHP), simply fill out the order form below and mail it to the address below. Your tape will be rush-shipped to you by return mail... and you have the pleasure of taking a full 90-days to watch the tape, and go give your lesson a "trial run".

OHP provides the most mega-generous **3-Month 100% Money-Back Guarantee of Satisfaction** — if, for any reason or for no reason at all, you decide you aren't satisfied with this product, simply return it within 3 months for a **full, complete refund**... no questions asked. You just can't find a more generous guarantee in all of golf.

In fact, if you are **NOT** hitting gorgeous drives, longer than you ever have in your life after taking just 3 practice swings to get this lesson down... then simply return the tape, and *we'll refund your entire purchase price*.

You read it right, if after 3 swings you aren't utterly satisfied, just return the tape and OHP will refund your entire purchase price.

What's more... if you **DO** send your video back within the 90 days...

OHP Will Send You Back \$10 For Your Trouble!

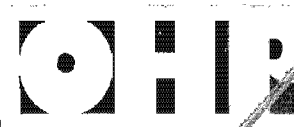
That's an outrageously fair offer, don't you think? It means you get a *completely free lesson*... and unless you are absolutely *convinced* it's changed your game forever, you aren't out a penny... and you will actually come out **\$10 ahead!** (You can positively trust OHP, too — they're a high-profile company, run by Dr. Michael O'Leary, with a **10-year track record** of treating customers fairly. I'm sure you've seen their ads in *Golf Digest*, *Golf Tips* magazine, and *Senior Golfer*. These guys are straight shooters, the *best* in the business.)

There's just one "catch" to this offer — you must call OHP within the next 11 days. They've tried to keep this video a secret shared by just a few golfers... so they will *only* release the videos during short 11-day periods a few times each year. The golfers who hear about it are *jumping* on the free offer. It's a great way to see one of golf's most amazing secrets, free and without risk. OHP's number, again, is

1-800-316-5871

P.S. One last thing -- it's *important*. If you call *right now*, I will send you a **free** bonus audio tape that -- I swear -- will **FORCE** you to shoot a *dramatically lower score* on your very next round. I only have a *very small supply* of these special audio tapes, so you need to call immediately. Darrell originally recorded this tape for a student who paid a fortune for private coaching -- the information alone is worth *thousands*. You will learn an amazingly simple and *easy* strategy that will instantly "**parlay**" your new distance into lower scores. (So you won't be that guy who hits monster tee shots and still has to write down an "8" on the par-4 holes!) This is pure "*insider*" stuff that will *slash a cool 12-to-18 strokes off your next round*, easily. Best part: You *don't* have to kill yourself practicing anything... you just need to **know the simple tricks!** But you must call *right now, today*. Once this small supply of audio tapes is gone, that's it -- I figure 7 days, max -- so please don't delay. Remember, you *will* because you have a mega-generous guarantee.

**49? -- No Way!*
For you & your Buddies it's just \$10!!



OHP For cre

DIRECT 1-

☐ **YES!** I'm ready to know Darrell Klas: allows even an out-of-shape, practically blind, solid straight every time! I realize there is no **Guarantee**. **PLUS \$10.00** no questions asked the \$49.00 (plus \$4 S&H):

☐ I prefer to pay with my credit card; Please charge my: ☐ Enclosed is my Check/Money Order for \$53.00 (Please make payable to OHP)

☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Card# _____ Name: _____

Expires _____ Address: _____

Signature _____ City _____ ST _____ Zip _____

OHP • 606 East Acequia, Department LG-21 • Visalia, CA 93292

CA add appropriate sales tax. Rush shipping available for additional charge of \$10 for "2-day" shipping and \$15 for "Overnight" shipping. Foreign orders may require additional shipping. Call for more information.

**Amazing New Secrets INSTANTLY Give You Professional-Level Power & Accuracy...
Even As You SHORTEN Your Swing And Put LESS Effort Into Hitting The Ball!**

Crippled Golfer Stuns L.A. Open Crowd By Crawling From Death Bed To *Beat* 110 Pro Golfers With a 67 (Using A Short Backswing) And Qualify For The Last Spot In The Famous 2002 Tournament!

Best part: He swears he can teach YOU (overnight) the same simple "play great golf *even when you're in rotten shape*" secrets he used to humiliate the doctors and tournament officials who swore he'd never play again! This is a MUST-READ story for any golfer who's gotten stiffer, out of shape, suffers arthritis or just plain *hurts too much* to copy the "windmill" style swings of pro's in their prime... especially if you'd love to *instantly* start playing so over-the-top great that you can finally take some of those cocky youngsters down a few pegs by *slaughtering* them on the course!

Last night I went to bed feeling pretty smug about my golf game. I've been working hard on it for years, and I've earned a lot of respect.

Today, though... after talking with a friend of mine... I now realize...

I Don't Know Squat About The Potential All Golfers Have To Overcome ANY Obstacle!

Let me explain: The *single* biggest problem today in learning how to play great golf... **is that nearly every "teacher" out there is in *prime shape***. Mostly, they're young, with strong backs and limber joints and the lungs of a long-distance swimmer.

So... it makes **NO SENSE WHATSOEVER** to try to learn how to hit a golf ball from them... unless *you're* in the exact same shape.

And... if you're like me, past 35 and *waaaaay* past your best physical years... well, you can actually *guarantee* you will NEVER get better at the game, if you keep trying to copy what the young bucks are teaching.

You know what I'm talking about: Those gorgeous 360-degree "windmill" swings, where your shoulders, hips and knees twist like a contortionist... and you need to be able to do it *every time*, all day long. One "hitch", one twinge in your knee, or a little sudden stiffness anywhere... and your timing goes all to hell.

And that's the end of your fun for the day. You'll be hooking, slicing, popping up, skulling and eating sand all the way back to the clubhouse.

My game — good as it is, most of the time — was (until yesterday) still dependent on me being loose, relaxed and healthy. If I'm at *all* tight, or anxious, or feeling punk... that's it. Might as well toss the clubs into the lake and catch a cab out of town.

But that was yesterday.

Here's why everyone who knows about this new discovery is so darned excited:

There's a story burning its way throughout the golf world... about this guy who won a spot in the **2002 Los Angeles Open**... by shooting a scalding 67 and slaughtering 110 other professionals.

Except... ***he did it with a stunningly SHORT backswing and almost no follow-through at all.*** He looked so fragile people thought he would *break in two* with each swing. No flexibility.

But he showed **power** like you cannot believe. And pin-point *accuracy* that kept him in the front *all day long*... far ahead of a pack of younger, stronger, and more agile golfers. Who were angry, amazed and increasingly *depressed* as they failed, hole after hole, to keep up with this sickly-looking guy.

And he *was* sick, too. The golfer's name is **Brett Massingham**. He'd spent his life in love with golf and actually played a darn good game for 20 years. Then... tragically and literally over the course of a few *days*... **he was struck with Multiple Sclerosis**. Went from being in the prime of life... to suffering in a hospital bed, *unable to move*, for 6 months. All the skills he'd honed over 20 years were gone ***forever***, overnight. Because of the severe damage to the neural pathways in his brain, he had to learn how to move all over again. His therapy consisted of...

Trying To Touch His Thumb And Forefinger Together!

The doctors insisted he would be lucky to be able to walk on his own... and to *forget about ever playing golf again*. Can you imagine that? Serious-looking men in white coats and clipboards telling you...

You'll Never Play Golf Again!

Well, Brett shooed them away. He did his therapy, forced himself to crawl, then stumble, then *limp* around on his own. After 8 painful months, he went outside and hit 10 golf balls. Just whacked `em. That fatigued him so much, he went back to bed for 2 days. ***But it was a start.***

Brett had to re-learn how to walk... *and* how to play golf again. He'd lost almost half his body weight, and had the physical limitations of a 78-year-old man, crippled with arthritis, who had *never* played the game before.

He had to start all over again. **From scratch.**
And this is actually *great* news for ALL of us.

Why? Because what Brett taught himself to do (with a genius "secret weapon" golf instructor named **Bill McKinney's** intensive help) in an astonishingly short time...

Has Changed The Way All Men Over 35 Will Play Golf From Here On Out!

Brett and Bill are friends... and I'm lucky to be the ONLY guy in golf they know well enough to trust with *getting these amazing secrets out to other golfers*. (Like thousands of other top golfers worldwide, they've come to *rely* on my little company to reveal what the "fat cat" golf manufacturers want to keep *hidden*. And they've been trusting us for almost 15 years now. I'm honored they chose **OHP** to be their "mouthpiece.")

Bill is easily the *best* teacher I've ever worked with in my life — he has an "underground" worldwide reputation among many pro's as "the guy to go to for fixing your game". (And yes, he's probably the most *expensive* teacher you'll ever meet... so remember me in your prayers, as I've gotten him to *forgo* his outrageous fees to give you the *same* personalized lesson so many have shelled out a small fortune to get otherwise.)

Yet, Bill freely admits that what he learned working with Brett ***changed everything he teaches about golf***. An amazing transformation... all because a golf lover refused to let rotten health keep him from the game.

Here is what these geniuses want to share with you... and remember, this stuff took Brett from *zero*... to **winning a spot in the L.A. Open**...

1. **None of what you're about to discover will require you to drastically change your current swing.** That's important, of course. But with just a *few* simple, genius alterations... you will INSTANTLY increase your power, distance and accuracy. Actually... ***there are just 3 secrets to learn***. Just 3. It's that easy.
2. **I GUARANTEE your jaw will drop the FIRST TIME you hit a golf ball using these 3 new secrets.** And, when you play with your buddies, I guarantee they will stare at you all day long, wondering what the heck you're doing different. It's *that* subtle.
3. **You can forget about "timing" for the rest of your life.** That's the most difficult part of the "classic" golf swing, as you well know. Guys that somehow keep their timing just right on every swing... become *highly-paid pro's*. The rest of us are at the mercy of how our timing "feels" on any given day. ***Bill will change all this for you in about 5 minutes***. He literally knows how to force your "timing" to be **automatically perfect** on EVERY SWING, every time, no matter what. It's simple, too. Easy. And utterly amazing.

4. **Forget about balance, too.** I don't care if you have knees like twigs, or a pot belly that looks like you swallowed a basketball. *Doesn't matter anymore.* What Brett will show you is almost like CHEATING. I call it "**Buddha Balance Secrets**", because you instantly stay "rooted" just like those fat little statues — like a *rock*, in other words. Buff young golfers rely on lean "six-pack" stomach muscles and thick thighs and iron backs to maintain perfect posture and balance. *Forget that.* Much easier, and infinitely more effective (for power and accuracy) to use these simple, super-easy secrets of Brett's. Again, it just becomes *automatic*. Instantly.
5. **NO RANGE PRACTICE NECESSARY!** Brett could only swing a club so many times each day before exhausting himself. So he never once considered going to the range for any long practice sessions. He wanted to *play*, not knock striped balls around. If you hate practice as much as I do, these simple tactics are *perfect*.
6. **You can simply watch the video we've prepared, and go out and DO IT.** It's a genuine *short-cut* to amazing golf.
7. **It happens FAST.** What you end up with... is an instantly improved "rhythm" that taps into the natural "super clean" source of power *hiding* inside you. It's simple physics, really. Think of a pistol — small, compact, tiny even... yet able to launch a missile further than an enormous catapult. *It's all in how you tap your natural "firepower".* Easy to do, too.

Oh, and there's much more. These *slight yet highly efficient alterations* to your swing will work for

ANY golfer. No more thoughts about timing. No more worries about flexibility. No more anxiety when you hurt.

It's all suddenly automatic. More power, distance and accuracy... and lower scores... *right away*.

All from 3 little secrets you can learn in an afternoon.

Want to see this for yourself? You can, *without risk*. Because, with Brett's encouragement, we took Bill out to a hot little course here in California... and videotaped ALL the secrets these guys honed to a fine art.

It's still the *best* way to learn quickly. You watch the video, and the way Bill teaches, it just "flows" into your brain *easily and without complication*. These secrets are so simple, you will be 90% there just by watching them be revealed. Even so, if you want to practice a little (I did, just to get that extra 10%), there are a few fun drills and exercises explained at the end of the lesson. But they're optional.

Because it's all so SIMPLE.

So here's what you need to do now: Simply click on the button below:
(BUY ONLINE LINK HERE)

and we'll walk you through your online order. It's simple, easy, super-safe and of course 100% confidential. Or if you don't want to order online, you can call my office at

1-800-###-####

(ask for dept. PL-77). Or, if you want to pay by check or money order, just include your full name, address and telephone number and the send it to my office at:

OHP Direct Dept. PL-77

Street address

City, State ZIP

You risk nothing, because you're covered by our super-generous...

9-Month 100% Money-Back No-Questions-Asked *Drop 10 Strokes* Guarantee!

Order the package... and check everything out for yourself... *for 9 entire months*. If you aren't *utterly blown away* by what you discover... and if you don't **drop 10 strokes** off your game immediately and just as easily as I've said you would... then simply return the videos (in any condition), and I will promptly send you back your entire purchase price. No questions asked. Your word is good enough.

And you will have seen the hottest new secrets in golf... for FREE.

You know... I'd go *broke* making offers like this... if I wasn't absolutely *convinced* you WILL be blown away by what you discover. And that's how confident I am. I am happily putting the financial health of my little company on the line... just to make sure *you* feel safe and confident about seeing this material for yourself. So you can *decide* for yourself, without risking a penny.

PLUS, just for checking out this stunning video package, I'm throwing your name into the hat for a chance to win a free **"Easyair-T Guaranteed-Distance" driver** with a **Big Inflater shaft** - that amazing club that's taking the Senior PGA Tour by storm. (The first winner of 2000, GEORGE Archer, used one of these babies to out-drive everyone else by a ridiculous amount.) Fans include **Bill Casper, Joe Inman, Jerry McGee** and **Calvin Peete**, along with others who discovered they could use this club to make up for all the distance they lost when they got older... and then some.

Your odds of winning this club are darn good too. Because there are only a handful of guys other than you involved. I *obviously* can't give you the exact number of guys who'll respond to this, but, because we only contact a **limited number** of serious golfers like you, your odds of winning this raffle (it's not like a sweepstakes or anything) are excellent.

You need to hurry, however. The drawing for this amazing driver will be in ONLY two weeks. And you're getting a better deal here than anyone else will get, because you're on my "hot list" of favorite customers. Soon, though, we will start running ads in the golf publications announcing this discovery... and the price will be *higher*.

So, to get in on this before anyone else... and at a better price... you need to order *right now*. This truly will change your golf game dramatically, overnight. Drop strokes, win rounds... and never, ever think to yourself that you "need to get back in shape" to play great golf. You don't. You just need to understand the simple secrets of how a guy in worse shape than you'll ever be... turned his limitations into advantages. And won that spot at the L.A. Open by beating younger, stronger and more aggressive players.

Just relax, and enjoy yourself. *And learn to be humble while you're beating the pants off your buddies.*

Sincerely,



Dr. Mike O'Leary

P.S. One more thing — I almost forgot. I will include a bonus cassette audio tape (free) if you order within the next 7 days. It's called "**9 Hot Tricks Of Scoring Low Without Cheating**", and it will *immediately* put your head in the right space to play the best golf of your life, each time you listen to it. It's a \$29 value... but I want you to have it **FREE**, as my gift to you just for trusting me on Bill's package.

P.P.S. Also... I will send you a cool little "**Playing Tips Bag Card**" _ a connected series of reminders that I use *myself* on the course (every time I go to my bag) to keep my game hot and focused. This is the identical "reminder" trick *most* of the top professionals **rely** on in the stretch. It's yours FREE (a \$19 value) even if you later decide to return the main package for a refund. I'm just in a super-generous mood today... probably because I now understand how I can continue to play golf no matter what happens to me, health-wise, in the coming years. That's huge. I love this game, and I want to play forever. Don't you?

P.P.P.S. Okay... *one last item*. Here's what other golfers (who have already had the pleasure of personal instruction from Bill) are saying:

"If you want to make *simple*, subtle changes to your swing in the shortest time possible and see longer, straighter and more consistent shots, then listen up. Bill makes it so clear and will show you some *absolutely* amazing stuff that you can use in a matter of minutes. Just plug it in and see the magic...I'm now shooting in the **70's** consistently,Wow!"

-- **Matt Loo, Southern Calif.**

"This stuff is the real deal, it's **quick** and *easy* to learn. I watched the videos once, made some minor adjustments and got immediate results. I've added **40 accurate yards** to my tee shots alone. Thanks, Bill for making this great game fun again."

-- **L.P. Long, Mission Viejo CA**

"**Wow**, this swing is so amazing, it's compact on plane and *loaded up* with a ton of punch. All my shots are crisp and on target and my scores are dropping fast!"

-- James Thomas, Marketing Supervisor

"At 62 years old I just can't make a big full swing without feeling in my back. It hurts too much and my game has suffered big time for the last two years. This approach is the answer for me, I've added distance to my shots and I can repeat this swing over and over again without pain. I've knocked **8 strokes** from my game in 2-short weeks."

-- Josef Hoffman, Financial Planner

"Awesome! I'm hitting drives 30 and 40 yards farther down the middle of the fairway and my wedge play is deadly *accurate*, it's fun to attack the pin and sink a few **birdies**. This swing feels so smooth and explosive through the ball and in minutes you will see and feel the change. I'm now able to swing every club in my bag with the same *control* and *consistency*..."

-- John E. Thompson, Kansas City

And it's yours **FREE** if you want!

"How A Blind Golfer Stumbled Onto The Simple Secret Behind David Duval's Swing That Can Give Anyone Unbelievable Distance With Total Accuracy!"

It took me just FOUR SWINGS to get it down for myself, too.

It's the LAST SECRET to massive pro-level power you'll ever need... and now you can learn the same "smooth as butter" trick, which will instantly add up to 30 miles per hour to your clubhead speed.

Immediately give you the added flexibility to follow-through like a professional... and quickly increase your distance and accuracy beyond anything you've ever dreamed.

Literally in just a couple of practice swings! It's GUARANTEED to work for you, too, or it's FREE...

From: *Dr. Mike O'Leary*
Head Golf Nut, OHP

Dear John Carlton,

Everybody's mad at me again... because I'm about to "give away the farm" with this amazing new golf video. My partners here at OHP just *hate* the word "**free**", but I love it. You will, too, when you see the deal I've cooked up for you below.

This is easily the most compact "take a few swings and you've got it" lesson we've ever offered... and yet the result will just curl your toes with pleasure. In fact, here's what I want you to do:

- (1) Call my office and tell them to *rush* you the special video I've set aside in your name.
- (2) Watch it. It's only 30 minutes long, but I guarantee you'll be riveted to the tube for every second.
- (3) Go out to your favorite range, and place *four balls* next to your practice tee. Just four balls — that's all you need. Hit them, using the trick you just learned.
- (4) Now *immediately* play a round with the *best golfer* you know. A single-handicap ex-pro would be perfect. Ignore any comment he makes about your swing. By the fourth hole, he won't be talking much anyway... because you'll be *out-driving* him, *out-finessing* him, and (unless you absolutely suck at putting) beating the tar out of him.
- (5) When you're finished, *go to the clubhouse and gloat*.

I'm not kidding, either. I thought it was joke myself, until I did it. The result was an immediate feeling of **unbelievable "butter smooth" control**... plus the awesome power that comes with **accelerating through your swing** (instead of jerking to slo-mo like 99% of golfers do at impact)... and the jaw-dropping distance you get when you finally **follow through like the professionals**.

David Duval uses this trick — and it's the reason he's tearing up the **PGA Tour** right now. **Jack Nicklaus** used

it, too (though he denied it — fortunately, film replays reveal he **DID** use it). **Hal Sutton** uses it, **Annika Sorenstam** uses it... and the list just gets longer every season... as the most *outstanding* players to ever hit the tour adopt this secret “swing speed accelerator”.

But what really convinced me this trick was the real thing was how an *old, blind golfer* used it to consistently out-drive and out-iron low-handicap guys with 20/20 vision. (Did you know there are over 2,500 blind golfers in the U.S.?) In fact, he made seeing the ball look like a definite *handicap* to good golf. It changed my game forever.

Now, the reason I refer to this astonishing golf secret as a “*trick*” is because it *acts* like a trick. Literally, it’s a simple way to:

- **Increase your flexibility 400%, instantly...** no matter how stiff or uncoordinated you feel right now.
- **Increase your clubhead speed by up to 30 mph, instantly...** bringing you up from the embarrassing 75-85 miles per hour *most* golfers get, and closer to the 120 mph that **Tiger Woods** gets with his limber, expert swing. (And you aren’t “swinging harder”, either... just *more efficiently!*)
- **Immediately “nail down” your accuracy to professional-like levels...** by *removing* the main obstacle to *pinpoint placement* in your shots. (You won’t believe this until you try it for yourself... and then you won’t want anyone else in on the fun!)
- And actually **accelerate your swing as you blast through the ball** — the real key to *awesome distance* on every shot... as straight as you can point.

This is the **LAST** advanced lesson on distance hitting you’ll ever need. It’s not for everyone... but I think *you* can be the best judge of that. And you can **master** it the *same day* you get the tape in the mail... because the notorious PGA master-teacher **John Darling** will make **SURE** you “get it” as fast as humanly possible. This is his most amazing video in years of best selling video-teaching. And we are *guaranteeing* you will “get it”... or the lesson is free.

The reason it’s so *simple* to learn, says John, is that it involves merely making a **SINGLE** adjustment to what you do when you swing. Making that single adjustment *automatically* installs a *breathtaking freedom of motion* that creates a *new flexibility, increased clubhead speed, and makes maximum acceleration of power a “given” in your swing.*

The reason it’s an advanced **SECRET**, however, is because it seems to run *against* everything you’ve been told about “keeping your eye on the ball” and — worse — “keeping your head down”. For the average golfer (and I include myself here), the elusive key to great golf always appeared to be an ability to “anchor” your head inside the arc of your swing. I never questioned this wisdom, because all the golf magazines, all the experts, and every club pro I’d taken lessons from said, over and over, “keep your head down, you idiot!” So I did.

Now I discover that the guys who actually **PLAY** great golf do *nothing of the sort*. No, they *aren’t* bobbing their noggins about like one of those ceramic Dodger doll heads you see in car rear windows. But neither are they “anchoring” their head inside their swing. If they did, they would get results like the rest of us... because keeping your head “anchored” actually:

- *Interrupts* your swing, so you “bunch up” and constrict the flexibility you need for maximum follow-through (which translates to a significant loss of *power and distance*)...
- *Slows down* your clubhead speed at impact with the ball (thus “pulling your punch” just when you need it the *most*)...
- And *robs* you of accuracy by inhibiting the *full-throttle force* in your arc (because your *head* is in the way of your shoulders!).

The blind guy I witnessed *never* worried about “keeping his eye on the ball”, and so didn’t fall into the trap of “anchoring” his head. The professionals like David Duval have learned not to do it because...

It Would Rob Them Of Those Gorgeous 300+ Yard Drives That Helps Them Win Tournaments!

Look. I could go on and on about this amazing “trick”, but you have to *see it* firsthand to understand it. Trying to explain it in a letter is like trying to see a painting in a dark room. So let me just tell you what to expect when

you learn it... and then tell you how you can have it for **FREE**, if you so choose.

Just like I said at the beginning of this letter, take *four* balls, get the “trick” down, and it’s **yours**. What you’ll discover, instantly, is:

- A crisper “**smack**” when you hit the ball... and a feeling like your body is made of *silk* as you follow through.
- **An increase of 20% in your total power** because you won’t slow down your clubhead speed just before impact anymore (like 99% of all amateurs do).
- A **further increase of 20% in your total power** because you’ll be accelerating *through* the ball into your follow-through. (Your total clubhead speed, if you’re currently swinging a very average 85 mph, will shoot up to **over 100 miles per hour** instantly — a very respectable speed — and could easily approach the professional levels of 120 mph and even 130 mph. *Easily.*)
- An immediate — and very *consistent* — **increase in distance on your drives of at least 35-to-45 yards**. (Those occasional 250 yard drives you were so proud of will suddenly become *regular 300 yard monsters!*)
- An **athletic flexibility** you never dreamed you were capable of... because you’ve just removed the “*anchor*” that’s been *inhibiting* a “*butter smooth*” swing all this time.
- And... the amazing **accuracy** that can only come when you finally stop “aiming” at the ball you’ve been keeping your eye on... and start **allowing your body to swing with a graceful power and consistency** that essentially ignores the ball, and simply blows it down the fairway because it “got in the way” of your perfect swing.

Your drives are where you’ll see the most *dramatic* difference... but your fairway woods, your irons, even your wedges will also become newly-friendly tools in your hands with this amazing secret. Instantly.

And it’s all yours simply for the asking.

Here’s the deal: I’ve really gone to the wall for you here, against everyone else’s advice. (My accountants think I’ve gone bonkers, and my partners are not speaking with me anymore.) But, you see... this incredible golfing secret just *isn’t for everyone*. It *may* not be for you — it’s advanced, and like I said, it runs completely against all the “advice” you’ve been given your entire golfing life. For many guys, that’s just too much to handle. Never mind the David Duval’s and the Jack Nicklaus’ who use it... it’s not a “safe” secret.

Yes, it’s simple to learn and put into use. Yes, the results you see will be dramatic and immediate. But no, it’s *not* something you’ve ever seen before.

Therefore, I feel I *must* make this deal as easy to swallow as possible... or I’ll never get normal guys like you to try it. (And believe me, it will change your life *forever* once you see what the fuss is about!) So I’ve created the best deal I can think of:

- (1) Call my office at **1-800-316-5871** (Department FB-17) and tell whoever answers you want **“John Darling’s Swing Speed Accelerator Video”**. There’s one set aside in your name. It will be *rush-mailed* to you the same day.
- (2) You can use your credit card, or you can mail in the enclosed “**Priority Order Form**” with your check or money order.
- (3) **BUT YOU’RE NOT RISKING A PENNY!** Because, once you receive your tape, I want you to watch it, take *four balls* to learn the secret, and then... if you *don’t* go out and start walloping shots further than you ever have before, with more accuracy, and (very important) with more flexibility and vastly-increased clubhead speed... then I **INSIST** you call us right back and ask for a complete, fast and full refund. But...

I Want You To Keep The Tape

That means you’ve seen the entire lesson for **FREE**, if you so choose. And please — take the rest of the season (until October 1st, 1999), once you have the tape, before you decide one way or the other. I want to make this as simple and convenient as possible for you... because it’s worth it.

We stand to lose a bundle on this deal (that's why my partners are so angry)... but I'm more confident than I've **EVER** been in my life that this is the **LAST** advanced lesson on distance and accuracy you'll ever need. So confident, in fact, that I'm betting **EVERYTHING** on the brash concept of inviting you to take *just four balls* to learn it... or the video is **FREE**.

If you don't see the *immediate results* I've talked about, you've wasted nothing but a few moments of your time. That's all. You only pay if you're *absolutely* convinced.

And I want you to keep the tape, regardless, because... after you've had some time to perhaps watch David Duval and the other pro's who use this trick, you eventually will decide to give it another try. I know it will work for you, just as I've said it will... but I am so convinced you can see these results *immediately*, I'm willing to take all the risk myself with my unprecedented...

"Four Ball" Guarantee!

We've never had a guarantee like this before... and likely never will again. It's more generous than I need to be. But like I said, since you need to **SEE** this firsthand to understand it, it's my job to get this amazing video into your hands... no matter what. Even if I have to risk going broke.

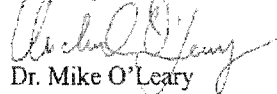
Of course, I am *only* making this outrageous offer to guys like you who are on my "**Hot List**" of favorite customers. No way would I offer this "free if you want it" deal to a *stranger* — I'd get ripped off for sure. But we trust you here at OHP. I think you'll give this a fair try, and if I'm right — as I'm sure I am — you'll be so happy with the results that the price of the video will be the **biggest bargain** you've ever had.

But you must call right now. Today, in fact. There's just no way I can hold this offer open for you indefinitely. Therefore, the video with your name on it will only be held for the **next 11 days**, and if you don't call immediately, it will be returned to the warehouse or given to someone else. Why let that happen? After all...

Your Risk Here Is ZERO!

So call now. I *guarantee* you're gonna love what you discover!

Sincerely,



Dr. Mike O'Leary

P.S. Want to hear what other guys are saying about this trick? Here's what I've heard from some golfers who've *already* tried it:

"Awesome! I've added 35 yards to my tee shots, and I keep adding more all the time... especially with my irons. It's like having a 'sneaky' advantage no one else can figure out." **Patrick McKenna, Riverside**

"I never believed it was possible for anything so powerful to be so simple, quick to learn, and so incredibly effective. My swing now feels like butter, I've got clubhead speed to spare, and my accuracy has improved 110%." **R.I. Sayegh, Southern California**

"I've always struggled with my mid and low irons (from the 6 to the 3 iron). Yet, in just the shortest time possible, I've doubled my power and accuracy! It's taken all the pressure off the rest of my game." **J. Scott Barber, electrical contractor**

"I now have zero fear inside 180 yards, hitting more greens in regulation than I ever dreamed I could. This really works, despite being so darned simple... and has me shooting in the 70s!" **Clark Hulbert, Northern California**

Step #7:

Hooks

EXERCISE:

Now it's your turn. Think about your own hook(s).

Sit down and write.

Follow the instructions given to the workshop crowd. Take 5-10 minutes.

When you are done, restart the video.

You will see how they handled the same situation.

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Step #8:

Salesmanship

Mentality

Step #8:

Salesmanship Mentality

This is my favorite "pre-writing" preparation step.

Whenever I can "get through" the basics of killer salesmanship to a marketer (whether a rookie or a frustrated veteran)...

... their eyes light up like a Christmas tree.

More than any other essential part of your ability to make money in business...

... learning to step up and BE that guy you need to be, to convince your prospect to buy...

... will trump everything else.

Most marketers sell from their heels, with weak results.

I've been super-charging people's mindset with the right attitude my entire career.

It may be a bit of a shock at first, because it's SO powerful.

Once you understand what this is all about, however...

... you'll never again be saddled with a weak sales pitch.

This is where the rubber meets the road.

Step #8:

Salesmanship Mentality

- Do not sell from your heels
- Get straight on your goal
- Get your mindset quivering:
There is \$\$\$ out there that belongs to you
- If you have the goods, then shame on you if you don't do all you can to get your message across

Subject: <first.name>, seriously, it's time to get hip or get worried.

Hi <first.name>...

The really good part about marketing online... is that the nature of doing biz on the Web keeps changing.

So the playing field is constantly being leveled... which means that even rookie marketers and small biz owners with modest resources... can TAKE OVER an entire niche (sometimes overnight) IF they're hip to the stunning new tactics that get leaked by the richest and best business honchos.

The really BAD part about this... is that even if you're sitting pretty right now in your part of the market... you can be TOAST tomorrow, if you aren't paying attention.

New guys are making killings online, because they're not "locked into" tired old ways of doing things. Veteran biz owners who aren't afraid to keep their thumb on the pulse of these new tactics ARE staying on top, however.

The difference really is in your attention span.

If you get too lazy, and stop being curious about how the "new kids on the block" are sucking up so much profit, you will be a dinosaur very soon. As in, extinct.

Hey -- I'm lazy, too.

But I've also found that it's EASY to stay current with almost every single new tactic and strategy online... by devoting just a SMALL amount of attention to the "right" people.

I'm gonna recommend that you do something, right now, to get hip to the absolute cutting edge of online marketing.

I want you to go to this link, and check it out like your life depended on it:

Subject: <first.name>, I'm recommending this strongly.

Hi <first.name>...

Anyone who's been receiving emails from me knows one thing: I do NOT recommend a lot of other courses and products.

I'm picky, because I know my own reputation is on the line every time I stick my neck out. And you don't risk a 25-year rep on lousy stuff.

I do, however, occasionally (VERY occasionally) come right out and strongly urge folks I know to check something out.

I'd elbow you in the ribs if I was sitting next to you, too, just to emphasize how critical it is that you move fast.

This is one of those rare occasions.

My buddy Frank Kern is launching a program that has the potential to TRANSFORM a certain type of marketer... and -- if you fit the mold - open the flood gates of profit like you've never dreamed possible.

Are YOU one of that "certain type" of marketer?

The only way to find out... is to see what the man is up to. Here's the site where your journey to transformation (if you're the right person) can begin: URL

But you've got to hustle. He's very smart about working a launch so that he ends up with the exact number of people who are "right" for his program... and if you screw around and wait even a day too long, you'll get shut out.

If you later discover that you actually ARE one of those marketers who should be devouring what Frank's offering... and you missed out... you'll have no one but yourself to blame. And you will HATE yourself.

The Greased Slide

**Have that riveting-yet-casual...
“face to face”... bar-room
conversation... that gooses him
OUT of his inherently-hostile
“Somnambulant Blob” state.**

Here's the insider secret the expensive big ad agencies don't want you to discover...

“How To Create Your First Damn Good Ad... In Just 9 Minutes.”

You don't even have to actually *write* it. This is a tested and proven *shortcut* (developed by one of the highest-paid and most sought-after veteran copywriters in the biz) that is working right now for other people to bring in proven profits.

It's fast, it's simple, it's easy... and you're about to discover how to do it yourself.

For free.

From: **John Carlton**

“The Most Ripped-Off Copywriter Online”

Howdy...

You can time this if you want. Nine minutes is all you need.

For many years now, I've been teaching people with absolutely *zero* advertising experience (not to mention a *fear* of trying to write anything) how to create their very first ad that actually works.

In just minutes, you too can now be “armed to the teeth” with a damn good ad that brings in sales, and turns looky-loo's into paying customers.

It's not rocket science. **But there are a few simple secrets to discover first.**

Once you know the secrets, everything else is just ridiculously easy.

Let's get started, shall we?

Start your watch:

Here's what you do: Imagine you're sitting at a bar, or a lunch counter, minding your own business.

BUTT-UGLY GOLF

I've written something like 4,000 direct mail letters and direct response ads for golf products now. Okay, that's a bit of an exaggeration, but not much.

Sometimes, the best ads come from sheer desperation. I was hitting the very bottom of my bag of tricks last year, when my client requested yet another "killer" letter for another new golf product.

I'd just come from a real-estate seminar, where I was a featured speaker. And at that event, I met a ballsy agent with a good bit of salesman's blood in him. He'd been running a small ad in local papers with the headline: Butt-Ugly! The ad described a house that would politely be called a fixer-upper.

It was the biggest-pulling ad he'd ever run.

What it did was target exactly a certain part of the house-buying market: People who knew they could never afford a truly nice house. But who desperately wanted to buy *something*, and stop renting, or start getting their credit scores up, or whatever. The term "butt ugly" spoke volumes. (It also pulled in leads from landlords who wanted cheap houses they could rent out.)

I liked it so much, I borrowed it for a golf ad. This is a great illustration of taking inspiration from some totally unrelated part of your life, and applying it to another part.

There is no question any golfer's mind what playing "butt ugly" golf is all about. We've all done it. And we'd like to avoid doing it again, thank you very much.

The ad pulled like crazy. Interesting note: It ran in the coldest winter months, which can be -- with the right appeal -- the best months for selling golf instruction. Guys are cooped up, going nuts because they can't play, and they practice indoors and dream about hitting the links on the first semi-dry day of Spring.

This rule applies to other markets, too. Often, in the height of the actual "season", it's tough to sell anything. Because the hard-core have already bought what they need, on the first possible day it was available. This is why the local clothing stores do not carry shorts and swimming trunks in the Summer. By late June, they've already put all their summer stuff on the bargain table, and restocked the shelves for Fall.

This sucks for late shoppers like me. But for most people, it makes sense.

*John. I've set aside a \$49 Video
in your name... and it's absolutely FREE!*

How to guarantee you're never the guy playing...

Butt-Ugly Golf This Summer!

To: John Carlton

From: Dr. Mike O'Leary
President, OHP Golf

Dear John:

Right now, in the dead of winter, there are only two kinds of golfers:

1. Those few who live where it's warm and you can still squeeze in a game or two even in February...
2. And the rest of the golfing world, which spends the winter sadly watching snow and rain fall on their favorite course, all locked up for the season.

-- But what's **more important** are the two kinds of golfers that exist in the Spring:

1. Those guys who ignored their game over the winter, and spend the first half of the golfing season absolutely stinking up the course...
2. And those **few smart guys** who took a couple of hours over
~~the cold months to give their game a shot in the arm.~~

This second kind of golfer – the guy who takes the *small, simple effort to boost his game during winter "down time"* – will hit his **very first tee shot** of the Spring season further (and straighter) than his best drive all last year. He will chip and pitch with jaw-dropping precision. And putt like Arnold Palmer.

And guess what?

This guy could be...

YOU!

Here's what this is all about: Every year – and I mean every year – all my golfing buddies spend their first few games of the Spring chasing hooks and slices, taking three chips to hit the green, and putting like chimpanzees. By late June, they're

finally getting into something resembling a groove... and it isn't until early August that their game starts to show signs of improvement.

And these are golf nuts who get out *several times a week*.

Look. As you know, I hang around the best golfing instructors on the planet. And they all say the same thing: "If you truly love the game, you gotta treat it like you're married to it. You can't ignore it for three or four months, and expect it to welcome you back with open arms when the weather turns nice. You gotta send it flowers once in a while."

Well, I don't know what they mean by sending flowers, but I do know what they mean by not ignoring your game.

The truth is, you can dream about golf all winter long... but if you don't take the ***few simple steps to keep your game "greased and loaded"***... well, you're gonna suffer in the Spring. Suffer bad, too.

So here is what we've done: You know who Darrell Klassen is. Wise old golfing guru who scares the PGA pros to death. Most famous "underground" teacher in the world (with people regularly flying in from Japan, Australia and Europe to see him for just a couple of hours of instruction). The guy who scoffs at the "official" golf industry line that golf is hard and you need to practice hard, all the time.

In fact, Darrell has won his vast international fan base precisely because he has proven, over and over again, that...

Golf Really Is An EASY Game!

When you have the right secrets, that is.

Anyway... for years now, Darrell has been teaching top golfers (on the sly) a special 5-point afternoon lesson insiders are calling "**The Frankenstein Lesson**". Frankenstein, as in *transforming* you - with a single shuddering lesson that ***changes your mind, your body and your entire attitude about golf*** - into a Golfing Monster.

It happens **FAST**, too.

I don't know why we've kept this Frankenstein Lesson secret from you for so long... but this year we're finally releasing it. But only to golfers on our special "Hot List".

Even better...

I've Set Aside a FREE VIDEO In Your Name!

This international best-seller has sold around the world for \$49 and it's yours free -- but more on that in a second. First, I want to make sure you understand how CRUCIAL this lesson can be for you.

1. It's a very *quick* lesson... you'll zoom through it in about the time it takes to watch a couple of Seinfeld episodes. It's **fun**, too. It's the best time I've spent since my wedding night.
2. Yet... it's **PACKED** with **specific pro-level skills that you will learn without even knowing you're learning them!** How? Because, Darrell is a sneaky teacher... and this Frankenstein lesson has been constructed to *secretly* stuff amazing physical skill directly into your body and brain. Yet, to someone watching you, you'll look like you're just *fooling around* having fun with golf clubs.
3. The **PERFECT** time to force-feed these skills into your system... **is right now.** During winter "down time". That's why I've rushed this letter to you.
4. And... these new super-polished skills will *automatically* show up in your game on your very first round! Plus, they'll be there for you *forever*... allowing you to start out the new season with awesome accuracy, precision and power... and just **continue to get better** with each game!

Almost sounds kinda spooky, doesn't it?

Well, it's not. It's just top-level golf instruction... the kind most golfers **never get to experience.** But with this new video package of Darrell's... you'll have the most sought-after lesson in golf at your fingertips. You will **OWN** it.

It's like having Darrell come over and stay with you for an afternoon, to teach you all his best secrets. (A pretty amazing image, when you understand that Darrell never leaves his home town anymore for anything. Everyone – even the famous pro's who seek his advice – has to come to *him*.)

Here's just a taste of what you're about to load into your new super-confident self:

- How to quickly and easily put **pro-level SPIN** on your pitches and chips. ~~Your ball will~~ climb higher, stop faster, and allow you to drop precision shots from 120 yards out to within inches of the pin as easily as tossing a candy wrapper into a trash can sitting next to you.
- Simple grip adjustments that will **END** the frustration you've had controlling your longer shots. (Most guys spend *thousands of dollars* on new lessons, trying to fix a problem that only really requires this inside knowledge of your **finger placement!**) So easy, it's like cheating. Most common thing said when shown this secret: "You mean that's **ALL** I have to do? That's too easy!"
- Quick way to perfect your chip shots – while simply fooling

around in your warm living room with a wedge. (No danger of breaking furniture, either.) No more skulled, thin or fat shots around the green.

- The famous "laundry basket experiment" that will **instantly** turn your swing into something GORGEOUS. Your buddies will be ashamed to tee off after you.
- **Boost your swing speed into the stratosphere, overnight.** Learn the "snap finish" that guarantees your full-swing shots will pack more power than seems legal. Become deadly within 60 yards of the pin. Start launching power drives that have "eyes for the fairway".

And a ton more. I almost hate to try explaining what will happen to you after this short, easy lesson... because it just sounds too good to be true. Even when Darrell PROVES to new students that golf can be such an easy game... they have a hard time fitting that news into their head.

Golf, easy? Then why is it so darn HARD for most folks?

The answer is: **Secrets**. There are only a handful of golfers who have "broken the code" on great golf... and most of 'em ain't talking. The pro's who make a living off these secrets want to hoard them until they've made their fortune. The stingy teachers who only know a few secrets are afraid of having their cover blown.

Darrell couldn't care less about the pro circuit. When he wants to play, people fly in to play with him, on short notice. He's totally confident about his game, and what he knows about golf.

And, at heart, he's a teacher. **The best in the business**. And he likes living in a small California town, away from the stupid publicity and outrageous stress of the big city.

Most golfers will never learn the secrets Darrell has to offer. You're lucky - you're on our "Hot List", and you get to see everything he has...

For Free!

Here's the deal: We've put Darrell's "Frankenstein Lesson" onto 2 video tapes. Don't panic - it's still the *fastest* lesson you'll ever have. And it's such fun, you'll actually wish there were more tapes to watch.

You can check it out for free, too. Because you get a no-nonsense, no-strings-attached **6 Month 100% Money Back No-Risk Guarantee**. That's twice the standard OHP guarantee. And it means you can order the tapes, and take until the end of summer to see if they meet your expectations. If you're unhappy, for any reason at all, simply return them for a fast refund of every penny. No questions asked. No hassles. And we'll still be friends.

How much is this amazing lesson? Glad you asked. If you flew out to California for a private lesson with Darrell, you would have to shell out almost a *thousand dollars* up front. Plus pick up your own airfare, hotel, meals and car. Imagine how much people have dropped coming in from overseas... JUST for this lesson.

That's the beauty of video instruction. You get the SAME lesson... for less than you'd pay for a single round of golf at most country clubs. And you get to watch it in the comfort of your own home, at your own pace, on your own schedule. Heaven.

How much? Well, if you'll call my office right now at **1-800-316-5871** and ask for "**Darrell's Frankenstein Video**"... you can have the entire lesson for just \$69. Full 6-month money-back guarantee. No stress, no hassles, no waiting. We'll ship it to you priority by return mail, too.

You can use your credit card over the phone. Or, if you prefer to pay by check or money order (payable to OHP), just fill out and mail the enclosed Priority Order Card I've enclosed. Use the postage-paid envelope, so you don't even need a stamp.

But wait.. there's more.

Like I mentioned earlier...

**I Have Set-Aside A \$49 Video
Yours To Keep, Absolutely FREE!**

That's right... our warehouse here will automatically ALSO send you another of Darrell's videos. It's the famous "**How To Never Shoot Above 90**" lesson that created *shock waves* around the PGA teaching industry two seasons ago. It instantly (and easily) fixes the problem most golfers have, even when they get better fast: For too many guys, you can improve your tee shots, your irons, your short game and your putting a ton... and still score in triple digits because of poor course management. One or two terrible mistakes, and you're toast.

~~With this amazing bonus video, however...~~ you can play Pebble Beach the *first time*, in bad weather, nervous as heck... and still score **below 90**. That's quite an achievement for any golfer. Your buddies will look at you differently, as you play ANY course of ANY difficulty (even for the first time)... and never get beat by the course.

Never.

Best part: It's **EASY!** It really is. All you need... are the secrets.

Like I said... this extra video has sold internationally for \$49... but for you, right now, it's...

FREE!

And you can **keep it**, even if you later decide to return the 2-

tape "Frankenstein Lesson" for a full refund. Think of it as our gift to you, just for trusting us.

I always try to treat my customers (especially guys like you, on the "Hot List") the way I wish companies would treat me (and never do). You're the boss. Your word is gold around here - if you want a refund, you get a refund, *no questions asked*. I know these "insider" lessons are not for everybody. Some guys don't really WANT to get too good, too fast. It can be scary, sometimes.

But I think you'll love it. Can't you just taste the warm air of Spring already? It will be so good to play without a sweater, to feel the sun on your arms, to hear the crisp zing as you pull a club out of your bag and walk across lush grass to play your ball.

God, I love golf.

And... it's just so much MORE FUN when you play well.

Here's your chance to GUARANTEE this year is your **best ever**. And all it will take is a *few minutes* of your time (which you will enjoy immensely).

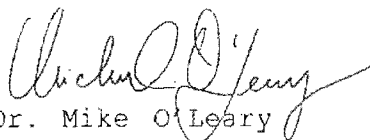
So call now.

There is one catch to this offer: I'm actually paying for your \$49 free video out of my own pocket... so this offer only stands for the next 11 days. My accountant will not allow me to "expose" my finances for longer than that. So... to take advantage of this super-generous (and zero-risk) offer...

YOU MUST CALL NOW!

I've already told the girls to expect your call. We've got a package with your name on it in the warehouse, ready to ship by return mail.

Sincerely,


Dr. Mike O'Leary

P.S. Don't forget now - that free video offer is only available to you for the next 11 days. So hurry.

(Dateline: Hollywood, CA) If you've ever dreamed of becoming the kind of bass player who *scares* other musicians with your skills and ability to drive the beat... ***this will be the most exciting message you ever read.***

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Step # 9: Develop Your Story & Your Voice

Step # 9:

Develop Your Story & Your Voice

Veteran marketers -- especially online -- refer to this as "the million dollar step".

Why?

Because... if you haven't noticed before, you surely will now... most of the high-end successful entrepreneurs and small business owners have a recognizable "voice" in everything they write.

It's a combination of attitude... personality... and credibility.

All mixed together in a stew of classic salesmanship.

The result: You are better positioned to become the "go-to guy" in your niche... because you will be read with more interest, believed with more fervor, and understood to really be the most excellent resource your prospect could hope for.

There are lots and lots of people out there in the marketing world talking up a storm.

Most are ignored.

Once you breath life into your own special voice, you can attract and hold the interest (and even the trust) of your entire target audience.

Long before you sit down to write anything, you need to get your voice nailed down.

Here are the inside secrets.

Step #9: Develop Your Story & Your Voice

- The “Million Dollar Step”
- What’s your credibility?
- Your story as myth or shared iconic situation
- Hometown boy makes good... loser learns to win... clueless dude gets a clue... outsider sneaks inside... regular guy discovers the secrets of exceptionality

It's so easy you'll be *laughing* after every explosive drive! This brilliant new breakthrough by scientific "golf geeks" reveals a breathtakingly simple and super-*fast* way for you to instantly "trick" your swing to tap the hidden payload of raw power you've been *ignoring* your entire life! But hey -- don't believe *me*... because you can check it out for FREE yourself...

Hi Joe,

Well, *science* has finally come to golf.

Took 'em long enough. I mean, you can only waste your time on projects like landing on Mars and curing baldness for so long, before you decide you have to pay some attention to something really **serious**.

Like golf.

And I gotta tell you -- you will be *astounded and overjoyed* at what science has discovered.

Because, for essentially lazy guys like you and me, it simply means we can finally enjoy hitting the longest and straightest tee shots of our lives... **without even trying**.

In fact... if you'll just give the science tricks **one short glance**... I can *guarantee* it will turn you into a driving MONSTER. Immediately.

And without changing anything essential in your current swing.

**How You Can Profit From
The Coming Stock Market
Crash and financial
Bloodbath Caused By
Cash-Rich Drug Dealers
and
Other Criminal Scum!**

When you read this...you'll get a free coin more
than 2000 years old, plus you will learn...

How You Can Profit From the Coming Stock Market Crash and Financial Bloodbath That Is Going to Be Caused By Cash-Rich Drug Dealers and Other Criminal Scum!

Dear Friend,

Would you take investment advice from a drug dealer? Sounds like a silly question, doesn't it? Well, don't make up your mind too quickly -- I've got a true story to tell you that sounds like something right out of "The Godfather."

Listen: Recently, almost by accident, I spent a couple of days with a man who has some unusual "underworld" connections. Oddly enough, this man considers most of the people he deals with to be absolute scum. On the other hand, he says that, as unsavory as these people are, they are still very savvy when it comes to investing their illegal profits.

In fact, they've hired some of the shrewdest financial minds available to manage their ill-gotten gains. And, as a result, many drug lords now have more wealth and greater influence in world affairs than most Third World nations. (According to Forbes, three of the world's richest men are Colombian billionaires in the "cocaine industry.")

Like it or not, these men are now heavily involved
with every major financial market on the planet!
You can't ignore them -- but if you're serious about earning a lot of money
from your investments, you must know what these criminals are doing!

In any case, I want to send you a collection of reports based on information this man gave me on the condition that I would not reveal his name. These seven reports are amazing. They lay bare the current investment ideas of the most brilliant criminal minds on earth. You may not agree with everything you read in these reports. However, you can really make a bundle if you know the intended actions of men who, according to government sources, have \$108 billion in fresh cash to invest every year! (That's more than the combined profits of the 500 largest industrial corporations in the U.S.!)

It's a sobering thought. Especially if you want to protect your savings, your family's lifestyle, and also get the inside track on the hottest investments you'll ever see in your lifetime.

Here is the first of the highly-unorthodox "inside secrets" contained in these 7 extraordinary reports. Please pay careful attention -- I guarantee you won't see these predictions (and profit-making advice) in the Wall Street Journal:

HOT REPORT #1:

HOW TO MAKE ENORMOUS CASH-PROFITS IN THE INEVITABLE MOB-CAUSED EXPLOSION IN GOLD COINS!

The very first opportunity this man revealed to me almost bowled me over. He said cash-heavy drug lords and other members of organized crime are about to push the price of certain gold coins through the roof!

There are several reasons for this and I'll explain in more detail on page 2 of this letter. (You're going to be surprised which gold coins will be among the favorites -- and why Krugerrands and Canadian Maple Leafs will not be among the

(go to Page 2)

buys!) In the meantime, you should know that those very same reasons are also responsible for the next two equally-astounding "coming attractions":

**AFTER SNAPPING UP TRUCKLOADS OF BULLION COINS,
THE DRUG KINGPINS WILL CORNER THE MARKET
ON DIAMONDS, SILVER AND A SELECT FEW RARE COINS!**

Normally, of course, diamonds, silver and most rare coins are a pretty risky investment. But the new, market-savvy criminal syndicates aren't worried, and for a very good reason:

**USING THEIR BILLIONS OF DOLLARS AS LEVERAGE,
THESE BAD GUYS WILL MANIPULATE THE MARKETS
IN EVERY WAY THEY CAN TO MAKE THEIR MEGA-INVESTMENTS PAY OFF!**

And if you don't believe they can do it, let me tell you that they already are doing it -- on a massive scale! Government trials of the few mobsters who have been caught recently reveal how the Mafia, the Colombian cocaine lords and the deadly Chinese Tongs have used scams, deceit, false rallies and even "legitimate" brokerage houses to plunder U.S. and world markets! In a single "double swing" play in the precious metals market, they have made profits of 400% to 1000% -- at the expense of innocent (and unfortunately naive) investors!

These crooks are shameless. And they've never, in all of history, had more cash to play with than today!

Even so, you need to know that hyper-profits are not the main reason behind these investments. No. The main reason criminals are going after gold coins, diamonds, silver and rare coins is because, in spite of all their billions...

**They have a severe "laundry" problem
that they need to solve NOW!**

I promised to explain this to you, and let me do that now before I tell you about the other amazing predictions contained in these reports (which, by the way, are called "The Crime Connection").

Here's what I mean by a "laundry" problem: Nearly all of that \$108 billion earned by organized crime each year is in fives, tens and twenty dollar bills (courtesy of street-level drug deals). This is more cash than anyone can count -- so special microchip-driven scales are used to weigh the money!

**For example, 107.4 pounds of \$20 bills
equals one million dollars!**

The federal authorities aren't dumb. And they pay very close attention to anyone trying to bank or invest or buy anything using two or three Mack trucks full of small-denomination bills. Therefore, the crime lords must constantly look for new ways to convert those mounds of "dirty" cash into "clean," legitimate funds. And until very recently, they've been pretty darned successful. All those Harvard accountants and lawyers on the payroll know their jobs well. But the game is about to change -- permanently.

Here's why: You probably already know that nearly all of Western Europe is going to join into a cooperative mega-market in 1992, and that they will adopt a single new form of currency that will take the place of pounds, lira, francs, deutschemarks and the like. This new currency is called the ECU (for European Currency Unit).

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Now, regardless of what you or I think about this situation, it's going to happen. But what you may not be aware of yet is that the U.S. is also planning to trot out all-new currency! The days of the greenback are nearly over -- the government already has the New Money designed and ready to print. (Former congressman Ron Paul reports the new stuff is tinted pink and blue, and is full of holograms, metal and plastic threads, "diffraction gratings" and chemical alarms. He considers them "ugly.")

See the potential problem for the mob? For most investors, the New Money shouldn't be a big problem, except for the confusion and hassle. (Plus another little hitch I'll tell you about later!) The feds will give everyone 60 to 90 days to trade in all their "old" cash for the new stuff, and that will be that.

However, if you happen to be a Colombian drug lord with two or three billion dollars in small bills laying around your jungle fortress, then you suddenly have a tiny cash-flow problem!

That's why the financial markets are about to heat up like never before. The money-laundering gangsters have a time-crunch -- and record amounts of "dirty" money to clean up! The fires on Wall Street, Bonn and Tokyo are going to burn bright and hot for a short time, and then the entire economy will collapse into something you won't easily recognize. Unless you know what to expect.

But let's be straight about this: I am not advising you to buy up precious metals or coins and then sell them to criminals! What I'm saying is that, while the turbulence caused by this sudden and massive market explosion is happening, some investors are going to be ruined...while others (with inside info) stand to make the largest profits of any opportunity in this century!

That's why I'm so sure you'll want to have Report #1 as soon as possible. It not only reveals what the underground has planned, but it spells out ways that you can use this advance information to make a pile of money -- legitimately! For example, you'll learn:

- * Which 100% gold coin will suddenly surge in value as demand skyrockets! (It won't be Krugerrands or Maple Leafs -- because both must be reported on 1099 forms when sold, and secrecy is a must for crooks!)
- * How to avoid being a sucker in the inevitable false "spikes" in gold and silver contracts as the mob manipulates the markets by dumping bullion or causing shortages through crooked brokers!
- * Why popular MS65 ("gem" quality) rare coins -- because of a little-known hitch in the grading systems -- may be your worst investment ever...and how to tap into the blindingly-fast profits to be generated by the less-expensive grade picked by savvy crimelord investors! (You could save 70% on your buy, and see bigger profits -- with almost NO RISK -- than even long-term coin experts will make!)
- * How the same Japanese "crazy money" millionaires who started the panic in Van Gogh and Picasso paintings are now making massive buys in the rare coin market! (This is ground-floor opportunity knocking, if you know what to do now!)
- * Why the "guerrilla" investment experts see silver's current out-of-synch price ratio to gold as an almost sure-fire chance to double your profits in a short time!
- * The secrets of "leveraging" your entry into the boiling diamond market so

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you can safely take advantage of 1) increased U.S. sales (up 23% last year), and 2) the fact that DeBeers (controller of 85% of the world's diamond market) is now under intense investigation by London's Monopoly Commission!

And this is just for starters! Can you guess what will happen next as organized crime plows its way through the economy? A lot of people who either fail to see it coming or are naive enough to fall for it will be badly hurt financially. I don't plan to be one of the losers, and you shouldn't either.

HOT REPORT #2:

**HOW TO TELL IF YOUR BANK IS VULNERABLE
TO A DISASTROUS MOB TAKE-OVER!**

This is extremely important news if you have money in any bank in America! Why? Because a whole NEW banking crisis is threatening to erupt as mob money continues to force bankers to cooperate or lose billions in their "special" accounts. But don't be completely fooled -- some financial institutions will be more "cooperative" than others in the laundering crisis. Especially as the stakes get higher.

- For example, the famous "Pizza Connection" trial in 1984 showed just how deeply the Mafia could get into major banks and brokerage houses: Both E.F. Hutton and Merrill Lynch had a very tough time trying to convince the federal grand jury they weren't aware the \$25.4 million in small bills that passed through them was from a mob-connected account. (Both were fined heavily.)
- Eduardo Orozco, another "laundry man" who sang to the feds, admitted to running \$151 million through 11 major U.S. banks in a short time. Among the well-known banks who didn't mind the suspect business: Citibank, Chase Manhattan. And Chemical Bank -- the sixth largest commercial bank in the U.S.!
- And the deadly Chinese Tongs (who make the Mafia look like a Boy Scout Troop) have practically made Monterey Park, California their own private world financial center. The town only has 58,000 residents -- yet boasts 28 Asian-centered banks! Police estimate \$2 million a day is laundered here.

Other banks that have been caught with their hand in the drug-encrusted cookie jar include: Great American Bank (Dade County, Florida) -- \$94 million in "unreported cash deposits." Garfield Bank (Los Angeles) -- \$3.3 million. People's Liberty Bank (Kentucky) -- \$11 million. Even Bank of America was recently fined \$4.75 million for not reporting some 170 transactions of \$10,000 or more.

So what does all this have to do with you? Plenty.

1. First of all, you need to be more careful than ever where you put your money. Foreign banks aren't necessarily covered by FDIC insurance and, as unlikely as it sounds, they could just disappear one day and take your savings with them!
2. It's also possible that the feds could come down hard on individual banks suspected of dealing heavily with organized crime -- and any investigation could tie up your money for an indefinite period.
3. Finally, banks that are already rocky with bad loans and uncollectible

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debts owed by, say, crumbling Third World nations like Argentina, Mexico and Brazil, could go belly-up fast if the mob ever decided to suddenly pull out their billions. The list of shaky banks includes some of the most well-known institutions in the world.

Is your money in a "risky" bank right now? If you wait until the newspapers tell you, it will be too late to do anything but panic. In your copy of "The Crime Connection," there is a comprehensive list of the banks that have been shown to have dealings with criminals, as well as a list of high-profile banks officially considered to be on "red alert" status: taking on water fast, ready to keel over.

What's more, there are several ingenious ways to maximize your returns on savings and other bank investments safely...even while other investors breach an ulcer trying to salvage their wealth from the hidden risks in the new banking crisis!

Believe me, Report #2 is must reading if you value your money!

HOT REPORT #3:

HOW TO MAKE A FORTUNE
IN THE COMING REAL ESTATE BLOODBATH!

Listen closely. This really hits you where you live.

In 1997, the British will leave Hong Kong as promised, and the one-time world financial center will be swallowed up by China. The finance giants are already moving to Taiwan, Germany, Britain and elsewhere. The secret gangs (the "Tongs") who have populated Hong Kong since it was founded are moving, too. They're moving their operations to where their biggest market is. Here. In the good old U.S.A.

These Chinese gangs are no day at the beach. They are the most vicious, most secretive, most powerful crime organizations on the face of the earth. Not a single government agent or police "sting" has ever penetrated a Tong hierarchy. No Tong "soldier" has ever willingly squealed to authorities -- the price is too high. (Whole generations of families have been slaughtered because of a single infraction by a Tong member).

They already own the "Chinatowns" in New York, San Francisco and Los Angeles. Fruitstands in Manhattan now rent for as much per square foot as the priciest real estate uptown near Tiffany's. Over \$12 million in block buys of San Francisco neighborhoods by Tong agents occurred right under the nose of the IRS, who could do nothing to stop it.

Are they already in your neck of the woods? It may be a safe bet -- anywhere they can sell their #3 and #4 grade heroin, the Tongs will set up shop. And they will influence the real estate markets heavily.

How would you like to live next door
to a drug-selling murderer?

What can you do to protect yourself? It's not hopeless. And it's not your job to be part of the crime problem -- when the mobs move in, you may need to move out. Quick. Where? You'll be surprised. You won't recognize the maps of U.S. cities in a few years. There will be whole new "suburban ghettos" and isolated communities besieged by drug "families." All-new "clean" cities will spring up from nothing, boasting pollution-free high tech industries and freedom from crime. Some cities will spontaneously rejuvenate (like Seattle and Dallas); others will collapse entirely (like East St. Louis).

And profits? Listen, if you aren't aware of the coming foreclosure bloodbath

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right around the corner, go back and read the section on banks. The entire U.S. savings & loan crisis is about bad loans to people over their heads in debt. In Hot Report #3, there's an entire section on How to Make a Fortune in Foreclosures, plus tips on:

- * How to spot mob-controlled neighborhoods. Hint: They aren't always lower class! In fact, one-third of the \$1 million-plus condos in the exclusive Trump Towers, New York City, are owned by foreign "corporations" in Panama and the Netherland Antilles (drug lord breeding grounds!).
- * Why it may make more sense to rent your home during false real estate booms caused by infusions of crime-tainted cash!
- * Where the New Towns with clean air, no crime and lots of "play nice" Yuppies will be located!
- * And which struggling resort areas will soon be thriving again with legalized gambling!

There are two interesting things you need to know about that last item: First, property values in those dying resort areas are dirt cheap right now, but revitalization will almost certainly turn them into the hottest real estate markets in the country. And second, once gambling is legalized, the Cuban-American syndicate known as "The Corporation" will be forced to find new towns to operate their \$45 million underground gambling cartel.

Are you sitting in a future mob war-zone? This report (#3) will tell you what you need to know to protect yourself, and how to make some solid profits with legitimate investments as events unfold.

HOT REPORT #4:

HOW TO PROSPER IN THE LUCRATIVE NEW "GREY MARKET" WHILE THE U.S. ECONOMY STUMBLES!

This report alone could help you ride out the difficult times ahead in relative luxury. Here's what will happen: The banking crisis (from Report #2) is going to exaggerate the confusion caused by the issuance of the New Money -- and a more-or-less legal Grey Market will be born where you could make a ton of easy money while nearly everyone else misses the boat.

You probably will not see the type of hard-core Black Market that crumbling economies like South America and Central Africa have. But there will be a massive increase in legal bartering, trading, and business conducted over the counter with precious metals. Organized crime will turn up its nose at this "spare change" game, but there will be ample opportunity for you to amass a small fortune.

The winners in this Grey Market will be those people with the most liquidity and the most skill in consummating deals without using dollars. There's a whole section in this report that will show you:

- * What hard-money "hedges" you will need to profit in the Grey Market. And in what denominations (it will be difficult to buy a loaf of bread with a \$20 St. Gaudens gold piece valued at \$800). Also -- how to buy these hedges at super-bargain deals now.
- * How to use surplus luxury items to trade for goods and services (and how to get those items at rock-bottom prices before they're needed)!
- * How to stock up on necessities so you won't have to pay exorbitant and inflationary prices for them during the confusion. (Let your unprepared

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neighbor buy the \$200 blankets and \$30 light bulbs -- you've got better things to do with your savings!)

Plus, you'll learn how a small "kitchen table" business can bring you piles of fast cash by meeting the simple demands of the confused economy.

**HOT REPORT #5: HOW TO REAP UNBELIEVABLE PROFITS AS THE DOW-JONES
SOARS TO OVER 4000 IN THE NEXT 18 MONTHS,
AND THEN CRASHES LIKE A LEAD BALLOON!**

Right now, most investment advisors are falling all over themselves trying to predict either a depression or another bull market like the mid-Eighties. But the crime bosses know better -- they're betting on both scenarios, and they're going to do their best to make sure things turn out their way! Make no mistake -- this could be the stock market ride of your life if you get on in time! Look for several "no brainer" investments to pull down profits like magic while the Dow 4000 ceiling busts like glass as the bull charges through.

Of course, the subsequent crash will be devastating for most investors. But, if you know what to look for, you'll already be free and clear of the disaster...and rich! The warning signs are all spelled out in "The Crime Connection."

**HOT REPORT #6: HOW TO PROTECT YOUR FAMILY AND WEALTH AS NOUVEAUX
RICHES MOBSTERS INFILTRATE NEW (AND FORMERLY
LEGITIMATE) BUSINESSES BY THE HUNDREDS!**

You may not be directly working for a crime lord at the moment, but you may have an office in one of his buildings. You may regularly be shopping at his supermarket. You may fly in his commuter airline, and stay in his "home-away-from-home" hotel.

Why does this matter to you? Because you'll be exposing yourself and your family to potential violence, police surveillance (yes, I know, you have nothing to hide...) and unbelievably unscrupulous landlords and businessmen. These guys do not play by the same rules you and I do. A New York drug dealer recently dropped \$1.5 million in cash for a trendy nightclub -- just so he could fire a waiter who was rude to him!

What are the favorite business targets for criminals-cum-businessmen? This report tells all, and could save you a ton of money & trouble by helping you spot dangerous investments before you get suckered in!

**HOT REPORT #7: HOW TO SCOOP UP THE FASTEST PROFITS YOU'LL EVER SEE
AS THE JAPANESE STOCKMARKET SUDDENLY COLLAPSES!**

Are you aware that the most common natural disaster in Japan's history is expected to decimate the Tokyo stock market within the next two years?

Savvy investors with an eye on history-repeating-itself already know all about this, and are planning for the worst. The Nikkei Dow is the world's leading stock market right now, but it is so vulnerable that even comparing it to a house of cards doesn't do the situation justice.

Tokyo is in a price-to-earnings ratio fantasy land -- many times higher than Wall Street had been on Black Monday's crash in '87. It's all speculation and based on an insane monetary expansion of the Yen. And when our Dow takes off,

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the Tokyo market is going to soar into the stratosphere on wings of fragile gossamer.

The whole thing is ripe for even the slightest upset to bring it all down. But here's the tip you need to know: Even if the natural disaster doesn't come as expected (and most geological experts think it's a lock to occur), the crime bosses won't hesitate to cause the shake-up themselves. If you have the nerve to ride out the panic, there are extremely easy ways to make a bundle as the sun sets for good on the Japanese market.

Well, that's it -- all the peril and
all the potential wealth that lies in your immediate future!

Let me tell you, these reports will absolutely blow your mind. But, more importantly, they will also show you how to make enormous legal (and ethical) profits even while the madness rages around you. It's just like the Great Depression of the '30s. Most folks had their heads handed to them -- but a savvy few (the ones with inside information) actually got wealthy. They even learned to enjoy their luxurious lifestyles despite the constant moaning of those who were foolish enough to let the depression destroy them.

The choice is yours -- a wealthy, care-free life of pleasure, or the drudgery of poverty and opportunity-lost. These reports are without doubt worth many thousands of dollars in investment advice and in uncovering opportunities you would never discover on your own. In fact, we had plans to sell them to a small group of hungry investors on a special "house list" for \$95 each. Well, I've decided not to do that now. And you're going to be very surprised at the special offer I have arranged for you.

HOW TO GET YOUR REPORT

I have your copy of "The Crime Connection" right here in my office, and I'll ship it out by return mail as soon as you give us the go-ahead. The price is just \$39.95 plus \$3 postage and handling (total: \$42.95) and you can use your credit card and order it over the phone right now. The number you want to call is 1-800-433-7145 (it's a toll-free line and won't cost you a cent). Ask for extension 14. In California, call (213) 273-7053 (and ask for extension 14). Or, if you prefer to order by mail, you can use the enclosed order form which is printed on the yellow sheet of paper. Either way, you have our standard 100% guarantee of satisfaction: If you aren't happy with the report, for any reason, just return it within 30 days and we will immediately refund your purchase price. I know you're going to love these reports... They are a fascinating look into the most intricate criminal system the world has ever seen. More importantly, they show you smart and simple ways to earn enormous profits in a very short time.

Your opportunity is now; things are going to start poppin' sooner than you may expect. Call today.

Sincerely,

Ian Garnier

Ian Garnier, Executive Publisher
Financial Reports Division, Everett & Lloyd, Inc.

P.S. I have recently acquired (I am not going to tell you how) a small number of coins that were in circulation in the Holy Land during the life of Jesus. These coins were minted just over 2000 years ago, and it is possible that some of them were actually touched by one or more of the 12 Disciples. Jesus made a comment about these coins which you can find in the Bible (Mark 12:41-44). This coin, when minted, was called a "Lepton" and, because they were created so long ago, no two of them are alike. As I said, I only have a small supply of these coins. But I am going to send one of them to you **ABSOLUTELY FREE** if I receive your order within the next 10 days!

Your Credibility

Establish – truthfully and forcefully
but *without* hype –why you’re the
Go-To Guy in this situation...

Remember: He’s in some kind of
pain, he’s skeptical, he’s ready to
bolt, he will NOT up with
bragging. You must win him over
on HIS terms, immediately.

Step # 9:

Develop Your Story & Your Voice

EXERCISE:

Do the exercise yourself, that was just explained in the workshop section you just saw.

Think about how you are or can be the go-to guy in your situation.

Take 5-10 minutes. When you are done, restart the video. You will see how the workshop attendees handled the same situation.

Develop your story & your voice:

- The “Million Dollar Step”
- What’s your credibility?
- Your story as myth or shared iconic situation
- Hometown boy makes good...loser learns to win...clueless dude gets a clue...outsider sneaks inside...regular guy discovers the secrets to exceptionality

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Step #10: Headlines

Step #10:

Headlines

Lots of teachers "talk" a good game when it comes to creating headlines...

... but the real skill must be honed through experience...

... guided by an expert.

We'll cover how to effectively rip, borrow and create original headlines in this section.

It's not theory. This is hard-core, proven strategies for figuring out what to write, and how to write it.

A vast swipe file of proven headlines is included.

Headlines are critical for generating sales through advertising. They act as subject lines in emails, as titles in video, as introductions in face-to-face pitches.

And yet the craft of writing a decent (let alone great) headline is so misunderstood, it's a crime.

Here, you will get a deep feeling for what needs to go into your headlines.

Just brushing up against this insider knowledge will make everything you write easier to slam out.

Taking a little extra time to really push yourself in the exercise will give you a visceral power to craft truly killer headlines that demand to be read...

... and really do become the one thing your prospect reads today that gets his blood moving.

Step #10: Headlines

- Rips
- Originals
- Long
- Short
- Every word must earn its place

Be The One Thing He Encounters Today That Shocks Him Out of His Zombie State

- **Attitude...**
- **Hooks and tall tales...**
- **The incongruent juxtaposition of compelling sales elements...**
- **“Before-and-after” shockers...**
- **Inside info, on the sly...**

An amazingly FUN opportunity to catch up to -- and even *pass* -- everyone who's having better sex than you are right now... and it's a FREE LOOK, too...

“The Most Exciting Sex Of Your Life... The Most Satisfying Intimacy Of Couples Who Know...”

Life is too *short* to miss discovering why some couples always seem

so much more “in love” (and happier) than everyone else.

Respected doctors and sex therapists now agree: Deep, lasting closeness is nurtured in the bedroom... passionately ignited by *simple* sexual secrets (hidden from most folks) that can *transform* your love life almost overnight into something magical...

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.

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

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

World Famous Street Fighter
Will Give You A
FREE GUN...

Just To Prove He Can Take It
Away From You Bare-Handed As
Easy As Candy From A Baby!

World Famous Street-Fighter Will Give You A **FREE GUN...**

**Just To Prove He Can Take It Away From You Bare-Handed
As Easy As Candy From A Baby!**

From: Russ Horine
CEO, TRS
To: John Carlton
Hot List No. 99999

Tuesday, 8:22am

Dear John:

I want to send you a free gun. (It is identical in CAD-imaged specs to the standard military-issue "Red style" training gun.)

There are 2 things I want you to do when you receive it:

- (1) I want you to set the gun aside, and watch the four videos I will also send.
- (2) Then, I want you to give the gun to the toughest, biggest and most coordinated friend you have... and ask him to:

Point The Gun At You And Squeeze The Trigger!

It is important that you choose someone who is larger than you. Preferably, he should also have some skill at fighting. *A black belt karate master would be perfect.*

Why am I asking you to do this? Because, I want to **prove** to you that what you see on these video tapes will allow you to instantly take that gun away (bare-handed) and *put him down on the ground* before he can move a muscle to squeeze the trigger! And once down, you will be able to **keep** him on the floor. You'll be in complete control.

As you will see in these tapes, you do not need strength, or special agility, or even previous skill in fighting. You will see how even a small man (5' 5", 140 pounds soaking wet) can easily disarm and take down a bodybuilder (6' 2", 240 pounds) trained in judo!

~~It's an astonishing fact to learn, but it is true nevertheless. What you are about to learn are the identical~~
"Disarm and Disable" tactics used by elite U.S. military personnel, big city SWAT teams, and high-profile security enforcement...

Which Have Been Kept Secret From Civilians (Like You) For Almost 20 Years!

Now, let me tell you about this gun. It is a detailed and exact replica of the "Red style" guns used by the military for training. It was designed and hand casted so that *all the tolerances are identical*. It has the feel, heft and balance of an authentic high-powered automatic pistol, yet is crafted from special solid polymers so it can be used for real-life training.

This gun would fool an expert who picked it up blindfolded — *only* the solid bore and the color (yellow) give it away as a training weapon. (The color is used for two reasons: To avoid misunderstandings with people who do not realize it is a training gun, and to keep *you* from accidentally picking up a real gun to practice with.)

There is one important alteration to this training gun. The **trigger guard** has been strategically

changed so it will not snap the finger off your training partner, as a normal trigger guard would. This alteration allows you to train without “pulling punches”, and speeds up your learning curve dramatically.

Now, don’t get the idea the “moves” you are about to learn are difficult, just because they have been held in secret by some of the most feared fighters in the world. *The moves are simple and natural...* yet utterly devastating when used against an armed attacker. You will be able to quickly take away your assailant’s gun, and you will also learn:

- The *most important* (and *toughest*) decision you **must make** in any armed confrontation... and how to make it intelligently and morally (so you never have to second-guess yourself later!)
- Why the *incorrect* disarming techniques will actually force your attacker to fire... **whether he’s decided to or not!**
- Why a man with a gun standing just 2 feet away from you is at a disadvantage... and how to use simple “leverage” to make him regret it forever!
- Why the correct way to “clear” a weapon increases your chances of not getting shot (first rule of bare-handed gun fighting) by 60%!

What’s more, you’ll also learn how to disarm an attacker who has a knife... along with:

- How to tell when your attacker is just “bluffing” with a knife... and when he’s about to commit to stabbing you! (Crucial knowledge for making your best fight-ending move!)
- The *single most important decision* you must come to terms with in a knife fight!
- How to protect your most vulnerable “targets” during a knife fight... and how to use these rapid-blood loss areas *against* your assailant to end the fight instantly!

Plus, you’ll learn the tactics of taking away a club or baseball bat from an attacker... and also:

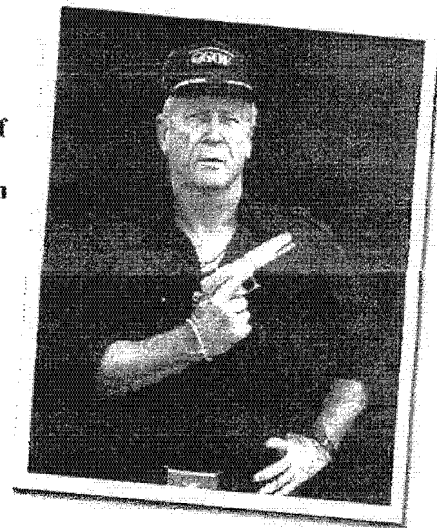
- How to tell where the “sweet spot” of a club or baton is... where all the *damaging* power is located! (And how to avoid it!)
- Where the “safety” area of the club is: the 20% of any swing where the power of the club is wasted (and where your opportunity to *end the fight* lies)!

And, once you’ve disarmed your attacker and are facing him bare-handed... well, that’s just child’s play now. These tapes will show you:

- How to use the secret of your body’s natural “fulcrums” to bring anyone to their knees... using only 12 pounds of pressure and a tiny “torque” of your wrist! (Once you understand the secret, even a fighter twice your size can be dropped in a blink... with no more exertion on your part than you’d use to open a tin can!)
- How to master the strongest grip you’re capable of — no matter how “weak” you think you are!
- The devastating secrets of *joint manipulation* (the lazy man’s method of effective fighting)!
- The 4 crucial moves you must make when being “held up” from behind! (Or being forced to kneel from behind... one of the more *common* assault techniques used by desperate criminals and hostage takers!)

PLUS — and this is my *favorite* part of the package — you get an entire video of street-fighting “Dirty Tricks”... the same sneaky moves used by professional soldiers and cops who can’t afford to waste time fighting by the *old* “rules of the street”. You’ll learn:

- The 2 psychological responses *all* top warriors “surrender”



“The release of these tapes is unparalleled... it may save your life.”

Colonel Robert K. Brown, USAR (Ret.)
Founder and publisher of
Soldier of Fortune Magazine.

to the instant a fight is at hand... that *increases their chance of survival and victory by 400%!*

- **How to quickly “cancel out” any size or weight advantages your opponent has!**
 - **The secrets of “Single Finger” takedowns... using moves that are indefensible even by a larger and more experienced opponent!**
 - How to use “pain enhancement” tech to convince your assailant to stay down until the cops arrive!
 - **How just 6 pounds of pressure on a nerve can set you free from almost *any* hold!**
 - How to break away from strong-arm choke holds!
 - **The natural “guides” on your attacker’s body that automatically guarantee a correct strike!**
 - The 12 take-down tricks that are never taught in karate “schools”!
 - **How to avoid the horrible mistake most fighters make with groin kicks!**
 - **How rookie fighters “telegraph” their moves... and not to do it yourself (and use your knowledge to gain advantages over your dumber attackers)!**
-
- How to reverse the worst fighting position you could ever find yourself in!
 - **Your 5 best “first strikes” to end any fight instantly — a split second before it begins!**
 - The sneaky ways professional fighters use the element of surprise to turn around dangerous situations... even when they’re the ones who’ve been “jumped” by an assailant unexpectedly!
 - **The simplest way to gain a “technical” advantage when you appear to be overmatched!**

And more. A *lot* more, in fact. For example... **How only 4-6 pounds of pressure can snap a shin-bone... How to “adjust” his attitude without doing obvious harm...** A detailed “map” of anatomical targets (for example: where the thumb ends at the thigh is a *crucial* nerve point — reaction: numbing shock when kicked)... **And, the most decisive move you can make to end *any* fight instantly!**

As you can see, the secrets revealed in these amazing video tapes will give you a powerful new way of moving in the world, because...

You Will Never Again Walk Your Streets In Fear!

Are you having trouble believing all this? That’s okay — I’m used to people being suspicious... *at first*. But the truth is, what you are about to learn is praised by professional soldiers, and law enforcement personnel all over the country. They *all* agree that this new system can be learned quickly and easily, and will work on the street under even the worst conditions imaginable.

Here is how we came to discover these “professional warrior” bare-handed fighting secrets: For a long time now, I have been connected to the “inside” of certain elite military and law enforcement circles. (Including the Navy **SEALS** and US Army **DELTA** soldiers — the most dangerous soldiers on the planet.) My goal is to help civilians like you to understand the super-effective fighting skills that have been developed. I want my family to feel as safe and protected as possible, and I’m sure you want the same for your loved ones.

Anyway, through certain inside “contacts” (which I am **not** going to tell you about) I was approached by two of the most respected professional combat trainers in the world: **Randy Wanner** is a feared martial arts expert who for years has been training federal and state law enforcement agencies in “street survival fighting tactics”. (He was also the former Martial Arts editor for *Soldier of Fortune* magazine.) His name is well-known among the elite “warriors” of modern-day combat, and he has gone toe-to-toe with street fighters from all over the world to prove his techniques are superior to anything else out there.

Bob Taylor is considered one of the country’s most experienced experts in close quarters combat. State, local and federal law enforcement agencies use him frequently for training. He is also a specialist in counter-terrorism for African, South American and Central American governments.

These two guys are in demand all over the world. Their clients include the **U.S. military**, big-city **SWAT**

teams, international anti-terrorist squads and top security firms in 15 foreign countries. These clients hire Bob and Randy for just one thing:

**Their Incredible Skill In Quickly
Teaching Their Unique "Bare-Handed" Disarming and Disabling
Techniques For Armed Attackers!**

This new fighting system took over 20 years to develop. It was necessary because soldiers and officers who were supposed to be disarming their attackers were, instead, *getting shot and disabled themselves!*

Randy and Bob decided to find out what was wrong. They used their connections within the military establishment to get "training" bullets for their weapons. These bullets (called "Red Jets") are almost impossible for civilians to get. They are made of wax and polymer, yet are calibrated to fire from real weapons and can blow a hole in quarter-inch plywood from 15 feet. These training bullets were necessary for Bob and Randy's research, because...

**They Used This Live Ammunition
On Each Other To Develop
Their New Disarming System!**

Let me tell you — it takes some kind of guts to face a gun loaded with live ammo. Those wax bullets travel at *over 400 feet per second...* and even if they don't tear up your body like real bullets, these guys have the scars to prove getting hit with them isn't pretty. *No one else in the world has ever done this kind of live-weapon research!*

The first thing they found out, of course, was that 99% of the disarming tactics being used by soldiers and cops (and still being taught by sinug karate masters who have never had to face a loaded gun in person) **DO NOT WORK!**

This has to stop. It's irresponsible. It's stupid — especially when Randy and Bob have, after 20 years of tough research, come up with simple and easy-to-learn ways that **do** work!

Their discoveries have revolutionized the way modern professional warriors approach armed attackers — already, there are cops who are on record saying these new skills have saved their lives in the street!

Why do you — as a civilian — need these skills? Are you kidding? The whole world has gone psycho. The odds that you will be faced by an armed attacker — without a weapon of your own to rely on — are getting worse every day. This kind of advanced knowledge (even if it is easy to learn) isn't a luxury for American men anymore. The facts are staggering:

- **M.I.T.** (the famous university) did a study uncovering the fact that **5 of every 6 twelve-year-old kids are going to be the victim of a violent crime in their lives!** That's almost *everybody*, sooner or later!
- Jean O'Neil (of the **Nat. Crime Prevention Council**) says that victims who are forced into an attacker's car *rarely* walk away alive!
- And every kind of horrible crime is becoming more and more common — you are *no longer* safe in your home, in your car, in a restaurant, or on the street surrounded by other people!

What's more, new studies show that women who *fight back* are less likely to be raped. And that learning some form of self-defense is your *best bet* against a criminal population who is prepared to use force and violence on a whim.

But there's a BIG problem here. The way most Americans are going about getting prepared to defend themselves is simply...

Not Going To Work!

Here are the facts, my friend: Most martial art studios are run by people who have *never been in a real fight before in their lives...* and you will probably be trained (in a *huge* class) by people who have been prematurely promoted to "black belt" just to handle the classes! These "store front" studios operate exactly like health spas — they lure in large numbers of people, and get the money up front. It's a business.

And the garbage being sold to **women** offers only the pale illusion of self-defense: Tear gas, stun guns and the fancy alarm sirens people are "arming" themselves with are worthless in most cases of attack.

In reality, you have only two choices: Remain a vulnerable “potential victim” who trusts that God will protect you... or learn the **RIGHT** way to defend yourself.

It's not hard to do. In fact, it's relatively *simple*...

Once You Understand The “Inside” Secrets!

Well, there's a “hitch”. You see, the only way to even get any personal training from Bob or Randy was to get into their heavily-monitored seminars. But to get in, you need *2 forms of official credentials and licenses* (plus about **\$850** for the full board of instruction). Only professionals — elite soldiers, police **SWAT** teams, high-profile security agents — have been allowed to learn this life-saving stuff...

Until Now!

Why now? Because, after about a year of intense negotiation, we convinced Bob and Randy to go into a video studio and — taking as long as they needed — produce the **first video package ever** of their most trustworthy techniques for facing an armed attacker bare-handed.

And they did just that. After weeks of filming and editing, they created the only package in existence for people (like you) outside the world of professional warriors. **Yet they pulled no punches in presenting their new fighting system!** What you get here is ~~all their best techniques, best advice, and best training methods!~~

Here's what you get in this amazing, just-released video package:

- ⇒ **4 full-length videos** (almost 5 solid hours) — teaching you all the advanced combat techniques for instantly disarming and disabling (bare-handed) any assailant coming at you with a gun, club or knife (the most common weapons you'll see on the streets)!
- ⇒ Included is the famous **“Dirty Tricks” video** of Bob and Randy's favorite moves — really sneaky ways to manipulate and “put down” any attacker before he knows what happened... and keep him down until help arrives or you decide an “alternative” course of action! Even trained street fighters *twice your size* will go down fast — and *stay down* — with these astonishing fighting secrets!
- ⇒ *Plus*, you get your specially-made **“replica” gun**... yours **FREE** just for ordering the video tapes.

The techniques you will discover on these tapes are the *identical* ones taught to elite soldiers, **SWAT** team cops and high-security personnel...

With One Important Difference!

In these videos, you get the incredible advantage of seeing everything via **3 separate cameras** (mounted stage left, right, and overhead)... so you get *multi-angles* and *slow-motion repetitions* of each and every move! This means you get an increased understanding... and you'll follow a faster “learning curve” than even the professionals get during a seminar!

This is no Hollywood B.S.... these are real techniques used by cops and soldiers! **And make no mistake** — this stuff should *only* be used when you are faced with what the professionals call **“Condition Red”**: The point where you have **absolutely** decided that your assailant has already made the choice to harm you.. *and you must act to save your life!*

That's what this tape package is all about. You, ultimately, have to take responsibility for yourself, and for your actions. We can't do that for you. Neither can we guarantee that what you learn here will make you invulnerable to harm — that would be a stupid claim, and you would be a fool to believe it. No, what you have here is an **OPTION**. You are giving yourself one more (powerful) choice in this crazed, dangerous world — the choice to not be a vulnerable victim who has no idea what to do... even though you know that certain harm is imminent!

I don't rob people. I don't like to hurt anyone, and I don't like to see other people get hurt. It sickens me that the criminal element has taken over our streets, and is invading homes with impunity. That *sucks* — and I, for one, am damned glad to have tools like these to *take back* my little piece of the world.

And I believe you feel the same way.

That's why I want you to see these tapes for yourself. Right now.

Here's the deal: All you need to do is call my office at **1-800-899-8153** and ask for **Dept. FC-47** (that's a toll-FREE call and won't cost you a cent) and tell the person who answers that you want the **"Fighting Chance"** video package... along with your free replica gun. Have your credit card ready. Or, if you prefer to pay by check or money order, simply fill out the "Priority Order Form" below and mail it with your payment to: **TRS, 606 E. Acequia Ave., Dept. FC-47, Visalia, CA 93292**

The cost of this incredible package is just \$97 — that includes everything *and* you have a...

**Full 3 Month Risk-Free
Money-Back Guarantee!**

If you aren't satisfied with this package — *for any reason at all* — just send it back and I will rush your refund back by return mail. I trust your judgment here.

And, you get to **KEEP** the gun, even if you decide to return the videos! Consider it a gift, just for giving these astonishing tapes a "trial run".

But you do need to hurry! Even though we have many allies in the military and law enforcement "brotherhood" who support our attempts to "de-victimize" civilians, you should know there are many others who are scared to death with the idea of giving these secrets away. We have already been "stopped" by the U.S. Navy for offering another product... and the truth is, there are no guarantees this product won't be "stopped" also.

If that happens, you won't be able to get this information at any cost, anywhere. So, you see, it's very important that you order **now**, while you have this letter in your hands... and don't risk having these tapes withheld from you!

Sincerely,



Dr. R.L. Horine

P.S. One last thing — it's important. Please read the following "testimonials" now.

**Here's What Professional Military and
Law Enforcement People Are Saying...**

"In my 50 years of military combat experience no one has done the hands-on research of being unarmed against a live weapon... until now! Study and master this tape. It will save your life." — **Major General John K. Singlaub, USA (Ret.)**

"...The joint breaking techniques on this tape alone are perhaps the most powerful fighting tools you could have on your side." — **Phillip Morrison**, demolitions/anti-terrorist/crowd control expert, Director of Uniformed K-9 division.

"These guys have 'broken the code' on making these frighteningly-effective skills very simple to learn and easy to use under adverse conditions in the street." — **Jim Stalnaker**, 26 years with the San Bernardino Sheriff's Department, (homicide, SWAT team leader), now teaching advanced "high risk" skills to U.S. military, federal, state and local agencies.

"I can testify to the saving of two officers whose lives were saved because of (Randy and Bob's disarmament techniques)." — **Bog Dugan**, President, Executive Security International, LTD. (Aspen, CO.)

"The knowledge in these four videos could save your life." — **Neil C. Livingstone**, author and expert on terrorism and national security.

"...Without a doubt this is the most viable and practical system of weapons disarmament in existence." — **Colonel Fred Caristo, USA (Ret.)**

"...It is my opinion that every active-duty law enforcement officer should have access to this video series. These videos will save lives!" — **Dave Chatellier**, CEO of "A Place To Shoot", 20 years active military service, 13 years Civilian Special Operational Services.

"How To Win Friends And Influence People"

**How Does An Out-Of-Shape
55 Year-Old Golfer,
Crippled By Arthritis & 71 Lbs.
Overweight, Still Consistently
Humiliate PGA Pros
In Head-To-Head Matches By
Hitting Every Tee Shot
Farther And Straighter Down
The Fairway?**

**Do you think golf is a easy game? Darrell Klassen does...
and he's been proving it for most of his life, using a single 2-
step secret that allowed him to zoom into the top ranks of
the "underground" professional golfing world... and stay on
top
even as his body deteriorated into a complete mess. What's
more, he's now ready to teach YOU everything he knows.
It's a fascinating story worth finding out about... if you love
golf.**

If petite women and 12-year-old kids are using this secret to hit perfect drives over 250 yards... imagine what it can do for YOU!

How Does An Out-Of-Shape 55 Year-Old Golfer, Crippled By Arthritis & 71 Lbs. Overweight, Still Consistently Humiliate PGA Pros In Head-To-Head Matches By Hitting Every Tee Shot Further And Straighter Down The Fairway?

The answer will shock and delight you! It's an amazingly simple "2-step" Maximum Distance revelation that, we swear, will take you just 3 swings to master yourself... instantly pumping massive payloads of accurate power into your swing no matter how uncoordinated or out-of-shape you are... and guaranteeing your very next tee shot will be a breathtaking dead solid straight drive of 250-plus yards! Plus... if you aren't convinced, these guys will pay you \$10!

(Dateline: Visalia, CA) Do you think golf is an easy game? Darrell Klassen does... and he's been proving it for most of his life, using a single 2-step secret that allowed him to zoom into the top ranks of the "underground" professional golfing world... and stay on top even as his body deteriorated into a complete mess. What's more, he's now ready to teach you everything he knows.

It's a fascinating story worth finding out about, if you love golf.

Darrell, you see, is now pushing 60, easily seventy pounds overweight, so nearsighted his glasses look like Coke bottle bottoms... and he has advanced osteo-arthritis so serious the doctors want to replace his knees with slabs of plastic right NOW. (Darrell wants to wait another five years, though the pain is getting Gothic.)

You hurt just watching him hobble up to the tee, and wonder...

"How The Heck Is This Poor Old Pathetic Guy Gonna Swing A Golf Club?"

Certainly the PGA pros Darrell has regularly played for high-stakes money used to ask that question. But not anymore. Because Darrell simply gazes down the fairway, settles in for his swing... and then blasts another gorgeous 250-yard drive that sails straight down the middle. And he does it again on the next tee... and the next... and the next. All the way back to the clubhouse, where he finally gets to sit his fat bulk down and rest his ravaged knees... and collect all the money. ALL the money.

In over thirty years of playing high-stakes "private betting" professional golf (where, as Lee Trevino said, the real golfers finally show themselves), Darrell has never lost. And he's consistently played against (and crushed) the best golfers on the planet — including a major PGA star who won 5 Tour events not too

long ago (and who, the lawyers insist, must remain nameless).

Darrell is the hero of all older, less-than-athletic golfers everywhere.

Most civilians don't know about this "underground" professional golf tour. It's the best-kept secret among high-profile golfers whose reputations would be tarnished if the public found out.

But you know those big-deal "Skins" games on television, with Nicklaus, Palmer, Trevino and the others? Well, that's not the only time the pros play for "private big bucks". They love the REAL golf that gets played when you have your own money on the line. No television cameras, no adoring crowds of fans, and no big corporate-sponsored trophies. Just you, and the guys you're playing against.

And, if you lose, you pay out of your own pocket. It REALLY hurts to lose this way.

Darrell simply honed his game so that he...

Never Lost!

Is Darrell some kind of superman? Nope. He spent his youth hitting a thousand golf balls a day, studying each and every shot until he understood how to drive for distance. And he discovered the secret to long, straight drives that go exactly where you want them to is actually incredibly easy and simple.

Back then, he was using an ancient persimmon-head MacGregor driver, and hitting those sloppy rubber-band wound, liquid core balata balls that were so uneven and so fragile they would slice open even with a perfectly-hit 3-wood. (Remember?) Even so, with his simple secret, Darrell was hitting true 350-yard drives!

Golf, he'd discovered, really is an easy game... once you know the REAL secrets.

He immediately became a professional golfer. Not a "tour" golfer... his marriage would have never withstood the separations being on the Tour required. Instead, Darrell stayed



close to home in California and took on all comers with the money to bet. You want to feel some pressure on the tee? Try having \$1,400 on the line as you step up to drive a hole... playing against scratch golfers...

With Not A Nickel In Your Pocket!

That's the kind of "must win" pressure Lee Trevino was talking about. And, that's confidence. Yet Darrell never sweated... because he had discovered the simple secret to driving far and straight, every time.

He knew how to win at golf, every time.

Up to now, Darrell has jealously guarded this awesome secret of his... sharing it only with friends, the occasional student he took a liking to, and his wife. (She's just 5'3", but hits her driver 270 yards off the tee!) He likes to teach — but he's too lazy to advertise his services (and never has). Nevertheless, word of mouth has him booked five years ahead. And people fly in from all over the world to this tiny farming town just to take a single lesson from him.

That's all you need, really. One lesson.

In fact... to "get" this amazing power-distance-and-accuracy driving secret yourself...

All You Need Is 3 Swings... Guaranteed!

And that's a real guarantee, too. The company that convinced Darrell to "go public"

with his astonishing secret has a standing offer: **If you DON'T master it in just 3 swings... they will pay you \$10!**

What's more... you can learn this secret for **FREE**. Yes, it sounds crazy, but that's how these guys do business. They're famous worldwide for "blowing the lid" off the best secrets in golf with outrageous guarantees and free offers (and they've been doing it for over 10 years). The company's called **OHP**... and when they reveal golf secrets, thousands of golfers pay *very* close attention.

So what's the big deal about **THIS** secret? Well, for starters:

- You *don't* need to be athletic like Tiger Woods. In fact, the **MORE** out-of-shape you are, the **more** distance you will *immediately* add to your drives!
- You *don't* need any special equipment.
- You *don't* need previous experience. (Beginners start hitting 250 just as quickly as guys who've played for years!)
- And, best of all... *you don't need to spend any money*. You can learn it **free**.

Absolutely everything you need to know is on the brand-new teaching videotape **OHP** has just released (called "**Hit It Longer And Straighter!**").

You will fall in love with this tape instantly, if you're as serious about golf as I am. With all the hull hockey and hand-wringing you see in the golf magazines and the golf television shows, it's no wonder *most* golfers are convinced that the game is **SUPPOSED** to be difficult, and hitting a tee shot 250 yards as straight as you can point just *can't* happen very often.

Trouble is... *it's just not true*. Darrell *proves* it every day, both in his own game, and by teaching *others* how to hit gorgeous drives the length of three football fields. (He produces *more* low-handicap golfers each season out of this "hick" farming town than come out of LA and San Francisco combined!)

Just take a look at the "testimonials" here. You've got kids, small women, and guys in their 70's all playing professional-level golf...

After Just One Lesson With Darrell!

Like he says... golf is easy, once you know the **REAL** secrets.

In this video — which is only about 40 minutes long (the same length as Darrell's famous "all you need" **private lesson**), you will learn:

- A simple 3-swing drill that will *instantly add power to your swing*... thus increasing the raw distance of *every* tee shot you hit from here on out.
- The correct way to use your legs as you swing... which instantly "nails down" your *accuracy*. *No more slicing and hooking, ever!* (Just think how much **fun** you'll have hitting 18 out of 18 fairways in regulation!)
- The simple little tip that will *automatically* insure that your clubhead is **ALWAYS** in the perfect position upon impact with the ball. (Ernie Els has this down — it's the reason he's known as probably the most *accurate* golfers in the pro game.)
- And... the amazing "**follow through**" secret that is the foundation of making long, straight drives so *easy* you could cry with joy! This alone will change your game forever...

Literally Overnight!

It's always astonishing to me to realize how **FEW** golfers ever discover the really simple ways to play great golf. Even the Tour professionals these days (who should know better)

are always trying to reinvent the game... and you've seen the results. Their game is so fragile that they *collapse* with shocking regularity. (How many times this year have you seen guys **blow 5 and 6 stroke leads** in the final round?)

And it just doesn't have to be that way. Darrell has played under pressure that would *kill* the average golfer. And he's *never lost*. Even better, he's taught hundreds of other golfers the *same* simple secrets that he uses himself... with the *same* result.

I tell you...

Golf Is Just More Fun When You Have The Simple Skills To Hit Long, Breathtaking Drives Straight Down The Fairway!

So, are you ready to see what all the fuss is about?

Here's how to learn this secret for **free** (and get your "**3 swings or \$10 back**" guarantee): Just call this special toll-free number, **1-800-316-5871**, and tell whoever answers you want "**Darrell's Longer And Straighter Video**". (The price is just \$49 plus \$4 shipping and handling — less than you'd pay for a round of golf at most local courses.)

Or, if you prefer to pay by check or money order (payable to **OHP**), simply fill out the order form below and mail it to the address below. Your tape will be rush-shipped to you by return mail... and you have the pleasure of taking a full 90-days to watch the tape, and go give your lesson a "trial run".

OHP provides the most mega-generous **3-Month 100% Money-Back Guarantee of Satisfaction** — if, for any reason or for no reason at all, you decide you aren't satisfied with this product, simply return it within 3 months for a **full, complete refund**... no questions asked. You just can't find a more generous guarantee in all of golf.

In fact, if you are **NOT** hitting gorgeous drives, longer than you ever have in your life, after taking just 3 practice swings to get this lesson down... then simply return the tape, *and we'll refund your entire purchase price*.

You read it right, if after 3 swings you aren't utterly satisfied, just return the tape and **OHP** will refund your entire purchase price.

What's more... if you **DO** send your video back within the 90 days...

OHP Will Send You Back \$10 For Your Trouble!

That's an outrageously fair offer, don't you think? It means you get a **completely free lesson**... and unless you are absolutely *convinced* it's changed your game forever, you aren't out a penny... and you will actually come out **\$10 ahead!** (You can positively trust **OHP**, too — they're a high-profile company, run by Dr. Michael O'Leary, with a **10-year track record of treating customers fairly**. I'm sure you've seen their ads in *Golf Digest*, *Golf Tips* magazine, and *Senior Golfer*. These guys are straight shooters, the *best* in the business.)

There's just one "catch" to this offer — you must call **OHP** within the next 11 days. They've tried to keep this video a secret shared by just a few golfers... so they will *only* release the videos during short 11-day periods a few times each year. The golfers who hear about it are *jumping* on the free offer. It's a great way to see one of golf's most amazing secrets, free and without risk. **OHP's** number, again, is

1-800-316-5871

P.S. One last thing -- it's *important*. If you call *right now*, I will send you a **free** bonus audio tape that -- I swear -- will **FORCE** you to shoot a *dramatically lower score* on your *very next round*. I only have a *very small supply* of these special audio tapes, so you need to call immediately. Darrell originally recorded this tape for a student who paid a fortune for private coaching -- the information alone is worth *thousands*. You will learn an amazingly simple and *easy* strategy that will instantly "**parlay**" you *new distance into lower scores*. (So you won't be that guy who hits monster tee shots and still has to write down an "8" on the par-4 holes!) This is pure "insider" stuff that will *slash a cool 12-to-18 strokes off your next round*, easily. Best part: You *don't* have to kill yourself practicing anything... you just need to **know the simple tricks!** But you must call *right now, today*. Once this small supply of audio tapes is gone, that's it -- I figure 7 days, max -- so please don't delay. Remember, you *can't* lose because you have a **mega-generous** guarantee.

**49? -- No Way!
For you & your
BUDDIES it's just
\$10!!*

OHP	
DIRECT 14	
<input type="checkbox"/> YES! I'm ready to know Darrell Klas' allows even an out-of-shape, practically blind, solid straightaway time! I realize there is no Guarantee . PLUS \$10.00 no questions asked the \$49.00 (plus \$4 S&H):	
<input type="checkbox"/> I prefer to pay with my credit card; Please charge my:	
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AmEx	
Card#	Name:
Expires	Address:
Signature	City
	ST
	Zip
OHP • 606 East Acequia, Department LG-21 • Visalia, CA 93292	
<small>CA add appropriate sales tax. Rush shipping available for additional charges of \$10 for "2-day" shipping and \$15 for "overnight" shipping. Foreign orders may require additional shipping. Call for more information.</small>	

“How To Collect Social Security At Any Age.”

Step #10:

Headlines

EXERCISE:

Ok, now it's up to you to take what you just learned to write your own headlines. Spend some time thinking about this.

Do it according to the instructions that I gave to the rest of the room.

When you are done, restart the video. We'll see what the workshop participants came up with for their own headlines.

This is going to be fun.

Headlines:

- Rips
- Originals
- Long
- Short
- Every word must earn its place

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Step #11:

Your Sales Funnel

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Your Sales Funnel

Trying to write a persuasive ad... or email... or video script... or anything else necessary to generate massive moolah in your business...

... is futile and doomed...

... you do not clearly understand the Sales Funnel you intend to guide your prospect through.

This is one of the easier sections to go through, but do not let the ease of the ride fool you.

This is mega-important preparation for writing anything meant to bring in sales.

This is the key to crafting an incredible offer that resonates with your market, and triggers real-world desire and action.

The central point here -- to write everything with a goal in mind -- can empower even a wobbly, nervous, rookie writer with immediate chops to get the job done.

Step #11:

Your Sales Funnel

What kind of campaign are you gonna run?

- **Evergreen...**
- **Launch...**
- **Joint Venture...**
- **Affiliate program...**
- **Lead generation...**
- **Multi-step or single sale...**
- **What?**

What Are You Trying To Accomplish?

Always write copy with a goal in mind – what do you want your prospect to DO?

Delivery Systems

- **Email**
- **Video**
- **Websites**
- **Direct Mail**
- **Print ads**
- **PR**
- **Blog-o-sphere with social networking**

Know The Nature Of The Delivery Beast

- **The limits and demands of the technology** (loading time for video, spam filtering for emails, Haiku specifications for Adwords, obscure SEO blunders)...
- **The expectations of your prospect for time, length, attitude...**
- **Cost and rules...**

Your Eye-Popping Offer

- **Bargain-Hunter's Ridiculously
‘More-Than-Fair’ Price**
- **Heart-Skipping Outrageous
Value**
- **Mooch-Pleasing Bonuses**
- **Paranoia-Calming Guarantees**

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Step #12:

The Simple Basics

of a Great Sales

Message

Step #12:

The Simple Basics of a Great Sales Message

This is the now-famous advice I have given to some of the most wildly successful marketers in the history of the Web.

They weren't wildly successful when I laid the advice out, however.

You can read every hard-core book out there on selling... and you won't find a more concise delivery of the bedrock principal behind the most effective salesmanship.

Salesmanship is almost criminally misunderstood by most of today's marketers. Especially online.

It's nearly a lost art.

However, the best copywriters and marketers all pay VERY close attention to the basics... because they know this is where their fortunes are coming from.

This is straight forward, not difficult to understand... and actually simple to put to use.

And yet, just knowing how to orient yourself through these basics will put you ahead of most of your competition right from the starting line.

Step #12:

The Simple Basics Of A Great Sales Message:

- **Here's who I am...**
- **Here's what I've got for you...**
- **Here's why it's important for
your life right now...**
- **Here's what to do now.**

Classic Salesmanship Secrets

- 1) The **RATIONAL** reasons to explain why he bought... to his dubious spouse, nosy neighbors, and arrogant brother-in-law.
- 2) The **EMOTIONAL APE-BRAIN** reasons that seal the deal deep inside.

Mysterious Arizona “Human Computer” Humiliates Wall Street “Experts” For 21st Consecutive Year!

Why Does This Man Have One Of The Most Dazzling Records On Wall Street?

Mysterious Arizona "Human Computer" Humiliates Wall Street "Experts" For 21st Consecutive Year!

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His Simple, Elegant System Earns Millions With Almost Zero Risk For Conservative Investors, Using An Overlooked IRS Financial Databank To Bypass The "Legal Lies" That Chew Up Most Portfolios, While Putting 14,000 Stocks Through A Unique "Meat Grinder" Selection Process That Turns Up Only The Most Profit-Dense, Bullet-Proof, Rock-Bottom Bargain Stocks In The Market!

* * * * *

Dear Fellow Investor,

There's an "*information meltdown*" happening on Wall Street that threatens to *dissolve* every dime of profit you've earned or hope to earn with your investments.

The danger is immense...and immediate.

Here's how it's already working to hurt you: You've done everything you could to find a good, solid, high-yield/low-risk stock to put your hard-earned money into. You got a detailed recommendation from your broker, and you researched the company through the financial press and the annual report. All signs point to the stock being a great buy (with a clear path ahead for outstanding growth and price returns): Fat profits in the annual report make the price/earnings ratio impressively low...the company's average growth for the last few years is absolutely stunning...and the financial "wizards" of Wall Street are calling the offering a real "can't miss" bargain.

Sounds good, doesn't it. A real can't-miss.

There's just one little problem. None of it is true, because...

Everyone Is
LYING To You!

You may as well take your cash outside and feed it to the dog. The "profits" reported by this company are figments of slick accounting tricks (counting deferred taxes, disguised debt and a selling-off orgy of company

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assets as "earnings")...the "stunning" growth comes from a "statistical lie" that masks *four losing years in a row*...and...to anyone with the opportunity to see the *real numbers*...the stock is so *overvalued* it couldn't return a healthy profit if the market doubled overnight!

A cautionary *fairy tale*? Nope...just "*business as usual*" for a depressingly common number of companies in the market today. Over half of the S&P 500 have now been caught with their hands in the cookie jar, overstating earnings by 23% or more to stockholders!

Even worse, the deterioration of *honest earnings reporting* has reached such epidemic levels among large corporations, that serious "*red flag alerts*" are being raised all over the financial world. (And you should be *outraged*! One of the main reasons the numbers are being fudged is that the *salaries and bonuses* of top executives are *directly tied to performance*...so these greedy officers don't hesitate for a New York second to *bend the rules in their favor*!)

It's become a heart-stopping fact of life for most investors (who still rely on reported earnings as their only tool to "measure" stocks) to discover their portfolio is rotten with companies that have *stepped way over the line* in their wild scramble for your money. For the average investor, who never gets to see the real picture...

The Result Can Be Complete Financial Ruin!

Even the so-called "experts" have been *dumbfounded* by the catastrophic *financial punishment* handed out to investors who are betting their life-savings on stocks with accounting practices straight out of *fantasyland*! Yet...*amazingly*...almost *no one* has a clue what to *do* about it.

But *you* don't have to suffer along with all the other investors left dangling in the wind...*if you act quickly*.

Here's what this is all about: There's a reclusive, brilliant man living in the Arizona desert who -- despite working outside the financial "mainstream" -- has been *outperforming Wall Street for over two decades*... using an astonishingly accurate investing system that's *immune* to the "truth-challenged" propaganda dished out by companies. Every quarter, he scours the market, coming up with the *handful* of stocks (ignored by other investors) that are *poised to soar in price*, while meeting the most conservative criteria of "*bullet-proof*" *safety* any stock has ever been subjected to...offering staggering growth with almost...

Zero Risk!

Even better...these stocks are so *honestly undervalued* (by any rational analysis) they barely qualify as "bargains" -- at the price you can get them at, it's like trading pennies for *dollars*.

What's more, this mysterious man has been *finding* these overlooked "superstar" stocks for *21 consecutive years*...earning an average compounded profit of 23.7% annually (gorging his recommended portfolio with profit despite going through the worst recessions, corrections and Bear conditions of the last two generations)!

It's one of the most dazzling records in the history of Wall Street --

consistent market-beating high yields over two decades with the power to turn "spare change" \$3,000 annual investments into \$1,086,228!

This amazing man's name is Barry Ziskin...and *Money* magazine very respectfully called him "the human computer" because Barry has a warp-speed brain that thrives on complex math -- in a typical quarter, Barry will crunch the numbers of over 14,000 different companies offering stock...

In His Head!

No computers. No calculators. Not even an *adding machine*. The numbers Barry feeds through his brain would choke a computerized financial spreadsheet program.

So what, you ask? The guy's a math whiz. *What's that got to do with making money?*

Plenty. You see, Barry's genius for math allows him to comb through more companies than *any* other financial "player" on the planet. Very few companies escape his attention -- and that means, if there are stocks out there that can meet his strict requirements for *massive profit, with nearly zero risk, while selling for peanuts*...he will find them.

But here's the "catch": He couldn't do it using the same financial information everyone else has. No. The information Barry uses to screen companies is *hidden* from the view of almost every other investor.

You see, a company can use *sleazy accounting gimmicks* to "legally lie" to you with *artificially low P/E ratios*...a broker looking to make his next Porsche payment with your commission can mumble his way through *inaccurate growth statistics*...and the financial press can get so caught up with the glamour of a given stock (remember the hype over high tech?) that it glosses over the fact it's *obscenely overvalued*.

Yet, there is ONE source of information that won't accept gimmicks, mumbling or fancy excuses. Companies may not hesitate to give you the runaround...but they will back down to the...

Internal Revenue Service!

And that is exactly where Barry looks to find the "unadorned" numbers he needs to quickly slash through the nonsense and find the *honest, bottom-line truth* about a stock.

But that's just one small part of this fascinating story. Barry's unique stock selection system (he calls it "the Z-7 System") is known among the most powerful investors in the world as one of "the best-kept secrets on Wall Street." This incredible process has been honed to razor-sharp accuracy in the reality of the stock market...and yet, the "Z-7 System" is so simple and elegant that the entire strategy...

Can Be Jotted Down On The Back Cover Of A Matchbook!

Here it is in a nutshell: To earn consistent high returns, without high risk, all you need to do is find companies that:

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- ✓ Don't use *accounting gimmicks* to bloat profit statements...
- ✓ Are *flush with cash*...
- ✓ Have *little or no debt*...
- ✓ Show at least *6 straight years of measurable growth*...
- ✓ Have a *P/E ratio under 10*...
- ✓ Haven't been *discovered* by the big mutual funds yet...and...
- ✓ Are selling at a *super-bargain rate*.

I actually saw a matchbook scrawled with Barry's plan. It read: "No acc't *gimmicks*. *Cash, no debt. 6 yrs growth. P/E <10. Hidden. Bargain.*" As I explain how this simple plan of Barry's works, you'll understand why *each* point is so crucial for your goal of turning even modest investments into a *million dollars* in the fastest and *safest* way possible.

How *reliable* is Barry's "Z-7 System"?

Look at the record. Barry took \$1,000 and grew it into *one million dollars* in the stock market before he was 30 years old.

Just after turning 30, he agreed to manage a one-time \$10,000 investment for an older couple, and turned *that* into \$1.2 million.

By the time Barry was 46, he had earned an average compounded profit of 23.7% annually for 21 straight years (prospering during some of the worst Bear conditions the market ever suffered).

And Barry Ziskin has continued that astonishing streak of record profits, humbling the "experts" who said it couldn't be done, earning him the trust of two of the *wealthiest billionaires* on the planet (men too smart to pass up *proven money-making brilliance* like this), and... more importantly...guiding a small group of "average" investors just like you into massive, *staggering* wealth with a *well-planned assault* on the market that avoids risk and never pays more than "bargain" prices.

These investors have learned, with Barry's mentorship, to refuse to gamble with stocks that do not meet their strict rules of bullet-proof safety and high-yield potential...refuse, at all costs, to allow a *single penny* of their principal to be put at significant risk...

And Refuse To Allow
The Specter Of A Drawn-Out Bear Market
Get In The Way Of Their Million-Dollar Goals!

Barry Ziskin's astonishing record has earned him *rave reviews* in all the major news sources: *The Wall Street Journal, The New York Times, CNN, Louis Rukeyser's "Wall Street Week," Barron's, BusinessWeek, Forbes, Fortune,* and too many more to list here.

Barry, frankly, is *unimpressed* with the accolades. He doesn't care about the press -- he cares only about the people who trust him for market advice. (This is not "hype", either. Barry moved as far as he could from Wall Street

because he *didn't fit in* with the overly greedy, immoral attitudes perverting the marketplace today. Despite being a relatively young man, Barry is the last of *dying breed*: principaled, ethical and dedicated to helping other people. He donates up to 45% of his wealth annually to children's charities -- an act of compassion you won't see very often in the exchange "pits" where most financial professionals prowl. He's devoted to his family, too...and happily spent years *micro-managing* his parents' meager savings into a *luxurious million-dollar retirement*...using, by the way, the identical methods he's now willing to share with you. What's more, the professionals and laypeople who know him consider Barry's *word* to be as valuable as money...an unfashionably *courteous* and devout "code of honor" he takes as *seriously as life itself*.)

What makes Barry's system so successful? Here's the best way I've found to understand it: Think of Barry's stock selection process as a "gauntlet" -- a harrowing Trial By Fire challenge that only the most honest, well-run, overlooked and low-risk companies ever survive.

There isn't a safer, more logical, or *faster* way to reach the million-dollar profit mark than to fortify your portfolio with exactly the kind of "no-excuses-allowed" stock that Barry can find for you. What he offers you is a series of "checkpoints" on your short-cut to wealth -- his unique system of delivering *specific* recommendations *protects* you from *paying too much*, from being "taken" by crooked accounting, and from getting stuck with companies that can't meet these super-conservative criteria for...

**Maximum Safety And
Huge Profit!**

Each "checkpoint" makes sure you see *only* those rare stocks (which almost no one else discovers) that offer you the growth potential to turn even small investments into a million-dollar fortune! Keep in mind, as you examine these "checkpoints" for yourself, that no other financial "expert" on the planet puts this much work, analysis and pure number-crunching into the search for stocks...and...there isn't a more *strict* "gauntlet" of rigorous tests to pass among all the fancy stock selection systems in existence!

Here's how Barry's system burns through the market to uncover the "superstocks" that have the potential to turn your financial life around *almost overnight*:

MILLION-DOLLAR CHECKPOINT #1: Profits As High As 4,552%!

Barry sifts through more companies every *quarter* than most financial analysts examine in a *lifetime*. And every *single* company has to pass his "gauntlet" *unscathed* before they can reach Barry's coveted "recommended" list.

How *severe* is this "gauntlet"? Well, last year (a Bull market), just *one-tenth of ONE percent* of the 14,137 companies Barry crunched made it to his "buy" list. This is a major reason why Barry *isn't* very popular with a lot of companies out there touting their offerings -- out of all the stocks available (and begging for your money) in 1996...just 13 made it through Barry's hazing. All the others...every single one of the 14,124 "losers"...violated at least one of Barry's criteria.

And that's all it takes to get the boot in Barry's system...

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**One Strike
And They're Out!**

The few stocks that survive this "gauntlet" are like fresh horses brought out to race fatigued nags. (This "hyper-strict" selection test recently turned up several "**buy IMMEDIATELY**" stocks with such *white-hot profit-potential* that I actually *held up* the mailing of this letter to make sure I could include them. The first stock is **Border TV**, a compelling "bargain" stock with outstanding marks in every category...now **up 37% in just a quarter!** I'll reveal details on the other stocks in a moment.)

Even more important today, however, is the *answer* Barry can give you for the "Bear market jitters" most investors now suffer as the market seems to be spiraling out of control (and totally *beyond reason*). This is the time when Barry can become your *best friend in the financial world!* His "**Z-7 System**" has already proven it can beat Bear markets and "correction crashes" by finding *spectacularly profitable* stocks...even as the market self-destructs all around you. For example: Barry's system discovered **Pick N' Save** at its initial offering of \$8 (long before most investors knew the stock existed) at the *bottom* of the '74 recession, only allowing his followers to sell it, just a few years later, to the Johnny-come-latelies...

At A Profit Of 4,552%!

This kind of stratospheric return is not at all uncommon to Barry's fans -- that same year he found **Conair** (which soared 550%), **Child World** (which hit 317%), and **Aztec Mfg** (which brought back 536%). Phenomenal success, all the more astonishing because Barry made the picks during the *most brutal year* for stocks since the Depression.

But who cares about 1974, right? Long time ago. Well, how about 1987 -- the year of the Black Monday crash when the market plunged 25%. Well, while other investors panicked Barry quietly delivered these outrageously profitable winners: **Digital Comm** (up 40%)...**UST** (up 22% for the year)...**Coalite** (up 59% for the year)...**Matsushita** (up 34%)...**Rugby Portland Cement** (up 50%)...and on, and on. In fact, on average Barry's picks for '87 were *up*...even while almost every other investor in the country saw their profits disappear down the black hole created by the October 500-point drop in the Dow! (Total Dow losses approached 25% for the year, and it took 3 long, agonizing years for the stunned market to recover. Barry's followers, meanwhile, *continued to earn ... solid profits* without a stumble.)

Even more recently: In the 1990 Bear market (believed by many to be the worst since the '74 recession) Barry discovered **Airtours** (up 42% that year, and eventually bringing back a return of 1,432%)...**Baird Co.** (up 30% for the year)...and **RCO Industries** (up 27% for the year)...in fact, **95% of Barry's "top" picks for 1990 were winners!** (Again, this happened in a brutal market that ate other investors alive...chewing up even the big mutual funds with losses of 28%-to-62%!) By the end of 1991, Barry's followers were coasting to portfolio *profits* of 54%! And Barry continued to pick head-turning winners in the 90's: **Liz Claiborne** soared 695%...**Brent-Walker** rose 655%...**L'Oreal** hit 511%...**Essex Furniture** returned 118% in one year...**Coalite PLC** rocketed to 200%...and **UST Inc.** was up an amazing 791%! (Had any mutual funds earning this kind of profit lately?)

Even better...the *extraordinary* market conditions of 1997 are producing solid "ground floor" (undiscovered) companies *built for profit* (yet selling

at bargains) at an astonishing pace. Already, the first-quarter returns are among his healthiest ever...promising perhaps the most exciting year for "gauntlet-surviving" stocks in the last two decades! (I've included four of these new "cash cow" discoveries with this letter.)

Are the examples I've given just flukes? Lucky guesses by Barry?

Not a chance. These are the kind of results you get *only* when you work smart, making use of information almost no one else bothers to check out, with **proven money-making criteria** that are "bullet proof" against the emotions, fads, and wild market swings that **devastate** most investors!

Barry wouldn't trust a "crystal ball" type of expert to tell him the sun would rise tomorrow. The financial "royalty" of Wall Street have been consistently embarrassed by Barry in the press and on television...as his dedicated homework makes their "hunches" look silly time and time again.

He's one of the most astute market historians in the country, too -- so when Barry looks ahead, he's never guessing or shooting from the hip. In August of '91, for example, while the nine reigning "financial geniuses" on television solemnly predicted an end to the Bull by that December, Barry **knew** they were wrong, and said so on national TV -- he correctly predicted record earnings for the entire market would continue well past '93. (His followers profited accordingly.)

Then, when the market was toying with 3000 for the first time, the "experts" were going out on limbs predicting a top of 3150. But Barry was confident they were foolishly low-balling the real potential of the market -- and **Investor's Daily** thought they had "caught" Barry pushing his luck... until he turned out to be absolutely right. He understands the fundamental truths behind the market's record-shattering adventure. He's also one of the few investors who advised their clients to get on early and ride it for all it was worth. No crystal balls were needed -- Barry merely uses his vast knowledge of the market, coupled with his long experience, bolstered with his astonishing system of finding...

Consistent, Fortune-Creating Profits!

Having Barry in your corner is like putting your portfolio on "**Automatic Pilot**" -- automatically protecting you against high risk, against paying too much for overvalued stocks, against getting "taken" by crooked or just-plain-stupid brokers...and automatically setting you up to collect breathtaking profits!

MILLION-DOLLAR CHECKPOINT #2: Guaranteed Bargains!

Barry's idea of a "bargain price" is so low, only a handful of companies ever pass this requirement. He insists that shares must be selling for **less than 10 times the estimated earnings per share for the current year.**

How outrageous is Barry's insistence on this requirement? Well, the average S&P 500 company now trades at nearly **19 times estimated earnings!** That's close to twice the price Barry's looking for. It's also more than you should pay if you're looking to turn your investment into huge profits. History shows that companies with those kind of **high P/E ratios** are 16 times as likely to come in with lower annual earnings! Investors who don't demand bargains

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suffer accordingly -- they buy high, and sell low.

A P/E of 19 is considered "normal" on the Street. A P/E of 12 gets a broker's greed-glands salivating. But Barry won't move unless the company's P/E is under 10. No exceptions. (His *insistence* on this strict criteria turned up **Sierra Health Services** on the NYSE...a diverse health care company with a gorgeous display of rock-solid numbers -- including revenues in '95 that were *16 times higher* than '84 revenues, with a net income that *skyrocketed* over 50 times, *to more than \$21 million!* The company's P/E is less than 8 -- bargain-city -- and Barry's "gauntlet" recently screamed "BUY NOW!")

MILLION-DOLLAR CHECKPOINT #3: Consistent Returns vs. Hallucinations!

How important is Barry's record of bringing in compounded returns of over 20%, year after year? It's the *whole ballgame*. Too many investors *lose* their chance to earn a million dollars by falling victim to the "earnings hallucination" of a yo-yoing market.

Listen carefully -- 99% of all investors fail to understand this critical mathematical fact of earning profits: A steady 20% return, year after year, will outperform a "hallucinated" average return of 25%!

Just do the math. Here's a comparison of how \$10,000 of your money performs under, first, a consistent return strategy like Barry's, versus a strategy which (like most investors who ride the "waves" of the market) returns a 50% profit one year and a 25% loss the next. Now, most people think 50% up one year, 25% down the next means they're earning an "average" profit of 25%. It's an *illusion* that can cloud your vision and ruin forever your chance to become wealthy! Here's the comparison, year by year, for nine consecutive years:

20% consistent gain: Initial investment of \$10,000

<u>1st Yr</u>	<u>2nd Yr</u>	<u>3rd Yr</u>	<u>4th Yr</u>	<u>5th Yr</u>	<u>6th Yr</u>	<u>7th Yr</u>	<u>8th Yr</u>	<u>9th Yr</u>
\$12,000	14,400	17,280	20,730	24,880	29,850	35,830	42,990	\$51,590

50% "Hallucinated" Average: Initial investment of \$10,000

15,000	11,250	16,875	12,656	18,984	14,238	21,357	16,018	\$24,027
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As you can see, even though the last year of this example was a year where the "hallucinating" investor actually earned a 50% *profit*, his **TOTAL** nine-year compounded return was **LESS THAN HALF** that of the investor who enjoyed just a 20% return, *consistently!* Plus, of course, the amounts just get further and further apart with each succeeding year.

Sort Of A "Wake Up" Call,
Isn't It!

Even more important is how this kind of consistent return can take even a "spare change" investment...and *mushroom* it quickly into a million dollars. In fact...it is *staggering* how fast you can reach the million dollar mark. (This is the magic of *compounded interest*. Almost overnight, your money isn't just doubling, or even tripling...it's *surging* ahead with numbing speed!)

For example...if you can afford to invest just \$10,000 every year, and enjoy the *compounded growth* Barry has demonstrated for 21 straight years...your investment will *burst across the million dollar mark* in less than 15 years. You could cash out at the 15 year mark with a cool \$1,215,945.

Or -- with these kind of returns -- if you have a one-time lump sum to invest of \$45,000...you will be worth \$1,093,347 in 15 years without adding another dime of your own money.

Or...at a raging 23.7% return (like Barry has had for 21 years)...even if you only want to set aside \$5,000 each year to invest toward your million dollars...you'll hit \$1,810,300 in under 20 years!

Even letting your investments sit for only a few short years, compounding away, will cause your nest egg to swell to exciting levels. In just 5 years of consistent 23.7% growth, \$30,000 turns into \$86,890...\$5,000 equal annual investments soars to \$49,489 (and explodes to \$192,824 in another five years)...and on, and on, and on.

The key, as I've shown above, is *consistent* growth. By the second year of consistent earnings at the level Barry has enjoyed for over two decades, you'll have passed all those other investors playing the "see saw" game of riding the market up, and then down, and then up, and then...down.

MILLION-DOLLAR CHECKPOINT #4: "Real" Numbers Vs. The "Cooked" Books

Now...I don't mean to shock you...but the fact is, most companies "fudge" their profit statements for shareholders so much that the numbers you see are almost *meaningless*. Some companies just *outright lie* in their annual reports (the "book") -- saying *anything they think you want to hear* so you'll come on board. Other companies use "accepted" (though still basically dishonest) accounting methods that paint a better picture than what actually exists.

And Barry catches them all. He can't be duped, since he NEVER accepts any numbers as they are presented. Barry *bypasses* the profit statements most people see (the ones in the annual reports to shareholders)...and *uses only the same "Form 1120" numbers the Internal Revenue Service sees!* Not one financial adviser in a thousand even has a clue how to do this...and yet it's really very simple...

Once You Know The Secret!

Here's how Barry does it: No company will pay more taxes than it has to. Therefore, they will *purposely* report the *most conservative* profit numbers to the IRS... These IRS numbers are, of course, also the most accurate portrayal of the profits the company has *actually* earned. Shareholders usually see different numbers -- *numbers intentionally paraded out to fool them!* You see, a company can report to you that it "paid" \$70,000 in taxes last year...yet a close reading of the "fine print" shows they *actually* paid just \$40,000 in taxes, and "deferred" another \$30,000 in taxes!

What that means is this: The company owed the full \$70,000, but used accounting gimmicks to keep from handing over \$30,000 of it to the government in the year they owed it. It's all very legal, all very commonly done. But here's where it gets nasty for you -- that deferred \$30,000 which will be collected by the government sooner or later has now become a "loan" that is absorbed into the general "profit" picture the company is painting for you! After a couple of rounds "deferring" vast loads of cash meant for the taxman... you've got a company with a *serious bill coming due* (which will flatten profits like a heavyweight boxer flat on his back and down for the count).

How common is this "gimmicky" accounting? Worse than you could imagine --

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during the last decade, the average Standard & Poor 500 Company reported earnings to shareholders that were 23% higher than the earnings they reported to the IRS!

And that sort of "hidden" discrepancy, my friend, is a *time bomb* that will blow your future asunder when it goes off. I know of no other adviser who takes the effort to "double check" the figures given out by big companies. Using any kind of analysis, no matter how sophisticated, is *wasting your time* if the numbers you use are *wrong* to begin with. Barry takes the time to find the REAL numbers...and it pays off. (A good example is Barry's recent discovery of *Woverine Tube* on the NYSE -- with honest growth of 7-1/2 times in just four years! It's also shattered the six-years-of-growth criteria -- the slowest year showing an astounding 22.73% growth! This is a tremendous bargain, lighting up every "go" signal on Barry's checkpoints!)

MILLION-DOLLAR CHECKPOINT #5: The Numbers Vs. Emotion

One of the major ways most investors get shellacked in the market is by letting *emotion* rule their choices. They like the "way" a company does business, or get attached to the product itself, or read *glowing reports* in the financial press...or, worse, overhear a "tip" from a friend at a party. Barry dismisses all of this; the only things that matter to your bottom line profits are the *NUMBERS*.

Any company that has not experienced at least six straight, consecutive years of growth above the 10% level gets nixed by Barry. There are zero exceptions. While other investors are "wowed" by flashy promises and urgently whispered rumors, Barry sits in his quiet desert office 3,000 miles away from the chaos of Wall Street and coldly examines the...

Real Earnings Story!

He never goes out to visit companies, because he doesn't care about firm handshakes, ostentatious offices, pretty assistants, or "dog and pony shows" meant to get your blood moving and visions of prosperity swirling in your head.

None of that matters to Barry. It's all part of a perverse "dance" that uninformed investors and companies desperate for your money have been performing since the market began. The only thing that concerns Barry is whether the numbers can survive the gnashing teeth of his "gauntlet" -- the most restrictive criteria anyone has EVER put stocks through in the history of the market.

Those that survive are, simply, the best bargains for low-risk and high-returns in the market. There isn't more than a small handful of these "superstocks" in the world at any given time. They are hidden from the view of virtually all other investors. And...*they can make you wealthy beyond your wildest dreams!* (Barry recently uncovered just such a "superstock" in Tomkins PLC -- a superbly-run British conglomerate that works like a *cash-generating machine!* Solid growth for 12 straight years, with a remarkably impressive balance sheet...and a low, low price. One of Barry's most fervent "buy" recommendations so far this year!)

MILLION-DOLLAR CHECKPOINT #6: Real Growth, Without Smoke And Mirrors!

There's another "inside joke" being played on investors who only look at

the "book" numbers given out by a company. For years now, CEOs have used the gimmick of *buying up* other businesses, or *selling off* divisions of their own business, in order to bloat the books with what *looks* like profit. (And thus justifying the bloating of their own performance-tied salaries.)

The potential damage to your money is *horrific*. A company that counts acquisitions of other company's assets, or a lump sum from the sale of a division as "profit" is like watching a *boa constrictor* digest a *rabbit* -- the snake is sleek and normal, except for this *enormous bulge* making its way down the gullet. If *all* you look at is the bulge -- which is exactly what a "gimmicked-up" annual report to shareholders does -- you'd think the entire snake was much bigger than it actually was. But it's not the snake that's enormous...it's the *meal*, being digested. When the meal is gone, the snake returns to normal size...significantly smaller than you were led to believe.

Barry's solution is a cold, steely examination of the adjusted pretax income of each company...for the previous six years. No acquisitions or sell-offs count. And...the annual compounded growth must be at least 20% for EACH of those six years.

The reason for this is simple: Barry has discovered that a company which can meet this stiff criteria -- six years of 20% compounded growth in a row -- will, in 93% of the cases, show similar growth in the next year. Looking back more than six years doesn't increase those odds; looking back at less than six years significantly reduces those odds.

Even so, Barry goes *one step further*: He discovered that by looking at the last 10 years, and making sure the company showed a growth rate (in adjusted pretax income) of at least 10% in each of those 10 years... he could be as sure as *humanly possible* that he had a real winner.

Most investors go wrong by accepting the "average growth" numbers doled out by company's "creative" accounting departments. Without looking deeper than the "average" numbers, you *cannot know* if the growth happened because of one or two great years coupled with *four* years of disaster. This has caused MAJOR embarrassment for many financial "experts" who simply take a company's press releases as "news", and swallow the numbers given to them without batting an eye.

MILLION-DOLLAR CHECKPOINT #7: Debt Is Dumb!

This part of Barry's "gauntlet" is *critical* during these times where Bear market conditions are casting a constant shadow over the entire investment world. Even in good times, Barry will not look twice at a company burdened with debt, or so lacking in cash reserves it can't react quickly to emergencies...or, in the case of a sudden and severe correction, have the money available to scoop up the remains of their fallen competitors for pennies on the dollar.

Barry takes a close, hard look at liquidity in every company he studies. His picks are 30 times more conservatively financed than the average S&P 500 company...with zero (or very little) debt...and abundant cash reserves on hand.

You must understand how important liquidity is during these uncertain times! Even in a "go-go" Bull market, this kind of "no-debt/lots-of-cash" position puts a company way ahead of the game...in a Bear market, it's like having a 4-wheel drive truck to get across rocky countryside everyone else has to crawl

(Please go to next page)

through on their hands and knees!

MILLION-DOLLAR CHECKPOINT #8: Complete And Uncompromised Independence!

The only way to guarantee you are getting both the rock-bottom bargain price, plus a company that is un beholden to interests outside its own...is to find those offerings that are still *undiscovered* by the Big Boys -- meaning, the large mutual funds.

Barry will not consider a company "compromised" by more than a 10% ownership by the big fat cat mutual funds. Any more than 10%, and the company would be at the *mercy* of any large institution or mutual fund which could, without warning, dump huge blocks of the stock for no reason at all, sending your investment into *cathartic shock*. (*Eighty percent* of the money now swelling up mutual funds has been put there since 1990 -- which means it's all Baby Boomer 401(k) retirement funds, college tuition and inherited money that's *never been tested* by a serious "bad" market turn! There's more cash riding in mutual funds now than the *entire gross national product of Germany*...and fund managers are under brutal pressure to do whatever it takes to keep profits high. Even if it means -- as it frequently does -- *disemboweling* certain stocks as soon as they even appear to stumble! Barry will not go near this profit-mauling trap.)

Barry's picks are *independent companies*, going about their business untainted by anonymous, absentee owners who might use the company as a *pawn* in the stock market game. Again, companies with the sort of growth and solid business Barry looks for don't often stay "hidden" from view for long...yet, amazingly, for 21 years, Barry has found them.

The "Big Boys" are in awe of Barry's ability to uncover super-hot companies years before they are recognized by anyone else...which means your compounded profit is *multiplied* dramatically merely by being "first in line," year after year, for the *best bargains in the market*.

MILLION-DOLLAR CHECKPOINT #9: Real-World Diversity!

One of the biggest mistakes investors make is to confuse buying different types of stocks or mutual funds, with real, "fail safe" diversity. Barry uses the natural diversity of the "world" market to ensure he takes advantage of the *built-in* safety features of being internationally "bullet proof".

All the great investors in history have known something *most American investors ignore*: At any given time, no two markets in the world are reacting exactly the same way! That means, of course, that even as the Dow is taking a beating, the Dutch, British, and Zurich/Basel markets may be surging ahead. Barry has used this amazing fact to make sure his stock picks aren't reliant on any one market.

A few years ago, many investors were daunted by the potential difficulties of buying foreign stock, *but all that's changed*. The large brokerage houses are now international, and Barry has *simplified* foreign buying for his followers...with a step by step buying plan that makes buying foreign stocks as simple as any U.S. stock. Any investor who hasn't caught on to this easy, *safe* way to gain complete diversity in his portfolio has put all his eggs in one basket...and *multiplied his risks of losing everything exponentially!*

Real -- not "imagined" -- diversity means real *safety*. And safety,

combined with consistent high returns, means a *fortune* for you.

MILLION-DOLLAR CHECKPOINT #10: The Perfect Bear Market Strategy!

Would you like to believe -- as nearly all the "rookie" investors and young brokers out there do -- that the market can *continue* to rise and rise and rise *forever*...and that any "bumps" or dizzying drops in the Dow are simply "corrections," just the *natural jiggling* that happens when the market is getting comfortable before another assault on record earnings?

Well, then I admire your optimism. You shouldn't be reading this letter -- you should be on the phone *buying up every share of every stock you can track down*, and planning your retirement with as much luxury as your soon-to-be-realized "easy profits" can buy.

On the other hand, if you have an ounce of common sense, you must realize by now that the *last leg* of this Bull market has been based on *pure emotion*. It was a mad-cap party hosted by bloated, *overvalued* companies so drunk with their own hype they were dancing on tabletops with lampshades on their heads.

You must also realize the most recent gut-wrenching *spikes* in the market aren't just "burps" between courses. The "corrections" the last Bull saw were equal to the *entire Dow* just a few short decades ago! And, while the *majority* of brokers -- and even a staggering majority of *money managers* -- aren't old enough to remember the last real Bear market... those of us who *DO* remember know that recessions and Bears and long, grinding slumps are *inevitable* to the market. The Dow has *NEVER* gone up more than 30% two years in a row (and this is still true despite the record numbers 1996 saw). It *HAS crashed* with alarming regularity, pushing *entire generations of investors* off the cliff and into *financial ruin*.

Barry has seen what Bear market conditions can do...and he has constructed his entire system with that in mind. In fact, Barry's system is the *PERFECT* Bear market investment strategy...since it *only* invests in companies that are *well-managed*...flush with *cash* (to take advantage of Bear opportunities as broke companies *sell off* everything just to survive)...not crippled with *debt*...profiting from *real growth*, and not the accounting gimmicks of less solid companies...plus...they are so *undervalued*, their bargain price is already as low as it can logically go! All stocks move, up or down...and if you buy a stock that is already at rock bottom, despite the company showing all the critical signs of surging upward...well, then you're perfectly positioned to not only *survive* the Bear, but to *profit handsomely* as the market moves back up.

Clearly, it's the most *brilliant* strategy you could have this year.

The fact is, Barry's system is *NOT* for most investors. His system doesn't have enough "pizzazz" and glamour. It's not for the investor who can't stand to see other investor's stocks zooming to record returns all around him -- even if their stocks' growth is fueled by pure speculation, corporate greed, and "cooked" numbers. Those investors might enjoy a great short-term ride but it's Barry and his investors who get to the finish line first.

Barry seeks investors who feel comfortable letting Barry's *consistent* record make them millionaires but have no interest in what the "herd" is doing...no interest in the *emotional scrambling* of the "excitement junkies" out there...no interest in *risking everything* on a wing and a prayer.

(Please go to next page)

The people who follow Barry simply HATE to lose money, but LOVE to earn steady, consistent, and very impressive profits, month after month, year after year. Making piles of money is never "boring"...not when you keep your eye on what all that amazing wealth can bring you: Any type of lifestyle you choose to live. Anywhere you want to settle down...if you want to settle down at all. The world is your oyster -- all the excitement, all the wonder, and all the *luxury* you've ever desired is yours. For the rest of your life.

And you never, never, ever have to worry about money again.

Barry Ziskin's Contract With Investors!

As I've already stated, Barry Ziskin is ethical, principled...and generous. Despite the *grudging respect and honors* paid to him by the press and other analysts, Barry would never consider asking you to "trust" him. He asks just one thing from investors who wish to see for themselves what all the fuss is about him: *The opportunity to treat you as he demands others treat him. With respect. And without asking for money he hasn't earned.*

The genius of Barry's fortune-making system is *finally* available to investors (like you) who are outside the Wall Street mainstream. For just over three years now, he has been writing a monthly newsletter called "*Investing With Barry Ziskin.*" This astonishing "insider" publication is, and always will be, *restricted* to a very small, very select number of subscribers. It is a unique publication, *much more detailed and specific than anything you've ever seen before...and...very explicit* in the treatment of those few stocks which have passed Barry's super-strict "gauntlet".

Barry would like you to examine his newsletter...but without risking any of your own money. And...he wants to make sure you are *rewarded* -- just for giving him the chance to show you the amazing money that can be made with his system.

Here are the "terms" of Barry's contract with you: If you will act today, Barry has instructed me as his publisher to make sure you get to see the next entire year's worth of newsletters with a complete **100% Money-Back Guarantee** of satisfaction. If at any time, for any reason (or even for no reason at all), you decide Barry's newsletter isn't for you...you can get a complete refund of every penny you spent subscribing. No exceptions, no hassles...and no questions asked.

What's more...the price you do pay for your "trial" subscription is *less* than what everyone else has to pay: The normal rate (paid happily by investors all over the world) is \$177. All you pay is \$99.95 (that includes everything, shipping and handling, postage, everything)...and, of course...*you will receive every cent of it back if the newsletter doesn't live up to your exact expectations.*

But there's more: By replying right away, Barry has also asked me to arrange for a "*financial mini-library*" of material he considers *critical* for your prosperity over the next 6 months to be rushed to you. This entire "*mini-library*" is so important, we've already paid for the printing and set it aside for you...it is yours to **KEEP** even if you later to ask for a refund of your subscription price. That's the way Barry wishes people would treat him when he tries new things...and that's the way he *insists* on your treatment as well.

The titles of this amazing material include:

- "The Ziskin One Million Dollar Plan: How To Secure A Lifetime Of Prosperity"...for most folks, your FIRST glimpse at a real-life plan to "force-feed" your retirement with a million dollars in the fastest, safest and most stress-free way possible! (Some of the richest investors in the world own this report!)
- "How To Find A Broker You Can Trust (and how to catch the crooks red-handed!)... simple yet powerful "truth serum" tactics you **MUST** have if you plan to trade even a single stock this year! (With the market staggering up and down like a palooka boxer, this is **MUST READ** material!)
- "The World's Best Growth Stocks" (a specific selection guide for a roiling hot-bed of undiscovered stocks)...a "short-cut" primer on the most misunderstood yet still **profit-potent** corner of the market! (Answers the question for you, "Is there still a way to earn 'easy money' on Wall Street?")
- And...perhaps most importantly...a hot new report called: "Bear Market Insurance: How You Can **Profit** From The Coming Bear Market." As basic to your survival in the coming months as food and water.
- **Plus**, you get what may be the most important "HOTLINE" bulletin you'll see this year -- a report that was nearly censored because of the outrageous news it uncovered...it's called "Financial Suicide: The 100 Top Stocks That Are LYING Through Their Teeth!"...and if you don't learn about these "bad boys" right away, you may have already lost a fortune in promised profits!
- **PLUS**...on top of all this...you get a detailed "mini-prospectus" on the most recent "superstocks" Barry has uncovered -- and put blazing "BUY" signals up on -- for 1997!

And the best part is...all of this is free with your trial subscription...

Yours To Keep Forever
No Matter What You Later Decide!

But wait! There's another special report (still hot from the printer) called "The Barry Ziskin Income Plan -- How To Turn A \$10,000 'Self-Loan' Into A Double-Return Annuity"...and I have to tell you, this unreleased special report is already creating a virtual stampede among smart "insider" investors. This report reveals astonishing secrets that show you how to put \$10,000 into an account that is fully liquid yet kicks out big cash returns year after year until you decide to move it, and will at that time **return** your initial ten thousand dollar investment. Impossible? Can't be done? Wrong. Barry designed this investment tool for those investors who seek annuity-like investments with two times the standard annuity returns.

A double annuity-like payout! It's the best piece of news any investor at or near retirement age could ever hope to uncover (especially in **these** market conditions). However, because of printing costs, Barry has to reserve this very-special report only for investors who extend their trial subscriptions to 2 years. That's really the best deal for you -- because you still get the **unconditional, 100% money-back guarantee** for the entire 2 years...yet you save over 45% of what everyone else has to pay -- receiving 24 monthly issues of "Investing With Barry Ziskin" for just \$189! It's the choice nearly all truly

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serious investors make...risk-free, with an additional special report to keep on top of the "mini-library" of other materials...plus an extended examination of what Barry offers you!

Here's what you need to do now: To order your no-risk, better-deal-than-anyone-else trial subscription, you can use your credit card and call 1-800-211-6357 (that's a toll-free call). Just tell our representative that you want "The Special Trial Subscription Rate For Investing With Barry Ziskin", and they'll take care of everything. Or, if you prefer to pay with check or money order, simply fill out the enclosed "Priority Order Coupon" and mail in the postage-paid envelope.


And that's it. Your first newsletter will be rushed out to you, along with your free "mini-library" of special investing materials. You are under **zero obligation** to do anything else, and your **100% money-back guarantee** is good for the *entire length* of your subscription. (You can cancel after seeing the last issue if you like -- Barry has given you the most generous opportunity he could possibly arrange to see what he offers...absolutely risk-free!)

Time, of course, is tight. If I've done my job, what you've read today has got you very excited about the record-shattering profit-making potential available here for you. Barry's system can start working for you **immediately...** but you need to call right now. Before you put this letter down and risk forgetting.

This is an *honest deal* from an *honest man*...and more outrageously generous than it needs to be. Word of Barry's newsletter is spreading like wildfire among investors...but only a **select number** will ever be asked to subscribe. The mailings are rigorously proportioned -- you may **never** see this opportunity again.

Please...call right now (or mail your Priority Order Coupon today).

Sincerely,



Christopher Marett
Senior Publisher

P.S. I told you Money Magazine called Barry "the **human computer**...with investment advice that is **eye-popping proof** some people can **consistently beat the market by wide margins!**" Here are just a few more comments from a humbled press corps: "**Dazzling**...his record is something to behold!" (USA Today)..."**Barry is a Wall Street wunderkind** and one of the street's **best-known stock pickers!**" (New York Post)..."**Ziskin's** strict investment criteria weed out not only the bad and mediocre but also above-average firms. Above-average just is not good enough...Ziskin wants only the **BEST!**" (Wm. Donahue, author of 6 best-selling investment books, CNN commentator)..."**The companies in his portfolio have achieved average compounded earnings growth of 34% over the 1980s!**" (London Financial Times)..."**Has discovered a method of ferreting out unrecognized growth companies...**" (New York Times).

To take advantage of this special invitation from Barry to you, call 1-800-211-6357 today.

Dear Friend,

My name is Susan Smith.

With your permission -- *and with strict precautions for your privacy* -- I'm going to send you a fascinating package of uncensored "advanced sex class" DVDs...

...that have already helped tens of thousands of other "regular people" (of all ages) to finally enjoy the best sex of their lives.

News of these breakthrough "learn it fast" DVDs has spread like *wildfire* among "in the know" couples all over the world (including singles eagerly expecting to couple-up soon).

Why? Because this special package reveals the *proven* techniques and specific sexual secrets that not only **re-charge the intimacy** in a relationship... but also unleash **passion and sexual pleasure** *beyond* anything you've ever experienced before.

And guess what? For the next 21 days...

You Can Watch (And Learn) Everything...

For FREE!

Here, finally, is your opportunity to discover the breathtaking sexual joy and heart-pounding closeness available *only* to those couples who use the secret skills, know-how and special "tricks" that allow both men and women to...

...Guarantee a mind-blowing climax for your partner every time you make love...

...Re-kindle "teenage level" passion and healthy curiosity in your relationship (no matter how long you've been together)... and...

PLEASE READ THIS FIRST!

Hi. My name is Tom O'Leary - I'm the father of Dr. Mike O'Leary, who runs the golf company OHP.

Now, Mike's a nice son and all that... but sometimes he just pisses me off so much I can feel my blood pressure going through the roof.

You see, we golf together about twice a week. I'm 64 years old, and a little worse for the wear after working hard all my life. Mike, the little SOB, is still a pip squeak, in my eyes - a young pup of only 38.

So I HATE, it when he plays a better game of golf than I do. I've lost some "juice" over the years on my drives... and I guess I sort of panicked. Because I started reading the golf magazines and - big mistake - I started taking their advice seriously.

For about ten years, the magazines have been telling golfers to "tighten up" your body - no hip rotation, tight grip with the left hand, control, control, control. It sure looked good on paper, I'll tell you what.

But on the links, all that "control" cost me distance and accuracy. For years, I just thought a 200 yard drive off the tee was all I was gonna get anymore.

Meanwhile, my son the big shot was working with all these "insiders" in the PGA... and learning what REALLY works for professional golfers.

Now, Mike has never tried to keep this stuff secret from me... but it's hard to take advice from a kid who was in diapers just a few years ago. Besides, he never shuts up with the advice.

This time, however, I listened.

And it changed my life.

In just 3 minutes, Mike explained what this guy Gregg McHatton (nice Irish-sounding name) was teaching all the "elite, privileged" insiders in the professional ranks about loosening up their swings. Three minutes!

I tell you, it's like magic, it really is. I've

always hated having to "control" my body so darn tightly in my swing... and I always suspected all that control was actually robbing me of distance and accuracy, and not helping at all. And who was I to question the "experts" in the magazines.

But this guy McHatton is really on to something. And it's so easy.

Basically, with all of 3 minutes worth of advice, I was able to finally loosen up, allow my hips to rotate the way they've always wanted to... and I felt this great "natural swing" suddenly happen.

The result? I immediately started driving 280-yards off the tee... straight down the fairway!

I was out-driving my 38-year-old son by ten yards!

Hah! That put the little tyrant in his place for a while.

And the thing is... if I can do this, at a rickety 64 (I'm not a big man and I'm not in top shape)... then you can too. Maybe you won't add 30 clean years like I did... but you will finally allow the "naturally powerful" swing hidden inside you to come out. You'll see more yardage, that's for sure. Maybe more than I did.

It'll change your golf game forever. Consistent distance, awesome accuracy... and the "look" and "feel" of a real golfer. It's great. I feel a renewed love for the game, and new enthusiasm to go out and kick my son's ass on the course.

Read the letter Mike wrote - it's got the big headline and all the fancy type. Plus, he's got a way for you to see all this for FREE. It's worth a look, I tell you.

Don't miss out on this.

Sincerely,


Tom O'Leary

Step #12:

The Simple Basics of a Great Sales Message

EXERCISE:

Start thinking about you and your sales position. And exactly how and what you need to do to be the guy that your prospect needs you to be to make the sale.

Pay close attention to the Q & A...because it clarifies things that are on a lot of people's minds...And I bet it will answer any questions you have.

- Here's who I am...
- Here's What I've got for you...
- Here's why it's important for your life right now...
- Here's what to do now.

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Step #13:

Huge Promise

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Huge Promise

This step is the follow-up to the other salesmanship-oriented steps presented earlier.

You must go through them in order, since they support each other... and lead, logically and emotionally, to how you present your fundamental offer to your prospect.

This is the culmination of preparing your mindset, your tools of persuasion, and your deep understanding of the need of your prospect coupled with the specific "fulfillment" details of your product or service.

Don't worry -- it's all explained simply in the DVD.

For marketers who shiver in fear whenever "salesmanship" is mentioned -- because they're so clueless and mystified and convinced they can never master the art -- what you are about to have delivered to you... on a silver platter, practically...

... are the secrets of tempting your prospect to the point of desperation.

Simple... easy to adapt...

... and yet oh, so potent when put to use.

Step #13:

Huge Promise

What can you say – truthfully and without blushing – that will set up believable opportunity?

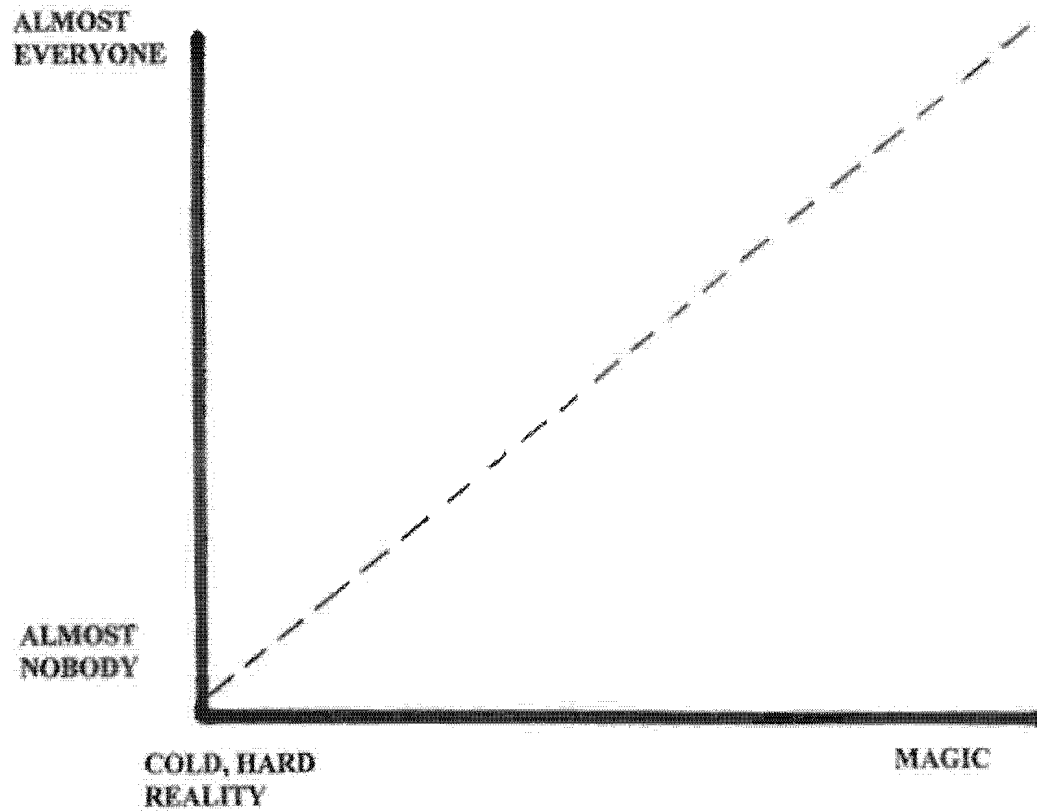
(Hint: The meek shall NOT inherit the largest market share...)

- Fix what's wrong...
- Eliminate fears...
- Fortify the sense of power and confidence among the powerless and unconfident.

Magic vs. Reality

THE MARKETING REBEL

APPEAL-O-METER®



Who Else Wants To Learn
The Secrets Of Earning
An Extra \$96,485 As A
Chiropractor This Year...While
Working
Just 24-Hours A Week (Or Less),
With Minimum Stress And Zero
Debt!

“Who Else Wants To Earn An Extra \$96,485?”

Here is a version of another ad I talk about in “Kick-Ass Copywriting Secrets”. The client is a “coach” -- a consultant who helps doctors get their act together. Which, for most health care professionals, means reducing stress and work hours, while increasing income.

The dollar amount in the headline comes from an audit by a CPA, who allows his name to appear in the ad. That’s huge credibility. You must understand that most doctors WANT to believe the claims in this ad... but it challenges their world-view. Most doctors are burned out... and every doctor they know is in the same boat. The really happy, super-successful doctors aren’t very visible to other docs. They’re too busy having fun to sit around and bitch about life.

The resistance to this offer is simply that it seems *too good to be true*. When you’re stressed and burned out, it can be risky to allow hope to grow in your mind. If the hope vanishes, the subsequent disappointment could send you over the edge. So doctors are very wary of anyone who says they can make it all better... even while they desperately want to believe it’s true.

This ad has run for many years on the back cover of the country’s main chiropractic journal. A large number of doctors find the copy too over-the-top... but they notice the offer anyway. And a *lot* of doctors respond. As you can see from the testimonials, this coach really does deliver on his promises.

You will notice the copy relentlessly hammers home the multiple benefits, phrasing them in different ways. There were many other benefits the client wanted me to write about... but I chose only the ones that were big-time hot buttons. All the stuff about learning how to hire good staff, keep better records, and talk to patients got edited out. There’s a fine line between “wowing” your reader with a cornucopia of goodies... and overwhelming him with too much information.

Wowed readers order. Overwhelmed readers walk away in a daze.

Don't risk "burn out" before you discover how quickly these secrets can change your life!

Who Else Wants To Learn The Secrets Of Earning An Extra \$96,485 As A Chiropractor This Year... While Working Just 24-Hours A Week (Or Less), With Minimum Stress And Zero Debt!

*Dear Doctor -- I know that what I'm about to share with you seems **unbelievable**... and that's why I've done my best to back everything up with **facts** and "real life" testimonials... so you can see for yourself that these amazing results really do happen! My name is Dr. Mark Radermacher. About 9 years ago I began sharing with other doctors the secrets (which I discovered turning my own practice into a wildly successful business) of turning **any** chiropractic practice into an **immensely profitable, low-stress operation**... and how you can use that success to become **financially independent, free of debt and tax problems**, with **more enthusiasm and energy for your private and professional life** than you ever dreamed possible.*

The result of sharing these secrets (with **hundreds** of doctors) has been absolutely **phenomenal**! Recently, a certified public accountant (Mr. Paul Piotrowski, CPA) audited the "numbers" that my **current** clients are seeing as a **direct result** of working with me as their "business coach". These are the **measurable, factual**

results he discovered these doctors have seen after **just 12 short months** as my clients:

- ✓ An **average annual increase in total collections of \$96,485...**
- ✓ ...an **average annual increase in total visits by patients of 3,965...**
- ✓ ...and an **average increase in retention of patients of 14 visits** (which is **twice** the national average for chiropractors)!

Yes, these results seem almost unbelievable -- **yet these are the documented, certified results seen by chiropractors with practices just like yours!** (Some of these doctors are in big cities, some in small towns, most have been practicing for years, and others are just starting out.) I also did some "number crunching" on **other** results my clients see... and these, too, are nothing short of **amazing**. For example, in that same 12-month period, clients reported:

- ✓ ...an **average reduction of overhead to just 30%** (about half of what most started with)...
- ✓ ...an **average work-week of just 20-to-24 hours** (a

fraction of what they were putting in before)...

- ✓ ...a dramatic **reduction in debt and the total disappearance of tax problems** (and nearly half soon get out of **all debt** completely)...
- ✓ ...and... perhaps just as important... these doctors quickly experience the complete **replacement** of stress and frustration with **fun and high-energy motivation!**

Doctor, if you are even **remotely** interested in (quickly) turning your practice into an overwhelmingly successful business that is **70% cash patient-based**... requires just **24 hours (or less) of your time each week**... leaves you **debt-free** and **without tax problems** of any kind... runs smoothly (with **minuscule overhead**) even while you **take 8-to-9 vacations a year**... **eliminates the HMO and insurance nightmares** most doctors now face... is not just **stress-free** but actually **fun**... and fuels an exciting, **financially-independent** lifestyle for you...

...please turn the page and continue reading

continued...

then it's time to give me a call. My office number is 1-414-628-4433, and you can call anytime. It will take just a few minutes with me on the phone to answer all your questions, *no matter how skeptical you may be*. In fact, I hope you *are* skeptical -- it's a disgrace the way some doctors have been treated by self-proclaimed "experts". That's why I base my reputation on *measurable results...* and the fact that there is *never any limit* to the time I will be available to you. (We can talk *every day* if necessary!)

Please call today. What I offer doctors like yourself is the opportunity to learn the *proven secrets of turning your practice (almost immediately) into a thriving, super-efficient (and thoroughly enjoyable) business that will flood every part of your life with new energy, enthusiasm, fun... and money!*

Here's what doctors are saying:

"Yesterday was a record day for volume in my office -- *double the patients I was seeing just 2 weeks ago,*

and it's a *direct result* of the intense, *daily* consultations I have with Dr. Radermacher." Dr. Douglas Guyot, Tennessee □ "I'm seeing as many patients in a week as I used to see in a month, but with infinitely less stress and less time in the office. *In fact, I'm at the office just 24 hours a week (where I used to spend 40-60 hours), and the paperwork has dwindled dramatically.*" Dr. Richard O'Neal, Arizona □ "We hadn't had a vacation in 4 years -- *now we take them every 6 weeks*, and the office staff is happy and efficient instead of burned out and hassled." Dr. Lynn Johnson and Dr. Ron Gelger, California □ "I can *always* reach him when I need to, and whenever there's a crisis with my staff or practice, he's right on top of it. Dr. Radermacher is an integral part of my business." Dr. Douglas Sea, South Dakota □ "With Dr. Radermacher's guidance, *it's been easy to provide higher quality care with more organization and less stress.*" Dr. Thomas

Green, Nebraska □ "Dr. Radermacher showed me the way out of debt, and it wasn't painful at all. In fact, *it was actually enjoyable watching the debt melt away while my life just got better and better.*" Dr. Russell Horne, California □ "In just a short time, he helped *bring our stress level down 90%*, and we've cut 10 hours off the work-week." Dr. Raymond and Dr. Gabriella Moss, Maryland □ "Dr. Radermacher has *discovered the secrets of having balance in your life* -- I now have plenty of time for both full-time success as a chiropractor *and* being a full-time mom." Dr. Pamela Fowers, California

Call Dr. Mark Radermacher
today at:
1-414-628-4433

**How To Turn Your Ability
To String Two
Sentences Together
Into A Freelance
Copywriting Career That
-- if you'll just follow
the simple "map"
I've laid out for you -- Can Easily
*Earn You Over \$100,000
Your First Year!***

Step #13:

Huge Promise

EXERCISE:

Sit down and write. Think hard about this. What can you say – truthfully and without blushing – that will set up believable opportunity?

(Hint: The meek shall NOT inherit the largest market share...)

- Fix what's wrong
- Eliminate fears
- Fortify the sense of power and confidence among the powerless and unconfident.

When you are done, restart the video to see how the workshop attendees handled this same situation.

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Step #14:

Reverse All Risk

Step #14:

Reverse All Risk

Reversing risk for your prospect -- so he feels safe about buying from you, because you've shouldered all the burden of proof and satisfaction -- should be a naturally easy thing for a marketer to pull off.

And yet, so many botch it beyond fixing.

This is one of the most powerful "back up" elements you'll ever have in your offer...

... and you better get it right, or your prospect will never become a customer.

Few marketers know how to guarantee something in a way that means anything to the prospect.

Here, the secrets of igniting unrestricted desire are revealed.

Step #14:

Reverse All Risk

- Explicit “classic” guarantee vs. deep knowledge of risk-reversal
- Understand the objections you’re overcoming (fear of getting screwed, of being a fool, of facing spouse/in-laws/neighbors)
- Know where it goes in your funnel

6-Month 100% Money Back

Unconditional Guarantee!

Order this package without fear, and check out all the secrets and shortcuts for 6 full months. If you're not blown away by what you discover... simply send the package back (in any condition)... and we'll refund your \$97, immediately. No questions asked.

We've been in business in the U.S. for over 15 years, and our reputation is based on being straight and honest with our customers. We treat you the way we wish other businesses would treat us -- with immediate shipping, strict courtesy (the customer is always right), and prompt refunds when requested.

This unconditional guarantee means you can see everything for FREE if you want. You don't risk anything by ordering now.

However, you must HURRY. We've only duped a small number of these DVDs, and have no plans to create any more. This is, essentially, a "market test"... so if you want to discover how to break into the pro ranks of the best bassists in the world... you must respond today.

Don't believe me? Fine. **Here's my guarantee:** Check it out for yourself. If you don't agree this is THE most vicious and simple-to-master fighting system you've *ever* experienced... then I'll give you ***\$10 from my own pocket!***

But you must act FAST... because once the military learns it allowed this stuff to leak into civilian hands, you will never hear about it again...

Plus, I've arranged it so you can see everything for FREE if you choose...

Here's what I've set up for you:

To join the “**Special Operations Club**”, all you have to do is say “yes” to my invitation here. You do not pay a *dime* up front... and there are no membership fees, ever. The only way anyone can join is to be asked, personally, by me.

I will immediately send you this “**Instant Advanced Fighting Knowledge**” package I’ve just described. This package of video, CD and special report is yours to keep, free and clear, no matter what.

As an invited member of the “**Special Operations Club**”, you will be sent a new martial art training video each month. (You can request the DVD version instead.) This includes our *newest* and most sought-after releases.

You can treat this training video as your own for a full 60 days, without any risk whatsoever. View it, learn the moves, see how they fit in your life. If you like it, simply keep it, and you will be charged approximately HALF of what everyone has to pay. If you don’t like the tape, just send it back, and owe nothing. Not a penny.

And that’s the program. We’ve learned that the optimum “time frame” to watch and master the kinds of fighting systems we specialize in... takes around a month. That gives you plenty of time to check it out, and make your decision.

Even so, *I’m giving you TWO months to decide*. Just so you don’t ever feel pressured or rushed. Take your time. I trust you.

But here’s the best part: No matter what the video will sell for to everyone else... your price will *never* be higher than \$49.

Step #14:

Reverse All Risk

EXERCISE:

Now it's your turn. I want you to follow the instructions given to the workshop attendees. Do your own version of making sure you can reverse all risk.

When you are done, restart the video to see how the workshop attendees handled this situation.

Reverse All Risk:

- Explicit “classic” guarantee vs. deep knowledge of risk-reversal
- Understand the objections you’re overcoming (fear of getting screwed, of being a fool, of facing spouse/in-laws/neighbors)
- Know where it goes in your funnel

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Step #15:

Turbulence

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Turbulence

I use just four basic "tools" of inciting action when I write sales copy.

All four, however, are among the most powerful tactics I've ever discovered for igniting deep, almost unconscious desire in a prospect...

... and making sure it rattles his cage so thoroughly...

... that he can't sleep until he makes a buying decision.

Entire advertising campaigns (like the staggeringly-successful "launch" sequences used online) rely almost entirely on turbulence.

Skipping this super-potent tactic can cripple your efforts to generate sales.

There's an art to applying it, though.

The exercise in this section will add to your private "bag of tricks" one of the coolest and most effective tools in salesmanship.

Step #15: Turbulence

The Tools Of Action:

- **Hand-Wringing Urgency**
- **Greed-Inducing Limitations**
- **‘Fear of Being Left Out” Take-Away**
- **Elbow-To-The-Ribs Opportunity**

“The 7 Reasons Attractive Women Choose Other Men Over You”

... and what to do about it, today...

You gotta HURRY, though. Like I said, I have a package here for you. (They're DVDs, but you can get videos instead just as easy.)

If we hear from you in the next 11 days, your package will be rushed to you (by Federal Express Ground, if you're in the States). And, once you have your package, you will have a full year to decide if you want to keep it, or send it back for a full refund. No hassles. Your word is all we need. The staff has orders to treat you with total respect and to honor your word at all times.

This is a special privilege I'm offering ONLY to guys like you on our "Hot List"... and ONLY in the order you are on that list. By getting this letter, you have earned a spot up the list, so there's a package here for you.

If you don't want it, do nothing... and we'll take your name off the package, and send it to the guy below you on the list.

You probably won't get another chance at seeing what Gregg has, though. He is, after all, still the best-kept secret weapon in golf. If his pro clients start to protest too much, he will quickly pull the plug on this offer.

So call right now, while you're thinking about it. I don't care if you're in the middle of your golfing season, or just dreaming about your first round when vacation finally comes. Doesn't matter. Just watch what Gregg reveals... and then go play the best golf of your life.

It really is that simple.

Step #15:

Turbulence

EXERCISE:

You saw how we presented everything. And you saw that there's a small bit of work to do here.

Now it's your turn to think about your own ways of creating turbulence.

When you are done, restart the video to go back to see how the rest of the workshop group handled this situation.

The Tools Of Action:

- Hand-Wringing Urgency
- Greed-Inducing Limitations
- 'Fear of Being Left Out' Take-Away
- Elbow-To-The-Ribs Opportunity

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Step #16:

Knock 'Em Off The Fence

It is remarkably easy for even rookie marketers to get a prospect to admit "Hey, that's a really cool product... and maybe, someday, I might think about buying it."

The path to riches and fame, however, lie in knowing not how to get prospects up ON the fence...

... but in knocking them OFF the fence.

So instead of being observers of your marketing (as most prospects in most niches are)...

... they become customers.

Many marketers use these tactics, without actually understanding why.

Knowing that "why" part will help you make better decisions about WHAT you use to get the job done.

Life is better when you know what you're doing.

Marketing is more profitable when you know exactly what to do, when... and why.

Step #16:

Knock 'Em Off The Fence

- **Stimulating surprises...**
- **“It’s your birthday” rare treat dumps...**
- **Free stuff up the yin-yang...**
- **Better, more, longer, bigger...**
- **Overwhelming offer...**

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Step #17:

Your Close

Step #17:

Your Close

You can "wow" a prospect, and get him so eager about what you offer that he actively wants more info, more details, more examples... more of everything you offer.

But if you can't "close" the deal...

... that's all you'll have. An eager, active prospect.

Who isn't buying.

Success in business is all about creating customers.

Good sales strategies can only do so much toward accomplishing that.

GREAT salesmanship is required to please both the rational and irrational demands of your prospect's brain... so the only satisfying decision left is to buy.

This step wraps up the preparation that will force you to write amazingly effective selling copy.

Be sure to watch the "wrap up" on the DVD, to complete the process here.

Thanks.

John Carlton

Step #17: Your Close

**The heartbreak of
selling from your heels
vs.**

**Wealth beyond
the dreams of avarice**

The One-Two Punch of Selling Effectively

- 1) The **RATIONAL** reasons to explain why he bought... to his dubious spouse, nosy neighbors, and arrogant brother-in-law.
- 2) The **EMOTIONAL APE-BRAIN** reasons that seal the deal deep

Until now, only a handful of lucky players have discovered these amazing “learn it today, *blow away other musicians tonight*” secrets of powering any song with a killer, pounding groove that drives girls crazy and humiliates competing bands. Now, thanks to this breakthrough in “*speed teaching*”, you too can take your bass playing skills from wherever you are now... to respected, *killer-pro status* in the shortest time humanly possible.

Result: Audition with unreal confidence... earn massive respect from other musicians... and bring home *more money* from more (and better) gigs. Best of all, you can check everything out for **FREE** if you like...

Here's the deal: This is a drop-dead bargain. Rex doesn't have time to teach you personally... and it would set you back HUGE bucks just to get a private lesson, anyway. (Plus, you'd have to travel to his hometown.)

What you get in this package is worth literally *thousands of dollars* -- not just in lesson fees, but in all the *extra cash* that will be available once you finally learn to be the best bass player in town. Demand creates income, dude.

Each of these DVDs has been privately priced out at \$97, making the package worth at least \$291. But right now -- because Rex has **INSISTED** we keep the price low -- you can have it rush-shipped to you for just \$97.

However, you don't risk a penny. Because you're covered by a complete, no hassle...

Here's what to do now: Use your credit card and call 1-800-000-0000. Just say you want "The Maximum Bottom DVD package", and we'll take care of everything else. If the number is busy -- we expect to be swamped with calls on this -- keep calling back. Don't let this opportunity slip away.

Or, if you want to use a check or money order (payable to OHP), just clearly type or print out your name and mailing address and the words "I want Rex's Maximum Bottom DVD package" on a piece of paper... and mail it with your payment of \$97 plus \$12 shipping and handling (total: \$109) to: OHP, 000 Acequia St., Visalia, CA 99999.

We do same-day shipping.

Again, you are completely covered with a hyper-generous 6-months 100% money-back guarantee, so you don't risk anything. Just order right now, while you're thinking about it.

Thanks.

Dr. Mike O'Leary

Prez, OHP Music

P.S. Almost forgot -- if you order today, I will include, for FREE, a thick TAB workbook that spells out all the secrets in the speed lesson. This TAB makes everything super-simple and easy... and even works as a “fake book” for gigs that you can consult during breaks to make songs work even the first time you play them!

P.P.S. One last thing. Just for readers of this magazine... I want you to KEEP the DVD with the student lesson, even if you return the rest of the package for a refund later. It's my gift to you, just for giving this amazing package a “test drive”.

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