

Don't Spend Another Dime On Any Copywriting Course Until You've Read this "New And Exciting" Advertising Guide

Why Paid Hundreds, Sometimes Thousands On Copywriting Courses That Promise You The Moon And Deliver Mostly Recycled Dust When You Can Get "The Most Important Advertising Book Ever Written" For Potentially Less Than The Cost Of Taking Your Family Out To Eat At McDonald's

It's no wonder so many modern day marketing pros rate this book so highly . . .

Read this important letter and you'll see what all the fuss is about . . .

Dear Marketing Friend,

Once in a blue moon something truly new and exciting comes along!

The irony is this "new and exciting" thing has been right under your nose for a long, long time. In fact this "new and exciting" thing has been around since the early 1920s.

Looking ahead nearly 85 years later folks are profiting from the time tested advertising principles found in this small, but power packed little advertising manual.

Talk about staying power . . .

Numerous top notch copywriters and marketers point to this very resource as one of the greatest influences of their business success.

Perhaps some of these notables you may have heard of

Jay Abraham, Gary Halbert, David Ogilvy, Richard Armstrong are just a few who benefited greatly by discovering the power this guide can unleash.

And it's no wonder. Judge for yourself and see why these top marketing and advertising pros rave about this powerful little resource.

Here's what David Ogilvy had to say . . .

"Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life."

And the legendary Gary Halbert said . . .

"The very first step is to become grounded in the basic and enduring principles that are the foundation of every successful direct marketing effort. And, the way you do this is by reading and re-reading the most important advertising book ever written . . ."

Then there's direct marketing pro Richard Armstrong saying . . .

"He is to advertising what Aristotle was to philosophy."

Let's Talk Dollars and Sense

But that's not all. Back in the day, Albert Lasker president of Lord and Thomas advertising agency paid the author of this little guide a salary of \$140,000 a year to write copy.

Humm . . .let's see . . . that was around 1908 so in today's dollars that equals about \$2,000,000! Not a bad year, was it?

Yes, there are a few "A List" Copywriters out there today pulling in that kind of dough but very few. And those few who are raking in the dough are using many of the same time tested principles you'll discover by studying and applying the keys this book can deliver.

So let me ask you, if you really want your business to prosper, wouldn't it make sense to learn proven principles that you know will work rather than sinking a ton of money into expensive copywriting programs (which mostly contain the very elements you'll get right here) for a fraction of the cost?

If your business depends upon selling either products or services then you'll want this guide!

Here's just a few reasons why. . .

You'll discover how to make your advertising pay. So many ads I see these days do nothing more than build a brand . . . at best. The problem with this is that it takes years and costs hundreds of thousands of dollars to become a "household word." Wouldn't you rather have sales now?

You'll learn how to effectively test your advertising. This takes all of the guess work out of knowing if your ads will pay or not. You'll finally know with scientific certainty if the ad you test will be a winner or a flop. Great money (and time) saving advice.

You'll learn the value of sampling. If you produce a great product why wouldn't you want get it in the hands of your customers as quickly as possible? Sampling is the best way to do this—and it doesn't have to cost a lot—if you follow what's presented in this little manual. Think about how many millions of magazines, automobiles, newsletters and numerous other products been sold by using this underutilized method.

You'll learn why every ad you sent out should always have a headline. Great headlines are golden . . . if you know how to write one. Now you'll know exactly what it takes to write a great, attention getting headline in all facets of your marketing communications.

You'll learn psychology in advertising. It may seem strange to talk about psychology when writing powerful ads but the truth is every marketing man or woman should understand human nature. More sales are generated by truly connecting with your prospect and understand what motivates her to buy.

I could go on but basically what I'm talking about here is a complete advertising education you will not find anywhere else—at any price!

And I cannot emphasize enough that this little powerhouse guide was not written from theory. It was written by a man who fought in the trenches of business day by day. Competition was fierce. And only the strong survived.

This Is Not A Long, Drawn Out Tome . . .

It takes very little time to read the entire manual. In a matter of hour you'll possess these powerful money making principles and be able to implement them immediately.

As a fact of fact the core manual is 45 pages long.

But do you really want to bore through 300 + pages (mostly filler, etc.) when a few power packed pages makes the point crystal clear?

Don't let the fact there's so few pages fool you. Each chapter is packed with timeless, proven marketing wisdom that once put to use will pay off handsomely.

Using these *new discoveries* you'll be able to master the task of writing an ad that will beat the pants off of any competitor—in no time flat!

Your entire business will benefit from it because you'll be learning a whole new level of salesmanship.

In fact you'll be far better prepared than most Madison Ave. advertising types who, by the way couldn't write an ad that actually sells something if their life depended upon it!

And most of your competitors hasn't go a clue how to write advertising that sells.

Even if you never write the advertising your company sends out, you'll be able to judge good copy. You will be prepared to pick out the winners every time. You'll know with certainty if the ad you're reviewing is worth testing or not.

And The Winner Is . . .

I've been keeping you on the hook about this "new and exciting" resource. Yes, it's cruel I know.

But the truth is I want your business to become more profitable. I want you to experience the thrill and excitement of writing ads the can bring in more leads, more sales, more referrals than you ever thought possible!

And the first place to start is by applying your newfound advertising knowledge that you've learned from this simple, powerful little manual written over 80 years ago by a man who is widely regarded as the first and greatest of the great copywriters who ever lived . . . **Claude Hopkins!**

And his book . . . **Scientific Advertising!**

This May Shock You!!

Now what I'm going to tell you may shock you. After you read what I'm going to say you may be tempted to think that I should be locked up at the crazy farm.

That's fine!

But the truth is this book is now in public domain—it's not difficult to find. In fact, you can download it FREELY!

Do you see where I'm going here?

I don't give a rat's #*^\$ if you "purchase it" from me here at this auction or not! The point I'm trying to make is . . .

Just Get It From Somebody . . . Please!

That's how strongly I feel about this powerful little guide. And I promise it will change how you look at your advertising forever! You'll thank me later.

But if you do decide to get *Scientific Advertising* from me right here at this auction, one thing's for sure . . .

You Will Be Rewarded Handsomely!

Let me explain.

For starters as an added treat, this *special illustrated edition of Scientific Advertising* comes with an impressive collection of ads written by the genius himself—Claude Hopkins.

You'll be able to see first hand his advertising genius—the final product of some of his most profitable ad campaigns from famous clients including . . .

- ***Schlitz Brewery***
- *Palmolive Soap*
- ***Cream of Wheat***
- ***Van Camp Packing Company***
- ***Quaker Oats***
- ***Goodyear Tire & Rubber***

- ***Pepsodent***

But wait there's more.

Just to sweeten the pot a bit more I'll include another special bonus just for ebayers only. Be the lucky winner of this auction and you'll also receive another special bonus.

Bonus #2 The Idea Virus
by Set Godin (\$19.95 Value) 197 Pages

Internet Marketing Pioneer Seth Godin unleashed a pretty serious virus . . . this virus spread like wild fire and many top marketers caught it. And if you're savvy enough you too will want to catch this virus. It's called . . .

The Idea Virus.

In a nutshell this unique marketing tool . . . and I say tool because once you understand these profound ideas they'll act just as any tool would—a device to help you get the job done more efficiently.

Here's a few questions that this book will answer:

1. Why is it foolish to launch a new business with millions of dollars in TV ads?
2. Are the market leaders in every industry more vulnerable to sudden successes by the competition than ever before?
3. Should book publishers issue the paperback edition of a book before the hardcover?
4. What's the single most important asset a company can create—and what is the simple thing that can kill it?
5. Every ad needs to do one of two things to succeed . . . yet most ads do neither. What is the right strategy?
6. How can every business—big and small—use ideavirus marketing to succeed?

Ok, now it's up to use to take this virus and run with it—and reap profits like mad!

No sir, I won't stop there . . .

There's an old saying in business, "Under promise and over deliver." You know, I like that saying. In fact I like it so much that it's a part of my mission statement.

In that spirit here's another pretty cool "power tool" bonus that'll help you do your job better. Please let me tell you about it.

But first let's face the music here . . .

If you operate a business or plan on starting one you're going to be writing various marketing documents most notably

The Sales Letter

And if you do the job correctly sales are going to pour like rain from a bucket!

What if you had a model of proven sales outlines to stimulate your thinking, help you get started and make the process of writing money making sales letter much easier?

Well, now you do.

Dr. Joe Vitale (the hypnotic marketing guru) and Larry Dotson has put together a one of best collections of Hypnotic Sales Letter Templates I've ever seen! 92 of em in all.

These are very easy to use. Just pick out which template you want and fill in the blanks! BAM! You have just "written" a powerful sales letter that'll start the profit ball a rolling like crazy!

Pretty cool, huh?

Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates is Gift #3.

So if you are remotely interested in learning marketing the right way—without having to mortgage the farm, then you should bid now!

Unannounced Surprise Bonus. You'll love this one. It'll be just like winning a cool prize. You never know what's inside the box but always fun and exciting.

I'll be digging deep into my marketing treasure chest and pulling out one item that'll helped me prosper immensely. It could be one of Gary Halbert's excellent books, or maybe Jay Abraham's profit building tools, or even another prized classic advertising reference.

I'm not sure what it will be. But this I AM sure of: You will be very pleased with the selection.

So please don't miss out! Get your bid in today! You won't be sorry, I promise!

Starting Bid Only 7 Bucks!

Yes, you read that correct. Although my colleagues and family keep making fun of me and uttering the words, He's "stupid, crazy, nuts."

The starting bid is only 7 Dollars. Shipping and handing only \$5.95. But you better hurry because I may actually come to my senses and pull this auction.

Warmly,

Emette E. Massey

P.S. The complete profit package is presented on CD-ROM for easy access. Browse the materials or print them out.