

TO: Business Blunk Ops
NOVEMBER COACHING CALL PARTICIPANTS
WARRLORD & FOUNDING MEMBERS

FROM: Dave Jones

DATE: Nov. 29, 2017

RE: "SWIPE" File examples.

I'm enclosing my notes to you on a number of really well done ads, "acceptance" or order forms, "private invitations, package labels, and the table of contents of an ~~Agora~~ publication.

REMEMBER to start collecting great examples of ads, subject lines, barlets, headlines, order forms, sales letters CTAs etc. You should also consider examples that could be adapted and used in hiring (ads), on boarding, scripts, training etc.

(over)

I hope that you enjoy these
and that they inspire you.

If you have any questions
please reach out to me.

Also, if you get any great
results let us know.

Finally, you may be wondering why
anyone w/ my back hardwiring
would send you this.

Well, I'm an even worse typist
and I wanted to get these right
at to you - including my personal
notes right on each example.

As for the Agora table of contents,
that alone should help you to make
more than enough to pay for your
entire year of membership

Be prosperous!

Dave Fries

Notice the "pre-headline"

Do You Want to Retire in the Next 12 Months?

followed
by a
much
more
detailed
headline

Escape the failing US economy and discover a simple way to live the luxurious life most people only dream of...

This February, we're gathering our experts to brief you on the most effective strategies to cut your taxes...slash your monthly healthcare costs to as little as \$25...and increase your quality of life—while reducing your daily expenses by up to 70%

Read on to find out how you can retire in luxury and comfort this year...

Dear *International Living* Reader,

Most people completely overlook the fact that they can make their dream of retiring early and living a simpler, better life a reality. There are places where you can still own your own town home or beach house outright—and enjoy appreciation of 20%... 40%... 60% per year... where world-class health care won't send you to the poorhouse... where the government doesn't involve itself in every aspect of your personal life... and won't even charge you taxes. The key is to look beyond the U.S., because there today you'll still find communities where...

- You can raise a family on one income—without going into debt... where doctors make house calls... and charge only \$20 a visit.
- Where neighbors trust one another... where the pace of life is slower, more civilized... manners still matter... and politics matter less.
- Places where cities overflow with culture... with Old World architecture... with opera houses... and theaters of drama and ballet...
- Where cool, ocean breezes or mountain valleys create an eternal spring-like climate... where a beachfront home is only \$60,000... and property values are still going up.

Incredibly, you can still live luxuriously in many of these places... even hire a maid... on nothing more than your Social Security check.

Take Maggie and Tony, for instance.

Six months ago, Maggie, a therapist, decided she'd had it with the two-hour commute and the ten-hour work days. So she and her husband Tony, a chef — decided it was time to retire.

They packed up their belongings outside San Francisco and traded up to a better life. Now they can see the ocean from their deck. Their yard is full of coconut palms. And this life in the tropics costs less than half what they paid to live in the States.

"I get to see beautiful sunsets from our living room window," says Maggie. "The other day, I free dived for lobster in the turquoise waters.

"Back in the San Francisco area, there was no way we could afford not to work. We would have burned through our money. And in seven years, I would have been knocking on the door at the Safeway Supermarket, asking for a job in the deli!"

Instead, today Maggie and Tony live three minutes (in flip-flops) from a sparkling white sand beach where bottle-nosed dolphins play offshore.

The pace is right. "I've slowed down and taken a breath and am totally appreciative of life," Maggie

Continues on next page...

↑ Notice the use of bullets

Notice page breaks at the end of each page of
copy & where cut line breaks in a horizontal
Supplement to International Living

Just 50 People Control 90% of the World's Energy Markets...

Headline
→

And They All Have Me On Speed Dial...

↑ preheadline

↓ sub headline

I'm helping these Big Dogs set up three global energy "super shifts" *right now* – here's how you could play them for up to 2,505% gains in 13 months

Dear International Living Reader,

Forget Blue Chips... microchips... biotech... gourmet coffee chains... smart phones... iPads... iPods... and I-Don't-know-whats...

The biggest money in this world will ALWAYS be made by those who know how to play the energy markets.

The problem is that 99.9% of media pundits, market analysts, money managers, and investment advisors will never be able to help you win at this game.

That's because, unlike me, THEY don't have access to the small "Inner Circle" of power-players who control 90% of the world's energy. So they're always late getting into the real, fast-moving money plays that only a *handful* of people in the world can see coming.

I'm one of these people. And in this letter, I'll prove it to you. I'll also prove how you could easily bank up to 25 times your money in just 13 months if you play the energy game my way.

And you could do it again and again and again...

Don't believe I'm plugged into the "Inner Circle" of world energy?

You wouldn't have any doubts if you'd been standing on the veranda of my vacation home in the Bahamas on May 16, 2010. That's when a high-level executive from Chinese oil major Sinopec, Li Hui, asked for my advice on how to quietly stake as much as \$2 billion worth of claims in unconventional oil and gas plays in Pennsylvania and Wyoming.

You'd be convinced of my clout with the biggest names in energy if you'd been with me in Poland back in February — when former Polish President (and Nobel Prize winner) Lech Walesa and I were strategizing about the companies, deals, and technologies that could save Eastern Europe from Russian natural gas domination.

You'd have known I was tied into the upper echelons of world energy in the sweltering heat of Africa in June —

Dear International Living Reader,

I'd like to introduce you to our colleague, Dr. Kent Moors. Get to know him here. I guarantee it's worth your time.

Besides having a zany sense of humor, Dr. Moors is one of the smartest, most well-connected people on the planet when it comes to oil and energy investing.

When China's major oil producer Sinopec wants to spend \$2 billion in unconventional oil and gas plays in Pennsylvania and Wyoming... they go to Dr. Moors to find out how.

In fact, of the 50 people that control nearly 90% of the global energy markets, all of them have Dr. Moors on speed dial. I don't need to tell you how profitable that kind of knowledge can be.

Right now, Dr. Moors is setting for three "super shifts" to hit the U.S. oil and gas markets. They're big. Very big. And if you know how to play the small oil field services companies, you'll likely to make a bundle. As much as 25 times your money in the coming months. You'll find out exactly how, right here. Right now.

This report may well be one of the most profitable pieces of information you'll receive this year. I encourage you give this a close look and see for yourself.

Sincerely,

Jackie Flynn
Publisher, International Living



I have created an entire guide file of "octess" / "corrupts"

"buyout bait" oil field services company is especially likely to explode any minute, once details of its takeover go mainstream. I expect it to AT LEAST double when it happens. Simply fill out and submit the Acceptance Form below to take advantage of your Debut Discount status for a handy 76% OFF.

ACCEPTANCE FORM



YES! I want the inside track on the global energy "super shifts" that could make me up to 2,505% in 9 to 13 months.

I know that Dr. Kent Moors is the ultimate energy-industry insider. And I know his connections among the 50 people who control 90% of the world's energy could help make me 10, 11, 16, 19 - even 25 times my money... Over and over again until I'm "Big-Time Rich!" I realize that if I act today I'll get this special limited-time-only, 76% OFF discount.

I also know that as soon as I sign up for *The Energy Inner Circle*, I'll immediately start receiving:

- ✓ *The Inner Circle* Trigger List
- ✓ Buy/Sell Alerts
- ✓ Weekly Market Updates
- ✓ 24/7 Web Resource Access
- ✓ Oil & Energy Investor communiqué

I'm also fully aware that I'm under no risk or obligation of any kind in becoming a charter member of *The Energy Inner Circle*.

Your *Energy Inner Circle* Six Month, 100% Money Back Guarantee
I, Dr. Kent Moors, personally guarantee your complete satisfaction with my newest investment research advisory service, *The Energy Inner Circle*... If at any time during the first six months of your subscription, you are not satisfied with *The Energy Inner Circle* for any reason, simply notify my publishers at *Money Map Press*, and you'll be refunded 100% of your subscription price. Promptly, and with no hassles or questions asked. Even if you cancel, everything you've received, downloaded, printed, or profited as part of your subscription to *The Energy Inner Circle* is yours to keep, at no charge... So sign up now, with total confidence. You have my guarantee of complete satisfaction - or a complete refund if not.

YES! ACTIVATE MY CHARTER MEMBERSHIP RIGHT AWAY! Sign me up NOW for a year's worth of *The Energy Inner Circle*, 100% money-back guaranteed, and at such a great low price: Just \$695! Others will soon pay up to \$2,999 for the same one-year subscription - but if I sign up now, I'll lock in this low rate for as long as I stay a subscriber.

(No debit cards please) When you pay for a one-year subscription to *The Energy Inner Circle* with your credit card, you will be billed \$695. Each year after, we will automatically bill your card for the steeply discounted renewal rate of \$695. You will receive a postcard reminder before your subscription is auto-renewed. With this auto-renew feature, you lock this discount price, and guarantee that you never miss a single alert. This "auto-renew" feature does not obligate you in any way, you may opt out of auto-renew at any time after this purchase. You will still have the next 6 months to review and use Dr. Moors' research, risk free.

Name _____ Enclosed is my check for \$695. your payment to Money Map Press

E-mail _____ I prefer to charge my _____

Address _____ Visa MasterCard American Express Discover

City _____ State _____ Zip Code _____ Card # _____ Exp. _____

Phone _____ (for confirmation only) Signature _____

▶ FOR FASTEST SERVICE:

CALL 888.570.9830 to order today!

OR 1-410-454-0498 OUTSIDE THE U.S.

Please Mail to:
The Energy Inner Circle | ATTN: Denise Evans
105 W. Monument St. | Baltimore, MD 21201 | USA

YOU CAN ALSO FAX YOUR CREDIT CARD ORDER TO 410.230.1200

ID# IECLM200

Use this
"exclusive" layout

From the Desk of Jackie Flynn
Publisher, *International Living*

← verify date

A Private Invitation...

...to keep getting your *International Living* subscription
for the rest of your life — for FREE

Dear *International Living* reader,

I'd like to offer you a special opportunity to keep getting *International Living* delivered to your home for the rest of your life...

In other words, we'll extend your subscription — for FREE!

Not only will you save hundreds on your subscription... We'll also give you an additional \$1,768 worth of annual benefits available only to our most dedicated readers.

When you upgrade to *International Living Lifetime Society* you will receive...

- + A subscription to *International Living* magazine for life! You'll never miss an opportunity, an exciting destination report, or an insider travel tip again (Value \$69 per year)
- + FREE Invitations to exclusive meetings and events hosted at IL events especially for Lifetime Society Members and other VIPs (Value: \$50 per event)
- + A discount of 20%, when you purchase any IL book, kit or special reports (Value: \$950 and rising)
- + Access to the Special Lifetime Members-Only Section of the website...
 - Quarterly Opportunity Alerts (Value: \$400 per year)
 - The Lifetime Society member-only Communiqué (Value: \$149 per year)
 - A \$150 discount on all IL Conferences...
 - A Free Classified Ad. Advertise FREE in IL's classified section once each year (a \$50 value)...

Bonus Gift:
FREE Owner's
Manual for the
country of
your choice

Clear
Call to Action

How to get started today

The one-time membership enrollment fee is \$495. If you enjoy your *International Living* Then subscription... this invitation makes just simple economic sense. You'll get many more benefits — and pay less money.

To join today call Jane at 1-866-845-3052 (toll free) or +1-410-230-1250 (international) and mention promotion code GILVM111.

Sincerely,

Jackie Flynn

Jackie Flynn
Publisher, *International Living*

Notice
CF
↓
Then

IL
Lifetime
Society

Notice
use
label
"seal"



I keep a scrap file of
Thank you inserts & papers



Congratulations and Thank You

Dear 43 SECRETS Owner,

You made a fantastic decision when you ordered GKIC's Dan Kennedy Course, "43 SECRETS – How to Use the Greatest Moments in Advertising to Drive Your Marketing to the Next Level." And we want to thank you.

Dan reveals the strategies he has cultivated and perfected from over 41+ years' experience and his treasure trove of examples. In this thoughtful and thorough study of advertising, you will absorb a myriad of marketing opportunities for your own business – probe into real effective ad campaigns and promotions, with the master of direct response marketing as your personal tour guide.

Drawing from a vast and cluttered advertising universe, we've isolated and dissected the cream of the crop spanning more than 100 years. These are our Top 43 greatest moments in advertising – some are obscure, and some perhaps you're acquainted with. We've pulled back the curtain on their background, the stories and the details that made them all dramatically productive.

Apply these powerful strategies on influence and persuasion in all types of selling scenarios for the remainder of your career – they will never be obsolete because Dan pierces to the core of human reasoning and behavior.

It's Time To Take Action!

When you opened up your package, you probably noticed there's LOTS of stuff inside for you. Plus, along with the printed content, DVDs and CDs we've also provided a special USB Flash Drive loaded-to-the-brim with valuable information:

Just plug it into your computer's USB port, and you'll have a treasure trove of strategies and trainings instantly available. So here's some advice to help you get everything you can out of your "43 SECRETS – How to Use the Greatest Moments in Advertising to Drive Your Marketing to the Next Level," as quickly as possible:

1. **Block off an hour a day on your calendar to watch the Videos (DVDs or mp4) and/or listen to the Audios (CDs or mp3).** These are your guides to using the

system. You will discover how you can use the **43 SECRETS** course to **transform your business**. It's also helpful to have the transcripts in front of you when you listen so you can jot down notes.

But, of course, nothing happens if you let this program sit on your bookshelf and collect dust. That's why we recommend undertaking the following steps when going through the program and implementing the **43 SECRETS** course into your business:

- 1) Before you begin to watch or listen, gather a highlighter marker, your favorite ink pen, and a big pad of sticky notes. You'll want to take some notes and flag important ideas as you go through this course.
- 2) Stick in the first DVD or CD and use the enclosed presentation materials to follow along with the video or audio. This will allow these ideas to "stick" better and improve your retention.
- 3) Make notes right on the printed pages and use the sticky notes to "priority flag" ideas and concepts that you know you can implement right away.
- 4) Take your top 3-4 ideas after watching this program and take immediate action! Don't try to finish the program and then execute...just do. Don't worry about getting things "right" or perfect—imperfect action is better than no action at all.
- 5) As you take notes, write down where on the DVD or CD your notes cover (for example: *DVD 3 - 26 min, 5 sec* or *CD 2 - 5 min, 2 sec*). This will make it much easier when you want to go back and review.

We genuinely appreciate your purchase of "**43 SECRETS – How to Use the Greatest Moments in Advertising to Drive Your Marketing to the Next Level.**" You now have the strategies and secrets to influence and persuade your customers, clients, patients or prospective customers with potent, mind-controlling copy hacks and high-level tactics. We've done all the hard work for you—just follow the instructions and make it happen.

Please feel free to contact your GKIC Concierge at 1-800-871-0147 if you have any questions.

The GKIC Team

P.S. Be sure to check out the enclosed envelope with your Thank You gift!



www.gkic.com 800-871-0147



Special Offer
Only \$59
Save \$20

67-Year Old Ex-Beekeeper from Colorado Discovers Real-World "Fountain Of Youth" In Affordable Lakeside Community...

and now lives comfortably in year-round warm weather on a modest \$1,800 a month budget!

"Back in the USA when I was 50, I felt like I was 65. Here... at age 67... I feel like I'm 50... and getting younger!"

— James Tipton, *International Living* Reader

If you're interested in finding a place with better weather, a lower cost of living, a slower pace...but where there are plenty of activities to keep you healthy and happy... Or you want to earn an income in a country, where it's easy to start a business... Then get your hands on the **New 2010** copy of *International Living's Mexico: The Owner's Manual* today.



Call **1-800-591-3161** (toll free US and Canada)
or **+1-630-236-4535** (international)
and mention promotion code **G120LA03**.

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here &

IF YOU HAVE ANY QUESTIONS
REGARDING THE OPERATION OF
THIS SCALE OR IF SERVICE IS
REQUIRED, PLEASE CONTACT
HOMEDICS CUSTOMER SERVICE

1-800-HOMEDIC (1-800-466-3342)
or E-MAIL cservice@homedics.com

DO NOT RETURN TO RETAILER

←
I've created a
separate file of
labels for packaging

IMPORTANT: The next 4 pages should pay for your membership & to be entered

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<input type="checkbox"/> Ten Foolproof Houseplants	
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<input type="checkbox"/> Flowers that Are Good to Eat	
<input type="checkbox"/> All You Need to Know About Bird Feeders	
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<input type="checkbox"/> Making the Right Choice of Options on a New Car	
<input type="checkbox"/> Fixing Your Present Car vs. Buying a New One	
<input type="checkbox"/> Shop for a Used Car	
<input type="checkbox"/> How to Check Out a Used Car	
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<input type="checkbox"/> Buying a Car in Europe	
<input type="checkbox"/> Recreational Vehicles	
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<input type="checkbox"/> Car Battery Rules	
<input type="checkbox"/> Buying the Right Size Tire	
<input type="checkbox"/> NewTire Dots and Dots	
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<input type="checkbox"/> Buying a Cellular Phone	
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<input type="checkbox"/> Driving in Hot Weather	
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<input type="checkbox"/> How to Brake on Ice	
<input type="checkbox"/> How to Get out of a Snowdrift	
<input type="checkbox"/> Auto Dealer Ripoff	
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