

# How to Uncover the Most Important Secrets of a Successful Sales Letter

## Part II

In this chapter I'll reveal my thought process in preparing a "killer" sales letter.

Continuing from the last chapter, to refresh your memory, we used the E.O.F. sequence.

1. Envelope
2. Order Card
3. Flier

For best results, follow this sequence every time you create a direct mail package.

The fourth element then in the package is the sales letter. A sales letter is the real "workhorse" in any direct marketer's arsenal of sales tools. It is the most carefully read part of your sales package. So let's look at one closely.

**Important point.** Readers often ask me this. "How long should a sales letter be?" The answer is long enough to do the job. My experience has shown a 2-page letter outpulls a 1 pager, a 4 page outpulls a 2, 8 pages outpull 4, 16 pages outpull 8, etc. The key is that all copy must be **relevant**. If it's not relevant, your prospect won't read even 3 sentences! As to length, when you write copy your job is this. Simply tell a complete story. Include every benefit from use of the product. You never know what will motivate the sale. Obviously, people vary in what turns them on. By including all the benefits you can, this increases your chances to sell.

## First page of the letter

If you've done a good job on the teaser copy and envelope, the important top portion of the letter is easy. Simply repeat the major envelope elements: headline, subhead and graphics.

### *TIP*

*Effectively use the space available on the first page of the letter. Don't start the narrative of the letter until sufficient space is given to dramatically presenting all the elements. Notice that the letter narrative in the cancer book example starts 2/3 of the way down the page.*

## Typeface

Always use **Courier** in your letter for the "feeling" most conducive to a sale. Courier is personal. From me the writer to you the reader. Do not use a typeset look. Sales will not be as good.

You begin the letter with surprise, surprise the . . .

## Salutation

If you begin a sales letter with the salutation "Dear Friend" you simply can't go wrong. This is the one I and other successful letter writers most often use.

Others I could have used are: *Dear Friend of Fischer Publishing*, *Dear Natural Health Enthusiast*, or *Dear Friend of Natural Healing*.

How you start a sales letter is crucial, so we need to focus on the:

## First sentence

The goal is to immediately capture the interest of the prospect. Why? Yes! So they keep reading.

Therefore, your first sentence must be captivating. Compelling. It sets the tone for the rest of the letter. Its purpose is to motivate you to read what? That's right! The second sentence.

### *TIP*

*A good learning exercise. Make a habit of studying the first sentence of a successful ad, sales letter, book or article. The best ones are very powerful.*

As an example of a strong opening, here is the best ever written for a fiction book, in my opinion. Remember how *The Tale of Two Cities* by Charles Dickens began?

**“It was the best of times.  
It was the worst of times.”**

Wow! Does that set the tone for the rest of the entire book, or not?

After writing many drafts, my opening sentence in the sales letter is:

**“At last, there is an answer to cancer!”**

Why did I go with it? For several reasons. It . . .

1. Supports the headline.
2. Offers immediate relief and solution—hope to anyone worried about cancer.
3. Short and punchy.
4. Brought to my mind a recollection of a book written by Dr. William Kelly about 20 years ago based on nutrition. I always like the title, *One Answer to Cancer*. So I modeled my opening on this long remembered title.

## **Second paragraph**

This reads: “A major medical breakthrough has shown you can now actually prevent and cure cancer. It's based on the oldest known form of ‘medicine’—natural foods.”

## MAGIC WORDS THAT BRING YOU RICHES

There are three reasons for the second sentence. Guess what they are: Right!

1. Further expands and supports the promise in the headline.
2. Builds credibility.
3. Motivates you to keep reading the third paragraph.

### **Third paragraph**

Further expands and proves the advertising promise fundamentally in this idea. Every day more evidence supports the thesis that natural foods are the answer as evidenced by the research.

### **Use of anecdotes**

While often I start a letter with a powerful anecdote, in this case I presented a dramatic story after three short paragraphs but while still on page one of the letter.

### **Subheads are important**

Why? They break up large blocks of copy. And they intrigue you into reading more.

In the middle of page two see the first subhead:

**“Many Have Been Cured”**

Why this subhead?

That’s right! For still more support for the great promise contained in the headline. My headline, while completely true, is still hard to believe without proof. Plus, everyone likes to read about humans overcoming obstacles, being cured of disease. It offers everyone hope.

## TIP

*For any claim to be believed, it must not only be true. It must also **seem** true. When a headline claim is extremely strong, you must use several facts to support it.*

After the first subhead, the copy strategy is to add still more support to the promise of the headline. I proved that a natural solution does indeed exist to combat and cure cancer, the most dreaded of all diseases.

In the second paragraph after the first subhead, I introduce the real “hero” of the ad, Dr. Johanna Budwig.

## TIP

*Making real people the central focus of an ad is a very effective copywriting strategy.*

On top of page three I describe Dr. Budwig’s medical breakthrough and discovery. Notice how I dramatize her work.

Next in the letter sequence comes the real meat and reward of reading the letter, the . . .

### **Solution!**

The next subhead reads . . .

#### **“Nature Provides Answer”**

My goal here is to show power of the enormous value of the natural discovery. And like all great identifications, at its core it’s really simple.

So where is the product? So far the copy contains a lot of excitement and information. But no product is yet offered.

In this letter, I wait to introduce the book near the end of page three. By this time the reader is (hopefully) practically begging to be sold. At this point I also describe the full year no risk guarantee. Reason? I want the reader to focus on how great it will be to have the product and not worry one bit about risking a penny.

On page four I start dramatizing the benefits of the book.

## MAGIC WORDS THAT BRING YOU RICHES

The check marks are in front of 15 diseases (count 'em) the book's natural formulas prevents or cures.

Then comes the subhead:

### **“Get These Important Answers”**

Here are the bulleted benefits taken from the 3 × 5 cards. (Remember how to prepare a 3 × 5 card for each benefit.) Checking a page number on which the benefit is found makes the benefit more “real” to the reader.

### *TIP*

*Look at the actual sales letter. At the top of the page is an effective graphic technique. A powerful benefit is taken from the 3 × 5 card and placed at the top of the page. Result? A powerful headline before each page!*

*Look at the bottom of each page of the sales letter. See how no sentence ends with a period? If you break the sentence rather than end it, there is a greater tendency of the prospect to turn the page and keep reading.*

After nearly five pages of bulleted copy, see the subhead:

### **“What Medical Experts Say”**

Reason? Why do you think? Yes, you are right! To support and lend credibility to both the promise of the headline and the bullets.

## **Testimonials add power**

Do you have any doubt about the value of testimonials?

After the doctors' testimonials, I use a full 3 pages of testimonials from readers. There is no substitute for the actual words of satisfied users of any product.

## TIP

*It's a good idea to edit, hone down and edit testimonials. Of course, use the actual words—just trim them down. Also, make sure you get permission to use them. 99% of the time customers are happy to permit this use.*

After the testimonials the subhead reads:

### **“More Thrilling Case Histories”**

Everyone enjoys human drama. Especially with a happy ending! So I included short anecdotes taken from the client's files of readers who have experienced wonderful results from the book.

The ultimate purpose of any sales letter is to get the prospect to take a specific action. Therefore, you must ask the prospect to do exactly what you want in your close.

The next subhead begins the “call to action.”

### **“Free Bonus Reports”**

Each bonus has a few sentences of copy describing the benefits derived from using it. The copy here is very important, as often benefits contained in the bonuses really drive the sale. If the bonuses are strong, many people buy the product just because they want the bonuses!

The next subhead:

### **“Free For Promptness”**

(Observe the use of the word free in the last two bonuses. Free is the most powerful word in sales copy.)

As part of the call to action right now, I reserved one of the five bonuses I created and offered it as an inducement to respond immediately. It was sent to the first 1,000 people who responded. Why? This added inducement. A delayed sale is nearly always a lost sale. So any technique you can use to enhance the sale now increases overall response.

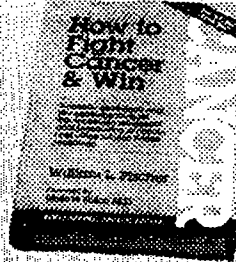
The final subhead:

### **“Money-Back Guarantee”**

Here I dramatize a one year guarantee.

World renowned doctor says...

## "You Can Prevent and Cure Cancer Simply by Eating Two Natural Foods!"



Seven time Nobel award nominated doctor shows how certain natural foods and nutrients actually prevent and cure cancer. Leading medical doctors endorse her breakthrough findings."

*"Let food be your medicine, let medicine be your food"*  
—Hippocrates

Dear Friend,

At last, there is an answer to cancer!

A major medical breakthrough has shown you can now actually prevent and cure cancer. It's based on the oldest known form of "medicine"—natural foods.

The encouraging evidence which continues to pour in from around the world confirms the research findings. The results suggest this new discovery could supplement, if not replace, tumor treatments like radiation and chemotherapy.

Here are the actual words of a 33 year-old cancer survivor.

"I was horrified. My expert doctors gave me this diagnosis. I would have to be operated on to cut out the cancerous tumor that

## The four most important zones of the body which need special attention during a physical exam. Page 39

was causing a swelling under my eye."

"Because the tumor size was greater inside there was serious bone involvement. The malignancy was far too advanced to respond to radiation. The doctors planned to remove considerable facial tissue and bone. I was afraid for my life. Being a young woman, I couldn't bear the thought of such disfigurement."

"Then I learned about Dr. Budwig's diet. I was skeptical, but desperate for help. After four months on the regimen the swelling completely disappeared."

"The doctors at University Hospital gave me exhaustive tests. One told me, 'If I didn't have your previous X-rays and medical history in front of me, I wouldn't believe you even had cancer. There is hardly any indication of a tumor remaining.'"

I never thought that using Dr. Budwig's formula would be so successful. My whole family and I are very grateful." says Magda W.

### Many Have Been Cured

A similar human drama has been experienced by cancer patients who were not being helped through conventional therapies. Many people from around the world who were given just a few months to live are now living normal healthy lives. These people have cured serious cancer of all types.

All of them were taught a simple but effective diet by 7 time Nobel Award nominated physician, Dr. Johanna Budwig. They made a single major change in their lifestyle--their diet.

Cancer is the second leading cause of death in the U.S. In 1993 cancer claimed 482,000 Americans. The National Cancer Institute (NCI) estimates that at least 35% of these deaths (160,700) are believed to be due to dietary factors. NCI says "cancer is an avoidable disease when adequate preventative measures are taken."

The staggering medical costs of treating cancer annually is \$104 billion dollars. This terrible toll exceeds the cost of any other disease. Family members of cancer victims are often impoverished as a result.

**Avoid this one food and virtually eliminate the chance of cancers of the esophagus and stomach. Page 62**

After doing research for 30 years, Dr. Budwig made an extremely important discovery. The blood of seriously ill cancer patients was always without exception deficient in certain important essential ingredients. These included substances called phosphatides and lipoproteins.

(The blood of healthy people always contains sufficient quantities of those ingredients. However without them, cancer cells grow and multiply out of control.)

**Nature Provides Answer**

Dr. Budwig then discovered an all natural way for people to replace these essential ingredients their bodies so desperately needed in their daily diet. By simply eating a combination of just two natural and delicious foods, not only can cancer be prevented, but in case after case it was actually cured. (These two natural foods must be eaten together to be effective as one triggers the properties of the other to be released.)

Cancer touches nearly every family. The likelihood of you or a loved one dying from it are one in five. Far too high to take any chances when you can take some simple preventative steps now.

One of the two foods in Dr. Budwig's formula is available in grocery stores. The other, however, comes primarily from Europe and can only be found in health food stores throughout the United States.

By simply mixing these two delicious foods together and eating them, you will be providing yourself and your family with the optimal preventative nutritional protection against cancer and \_\_\_\_\_ disease.

You will learn about Dr. Budwig's formulas and how to protect yourself in the latest edition of our book HOW TO FIGHT CANCER AND WIN. You will discover many surprising things that could easily save your life-- as well as the lives of your loved ones.

And the book comes with a money back guarantee for one full year. There can only be one reason for such an offer. I'm betting you will never want to part with it once you add up all the healthy benefits. After more than 10 years of solid clinical application, Dr. Budwig's natural formula has proven successful

**How to activate the immune system to devour diseased malignant cancer cells. Page 26**

where many orthodox remedies have failed. Dr. Budwig's formula is now in use therapeutically in Europe for the prevention of:

- ✓ Cancer
- ✓ Arteriosclerosis
- ✓ Strokes
- ✓ Cardiac Infarction
- ✓ Heartbeat (irregular)
- ✓ Liver (fatty degeneration)
- ✓ Lungs (reduces bronchial spasms)
- ✓ Intestines (regulates activity)
- ✓ Stomach Ulcers (normalizes gastric juices)
- ✓ Prostate (hyper tropic)
- ✓ Arthritis (exerts a favorable influence)
- ✓ Eczema (assists all skin diseases)
- ✓ Old age (improves many common afflictions)
- ✓ Brain (strengthens activity)
- ✓ Immune Deficiency Syndromes (cancer, multiple sclerosis, auto-immune illnesses)

**Get These Important Answers:**

- Why do people in westernized nations have much higher incidences of colorectal cancer than people who live in uncivilized countries? Page 236
- What vegetable does new research indicate may have preventative, even curative powers over cancer, particularly of the lungs and why? Page 215
- Scientists at highly respected Nippon Dental College in Japan have determined that this minute amount of commonly known ingredient in our water supply is capable of transforming cells into cancer cells. Page 230
- Why the death rate is 5 to 10 times higher in America than in Japan. Page 57
- Did you know that contrary to popular belief, eating the right amount of butter, eggs, milk, cheese and well marbled beef can actually lower cholesterol? Page 60
- What important trace mineral in butter and cream actually

## How to increase the body's ability to repair cellular damage from carcinogens faced daily. Page 4

- helps your body prevent cancer? Page 215
- What often shunned herb, used by healers for over 5000 years, has shown amazing cancer fighting properties? Regular use also improves the immune system, promotes high energy levels and normalizes the metabolic rate, thereby assisting in weight loss. Page 217
- A 10-year German study has shown that people taking this common mineral for heart disease have 20% less incidence of cancer than occurs in the general population. Page 218
- What percentage of people are at risk of developing some form of cancer purely from a hereditary gene? What can you do about it? Page 228
- Why drinking bottled or filtered water can help prevent premature aging and cancer. Page 228
- In countries where this natural food is consumed in much larger amounts than the U.S., conditions such as colon cancer are uncommon. Page 236
- People who chew tobacco rather than smoke it run twice the risk of developing oral cancer. Page 259
- These lifestyle choices, such as diet, over which you have control, represent 65% of the causes of cancer. Page 12
- 9 most common reasons people die of cancer. Page 12
- 9 factors which increase cancer risk and 7 factors which decrease cancer risk. Page 214
- Use these 6 early detection diagnostic techniques which could save your life. Pages 13-15
- National Cancer Institute list of both suspect and healthy foods. Page 214
- Discover NCI report which shows how 30,000 lives could be saved by the year 2000 if Americans modify dietary habits. Page 16
- Prevent the main cause of cancer treatment failure and metastasis (spreading). Page 2
- Avoid becoming a person whose cancers are spreading (metastasizing) as 5 year survival rate is just 1.2%. Page 12

## Learn the best sources of high fiber foods that prevent colon cancer. Page 265

- Why most fish oil supplements sold in health food stores are of little value and where to find the very best one. Page 10
- How to make a delicious and healthy home-made "butter" using 4 common ingredients. Page 161
- The best vegetarian source of some fatty acids. Page 111
- How the centuries old Hindu system of natural medicine (Ayurveda) recognizes the importance of this oil to extend human life. Page 123
- How life energy is restored and symptoms of anemia, cancer, liver dysfunction and diabetes are completely alleviated naturally. Page 127
- How to gain the amazing preventative benefits of a startling natural food discovery. Page 176
- How Dr. William Robinson of U.S.D.A. concluded that this surprisingly powerful nutrient is a powerful cancer fighter. Page 180
- A Dutch study conducted by Dr. Kromhout shows that a diet rich in these two foods reduces arteriosclerosis. Page 104
- Why margarine is bad for you and butter is better. Page 98-99

### What Medical Experts Say

"HOW TO FIGHT CANCER AND WIN may be one of the most important books written on cancer and the degenerative diseases. In my 50 years as a country family physician I have never read a more down to earth, practical resume of cancer prevention and treatment."

- Edward F. Steichen, M.D.  
Kansas

"I favor preventative medicine as the only viable approach to conquering this killer disease forever. HOW TO FIGHT CANCER AND WIN is the first comprehensive book for the lay person covering the entire scope of the cancer problem."

- Amar Makheja, Ph.D.  
Doctor of Biochemistry  
George Washington University School  
of Medicine, Washington, D.C.

**Why most cold processed oils, even those sold in health food stores, have no vitamins or minerals whatsoever. Pages 93-94**

"I commend you on your splendid book."

-Dr. J. Rinse  
Biochemist, Vermont

"A 4 1/2 year old girl with five blood tumors on the back of her eye destroying her vision, was cured with the techniques described in your books including visualization, natural foods, and an immense amount of love."

-Leslie H. Salov, M.D.  
Director  
The Jeanne Patterson  
Vision & Health Center, Wisconsin

**What Readers Say**

"Your book is fascinating. I have followed some of your instructions faithfully, and can't explain how good I feel already. God bless."

-Susie Steele, NY

"Your book was recommended to me by my dentist."

-Shirley A. Miller, MI

"I followed your instructions and after four months, I feel alive again and much stronger. I will be sharing all of this great information with my family and friends."

-Cathy Wheelock, NY

"I'm not surprised by overwhelming response to this fantastic and important book that spells it all out for you."

-Kim Sifert, AZ

"Best book I ever read or expect to read...had outstanding results...my whole life improved drastically...information goes far beyond health thinking of today."

-Hugh McMunn, NJ

"I have been using the information in your book and can feel a big difference in my health. My doctor is amazed how well I now feel. I think your book is just wonderful. Thank you."

-Joanne Maare, NY

**Tapping into the miracle of Mother Nature that keeps cholesterol in the healthy zone. Page 60**

Dr. Budwig's formula. No more bleeding and friends tell me I'm looking younger. I'm 83."

-Clara Carr, CA

"Was exposed to asbestos 8 hours a day for years. I take Dr. Budwig's formula daily. I'm in excellent health. I'll be 95 next September. Enclosed is an order for 3 more books. Maybe someday I'll save somebody's life."

-Martin Tremp, OH

"HOW TO FIGHT CANCER AND WIN is a great book."

-Ralph LaPoint, NY

"Best book I have used in a long time. I truly believe it could be instrumental in promoting a wonderfully healthy body."

-Marion Layman, OK

"I'm 78 and feel this is the best book I ever read. I can't tell you how much pleasure it's given me."

Lori Barton, MI

"I have given away several copies of this book to friends who have cancer and are still alive."

-Mildred Schuler, KS

"Most up to date book I ever read on preventative medicine."

-Dick Porter, SC

"I have prostate cancer. My urologist is interested in the book...I'm going to follow Dr. Budwig's methods."

-John Repasy, OK

"Thank you for writing such a wonderful book. I wish everyone in the world had a copy."

-Dalton Sparr, AL

**More Thrilling Case Histories**

Thousands flock to hear Dr. Budwig lecture all over Europe. The many people Dr. Budwig and her formula has helped testify to the benefits of her remarkable discovery. The following are just a few examples:

## The secret of cooking meat in a special way that is not carcinogenic. Page 64

**BRAIN TUMOR-** Scotty A. experienced blurred vision, loss of balance, plus a complete shutdown of his bladder resulting in the pain and pressure of suppressed urine. Tests at a medical research center showed arachoroidal bleeding due to a brain tumor. He was promptly admitted to a hospital. Because of the location of the tumor doctors felt an operation would leave him both paralyzed and out his mental faculties. During the course of treatment, y's condition worsened and his health deteriorated rapidly. Doctors informed Scotty he was beyond medical help. At his expressed wish, Scotty was discharged from the hospital and sent home to die in peace.

A friend came hurrying to his bedside bringing both comfort and hope in the form of Dr. Budwig's formula. Scotty was surprised to find that the few mouthfuls of the formula he was able to take stayed down. He writes: "Since I went on the Budwig regimen, the paralysis of my eyes, arms, and legs has receded daily. After only a short period of time, I was able to urinate normally."

"After eight weeks on the diet, I was able to walk unaided for the first time in months. My health improved so rapidly that I was soon able to return to my work part-time. Shortly after that, I was again examined at the Research Center and my reflexes were completely normal. The Budwig diet saved my life! Ten years later, I was given a thorough examination at the Center as a follow up. My incredible recovery has been written up in many medical journals and I have become what they call a 'textbook case,' and all because of Dr. Budwig's simple diet."

**HODGKIN'S DISEASE-** Seven year old Tommy G. was diagnosed as having Hodgkin's Disease. The child was operated on and underwent 24 radiation treatments, plus additional experimental therapies that the experts hoped would be of some small help. When Tommy failed to respond favorably to these heroic measures, he was discharged as incurable and sent home. His sorrowing parents were told his life expectancy was less than six months. After only a few weeks this unfortunate youngster lost his ability to speak entirely as his vocal cords had been severely burned by the radiation treatments. He was admitted to the hospital again, this time to die.

## Which blood types place people at particularly high risk for developing cancer some time in life. Page 223

The desperate parents contacted specialists all over the world. A famous newspaper took up Tommy's cause and ran editorials pleading for someone to come forth who could offer hope for the life of a child. All the specialists who replied confirmed the cruel prognosis: There was no hope or help for Tommy. At this dark hour, the miracle the family had prayed for happened. Tommy's mother told her story to the press.

"A friend sent me a printed piece about one of Dr. Budwig's speeches. This material gave us hope and I contacted Dr. Budwig. I wanted to give my boy her diet in the hospital clinic, but the doctors told me they didn't have time for this special attention. We took Tommy home and started him on the diet ourselves. I kept in close touch with Dr. Budwig.

In just five days, Tommy's breathing became normal for the first time in almost two years. Three weeks later, his voice came back. From this day on, Tommy began to feel good again. He went back to school, started swimming and by winter he was doing craft work. He will soon be twelve years old and is now a healthy happy boy. Everyone who knows him says how well he looks."

The story doesn't end there. At age 18, Tommy is showing great promise in his university work. He knows he owes his life to Dr. Budwig and thanks her daily in his prayers.

**CARCINOMA OF THE STOMACH-** When Mr. William Y. (42 years of age, husband and father of three) began suffering from chronic indigestion, he chalked it up to the stress of his job as a prominent officer of the local bank. He took over-the-counter antacid compounds to relieve his distress and ignored the problem. The condition persisted and his wife began urging him to see a doctor, but he stubbornly refused. He soon began vomiting half-digested food after eating and noticed streaks of blood in his stool after a bowel movement. Frightened and worried by these developments, Mr. Y. visited his doctor, who immediately rushed him to the hospital for tests. His worst fears were realized when his doctor informed him that it appeared he had a malignant tumor growing in his digestive tract. Fortunately for Mr. Y., there was as yet no involvement of the lymph glands. (Because the lymph travels swiftly through the body, any involvement of the lymph nodes means that the malignancy can spread very quickly to other

#### **4 good sources of foods rich in essential fatty acids the body hungers for. Page 134**

sites. In the case of lymph cancer, prognosis is extremely poor.)

Mr. Y. underwent an operation to surgically remove (excise) the cancerous growth, which appeared to be totally enclosed within its outer membrane. However, because of the possible danger of the blood stream carrying minute cancer cells to other parts of the body, Mr. Y. was placed on a program of advanced chemotherapy on an out-patient basis. He suffered all the classic side-effects of this toxic treatment, including violent vomiting and retching, progressive physical weakness, and almost complete loss of hair. The exhausted and nauseated Mr. Y. complained that the 'cure' was almost too terrible to bear.

Finally, a sympathetic friend brought Mrs. Y. some printed material which told in detail of the success of Dr. Budwig's formula in cases similar to that of her husband. The desperate wife and mother purchased these two foods and coaxed Mr. Y. to have it with lunch every day. Beginning by choking down just a few small spoonfuls daily, Mr. Y. progressed to the point where he was able to enjoy the entire amount. At this writing, Mr. Y. has returned to his employment as a bank officer and is once again able to support his family. He has completely regained his former robust health. As a preventative measure, the entire family now uses Dr. Budwig's formula daily.

#### **Free Bonus Report**

If you order now we will send you four special reports absolutely free:

**THE TRUTH ABOUT A MORE EXCITING SEX LIFE--** Everyone wants more ement and passion in their sex life. Now you can have it!

medical secrets that vastly improve the sex life of both men and women are contained in this special report. One big key to sexual pleasures is to fully activate our senses and one in particular. Little known techniques will be revealed to you in this writing that will result in a more satisfactory sex life for any mature adult. Enhance the pleasure of your most intimate moments with this important report.

**HOW TO TAKE OFF THE POUNDS AND THE YEARS--** This special report offers an easy to follow diet along with special

#### **The best preventative medicine in the world to ward off degenerative diseases. Page 158**

nutritional supplements. As if by magic the fat will dissolve off your body hour by hour! Reach your dream weight without even resorting to dangerous drugs and prescriptions.

The work of Dr. Roy Walford, best-selling author of "Maximum Life Span", and recent participant in the Biosphere project in Arizona is featured in this report. Walford feels that his well documented program could increase your life expectancy up to 120 years!

**NUTRITIONAL SECRETS TO MORE YOUTHFUL SKIN--** People judge your age, your level of self confidence, even your outlook on life by what they see on your face. Now you can have that skin that reflects your inner glow for as long as you live. This special report reveals amazing new methods that produce dramatic results. Have smoother skin and fabulous hair. Look up to 15 years younger. Discover how to use certain special supplements and enzymes that produce a more youthful, healthier looking skin in just a few weeks.

**HOW TO IMPROVE BRAIN CAPACITY NATURALLY--** It's extremely exciting that our mental capacity can be improved naturally. Our entire thought process is dependent on two little known B-vitamins. Learn about the best sources in this special report. In addition you will discover the only amino acid that the brain is able to metabolize. The newest brain breakthroughs are responsible for IQ gains of up to 17 points in some people.

#### **Free for promptness**

If you are among the first 1,000 people to respond to the offer, you will also receive the following free report:

**HOW TO INCREASE YOUR ENERGY AND ENJOY LIVING LONGER--** The number one complaint people bring to doctors' offices today is lack of energy. This report shows you exactly which foods, vitamins, and minerals are the best dietary components for maximum human energy. Your increase in energy could make you feel like a teenager! Learn about the foods to avoid which are energy killers. And discover the single remarkable foodstuff that enhances your energy more than anything yet found.

#### **Money Back Guarantee**

Take us up on our one year money back guarantee. You have

## MAGIC WORDS THAT BRING YOU RICHES

### **The most common poison found in your drinking water. Page 234**

nothing to lose except some powerful nutritional tips, the latest doctors home remedies and common misconceptions about preventing and treating cancer.

Send for HOW TO FIGHT CANCER AND WIN by William L. Fischer at our risk. All we ask is that you consult it regularly and add up the health benefits it provides you.

If you don't agree that it's worth hundreds of times its low purchase price, return it for a prompt, courteous refund. Even a year from now. And keep the bonus reports, regardless!

What could be fairer? Are you tired of the failure of conventional medicine to help you? If so, why not try these natural remedies-- without risking a penny? Mail the Free Trial request today. And many thanks.

Sincerely,



Wilhelm Longview  
Vice President, General Manager

P.S. "HOW TO FIGHT CANCER AND WIN" will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once.

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## TIP

*Key words in my guarantee are **prompt and courteous refund**. Another credibility builder is: **And keep these bonus reports regardless**. Use these phrases on your guarantees and watch sales increase.*

## The all important P.S.

The most read part of any letter next to the headline is the P.S.

## TIP

*Never send out a letter to anyone without a P.S. unless you want to waste a sales opportunity. To write a strong P.S., summarize the offer as well as guarantee as dramatically as possible.*

See how I handled the P.S.:

“HOW TO FIGHT CANCER AND WIN’ will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of \$50.00, but only \$29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once.”

Use these tips and strategies in writing your sales letters and watch your sales explode. And all you need to send me is a mere 25% of increased profits.

OK, OK. While a percentage of profits would be fair under certain circumstances, I’m only kidding! As a reader of this book you get to pick my brain for no more than the cost of a single copy.

Unless, of course, you become a marketing or copywriting client. What are my fees? For clients my current fee for consulting, positioning and copy services is \$15,000 plus 5% of sales. In some cases I accept 25% of the client company in lieu of upfront fees.