

Obama Will NOT Save You Or Your Business... And Neither Will Unbridled Optimism!

Q: What's the best way to make a small fortune in this economy?

A: Listen to this story about the Old Mule And The Arabian Bazaar:

TAMPA - Has the economy got you down?

Are you sick and tired of "waiting" for things to get better?

Has the beating you're taking financially, become the "pink elephant" in the room no one wants to talk about, because you're so stressed out all the time?

You know what? The truth is, in spite of what people would love you to believe, almost *everyone's* feeling the pinch from the economic downturn we're having. And let's face it, tightening your belt, especially when you've been living the good life for the last few years, *isn't* easy!

After all, who wants to work like a dog, and stay up all night long in front of their computer, just to "get by?"

You deserve better than that, and in a

minute, I will *shower* you with good fortune.

But first, check off which one of these boxes you've recently experienced:

☐ **Have any of your clients recently left over pricing or continued affordability?**

☐ Have some of your formerly excellent clients, suddenly become "slow payers" because they're suffering a cash-flow crunch themselves?

☐ **Do prospects tell you they're "waiting for the economy to improve" *before* making any kind of a commitment?**

☐ Are practical clients suddenly allowing their fears to outweigh their common sense? Even when they, of all people, should know better?

☐ Have you heard some people mention they're waiting to see what happens once Obama takes office -- that perhaps he'll turn things around?

☐ **Have some people flat-out just stopped spending *any* money at all?**

☐ **And how about you? Are you typically very positive and optimistic, yet lately you find yourself having a hard time staying that way, when all you see on television and in the newspaper, is how everything's going to hell in a hand basket?**

If you marked off *any* of these questions, then you **must** listen to this story. It's called...

The Old Mule And The Arabian Bazaar

Lost and somewhat foggy from his long trip, a weary traveler found himself smack dab in the middle of an Arabian Bazaar.

Having ran out of gas in his car, and not familiar with the terrain, the oppressive heat was beginning to overwhelm him. And the burden of his heavy luggage, which he now had to schlep around himself, was staggering.

So when he spotted a sign that said, "OLD MULE FOR SALE," he immediately inquired about it.

After negotiating a fair price for the mule, he next asked the street vendor who sold it to him, how to communicate

with it.

"You just talk to it, sir. And it will do whatever you ask."

"That sounds easy enough," said the weary traveler, and he began hoisting his luggage up onto the mule.

When he finished, the traveler turned to the mule and said, "OK mule, let's go." However, the mule just stood there motionless, without batting an eyelash.

So the tired traveler gently stroked the mule's head, and once again said "C'mon boy, let's get moving." Yet still, the mule did nothing.

Becoming impatient, and truly exasperated by now, the traveler tried *pushing* the mule... and then *pulling* the mule, all the while encouraging the mule to get moving. But alas... nothing happened.

"Damn Mule."

Finally, shrugging his arms in defeat, the traveler returned to the vendor who sold him the mule and said, "Hey, this damn mule just won't budge. I thought you said all I needed to do was talk to it, and it would do whatever I ask."

"*Hovno*," the street vendor muttered to himself, in some foreign language. Then, he suddenly reached up under his table and grabbed a long wooden stick hidden underneath it, and leapt out of his seat.

He stopped short in front of the mule, and then, without any warning at all, he raised the wooden stick up over his shoulders, and he *whacked* the mule straight in the center of his head, bringing it to his knees.

"Why'd you do that?" said the traveler, startled by what just went on. "I thought all you had to do was talk to him?"

"Yes, this is true," said the vendor. **"But first... you have to get his attention."**

And see, this too is the secret to selling. The first thing you have to do is get your customer's attention. And although you must be as *powerful* as a whack on the head, you must also be as subtle as a whisper, all at the same time.

Your goal is to get your prospect to react. To take action. To respond. And



There's nothing like the thrill of victory (And the windfall of cash!) that comes after you've created a sales letter that works like *gangbusters*. Join me here in Tampa, and I'll show you every little subtle secret and powerhouse strategy you *must* know, and about how to create emotionally compelling sales letters that work, in good times... *and* in bad.

the difference between just a few words placed in the right place, at just the right time, is almost *always* the major difference between your incredible success... and another crushing failure.

You must *entice* without being needy, *persuade* without being pushy... all while making your customers feel great about what they're doing, and enthusiastic about what you're offering them.

Street Vendor Or Wealthy Prince?

If you're comfortable whacking prospects over the head to get their attention, then throw this article away -- there is nothing here that can help you.

If, however, you prefer to seduce and persuade, to lull your prospects into a trance and have them pay you *huge* sums of money, over and over again... then listen, and listen good.

On January 16th, 17th, and 18th, I am hosting an Ad Writing workshop for 25 people who realize, **your ability to control your destiny and make a bushel of cash, is solely based on your ability to communicate and persuade in print.** It's for those people who realize the **most important skill any entrepreneur can have**, especially in today's unpredictable economy (which isn't about to turn around *any* time soon), is your ability to write an effective sales letter.

See, times like this separate the true sales people, from the mere order takers. If you have been an order-taker all along, counting solely on being in the right place at the right time, then without the ability to write effective sales copy, you are now, in *this* economy, dead in the water.

And this isn't a question of "if," it's only a matter of "when."

If on the other hand, you refuse to let anyone else determine your destiny and your financial future, then knuckle down, and make what is probably the most profitable and highest return investment you will *ever* make in yourself and in your business, and join me at my January 2009 Ad Writing Workshop.

But... is this workshop really for you?

Because this workshop is limited to 25 people, it's important you know who this event is for, because it's *not* for everybody. It is only for you if you can answer "Yes" to any of these questions:

- **Are you an entrepreneur or salesperson who needs more qualified leads?**
- **Do you have a "million-dollar idea," but you're stumped about how to make it pay off?**
- **Are you in a low profit-margin business, trying to figure how to make *more* money?** Are you ready to get out of the "I'll make up for it in volume" rat race?
- **Are you a marketer who needs to stay**

on the cutting edge, and you need fresh ideas and proven strategies to help your clients -- and to make a small fortune for yourself?

- **Are you an entrepreneur who's simply looking for that one "missing link" that'll *finally* get your business to take off like a *rocket*?**
- **Are you a real estate investor, loan officer, realtor, financial planner, insurance agent or other financial services professional, who'd love to have a predictable and reliable way of attracting a steady stream of *qualified* clients?** Do you want to get rid of all those tire-kickers and looky-loos who insist on wasting your precious time?
- **Do you own a jewelry store, an upscale restaurant, a spa or gym, a feed and grain shop, or some other kind of retail establishment, and you'd love to see it BURSTING with customers?**
- **Have you had it "up to here" with clients who *demand* first-class service, even though they're on a Walmart budget?** Would you instead like to deal exclusively with *ultra-rich* clients who are *thrilled* to be working with someone of your caliber?
- **Is there anything you want to sell?** A car? A boat? How about ten boats? Consulting services? Self-improvement products? Pre-foreclosures? Vitamins? Information products? Upscale dog grooming? Yourself?

If you answered "Yes" to any one of these questions: then you MUST attend this workshop. I will reveal every single strategy I use, to create winning sales promotions and effective copy that sells and persuades your prospects at the gut level -- **which is the *only* way this works.**

You'll discover how to subtly whack your prospects over the head, create instant rapport, and give them more value than they ever imagined, in exchange for more cash than *you* ever imagined.

It's Completely Risk-Free

If you *are* one of the first 25 people to register, I don't want you to feel even the slightest bit uncomfortable about coming to this workshop, so you can sleep easy knowing you have not one, but **TWO GUARANTEES:**

First, you have my personal promise that if you are unhappy with the content of this workshop, or with your experience, I'll reimburse your registration fee.

And second, if this isn't also one of

the most content-rich and meaningful workshops you've ever attended, I will reimburse your registration fee.

See, I don't want you here unless you feel great about it. The last thing you want to do is have buyer's remorse about an experience as important as this one.

\$1,000: Now Yours, FREE!

Oh, one more thing and this is important: You'll also get \$1,000 bucks off your registration fee, as long as you register before December 1st.

How To Register: "I Ain't No Mule!"

There are three ways you can grab one of the remaining seats, and get to walk out of there with a completed display ad, website, sales letter, or lead-generation ad, no matter *what* you do for a living:

1. **Complete the enclosed "\$1,000 Early-Bird Savings Ad Writing Workshop Form," and fax it into my office at 954-337-2369.**
2. Register online at kingofcopy.com/adwriting/registration.html
3. Or simply call my office at 813-909-2214, and leave your name and telephone number, along with the message, "I ain't no mule!," and Anne will get back to you within 2 business days, to get you registered.

And don't worry, all faxes, online orders, and telephone messages will be logged in, on a first-come, first-served basis, so everyone has the same fair shot at getting into this workshop.

Look, the old way of doing business is gone. The only sure thing in business today, the only reliable thing you can count on to get you out of *any* jam in any kind of economy, is your ability to write an effective sales letter.

And if you keep your mind open, and you're willing to take a chance and come to this workshop, you will be able to laugh at money worries for years to come. So obey that impulse and register for this workshop, right *now* while this is fresh in your mind, and before anything else comes up.

P.S. There are only 25 slots here, and if you sign up and you're number 26, you miss out, period. So don't sit there thinking this workshop costs too much for you to attend. This isn't a cost, it's an investment with a darn-near infinite return, that starts paying you, as soon as you get back to your office first thing Monday morning, when you begin applying these techniques.

Look, this recession is going to be here for a *l-o-o-n-g* time. So don't regret this, because "regret"... unlike opportunity... will never make you... even one thin dime.

Here's to all the money you'll be making, out of the workshop here in Tampa.