

Clayton Makepeace and *The Total Package*  
present:

# EMOTIONAL **TRIGGER** WORDS



... *NEVER* write boring copy again!

by  
Tony Flores



## About the Author

After graduating from Stanford University in 2001, Tony Flores quickly found himself broke and jobless. Up to his ears in student loans, he got a job in sales with a natural health company. It was then – when the company owner handed him a Jay Abraham book – that he was first introduced to direct marketing.

From there, he discovered the process of copywriting. This new skill was a lifesaver for him, and it wasn't long before Tony had used what he was learning to double the sales of his company, taking a two-man operation to just under \$3 million in annual sales.

At that point, he sent a business idea to copywriting legend Clayton Makepeace, who hired him on the spot. Since that time, Tony has developed the industry's most acclaimed newsletter on copywriting ... has created a series of powerful direct marketing educational products ... and has written winning direct response promotions in a variety of markets. Tony currently resides in Los Angeles, CA.

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*The Total Package* Present:

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# Introduction

## by Tony Flores

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The underlying emotional triggers that grab a prospect's attention, keep his eyes glued to the page ... and then ultimately compel him to make a purchase decision are often unknown to even the most experienced copywriters.

Many of the copywriting greats use the power of emotions very instinctively, which works for them. But I've found that this "instinct only" knowledge makes it virtually impossible for these masters to teach people like you and me all the subtleties of emotional copywriting.

That's why this book was created — it's for the rest of us!

It's for us "regular" writers and marketers who weren't born knowing exactly how to stimulate our prospect's hottest emotions, at exactly the right moments. It's almost unfair how great writers can hone in on the exact emotions they need to make the sale, and then continually hit those emotional hot buttons six ways to Sunday.

But now it's time to level the playing field.

The manual you now hold in your hands is the ultimate secret weapon. Even if you're a complete emotional dunce (like I am), you can't help but become a much more visceral, emotionally-potent copywriter with this in your arsenal.

And by "emotional copywriter," I don't mean that you experience mood swings throughout the workday or cry when you think about your deadlines.

Nope. I'm talking about becoming the kind of writer who:

- Knows exactly which emotional hot buttons to hit and when ...
- Knows exactly how to trigger each emotion for maximum impact ...
- NEVER writes boring copy, because every line on your page oozes with feeling and passion ...
- Stands head and shoulders over others who rely on benefits alone to make the sale ...
- Can stop a prospect on a dime, with an eyeball-seizing emotional headline and then keep that powerful feeling rocking and rolling throughout the promotion ...
- Ultimately jumps to the upper echelon of this business, because he's mastered perhaps the single most elusive and valuable skill a copywriter could ever have ...

You see, over the past three years I've literally devoured every single piece of good copywriting/direct response information I could get my hands on. Most of it has been pretty straightforward: Catch your prospect's attention with your headline, focus on benefits, make an irresistible offer, justify the cost, ask for the sale, and so on. But in all of this material, "how to" info on using emotions was truly rare indeed.

Sure everybody tells you that emotions are powerful ... Sure everybody tells you that the right emotions will make you tons of money ... Sure everybody tells you that people buy on emotions and justify with logic/reason ... That's all fine and dandy.

But there's just one problem ...

### ... Nobody Tells You How to Actually DO It!

You see, I never found anyone who could give writers like me and you a concrete, super-practical blueprint that guides you to putting exactly the right emotional words and phrases into your copy — every time.

Remember, this book is absolutely NOT about vague and difficult to master exercises like ... “becoming your prospect” ... or imagining his “core complex” ... or even conjuring up a some kind of picture of his feelings in your mind’s eye.

Not at all! Instead, we wanted to make this process absolutely foolproof. That’s why we’ve also included tactical secrets for each emotion in the section proceeding the actual words. In those sections, we carefully lay out the conditions that make it much, MUCH easier to spot the emotional triggers in almost any possible situation. Because once you know that, inserting the words that follow is a piece of cake.

Also, a note of warning: You might wonder why almost every word and sentence in this book comes from the health and investment market. It’s simple. That’s where nearly all the best writers have focused their attention over the last 20-30 years. And wanting to only take words and sentences from the crème de la crème — from the highest paid, most successful copywriters in the world — I decided to pull everything from controls in those markets.

Don’t worry. Even if you write and market in a different industry all together, this stuff is universal. The same emotional patterns exist across market and industry lines — and the same emotional triggers apply. As you’ll soon see, the market doesn’t change the fundamental words and patterns. Fear is fear, greed is greed, and urgency is urgency — no matter what market you’re in!

And as a marketer, copywriter or even possibly a business owner — ALL you really need to know is: (a) the variety of emotions used effectively in sales and marketing ... (b) how these emotions relate to purchase decisions ... and (c) which words will effectively trigger them for maximum response.

If you can do that right, you’re well on your way to fame and fortune as a marketer, copywriter, salesperson, entrepreneur ... ANYONE whose success depends on selling products or services via direct response.

The image shows a handwritten signature in black ink that reads "Tony Flores". The signature is written in a cursive, flowing style. To the right of the signature is a black fountain pen, oriented horizontally with the nib pointing to the right. The pen has a sleek, modern design with a silver-colored nib and a black barrel.

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# 1 How to Use This Resource

One of the biggest benefits you'll find from using this book is that you start to think ... see ... and FEEL all of these powerful emotions at work. Do this enough and a whole new world starts to open up. You begin to understand human nature and motivation on a far deeper level. As a result, you're able to predict, direct and harness the power of your prospects' desires ... because emotions have and always will be the most effective way to do just that.

I believe the best marketers and copywriters in the world, the true masters like Clayton Makepeace, Gary Bencivenga, Gene Schwartz, Jim Rutz, John Carlton and many others, have a deeply instinctive understanding of how these human emotions work.

They've learned how to position their products or services (and the people behind the products or services) as powerful emotional solutions to real-life problems of their prospects. Solutions that gave their prospects as much emotional satisfaction and vindication as they got from whatever material good they purchased.

So how do you do this?

The first step is always to find out your prospects' dominant resident emotions regarding the subject at hand, just as Clayton teaches. By dominant resident emotion, he means the primary (i.e. most dominant) emotion that sticks around for a long time (i.e. resident). These are feelings like the fear of loss, the hatred for injustice, the yearning for hope and love, and so many more.

He covers this extensively in many issues of *The Total Package*, his teleseminars and *How to Challenge a Strong Control* product, the *Easy Writers Marketing Club*, his groundbreaking *Power Marketing Summit*, and will do so in *Quick Start Copywriting System*. This is where I learned a good percentage of his teachings on emotion in sales copy.

Not only that, over the last year I've spent a significant percentage of my days (meaning hours and hours every single day) studying all of his most successful packages. This has been especially eye-opening — with much of what I'm presenting here the direct outcome of what I discovered in dissecting Clayton's biggest winners.

Consequently, what I've done in this book is incredibly synergistic with everything Clayton teaches. In going through his copy, I found the strongest and most commonly targeted emotions. I busted my brain figuring out exactly when and where he (and other great writers) use these emotions to further the sales process; and which words they use to do that.

Then I grouped and organized the words in each distinct emotional section, paying special attention to how that emotion is used in winning copy.

Put simply, this stuff works. Not once, not twice ... but over and over again. I've personally seen Clayton use and teach everything in this book. These are some of the exact same secrets his copy cubs have used to become six and seven-figure copywriters in short order.

*And* that includes yours truly. Despite just breaking onto the scene, I've personally used all of these techniques in the battlefield — especially in the time that I've spent consulting and writing promotions directly with Clayton. So I can assure you; they work like gangbusters across the board — for rookies, veterans, superstars and everyone in between.

## Why You'll Have a Blast Using these Explosive Little Words

Once you get going, this process can be so fun! As a writer and marketer, you know how fantastic it feels to get passionate about a subject — feeling the same level of emotion as your prospect is feeling — whether

it's a drug scandal, a supplement conspiracy, a Wall Street scam or anything else.

And you know how amazing it feels when you can come to the point where you're able to put that feeling into words for him, so that he instantly identifies with the message you're articulating in the copy.

Of course, that's not always so easy. You've got to actually KNOW what your prospect's feeling — first!

Take anger, for example. To really use anger to the max, you'll want to begin by presenting some sort of fact, event, claim or subject you're sure will arouse your prospect's anger.

And how do you find that out? Research, of course! You study the daylights out of your prospect — his hopes, dreams, desires, beliefs and more. And more importantly, you look at the relationship between your prospect and your product, the market, the subject of the information you're giving him — anything for which he could possibly be angry.

And don't forget: With the information at the beginning of each chapter you'll learn to quickly recognize when an emotion has a high likelihood of being present in your prospect. No guarantees here — emotions are extremely fickle things. But masters like Clayton and others have learned to spot such conditions and take full advantage of them for much higher percentages of success than most other writers.

To do likewise, you simply flip to the section on anger and discover why anger arises, and how it's most often used in direct response. This will give you a strong psychological foundation that eventually will become second nature to you.

After that, you look within that same chapter for words that you now know are proven to effectively trigger that emotion. Tune into that



feeling you think your prospect is experiencing and then write your copy using as many of these words as you possibly can. Doing this guarantees you'll have much more of this emotion in your copy than before! It's that easy.

Keep in mind, however, that one emotion — like anger alone — won't ever be enough. That's a mistake beginning writers make all the time with any of the "negative" emotions; thinking that making the prospect angry or afraid will always help move the sale forward. Not true.

Any emotion you stimulate needs to be actionable — and in a way that makes your prospect want to take action toward your offer. You can always make your prospect angry or afraid of something. That's easy. But it won't necessarily make him want your product or service any more.

So as you begin your research process and start to walk in your prospect's shoes, the most powerful emotions you can stimulate will always be the ones that predispose him to act on your offer. I would read that last sentence again. Let me repeat it for you: *The most powerful emotions you can stimulate will always be the ones that predispose your prospect to act on your offer.*

For example, if you're writing an investment piece on China, you may choose to simulate his fear about losing money and about how the country is being slowly destroyed on an economic level. Then you'll want to couple this with his emotional desire to make more money and feel patriotic.

Now you've got a variety of actionable emotions working for you, and your job is simply to convince your prospect that he can solve them all by sending in for your risk-free, trial offer.

### **Even More Practical Ways to Make This Book Work**

Once you've successfully targeted

the right dominant emotions in your prospect, then it's a matter of picking out the words that have been used to trigger this emotion in winning promotions ... and learning from the example sentence taken out of real control mailings.

This should get your juices flowing. In fact, as you contemplate your prospect's feelings and read through this list, certain words will literally JUMP OUT at you!

Be sure to jot them down as possibilities for your headline, deck copy, your lead or other critical areas of your promotion.

Also remember that emotions are very fluid and difficult to fit in a tight box. Science is only now beginning to actually study them with technology. Which means that words in each section are NOT 100% limited to that specific emotion. Words that trigger feelings of fear in your prospect might also trigger anger, betrayal, shame or others.

Overall, I've created this system simply to match up the words top copywriters have typically (and successfully) used to trigger certain emotions. You'll find that they're pretty accurate. And as a result, if you load up your copy with words from a certain section — your copy WILL carry that feeling.

And, of course, the more experience you get with these ultra-powerful words, the better you'll get at selecting exactly the right one for your needs.

### **A Quick Glimpse at How It Looks In Action**

With a little practice, you'll be able to dramatically boost the emotional potency of your copy. And you'll do it with just these words.

Below is an example from a wildly successful financial promotion Clayton wrote that's loaded with words that trigger "fear." I've bolded the main ones. Read through it and

notice the visceral impact each one creates:

"Just when you thought it was safe to get back into stocks — all of the economic **ghosts** of all the financial **crises** of the past 30 years are returning to **shock** Wall Street once again!

As investors, you and I have been through a lot in recent years: We've witnessed the **Tech Wreck** of 2000 ... the Debt **Disaster** of 1998 ... and the Asian **Crisis** of 1997.

And don't forget how stocks got **slammed** by the Energy **Crisis** of the 1970's ... the Real Estate **Bust** of 1974 ... the Bond Market **Collapse** of 1979-80 ... the Banking/S&L **Debacle** of the 1980s ... and when the Gulf War drove oil prices through the roof.

Each one of these crises **gutted** investment values — and each one **vaporized** the prosperity, the financial security, and the retirement dreams of millions.

Now these economic **nightmares** are once again rearing their **ugly heads**. Even worse: all 7 are rapidly converging on the U.S. economy — and in the next few months, they will simultaneously **slam** into Wall Street, triggering the most **painful** economic **collapse** since 1929."

Don't you see and FEEL their impact? It's a big part of why this lead hooked Clayton's prospects, and brought in a truly MASSIVE number of new customers for Weiss Research. In direct response, results never lie.

This example is just a taste of what you'll find in the fear section. Clayton literally has over 100 words

just for “fear” alone, whereas if you look at many of the fear-driven financial promotions in the mail — you’ll see 10-20, TOPS. And remember — because I went through tons and tons of his own controls — just about every emotional word he knows is in this book!

Now just imagine what you’ll be able to do with your own promotions when you have easy access to nearly 1,500 proven emotional words and phrases. Many of which are even stronger than the ones bolded above. Words that instantly trigger ... the shocking feeling of betrayal ... the thirst for revenge ... the jolt of a conspiracy ... the ecstasy of regaining your health ... and much, MUCH MORE.

### **Tying Multiple Emotions Together in an Effective Sequence**

You’ll also discover that many emotions are very closely related to each other. When someone is afraid, he feels powerless. After a certain amount of time spent feeling powerless, your prospect may develop a deep and growing frustration and seek out a solution that gives him hope. He’ll want to feel passionate and happy about conquering these limiting, negative feelings.

Similarly, if he feels the intense fear of loss, destruction, collapse or humiliation — presenting an opportunity to profit (the emotion of greed) will often help soothe these feelings.

Likewise, security is an antidote to fear. Investors or health patients that are afraid of something want to feel secure — they want those fearful, uncertain feelings to fade away. So on a tactical level, you’ll build up the fear using “fear” words — and then you’ll offer a solution to the fear by connecting your product to language that brings about the feeling of security.

And here’s another example: Let’s say that your prospect is afraid of not having enough money, of going

broke, of being poor. This is a VERY common fear. What do you see in the most proactive people with this specific fear? They’re proactively greedy about making the amount of money that will wipe away that feeling of fear. Some may be more driven than others to gain money and conquer the fear of being poor — but the structure is exactly the same. They also seek ways to feel safe and secure about their money, however that can be accomplished.

As a copywriter, you need to understand emotional patterns like this and set up situations — just like Clayton does — where one emotion is pushing your prospect and another is pulling him. In the example above, the prospect is being pushed by the fear of loss (he’s moving away from it) and being pulled in by the greed of gain (he’s moving toward it). Each emotion works together, multiplying each other’s power and effectiveness.

Just look at a prospect in the health market. He is being pushed by (and wants to move away from) a variety of negative emotions — the fear of losing his life ... the shame and humiliation of chronic, debilitating disease ... the frustration of trying all kinds of natural solutions and having none of them really work ... the anger and betrayal he feels regarding doctors who treat him like a walking statistic ... the list goes on.

Then at the same time he’s got the more positive, desirable emotions like hope, happiness, security, love and more. He desperately hopes his body will be able to heal naturally from the ailments that afflict him ... he seeks the unique happiness that comes from boundless energy and good health ... he wants the security of knowing he’ll be there (with a fully functioning body) for his wife and kids day in and day out ... he seeks to increase and share his love for family by taking care of his health ... and much more.

Plus, he’s willing to work and go after things that help him feel these positive emotions — whether it’s powerful health information, a supplement, a brand new therapy or

anything else. This is because they not only help him get what he wants and dreams, but also because they help him get away from the negative, reactive emotions that he’s struggling with all the time.

Bottom line: When you combine the “push” of the negative emotions with the “pull” of the positive ones, your copy becomes a force to be reckoned with!

Now let’s start learning all of the different emotions that will make you a not-so-small fortune in the weeks, months and years to come.



Anger is a very powerful and often under-used emotion in copywriting. But remember, there's a distinct difference between actionable, USEFUL anger and useless anger that doesn't help you a lick in making the sale.

To use anger effectively and really make it actionable, you need to create a target. You'll want to present somebody or something for your prospect to get angry at (i.e. an enemy). This enemy isn't the end solution, but it prepares him to take action.

That sets the stage for you to position your product or service as the solution — you'll help him soothe his anger, and start to experience the more positive feelings he desires. And in certain cases, as we'll see in the next two sections, you may even be able to give him ways to avenge his losses (through the emotion of revenge), turn the tables on his oppressive enemy, and more.

To get into the feeling of anger and develop the ability to sincerely stimulate it, first understand the common patterns you see in sales and marketing. Anger almost always follows a problem of injustice, unfairness or unmet expectations.

For example, your prospect expects doctors to care about his health, his life and his well being. But so often they don't!

And THAT'S grounds for anger. Think about the last time you got angry at somebody and you'll see that this is true. Maybe it was somebody on the road who cut you off (and you were angered because he violated your sense of driving fairness and justice). Or perhaps it was that your son or daughter lied about doing their homework (because it goes against what you think should have happened — your expectations weren't met).

So the root cause of anger is any kind of violation of your prospect's sense of justice — the way he thinks things should be. When you understand this, you'll more readily spot other opportunities to trigger this emotion. ANY time somebody has expectations that are not being met,

any time there's a difference between what's fair and what's actually happening — there's almost undoubtedly going to be anger present.

Think about the investment market. Brokers, CEOs, Wall Street advisors and other people in positions of authority who claim to exist — and promote themselves as existing — for the purpose of making your prospect's life easier, more profitable, of helping to protect and grow his existing money, for warning him of impending danger, etc. But that's not always the case! Many people in these positions abuse him, lie to him, take his money and ruin his financial future. This is the opposite of what he expects, it's unfair and it makes him justifiably furious.

And you'll find a similar pattern in the health market.

In fact, let's look at an example ...

The medical world is at war with itself. And frankly, if either side wins, *you lose*. Forgive me for being blunt — but for your sake, I just have to get this off my chest ...

Doctors and other medical experts who preach, "all you need is drugs" — who claim that nutritional supplements are worthless — *are a hazard to your health!*

As we've already seen, even drug companies admit that taking prescription drugs and even seemingly harmless over-the-counter remedies leaves you vulnerable to serious nutrient deficiencies — and the deficiency diseases they cause.

Listen to these extremists, and you'll wind up taking even more drugs for every side effect — a deadly spiral that only leads you to disaster.

Meanwhile, these extremists stubbornly ignore many natural remedies that have been proven to be as effective and in some cases, even more effective than

costly, hazardous drugs!

I've even had a case where doctors refused to listen when I recommended CoQ10 — a substance that could have saved a patient's life — they recommended "pulling the plug" instead!

Notice the angry tone in this example. The editor — in this case Dr. Sinatra — is venting on his prospect's behalf over injustices that could be costing him his health ... or even his life!

So anytime you want to use anger, look for situations like this where the prospect isn't being treated like he feels he should. If you can find instances of unfairness or injustice — jot down that anger as a dominant emotion. Then you simply create an opportunity (via your product or service) to release that anger and fulfill the other positive emotions your prospect is seeking. Let him know you can TRULY deliver the desirable feelings that others have been unable to do.

Do that and you're GOLDEN.

Some more examples? If you're in the water filter business and everybody's making claims that are confusing your prospect, costing him money, stealing health benefits, continually frustrating him — you begin by defining and personalizing the enemy. Maybe it's the large bottled water companies that are marking up their products 1800% ... pulling the old "switcheroo" and putting tap water into their product ... not removing all of the chlorine and contaminants, thereby risking his health ... or anything else.

Once you decide, you make it tangible for your prospect by building up and proving the corruption of the enemy until he's likely to feel genuine anger over these lies and injustices.

Then you position your product and spokesperson as the opposite — someone who really delivers on the promises that everyone else is making and lying about. In this water filter example, it could mean proving that your product is very fairly priced and will save your prospect many thousands over his lifetime ... that your product removes every single contaminant

and you've got the lab tests to prove it ... and whatever else you need to convince him of.

This is where salesmanship and persuasion come in — you sell yourself and build the trust and credibility that YOU ARE someone that really delivers and can be counted upon.

Do this and all of the sudden your prospect's anger becomes *actionable*. He can release his anger by ignoring these enemies and by coming to you for a REAL solution. And he can obtain the dominant positive emotional benefits he seeks ... like the joy and happiness of great health ... the release and freedom ... the renewed hope and enthusiasm ... and much more.

As I explained in the intro, there's always this emotional push and pull going on. It's your job to figure out exactly what it is — in whatever marketing situation you find yourself in — and then to thoroughly convince the prospect that your product is the single best way to get away from the negative and move toward the positive feelings he desires.

## Anger

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**Almighty dollar** — “The facts about good health ... have been obscured all in the name of the **almighty dollar**.”

**Arrogant** — “The **arrogant** president of Pfizer defended the Cox-2 drugs and said in a television interview that, “there should not be a rush to judgment because of the findings.”

**Bigwigs** — “The **bigwigs** and fat cats don't want you to know this, but every time you put a glass of tap water to your lips, you put yourself in harms way for a host of health problems ...”

**Big Pharma** — “Need more convincing that **Big Pharma** is not your friend and is run by irresponsible lunatics?”

**Big shots** — “When it comes to your health, the **big shots** want you on a short one (leash) indeed!”

**Bogus** — “The more they spend on TV commercials and popular magazines, the more you can be sure the ‘breakthrough’ they're selling is **bogus**. *But profitable.*”

**Bull** — “It's a lot of **Bull!** Don't believe what you've been told about your health ...”

**Bureaucrats** — “The **bureaucrats** ‘perfect crime’ means you'll soon need a prescription to buy your favorite vitamins!”

**Cheat** — “In 2003, investors will discover that nearly ALL major stock brokerages — the heart and core of Wall Street — lied, **cheated** and robbed them blind.”

**Cocky** — “And in early 2002, **cocky** brokers nearly laughed themselves silly when I warned that the high and mighty of Wall Street were about to be exposed as liars, cheats and thieves.”

**Crap** — “If you're like me, you have little tolerance for **crap** in any area of your life. So why should that be any different when it comes to your health?”

**Criminal** — “... the *Wall Street Underground* has been the only publication in the world with the guts to expose the greatest **criminal** conspiracy of our time ...”

**Crooked** — “PLUS, the investments that will soar 99% ... 144% ... up to 307% as these **crooked** brokers get what they DESERVE!”

**Cruel** — “REVEALED INSIDE — The **Cruellest** Accounting Scandal EVER!”

**Damned** — “Lies ... **Damned** Lies ... and GOVERNMENT STATISTICS.”

**Dirtiest** — “Washington's **dirtiest** secret: \$1.4 Trillion Deficit Debacle Will Smash Stocks in 2004!”

**Disgusting** — “... In the final settlement, they are about to make absolutely explosive revelations about the most gross, **disgusting**, contemptible violations of investor trust yet.”

**Disgraceful** — “Fluoridated water prevents tooth decay ... THIS IS A DEADLY, **DISGRACEFUL LIE**.”

**Dollar-crazed** — “... Your healthy, natural dietary options are being sold down the river by a bunch of **dollar-crazed** bureaucrat shake-down artists.”

**Drug cycle** — “Stay **SAFE** by **STAYING OUT** of the vicious **drug cycle** designed to keep you sick!”

**Fat doctors** — “Tired of getting health advice from **fat doctors** with pasty faces and big red noses?”

**Fat cats** — “The **Fat Cats** in power know it's not a level playing field.”

**Fattest** — “You **BUY LOW** by beat-

ing Wall Street's **fattest** fat cats to the punch ...”

**Foisted** — “It's just one of the many health mistruths that have been **foisted** on the American public in recent years ...”

**For the birds** — “That's **for the birds!** I have a better way.”

**Gambling** — “U.S. banks are **gambling** with the depositors' money — YOUR MONEY — to the tune of \$56 trillion.”

**Get away with** — “... that drug companies and their collaborators in government (and universities) can now **get away with** open fraud.”

**Gets my goat** — “Here's another one that really **gets my goat** ...”

**Greed** — “So why have several hundred of these beautiful, graceful, intelligent creatures been killed on this tragic morning? The answer: **GREED**.”

**Hands in the cookie jar** — “When they got caught with their **hands in the cookie jar**, they made a big show of “cleaning up Wall Street.”

**Hate** — “It wasn't long ago that I was struggling to earn a living ... jumping from one job I **hated** to another I **hated** even more ...”

**Have it in for** — “Yet, despite these findings, people still **have it in for** these delicious hot dogs.”

**Health establishment** — “The road to real health means making your own choices and not just accepting what the **health establishment** says you ‘should’ do.”

**Hogwash** — “Forget this half-hearted **hogwash!**”

**Hot shots** — “Wall Street **hot shots** chuckled when I warned of an impending **TECH WRECK** in early 2000 ...”

**Hot under the collar** — “... And it's gotten me so **hot under the collar** I can't even see straight!”

**Hype** — “You **SELL HIGH** after Wall Street's ultra-powerful **hype** machine has whipped up demand for your stock to a fever pitch ...”

**Joke** — “Earnings reports? They're a **JOKE** — you never know if they're real or phony!”

**Junk** – “Just say no to **junk** medicine ... and outlive all of the health nags.”

**Know-it-alls** – “It brings you all the FREE GIFTS I’ve mentioned that will let you turn the tables on medicine’s misinformed **know-it-alls** ...”

**Livid** – “I’m **livid**. It’s outrageous. These so-called “mainstream” financial publications have been so utterly corrupted by their greed for advertising dollars ...”

**Lose it** – “Michael’s workday was getting so grueling, He’d **lose it** over nothing ...”

**Medicrats** – “But there’s boatloads of money to be made in Bird Flu vaccine, so big Pharma gets help from the **medicrats** ...”

**Money-grubbing** – “And how else could they get away with this kind of shameless **money-grubbing** except under the guise of a public health concern?”

**Monopoly** – “I completely agree with you regarding the medical **monopoly!**”

**Needless** – “It’s a **needless**, bloody, unnecessary fishing technique called “setting nets on dolphins.”

**Nightmare of a mother-in-law** – “I feel like the guy whose **nightmare of a mother-in-law** just drove his new Mercedes-Benz off a cliff.”

**Nonsense** – “I have just one word for that: **NONSENSE!**”

**Notorious** – “Hordes of Wall Street’s most **notorious** stock pushers line up to declare that “we’ve seen the bottom.” And they swear on a stack of Bibles that it’s time to buy stocks again.”

**Old wives tales** – “... and many state health departments continue to churn out a daily flood of lies, half-truths and **old wives tales** designed to scare us into submission!”

**Outrage** – “*An outrage?* That’s putting it way too mildly!”

**Pad their profits** – “In a greed-induced effort to **pad their profits**, U.S. banks have made trillions of dollars worth of highly leveraged, highly-complex and highly-dangerous bets with other financial institutions.”

**Paper trail** – “This creates a ‘**paper trail**’ on the milk, which can then be used as

the basis for collecting tax revenue from those processors – and likely the farmers, too.”

**Payola** – “... so they get help from the medicrats in the CDC, the EPA, and the FDA by bribes disguised as research grants, consultation fees, and other forms of **payola** to help them develop a ‘cure.’”

**Perpetrated** – “This represents a MAS-SIVE CON, a criminal fraud **perpetrated** on the American public ...”

**Phony** – “... But when those **phony** profits suddenly vanish in a cloud of smoke in 2003, there will be hell to pay.”

**Phony baloney** – “These are the kind of **phony baloney** accounting practices only the US government could get away with!”

**Pill-pushers** – “You’ve been kept in the dark too long by the **pill-pushers** and money-grubbers ...”

**Politicians** – “I show you why **politicians** and bureaucrats are lying to you about weaknesses in the economy ...”

**Powers that be** – “But the **powers that be** won’t allow that to happen – there’s just way too much at stake ...”

**Puffed up politicos** – “... the **puffed-up politicos**, greedy mega-corporations and profit obsessed pharmaceutical companies won’t have you believe it for a second.”

**Quack** – “These two-bit **quacks** would have you believe they’ve got your best interests in mind, but we both know otherwise.”

**Rats** – “The **Rats** Are Jumping Ship!”

**Running rampant** – “It’s been my mission to expose the hypocrisy that’s been **running rampant** in today’s health system.”

**Same old games** – “But most are still playing their **same old games**. Nothing has changed!”

**Scathing** – “Subsequently, Dr. Weiss delivers his **scathing** indictment of Wall Street and Main Street to all 100 members of the US Senate.”

**Scoundrels** – “Millions of investors seem to hang on to every piece of new data to be issued by these government **scoundrels**.”

**Self-righteous** – “Don’t let **self-righteous**

health sadists feed you any more lies ... just give your body what it’s begging for!”

**S.O.B.** – “Shameless Two-faced **S.O.B.s!**”

**Shafting** – “They made billions in the 1990’s by **shafting** individual investors.”

**Slickest** – “The entire premise of the Wall Street bubble economy is built around a lie, the **slickest** con job of all time.”

**Steams me** – “The point I’m trying to make is that it **steams me** to no end when the media makes sweeping pronouncements about nutrition, usually gleaned by so-called experts like the EPA or the U.S. Department of Agriculture.”

**Take a flying leap** – “Tell the health police to **take a flying leap** and return to life’s guiltiest pleasures!”

**Take a hike** – “Tell exercise fanatics to **take a hike**.”

**Terrible** – “... Allowing itself to be manipulated as an accessory to this crime. It’s **terrible!**”

**To hell with** – “**To HELL with** the public health and welfare – their goal is to get everyone hooked on prescription drugs and manufactured, plastic food.”

**Twisting** – “They are **twisting** the numbers to greatly exaggerate their profits, often hiding seas of red ink ...”

**Ungodly** – “And this shockingly cheap therapy was the real health miracle for my patients in Africa, where the **ungodly** high cost of drugs condemns millions to death each year.”

**Unscrupulous** – “... this is the secret plan of **unscrupulous** banks and brokers, and everyone else who cheats, fudges or tries to get rich at your expense.”

**Witch-hunt** – “The worldwide **witch-hunt** against DDT hasn’t saved one peregrine falcon. But it has unquestionably murdered tens of millions of children in tropical nations ...”

**Wrath** – “These Wall Street hot shots will soon feel the **wrath** of individual investors, especially as they rip their money out of these flimsy companies ...”



Can you guess which emotion the *Enquirer* uses whenever possible? If you guessed betrayal — you're right on the money!

Betrayal is very closely related to anger. Many of the “betrayal” words in this chapter are not typically associated with anger, but when you really give them a closer look, you'll find that it's the overriding feeling that they help trigger.

But there IS a difference: Betrayal is a very specialized form of anger — it's anger that arises under very specific circumstances. Almost always, the circumstances that create betrayal surround the issue of deception.

When someone's been intentionally deceived about something — whether it's a spouse cheating ... a drug company CEO lying about the safety of his product ... or a broker pushing stocks he knows are about to plummet — this person is almost sure to experience betrayal.

To understand this emotion better, try thinking and, more importantly, FEELING what it's like to experience betrayal. Have there been times in your life when you were betrayed? Maybe it was a boyfriend or girlfriend who cheated and then tried to cover it up. Or perhaps you had an employee skim money from the company or abuse some sort of privilege. If you can look back and conjure up this feeling, you also find that you were angry because of how that person intentionally misled you. This is what hurts most.

That's why — when you look at the words on the next page — you'll notice that most of them deal with extreme forms of dishonesty. People feel betrayed when they've been intentionally deceived about something, when they've had their trust completely violated. That's also why you see it in the tabloids so often.

There are so many movie stars

that have relationships where trust is assumed and then completely breached through lies and sexual affairs. (A couple of years ago, actress Denise Richards violated the trust of her good friend Heather Locklear by having an affair with Heather's soon-to-be-ex husband Richie Sambora.)

And if you notice, a similar thing happens in the health, investment and other markets. Prospects assume a certain level of trust and integrity in a relationship with their doctors or their stock brokers and then that trust is completely betrayed.

In these markets, the betrayal happens most often because of the perpetrator's greed — the broker who wants a greater commission, the drug CEO who wants greater profits, the politician who wants to protect his special interests that back his campaigns, etc. So notice also how many of the words and sentences in this section address the greed that caused the deception.

To fully use betrayal, look for places where your prospect may have assumed a high level of trust and vulnerability. Find specific instances where this trust and vulnerability was taken advantage of and abused. There's a high probability of betrayal there.

Your job is to showcase and personalize the scandal — because this will naturally trigger the feeling of betrayal. By “personalize,” I mean to dimensionalize what the scandal means for him and his life. This is guaranteed to get his blood pumping — and you'll also make him much more eager to find the solution! After that, you'll often be able to jump to the next emotion which is revenge.

Here's an example of betrayal in winning copy:

### **SOMEBODY'S Not Telling You the Truth!**

That's not good. Because your savings ... your investments ... and even your retirement all depend on the quality of the

investment decisions you're making RIGHT NOW!

... So which is it?

Are Washington and Wall Street right? Is the economy recovering? Is the bear market over? Are we on the cusp of a great new bull market in stocks?

Or are these and other economic disasters about to push your portfolio off yet ANOTHER cliff?

You're Holding the Answers in Your Hand

In the enclosed bulletin, I reveal who's lying to you and why.

I reveal how the very people you trust to keep Wall Street honest are themselves embroiled in the greatest accounting scandal of all time: one hundred times larger than the financial lies at Enron, WorldCom and Global Crossing that smashed stocks over the past couple of years.

I show you how their lies are about to impact your savings, investments and retirement — and what you must do IMMEDIATELY to insulate your wealth ...

And I introduce you to investments and strategies that we're already using to bag profits of 99% ... 144% ... up to 307% even while stocks were falling!

I urge you: Do NOT be taken in. You're being set up. The enclosed bulletin can make sure you're protected and THEY fail.

The words listed on the next page are exceptionally strong and often have been the power behind huge winning headlines. This is a big reason why good conspiracy and exposé-style packages have done so well for Clayton and other top writers — they're filled with this incredibly powerful feeling.

Think about it. Conspiracy is an extreme case of deception and is virtually guaranteed to trigger the response-boosting emotion. Observe how many of the words below come from promotions that expose conspiracies.

Why is betrayal so effective? Partly because it's such a visceral emotion that it really grabs attention like no other. Real betrayal almost instantly hits you in your gut. That's why it works like gangbusters for the *Enquirer* and other tabloids — and it's why they use it whenever possible!

If you can get the prospect feeling this way through your headline, lead and body copy, you've built up a really staggering amount of momentum toward action. Just tickle his greed glands ... keep tying everything into removing his negative feelings and achieving the positive ones ... offer compelling reasons why he needs to act and ACT NOW ... and BINGO ... you've got a sale!

If you steal even a few of these power words, I guarantee you'll infuse your promotions with more potency and momentum than ever before.

## ***Betrayal*** \_\_\_\_\_

**Baldfaced** – “4 **baldfaced** federal lies now threaten to demolish what's left of your income, your investments, your retirement and your financial security ...”

**Bamboozled** – “In practice, though, I know that investors are being cajoled, nagged and **bamboozled** by brokers and others into holding stocks or even buying more.”

**Betrayal** – “The Ultimate **Betrayal** of the Stock Market Lambs.”

**Betrayed** – “**Betrayed** Again! Corporate fat cats are setting you up for a fleecing!”

**Blackmail** – “How the IRS may be **blackmailing** IBM – by issuing a demand that computer companies with a minimum of \$200 million in working capital fix the IRS computers and pay the cost themselves ...”

**Blinded** – “Don't be **blinded** by Lasik hype (and nine other healing lies)!”

**Blood money** – “He stayed positive on Winstar to the bitter end – and happily continued collecting his **blood money** from Salomon.”

**Bribing** – “Trouble is, with CEOs still effectively **bribing** brokers to hype their companies' stock, it's darned near impossible to know who to trust today.”

**Burned** – “Bottom line: If you trust any of the economic forecasts now coming from Wall Street and the investment media, you're about to be badly **burned** – again!”

**Busted** – “And despite being **busted** for issuing overwhelmingly positive stock ratings, Wall Street analysts are STILL issuing FIVE TIMES more 'buy' ratings than 'sell' ratings!”

**Callous** – “This is the most **callous** betrayal of individual investors yet – by a L-O-N-G shot!”

**Caught red-handed** – “They laughed out loud in 2001 when I cautioned that U.S. corporations were cooking their books and would get **caught red-handed**, and that the news would smash blue chips ...”

**Con** – “The answer is clear: these schemes only work as long as more and more money is flowing into the **con** game.”

**Concealed** – “But you may not know that they (dolphins) are being killed – because the billion dollar tuna industry has successfully **concealed** the truth from the public.”

**Conspiracy** – “CoQ10 **Conspiracy!**”

**Cooked up** – “It's just another lie **cooked up** to sell running shoes and gym memberships!”

**Cooking their books** – “They laughed out loud in 2001 when I cautioned that U.S. corporations were **cooking their books** and would be caught red-handed, and that the news would smash blue chips ...”

**Corruption** – “Deep **corruption** – perhaps the worst of any current regime, extending into every business, every bank.”

**Cover up** – “Yet the government is adding these surpluses into the federal budget to help **cover up** the deficit.”

**Crime** – “It's a **crime** that most doctors

don't know more about this and hardly any tell their patients.”

**Culprit** – “The surprising **culprit** that triggers memory loss so severe, it's often mistaken for dementia or even Alzheimer's in people over 60.”

**Dark** – “Want to know a deep, **dark** secret that bypass surgeons hate to admit?”

**Deception** – “We've already seen how the hint of earnings **deception** hammers the entire market lower.”

**Didn't smell right** – “And right from the start, something **didn't smell right** about PC-SPIES ...”

**Disinformation** – “Specifically, U.S. government bureaucrats have launched a campaign of **disinformation** designed to pull the wool over your eyes ...”

**Don't tell you** – “What doctors **don't tell you** about testosterone isn't just stealing your potency — IT'S KILLING MILLIONS OF MEN EVERY YEAR.”

**Exaggerating** – “I warned that record numbers of corporate CEOs are shamelessly **exaggerating** their earnings – and if you own their stocks when they get caught, you're going to lose a fortune.”

**Falsehoods** – “And he's taking on all the most cherished new **falsehoods** that make today's patients miserable ...”

**Fiddling** – “Washington is **fiddling** while the dollar burns!”

**Fix** – “But *Wall Street Underground* subscribers knew the **fix** was in from the start.”

**Fleece** – “Discover the shocking TRUTH that can protect you from being **fleeced** again!”

**Flim-flams** – “You'll protect your family's health by ignoring the health **flim-flams** that are making them sick.”

**Fooled** – “Don't be **fooled** by false rallies!”

**Forget** – “**Forget** soyburgers and tofu – they're dangerous!”

**Fraud** – “Internet stocks are a **fraud**, an elaborate carefully-prepared scheme designed to make instant billionaires at your expense.”

**Fudged** – “Listen – when Enron **fudged**



its earnings reports, it only inflated the numbers by about \$400 million.”

**Further from the truth** – “Nothing could be **further from the truth!**”

**Gospel** – “This is also a perfect example of how absolutely unfounded health theories become **gospel!**”

**Hoax** – “The Great Cholesterol **Hoax!**”

**Hoodwink** – “CAUTION: Washington and Wall Street are conspiring to **HOODWINK YOU!**”

**Hucksters** – “You can thank them for taking your savings and putting it into the pockets of a handful of greedy executives and Wall Street **hucksters!**”

**Hypocrisy** – “But over the years, I grew tired of **hypocrisy** in my profession ...”

**Led astray** – “It’s time you stopped being **led astray** by health organizations that don’t have your best interests at heart.”

**Lie** – “Your own GOVERNMENT is telling you THREE, INSIDIOUS **LIES!**”

**Lying** – “In the enclosed bulletin, I reveal who’s **lying** to you and why.”

**Manipulating** – “Why the odds now appear to be 1-in-3 that the companies behind YOUR stocks may be **manipulating** their earnings – either legally or illegally.”

**Misleading** – “Two ways **misleading** earnings reports can cost YOU up to 90% of your money.”

**Myth** – “GLUG! Americans are drowning in a watery **myth!**”

**Myth-Buster** – “Learn the facts of real health from medicine’s most acclaimed **Myth-Buster!**”

**Not telling you the truth** – “One thing is for certain: **SOMEBODY’S not telling you the truth!**”

**Obscuring** – “They’re **obscuring** the real facts, covering up the truth so they can rob you blind.”

**Phony** – “The government’s unemployment statistics are as **phony** as a three-dollar bill!”

**Propaganda** – “I’m talking about the **propaganda** that the fluoridated water that comes out of the tap is good for you

and safe to drink ...”

**Pull the wool over your eyes** – “Specifically, U.S. government bureaucrats have launched a campaign of disinformation designed to **pull the wool over your eyes ...!**”

**Raw end of the deal** – “But many investors like you got the **raw end of the deal ...!**”

**Rip-off** – “The Great Acidophilus **RIP-OFF!**”

**Ripped to shreds** – “... and to push you back into the arms of the very brokers who **ripped your portfolio to shreds** in 2001 and 2002.”

**Real cause** – “The **real cause** of many cases of depression (hint: look in your medicine cabinet).”

**Rob you blind** – “Wall Street’s Fat Cats are scheming to **rob you blind** – AGAIN!”

**Scam** – “The earnings scandal that rocked the stock market in 2001 and 2002 was small in comparison to the greatest accounting **scam** of all, which is about to be exposed.”

**Scandal** – “In 2001, I warned you that brokerage **scandals** would continue slamming stocks – long before swindles at Merrill Lynch, Saloman Smith Barney and the rest hit the headlines ...”

**Scheme** – “And much of what they do and say – including their stock ratings – is part of a deliberate **scheme** to get YOU to do something that will make THEM richer.”

**Set-up** – “It was a **set-up**. Wall Street talked ordinary investors into risking everything they had on a mountain of unfounded hype ...”

**Shameless** – “First, let me give you a quick preview of the **shameless** lies Washington is telling you now ...”

**Skim** – “8 sneaky ways unprincipled brokers **skim** your account – and how you can stop them ... **COLD!**”

**Snake oil** – “I’ll continue to shatter the myths about health that have been sold to you like so much **snake oil!**”

**Sneak attack** – “In your complimentary copy of **NO MORE SNEAK ATTACKS**, you’ll learn how to avoid the deadly disasters that so many of today’s drugs create ...”

**Sold down the river** – “It’s just one more example of how your healthy, natural dietary options are being **sold down the river** and why it all comes down to greed ...”

**Spin** – “No, you are being encouraged to continue taking a dangerous drug by marketers-professionals who are paid to “**spin**” any story, however controversial, so it comes out smelling like roses.”

**Suckers** – “Buy and hold is for **suckers**. Especially in a bear market.”

**Stinks** – “This is science by press release ... and it **stinks** like yesterday’s tuna!”

**Swindle** – “Washington’s political and bureaucratic fat cats are setting you up for yet ANOTHER great STOCK MARKET **SWINDLE!**”

**Taken in** – “I urge you: Do NOT be **taken in**. You’re being set up.”

**Throw good money after bad** – “And as I show you in this report, they’re perfectly willing to do whatever it takes to convince you to **throw good money after bad!**”

**Tinkering** – “And reveals how US government economic **tinkering** can only make matters worse, dooming the US to a prolonged economic nightmare.”

**Treachery** – “Insulate your wealth and USE their **treachery** to grow up to SIX TIMES RICHER in 2004-2005!”

**Trick** – “Key economic data issued by Washington is being carefully massaged to **trick** you into believing the economy is much, MUCH stronger than it really is.”

**Veiled** – “I show you how broker ratings are too often nothing more than thinly **veiled** sales pitches.”

**Veto** – “Valerian **Veto**: Why you should never take valerian root supplements if you want to keep your adrenal glands healthy ...”

**Wrong** – “Most of what you’ve been told about what’s good for you is just plain **wrong, wrong ... WRONG!**”

# 4 Don't Get Mad ... Get EVEN

Revenge is the natural extension of anger and betrayal. It's the most *actionable* feeling of the three. It's part of what motivates your prospect to reverse those negative feelings and make things better. If he's angry about being abused and humiliated by doctors or robbed and ripped off by brokers, he'll be motivated to exact revenge on them.

For example, some of Clayton's biggest winners for Weiss tapped into the prospect's anger at deceptive CEOs, greedy brokers, and crooked politicians. He then gave his prospect the option of ACTING on this feeling by responding to the offer. The sweetest revenge is "getting rich." It is so powerful to connect making a killing in the market with getting even with your enemies!

Here's a lengthier example:

### **Beat Deceitful CEOs At Their Own Game And Turn This Exclusive Information Into A Massive Investment Windfall!**

Call me crazy – but I still believe that being able to trust corporate earnings reports is absolutely vital. Regardless of what wet-behind-the-ears newbies may think, fundamentals still matter. Profits still matter.

Heck. Without accurate earnings reports, you can't even trust the P/E ratio of the stocks you own. How can you even know if a stock is outrageously cheap or ridiculously expensive?

You can't!

That's where I can help – by rushing you a FREE copy of *THE WEISS CORPORATE EARNINGS BLACKLIST* – 3 ways to double your money every year by beating

deceitful CEOs at their own game.

THE WEISS CORPORATE EARNINGS BLACKLIST begins by exposing all the dirty little tricks corporate big wigs use – legally and illegally – to disguise losses while inflating revenues and earnings. You also get a listing of the companies that have been caught in blatant earnings lies in the past 24 months. My dad used to always tell me, "If you lie down with dogs, you're going to get fleas." These companies are the lying dogs of Wall Street.

Avoid them at all costs – and if you own any of these stocks, cut your losses – dump them now! Plus, I give you the names of 1,371 companies whose earnings and cash flows appear to be out of whack – and which are most likely to get caught artificially pumping up their earnings reports in coming months.

Believe me: Crooked CEOs are going to scream bloody murder when they see their names on this list!

Unless you're a masochist, I'd strongly suggest that you think twice – and then three times – before buying or holding any of these stocks!

PLUS, I give you 3 easy ways to turn this proprietary information into an absolute goldmine – including an ingenious twist on the strategy my clients have used to earn profits of up to 4,592%!

What could be sweeter than growing rich by

beating these greedy CEOs at their own game? Nothing!

When you use this emotion, make SURE it's a situation where your prospect will naturally feel attracted to the possibility of getting revenge. Also make sure that you set the conditions so that your offer is seen as the perfect and ONLY way to get back at the perpetrators. That's exactly what Clayton did in this example. It was one of the first and highly successful promotions he did for Weiss.

This doesn't just apply to the investment market. Whenever your prospects have been mistreated and betrayed, they'll get emotional satisfaction from thwarting the efforts of their enemies. There's a certain level of vindication that we all get when we're able to beat those who tried to take advantage of us or thought they were smarter than us. Using these words taps into this very universal feeling.

To quickly summarize: When you want to maximize the power of the words in this section, you'll need to do the following:

1. Present a situation where your prospect is being abused, mistreated or deceived. It could be that brokers are skimming from his account or recommending he throw good money after bad ... it could be that drug companies are intentionally paying for studies that try to falsely invalidate important nutritional supplements ... or it could be that cosmetic companies are loading up their products with cancer-causing chemicals that age your body and put you at risk for disease.
2. Let your prospect know that this bad situation could have a positive upside, but only if he acts fast. This is where the benefits, particularly the emotional benefits, come in. However, you don't have to lead off with the benefits. Clayton often does not.
3. Prove that the problem and the

enemy are legitimate. This is huge and often overlooked. Presenting a problem or an enemy is just like presenting a benefit — your prospect will be inherently skeptical until he sees an overwhelming body of proof.

4. When it's time to introduce your product or service, position it as the solution to the enemy — a way to avoid the horrible things that the enemy has created. Include all of the benefits that will come from solving this problem.

5. Take it one step further, as in the example above; make it clear that he'll also be fighting back — and getting sweet revenge — on this enemy that's trying to make his life miserable. If you do this right, he'll equate a certain amount of emotional vindication and satisfaction with responding to your offer.

6. Close your copy keeping these powerful emotions — plus the amazing benefits — at the forefront of his mind.

Ultimately, this is what it takes to use any of the three ultra-powerful emotions effectively. Then you look for places to insert the words and kinds of sentences you see here. Your copy will be certain to carry and convey those feelings extremely well!

## **Revenge** \_\_\_\_\_

**Against them** — “Ordinary investors ... used Wall Street's own secret techniques **against them** — and made FORTUNES when the market fell in April and most people were losing theirs.”

**Avenge** — “Here's how to **avenge** your losses and rake in profits of 307% or more ...”

**Backlash** — “But the coming anti-broker **backlash** will also be dangerous for anyone with money on deposit with a vulnerable firm!”

**Comeuppance** — “You're going to see sleazy, arrogant crooks finally get their **comeuppance**.”

**Get back** — “Want to **get back** at these crooks? Follow the sage advice on page 13 ...”

**Get even** — “Don't get mad, **get even**. Invest in stocks almost guaranteed to make you rich as brokers continue to dish out bogus recommendations ...”

**Make up for** — “The best way to **make up for** your losses? Ditch your broker, ignore Wall Street's lies and follow a proven investment system that had made truckloads of money in times just like these ...”

**Payback** — “The ultimate **payback**? Getting rich at THEIR expense!”

**Punish** — “How to **punish** a dishonest broker — and get money **BACK!**”

**Reverse any attack** — “... and to **reverse any attack** so that you come out the winner instead of the victim!”

**Reclaim** — “Here's everything you need to keep your broker honest — and even to **reclaim** money a dishonest broker may have cheated you out of!”

**Strike back** — “It's time to **strike back** against these crooks — and the time is NOW!”

**Strike force** — “Each month I employ a veritable **strike force** of proprietary timing indicators ...”

**Swift and sweet** — “Revenge will be **swift and sweet** for anyone who lost money on a broker's recommendation.”

**Thwart** — “13 valuable tips to **thwart** petty thieves when traveling ...”

**Tit for tat** — “I say **tit for tat** — which means it's high time you stopped getting mad at these shady characters and started getting even ...”

**They fail** — “The enclosed bulletin can make sure you're protected and **THEY fail**.”

**Took to task** — “Dr. Douglass **took surgeons to task** for bullying women into this drastic procedure.”

**Turn the tables** — “Plus, how to **turn the tables** on them and insulate your wealth ...”

**Ultimate weapon** — “I hope you've decided to fight back. If so, I've created the **ultimate weapon** to help you ...”

**Vengeance** — “But once you get this powerful report into your hands, **vengeance** will finally be yours ...”

**Vindication** — “Best of all, you'll experience the sweet **vindication** of getting filthy-rich while these corporate crooks crash and burn ...”

**Waging War** — “They're not only **waging war** on the dollar, they're **waging war** on YOUR dollars.”

**What's rightfully yours** — “Here's how to take back **what's rightfully yours** ...”



# 5 Scary Words that Grab Your Prospect and Force Him to Keep Reading

As I went through this, I was absolutely astounded by the sheer volume of words that effectively stir up the emotion of fear. It is clearly one of the most dominant of all emotions used in sales copy — an absolute must in the fields of investment and health.

When it comes to money and health, there are so many things of which your prospect is afraid. He's afraid of losing his money, he's afraid of missing out on an opportunity to make money, he's afraid the "fat cats" in Washington and Wall Street are lying to him and conspiring to set him up for a fleecing, and much, much more!

In the health industry, he's afraid that he'll suffer painful disease and die, he's afraid he won't be able to perform sexually, he's afraid that doctors and drug companies will poison him with drugs that have hidden side effects ... and the list goes on.

Here's a brief example:

According to the Lancet medical journal, Vioxx, Bextra, Celebrex and Aleve - common arthritis drugs - are triggering tens-of-thousands of heart attacks and could send YOU to an early grave!

That's a hefty price for pain relief!

Especially since there's an all-natural remedy that WIPES OUT arthritis pain ... REBUILDS damaged bones ... RESTORES worn out cartilage ... and even boosts healthy heart function!

And it costs JUST PENNIES!

Before you take another prescription drug - read this urgent bulletin

NOW. It may save your life - or the life of your loved ones!

One critical thing to realize about fear, however, is that it cannot make the sale alone. Fear needs to work in tandem with greed to be effective in selling. I see fear as a very forceful way of grabbing your prospect, and compelling him to read your message.

It also works powerfully in convincing him that he needs to do something NOW to avoid the dire consequences presented in the promotion. If you do that right, and offer him a solution that also resonates very powerfully with his natural greed to make more money, get healthier, look better, have more self-confidence, etc ... then your chances of making the sale are VERY high.

Again the same principle of the positive and negative, push and pull still apply. The fear will be reactively driving your prospect but it cannot work alone. We react all day, every day in response to things that make us afraid. But we actively seek out things that not only release us from fear — but ALSO allow us to fulfill our greed, envy, need for security, etc.

Putting too much emphasis on the fear and not on the overall emotional pattern that's going to get him to act is a rookie mistake that you'll never see top writers like Clayton make. While an inexperienced writer will try to scare the bejesus out of his prospect and then say, "By the way, here's my product" — top writers will take full advantage of the emotionally polarized interaction between fear and more proactive emotions like greed. They will always follow the fear of loss immediately with the greed of gain, so that the prospect immediately associates their offer not only with avoidance of what he doesn't want ... but also with the acquisition of EXACTLY what he does! This is the most powerful way to set up your copy.

Some examples? Most of the words below came from the

investment market, but you'll also find examples from the health field. A dark picture is often painted of devastating collapse, huge losses in money and security, shocking theft and humiliation, etc. This gives you the fuel and ammo to send your prospect aggressively after the greedier, more positive part of your offer, the 407% gains in gold, the 785% profits he'll rake in on oils stocks, etc.

In the health market, you can build up the fear of surgery, or disease, of death, of lying in a hospital miserable and powerless with nobody to trust. You build up those feelings as fuel and motivation to seek out the desired health benefits, the clearing of plaque, the renewed sex drive, the sexier body and whatever else your prospect is looking for!

Just know that you need to make a thrilling, persuasive argument about why your prospect's feeling of fear is legitimate and strategically mix up the pace with greed, benefits, etc.

Think of a horror movie. If the whole thing — every single minute — was scary than it would be overwhelming. The viewer would quickly tire out and stop watching. It's the same thing with your sales message. There needs to be a rhythm ... a building up ... a peaking of the feeling ... and then a brief period of relaxation. Just like the first-rate movies. This letdown period is where you mix in the benefits and stimulate his greed. Then you get back into the fear, build it up — the same process over and over — with each one getting more gripping and persuasive.

This sets up your prospect for the close, where he gets to take action and protect himself against the object of his fear; and in the process make his life richer, healthier and open to more of whatever he wants.

The words for fear are pretty easy to use — IF you practice them. I recommend that you review them often and even start creating your own sentences using them as practice. The more you can put them in your

vocabulary, the better off you'll be. As I mentioned earlier, one of the reasons why Clayton writes so much better, more compelling "fear" packages is that he's got a full-sized army of words and vivid, frightening imagery — where as other writers barely even have a little platoon.

Since fear is always going to be a strong possibility for you in your sales promotions, it pays to excel at using this emotion.

## **Fear**

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**Agging** – "I'm going to show you the single biggest factor in male **aging** ..."

**Agony** – "But that's only the beginning of the **agony** for this school of dolphins on this fatal morning in the Eastern Tropical Pacific Ocean."

**Agonizing death** – "Social security is dying a slow **agonizing death**."

**Aggression** – "Military **aggression** – including nuclear aggression, with its roots in Maoist doctrine of world domination."

**Alarming** – "These **alarming** new trends are GUARANTEED to continue into the foreseeable future."

**Anxious** – "Invest without fear ... even in these **ANXIOUS** times!"

**Apocalypse** – "Seven Horsemen of the Coming Stock Market **Apocalypse**."

**Armageddon** – "Wall Street **Armageddon!**"

**Assault** – "15 new **assaults** on your health and wealth in 2006."

**Attacked** – "Thousands of U.S. companies are now being savagely **attacked** by not one – but THREE – deadly enemies ..."

**Avalanche** – "Banks will be buried under an **avalanche** of bad paper."

**Ballooning Deficits** – "**Ballooning** federal **deficits** guarantee the supply

of bonds will skyrocket in 2004 and beyond."

**Bad guys** – "Don't let the **bad guys** – unhealthy bacteria – take over and rule YOUR digestive system"

**Bankruptcy** – "Sleepwalking toward **bankruptcy!**"

**Batter** – "With all the problems now lining up to **batter** U.S. stocks, I expect the Weiss Windfall Strategy will make my clients richer than ever before ..."

**Belly-up** – "If you owned Enron when it went **belly-up** last December, you lost 99.9% of your money."

**Beware** – "Women **Beware!** Why nearly twice as many women die from heart disease than from all forms of cancer – including breast cancer."

**Bleeding** – "I've also identified another 652 big companies that are **bleeding** so much red ink that they will have a hard time surviving another year ..."

**Blindsided** – "For starters, thousands of bank customers have been **blindsided** by bank failures over the last couple of years simply because they didn't realize they had deposits exceeding \$100,000."

**Bites the dust** – "As the number of failed banks continues to rise ... and especially when a big-name bank **bites the dust**, what little is left of investor confidence will be SHATTERED."

**Bloodcurdling** – "This situation represents absolutely **bloodcurdling** hazards for investors, PLUS, the opportunity to pile up profits of up to 300% – IF you make the right moves NOW!"

**Bloodletting** – "This is going to be a vicious **bloodletting** – one of the ugliest that Wall Street has ever seen ..."

**Bloodiest** – "These irresponsible bankers are now facing the

**bloodiest** CRASH in more than 70 years!"

**Bloody** – "For the past 30 years, mankind has declared a **bloody** war on the dolphin."

**Body count** – "And I am personally horrified to hear such phrases being used as "**body count**," "kill quota," and "mortality figures ..."

**Booby trap** – "Here's ANOTHER \$639 billion **booby trap** that has bankers scared stiff ..."

**Brewing** – "There are signs that another recession is **brewing** ..."

**Brittle** – "How osteoporosis drugs actually make your bones more **brittle** ..."

**Brutality** – "But perhaps you are wondering why all this inhumane **brutality** is still going on, because, after all, Congress passed the Marine Mammal Protection Act in 1972."

**Bubble/burst** – "ALL **bubbles** eventually **burst** ... the tech bubble blew up in their faces!"

**Buried** – "These high-tech companies will soon be dead broke – **buried** and gone – taking the life savings of three generations with them."

**Carnage** – "I show you how to insulate your wealth from the **carnage** to come."

**Cataclysmic** – "... will trigger the most **cataclysmic** destruction of personal wealth in our lifetime – driving the DOW to below 5000 ... the S&P 500 to below 600 ..."

**Catastrophe** – "You can bet your bottom dollar that the devastating losses we've seen recently guarantee economic **catastrophe** and ANOTHER vicious slaughter of US stocks and equity funds in 2002!"

**Caution** – "**Caution:** Private insurance can be hazardous to your health ..."



**Chain reaction** – “I show you how some giant U.S. banks are at risk for failure – and how even just ONE major collapse is like to trigger a devastating **chain reaction** ...”

**Chilling** – “In this eye-opening report, I show you why this banking panic means you’re in for the most **chilling** ride of your investment lifetime.”

**Clocked** – “If you do, you’re going to get **clocked** – along with millions of others who don’t see real estate for the trap it really is.”

**Choking** – “Slowly **choking** off blood flow to your heart ...”

**Chopping block** – “Later you’ll see at least one big-name bank hit the **chopping block**.”

**Clobbered** – “REITs will get **clobbered**. Construction stocks will plunge. Bank profits will disappear!”

**Collapse** – “Japan’s economy is very close to **COLLAPSE**.”

**Collateral damage** – “Here’s the bad news: Your stocks ... your bonds ... even your retirement are about to become **collateral damage**.”

**Contaminated** – “They found it was **contaminated** with three different prescription drugs ...”

**Coup de grace** – “The result is a self-administered **coup de grace** ...”

**Crash** – “Four irrefutable reasons why real estate **MUST CRASH** in 2003 ...”

**Crater** – “Let’s take a look at another reason why the U.S. economy and the stock market are destined to **crater** yet again in 2003 ...”

**Cream** – “... and absolutely **creaming** the NASDAQ to below 800.”

**Crippling** – “You’re about to

see proof that you really can reverse and clear clogged arteries, **crippling** arthritis ...”

**Crisis** – “A massive \$2.4 trillion PENSION **CRISIS** is about to hammer the Dow and S&P into the **GROUND!**”

**Crumple** – After the great stock market imbroglio of 1987, the price of the average single family home **crumpled** like a cheap suit.”

**Crunch** – “Nice neighborhoods across America are feeling the real estate **crunch**.”

**Crushed** – “Don’t suffer the fate of investors who were **crushed** when market momentum turned against them.”

**Crushed alive** – “The terrified dolphins become trapped in the net and many are **crushed alive** in the ship’s power blocks.”

**Cut-throat** – “In the often **cut-throat** world of news-gathering, *The Economist* is the rarest of all media species ...”

**Dagger** – “This is an absolute nightmare for banks. It’s a razor sharp **dagger** at their throats.”

**Danger** – “Your benefits are in greater **danger** NOW than at any other time in the past half-century!”

**Dangerous** – “The most **dangerous** accounting scam EVER ...”

**Deadly** – “Flush **deadly** plaque out of your arteries!”

**Death** – “Plaque in your arteries can be a **death** sentence.”

**Death warrants** – “But now, we’re seeing that the lenders themselves have signed their own **death warrants!**”

**Debacle** – “Grow Up To 1000% Richer In The Coming DEBT **DEBACLE**”

**Demise** – “I have also written two best selling books: *Financial Reckoning Day* and *Demise of the*

*Dollar.*”

**Destroy** – “Not only will your liver be **destroyed**, but your kidneys, colon and other organs will fail. This means you won’t be able to digest or metabolize food and your weight will shoot up uncontrollably ...”

**Destruction** – “No doubt about it, the coming crash is going to trigger the greatest **destruction** of privately held wealth in U.S. history.”

**Devastating** – “The NASDAQ plummeted a **devastating** 19.65% between Jan. ’01 and Mar. ’04.”

**Disaster** – “These twin health **disasters** will kill 960,000 Americans this year.”

**Disastrous** – “The banking giant made **disastrous** loans to all of them.”

**Diseased** – “Shockingly – all of the women who took synthetic Vitamin D developed **diseased** and decalcified kidneys.”

**Disturbing** – “Now, I’m issuing my most **disturbing** forecast ever. Heed it and you’ll escape from one of the greatest financial disasters of our lifetime.”

**Don’t run out** – “Probiotic Advantage keeps your digestion working smoothly, 24 hours a day, as long as you keep taking it. **Don’t run out!**”

**Doom** – “Six powerful reasons why ALL stock market rallies will continue being **doomed** to failure in 2004.”

**Downsides** – “DHEA **downsides**: Although you won’t get young quickly with DHEA – you may get cancer slowly if you take it.”

**Dropping like flies** – “Now, with thousands of these companies **dropping like flies**, this – plus the \$25 billion in junk bonds in U.S. bank portfolios – is a recipe for a banking catastrophe.”

**Drowning** – “Ford, which is **drowning** under \$165 billion in total debt ...”

**Dumping** – “Chief executives have reported **dumping** \$32 million of their own stock over the past 3 months.”

**Earth-shaking** – “I reveal the TRUTH about the carefully hidden weaknesses that virtually guarantee **earth-shaking** economic catastrophes ahead ...”

**Empire** – “China’s growth is real – and a terrible threat: a rogue **empire**, fostered by the U.S., is much more menacing to our economy than terrorist lunatics piloting passenger planes into buildings.”

**Endangered** – “895 U.S. insurance companies – many of these household names are now on my **endangered** list.”

**Epidemic** – “BANK FAILURE EPIDEMIC AHEAD!”

**Escape** – “**Escape** the deadly medical trap that keeps you from feeling your best”

**Eviscerate** – “Unfortunately, though, these surges do more harm than good – they lure desperately optimistic investors back into stocks, only to **eviscerate** them time and again.”

**Falling off a cliff** – “Bank Panic ALERT #4: Bank revenues are already **falling off a cliff!**”

**Fattened** – “YOU’RE BEING **FATTENED UP FOR THE KILL!**”

**Fears** – “9 most common health **fears** and how to overcome each one.”

**Feeble** – “Now, I don’t have to tell you what higher interest rates will do to an economy that’s as **feeble** as ours is.”

**Feeding frenzy** – “Wall Street managed to get everybody and their mother into the stock market

**feeding frenzy** – and people have thrown their life savings into these outrageously overpriced high-tech stocks.”

**Flattened** – “There’s only one way to avoid being **flattened** by an oncoming freight train: GET THE HECK OUT OF THE WAY!”

**Frantically** – “And they’ll **frantically** sell what’s left of their stocks and mutual funds in a desperate bid to salvage what remains of their wealth.”

**Frightening** – “To make matters even more **frightening** ...”

**Frozen** – “Your assets ... **FROZEN!**”

**Ghost** – “Just when you thought it was safe to get back into stocks – the **ghosts** of all the financial crises of the past 30 years are returning to shock Wall Street once again!”

**Glued** – “We’ve known for years that plaque – fatty cholesterol **glued** to the inner wall of your arteries – gradually chokes blood supply to your heart ...”

**Gorge** – “Millions will **gorge** on synthetic vitamins – only to die of degenerative diseases ...”

**Gory** – “Plus, I describe the **gory** details of seven time bombs ticking away now that could cost you EVERYTHING ...”

**Grave** – “If you own any one of these 3,936 companies – many of which are now fighting for their lives – your money is now in **GRAVE DANGER.**”

**Gut-wrenching** – “Soon, a **gut-wrenching** bank panic is about to explode into the headlines – wiping out savers and crushing the DOW to 5,000 and the NASDAQ to 800!”

**Gutted** – “Each one of these crises **gutted** investment values – and each one vaporized the prosperity, financial security, and the retirement dreams of millions.”

**Handwriting is on the wall** – “Now, the **handwriting is on the wall**: Soaring interests rates will CRUSH the recovery ... SHATTER the stock market ... CRIPPLE the bond market ... and RUIN millions of unsuspecting investors!”

**Hanging by a thread** – “1,703 US Banks and S&Ls are already **Hanging By A Thread**: is the second Great Banking Crisis in 7 decades just around the corner?”

**Hazardous** – “It’s 100 times more **hazardous** to your wealth than the Enron, Worldcom and Tyco earnings scandals that hammered stocks last year!”

**Hell** – “And when it bursts, all **hell** is going to break loose in the U.S. economy and in the stock market!”

**Hidden risk** – “The **hidden risk** of DHEA and its link to cancer in women.”

**Hit hard** – “The airlines – indeed the entire transportation sector – are going to be **HIT HARD.**”

**Holocaust** – “Little-known and often-overlooked investments that can double ... triple ... even **QUADRUPLE YOUR WEALTH** in the coming stock market **holocaust!**”

**Horrific** – “Its worst decline since the **horrific** bear market.”

**House of cards** – “When major U.S. banks hit the skids, the economic **house of cards** comes tumbling down.”

**Hurricane** – “This massive pension shortfall is going to slam into Wall Street like a **hurricane!**”

**Ignore this sober warning** – “**Ignore this sober warning**, and you risk it all.”

**Insane interferences** – “Do you want to pass on your wealth without **insane interferences** from the courts, creditors, or disgruntled relatives?”

**Insidious** – “For example, I already told you that it wasn’t bird flu or mysterious airborne bacteria that we all had to worry about, but something much more **insidious** ...”

**Jangle** – “Other sex herbs **jangle** your nerves.”

**Jitter** – “Let me show you how you can cure the stock market **jitters** ...”

**Killing** – “Bad loans are **KILLING** America’s biggest banks!”

**Kiss good-bye** – “Read this now or **kiss** your retirement **good-bye**!”

**Knock** – “A plague of new investigations will **knock** Wall Street for a loop!”

**Land Mines** – “6 Dietary **LAND MINES** and how to avoid each one ...”

**Level** – “It will **level** the economies of Japan, Korea, South-east Asia, Latin America, the European common market countries, and yes, even the United States ...”

**Liquidated** – “Most corporate debt is ... wiped out as the weakest companies are **liquidated**, their assets sold off in fire sales.”

**Looming** – “There’s so much more I need to tell you about this **looming** crisis, how you can protect yourself ...”

**Looted** – “It’s worse than a lie: It’s a crafty way to lure millions of unsuspecting and inexperienced investors into the market, where their life’s savings can be systematically **looted** from them.”

**Lure** – “They’re designed to **lure** naïve investors back into the stock market.”

**Lurking** – “But first, I want to be sure you understand the dangers **lurking** for you in the terrible and completely unreported ... **CHINA MENACE!**”

**Meltdown** – “It’s called “System Risk” – the risk of **GLOBAL FINANCIAL MELTDOWN.**”

**Monster** – “The most cataclysmic destruction of personal wealth in our lifetime – a **monster** banking bust – is now a real threat for the first time in 71 years.”

**Murderer** – “NEWS FLASH: Cholesterol isn’t the **murderer.**”

**Mother of all** – “Scientists agree it’s the **mother of all** modern plagues.”

**Mushroom** – “In the months ahead, the federal deficit can only continue to **mushroom** in size ...”

**Mutilated** – “And these warm-blooded mammals, friends to human beings, are being systematically **mutilated** and destroyed.”

**Nail in the coffin** – “The final **nail in the banks’ coffin** is a time bomb that no one is talking about ...”

**Never** – “What **never** to eat on an airplane. The dirtiest, deadliest airline in the whole world ...”

**Nightmare** – “America’s great bankruptcy **nightmare** has already begun!”

**Obliterating** – “Stocks crashed just as I had warned, **obliterating** a mind-numbing \$5 trillion in investors’ wealth.”

**On the brink** – “Hundreds of corporate pension plans are now teetering **on the brink** of the greatest meltdown **EVER.**”

**Onslaught** – “Drug companies are racing to find medicines that might stem the **onslaught**, yet ironically ...”

**Painful** – “These 7 emerging crises have now **GUARANTEED** that the most **painful** stock crash of your lifetime is **STILL AHEAD!**”

**Pale** – “When it hits, it will make the massive stock market losses of the past three years **PALE** by

comparison.”

**Panic** – “**Panic** in the White House!”

**Peril** – “Your private pension is in **peril**, too.”

**Phobia** – “Fat **phobia** may be at the height of fashion, but it’s **JUNK MEDICINE.**”

**Piranha** – “It will devour your wealth like a hungry **piranha** consuming a bloody piece of raw meat.”

**Pitfall** – “Relevant content that’s immediately actionable. So you can sidestep the traps and **pitfalls.**”

**Plague** – “**Plagued** by a glut of available properties, combined with plummeting consumer confidence, residential real estate collapses like a house of cards.”

**Plummeting** – “This is a classic **BUBBLE** – inflated by **plummeting** interest rates.”

**Plunged** – “In early 2003, the market **plunged AGAIN** ...”

**Poison** – “And since science has proven conclusively that these toxins **poison** your body ...”

**Poorer** – “Why these seven inevitable crises virtually **GUARANTEE** you’ll be 50% **POORER** by next New Year’s Day – IF you fail to heed this critical warning **NOW** ...”

**Pummeling** – “There’s an alarming new disaster already **PUMMELING** parts of Europe and its headed right this way.”

**Pulp** – “Bank stocks will be hammered to a **pulp.**”

**Quivering** – “For a long moment she struggled to stop her teeth from chattering, and then she said in a **quivering** voice, “Please, you don’t have to go to any trouble just for me.”

**Rat hole** – “And that estimate keeps soaring – with a lot of money



going down a **rat hole** as thousands of life-critical programs still won't be repaired on time."

**Rearing** – "Now, these economic nightmares are once again **rearing** their ugly heads."

**Reckoning** – "This will be a day of **reckoning** for millions of unsuspecting investors who naively believed that Wall Street had their best interests in mind."

**Red alert** – "Retirement **Red Alert!**"

**Retirement nightmare** – "**Retirement Nightmare #2:** The very stocks you're counting on will go nowhere – or even down – in 2004 and beyond!"

**Revert backwards in time** – "Our personal lifestyles, along with the worlds of business and finance, would **revert** 100 years **backwards in time.**"

**Risky** – "Many – including the three largest banks in America – are holding **EXTREMELY risky** investments in their portfolio."

**Rocked** – "The earnings scandal that **rocked** the market in 2001 and 2002 was small in comparison to the greatest accounting scam of all, which is about to be exposed!"

**Runaway** – "**Runaway** deficits can absolutely **CRUSH** the U.S. economy in 2004!"

**Scalped** – "If you count on Washington again, you're practically begging to get **scalped!**"

**Scared stiff** – "And drug firms are **scared stiff** because ... This is for real and the details are **FREE INSIDE.**"

**Scary** – "And that's **scary** – because if you're like most Americans, your arteries are already packed with plaque."

**Screaming** – "On the contrary: Every piece of economic data I examine is **screaming**, "More

trouble ahead!"

**Searing** – "They shot him up with morphine, gave him pain pills, but nothing could stop the **searing** agony ..."

**Self-destruct** – "THIRD, the stock market will literally **self-destruct.**"

**Shaky** – "No great bull market has ever been built upon such **shaky** foundations."

**Shattered** – "... and especially when a big bank bites the dust, what little is left of investor confidence will be **SHATTERED.**"

**Shellacking** – "Your own **GOVERNMENT** is telling you **FOUR, BALDFACED LIES** designed to lure you back into Wall Street – for the most painful **shellacking** of your **LIFE!**"

**Significant disruption** – "Y2K experts say that any **significant disruption** in the national power grid would send us straight back to the 18<sup>th</sup> or 19<sup>th</sup> century."

**Shakeout** – "They helped kill the \$2.3 billion Superior Bank recently, and they're bound to claim many more victims before this **shakeout** is over."

**Shatter** – "And it doesn't take a Harvard M.B.A. to figure out how that can **shatter** even the best of them ..."

**Shirts ripped off their backs** – "I personally designed each one of these tools to help you keep your money growing safely even as other investors get their **shirts ripped off their backs.**"

**Shock** – "Some manage to escape, and will later die from **shock**, separated from their family members, worn out from the long chase"

**Siphon** – "... when they'll **siphon** an additional \$1 trillion out of ordinary investors' mutual funds, brokerage accounts and retirement funds."

**Shorn like sheep** – "Inevitably, the good news turned bad again – and millions of investors were **shorn like sheep** when stocks crashed to new lows."

**Sinkhole** – "10 **sinkholes** that will take investors by surprise this year!"

**Sinking** – "World economies are **sinking** at the same time ..."

**Skinned alive** – "And if you own stocks or equity funds when this happens, you'll be **skinned alive.** Again."

**Slammed** – "And don't forget how stocks got **slammed** by the Energy Crisis of the 1970's ..."

**Slaughter** – "Sky-high real estate prices will absolutely **slaughter** consumer demand."

**Smacked** – "Why did the banks get **smacked** so hard?"

**Smashed** – "Your stocks and equity mutual funds will be **SMASHED** by one of the deadliest banking crises since 1932!"

**Smithereens** – "Can you see how this crisis **ALONE** is enough to smash stocks to **smithereens?**"

**Snarling** – "As you'll see in a moment, the coming bank bust could make the **snarling** grizzly bear of a stock market you've seen over the past three years look tame by comparison."

**Spiraling** – "... sending the most inflated stocks **spiraling** to earth like a gut-shot goose."

**Staggering loss** – "... a **staggering** 310 NASDAQ stocks have **lost** 50% of their value or more!"

**Starving** – "**Starving** off the oxygen supply to the one hundred trillion cells in your body ..."

**Steals your identity** – "If someone **steals your identity**, you could end up \$50,000 or more in debt!"

**Strains** – "We already know that

the flu **strains** of recent years have been getting deadlier.”

**Strangling** – “America’s corporate giants are positively **STRANGLING** on massive debt.”

**Straw that breaks** – “Could this be the **straw that breaks** US banks?”

**Suffer** – “*The Gazarelli Edge* will get you out ... before you **suffer** a sudden plunge.”

**Surgery** – “There is a natural way to unclog your arteries ... much preferable to **surgery!**”

**Tailspin** – “And each time it strikes, it drives their stocks and stock indexes into a **tailspin.**”

**Tanked** – “Wall Street talked ordinary investors into risking their life savings on overpriced stocks – and then made billions when the market “mysteriously” **tanked.**”

**Teetering** – “Hundreds of corporate pension plans are now **teetering** on the brink of the greatest meltdown EVER.”

**Ten-foot pole** – “... stocks you shouldn’t touch with a **ten-foot pole!**”

**Terrified** – “Bankers are **terrified** that their massive real estate loans soon won’t be worth the paper they’re written on.”

**Terrorists** – “All year long, **terrorists** have been attacking oil fields ...”

**Thermonuclear** – “Federal investigators are getting ready to drop the financial equivalent of a **thermonuclear** bomb on Wall Street ...”

**Thorniest** – “*Poets & Writers* Magazine guides you through the **thorniest** business details”

**Ticking time bombs** – “I’ll tell you what they see: seven **ticking time bombs** set to smash the U.S. stock market and economy in 2003!”

**Tidal wave** – “The shockwaves of

this crisis will slam Wall Street like a giant **tidal wave.**”

**Timid** – “I heard her small, **timid** little voice whisper, “Thanks.”

**Ton of bricks** – “Massive loan losses have hit the U.S. banks like a **ton of bricks!**”

**Toxic gunk** – “Don’t let **toxic gunk** build up inside you!”

**Trap** – “And each time, the rally proved to be a cruel hoax – a **TRAP** that slammed those investors for more big losses!”

**Traumatic** – “What’s happening now in Japan is about to make that **traumatic** episode look like a slight hiccup!”

**Tricky times** – “Take advantage of all the opportunities I see for you to rack up gains of up to 562% in these **tricky times!**”

**Tumultuous** – “In it I’ll explain how to protect and safely build your wealth in light of the **tumultuous** times ahead ...”

**Uncertainty** – “At a time like this, **UNCERTAINTY** is your #1 obstacle.”

**Uneasy** – “Stocks for the **uneasy** investor ...”

**Unlimited risk** – “I am NOT talking about gambling a huge chunk of your long-term core holdings on things that expose you to **unlimited risk!**”

**Vanishing** – “**Vanishing** demand for new issues already has many investors eager to dump bonds they own.”

**Vaporize** – “That happened in 2000, when the NASDAQ bubble exploded and **vaporized** \$5 trillion of invested wealth.”

**Victims** – “And the disturbing truth is, unless you take action to insulate your wealth now – and I do mean NOW – you WILL be one of the **victims.**”

**Vulnerable** – “The United States is now **vulnerable** to one of the most devastating bank crises in seven decades!”

**Warning** – “Now, in the enclosed bulletin, I issue yet ANOTHER **warning** of a coming crisis that will end the recent rally and drive stocks to new lows.”

**Weapon** – “Banks are now holding TRILLIONS OF DOLLARS worth of the high-risk investments Warren Buffet just called “Financial **Weapons** of Mass Destruction.”

**Wiped out** – “And 100% of the gains of last year’s great rally have been **wiped out.**”

**Worried sick** – “But they’ve got us **worried sick** about nothing. Just say no to all the health advice that’s making your life a misery.”

**Wounds** – “Washington is now in an absolute panic to put a Band-Aid on the gaping head **wounds** of the economy and convince you that Wall Street is safe again.”



# 6

## You're Not Supposed to Be Seeing This But ...

I'm actually not sure how to classify this feeling of having something be "forbidden" but I know how powerful it is in marketing. Many of the most successful promotions in history have effectively tapped into it. And often, this one feeling and quality alone is enough to differentiate your product, arouse interest and get prospects to buy.

Why do we humans naturally desire what others are trying to keep from us? Why do we have a much greater desire for whatever is hidden or withheld? The first reason is most likely scarcity. When something is withheld or held back, it is naturally perceived as more scarce, less available and automatically more valuable.

It's not available to everybody. So it must be better, it must be worth more — right? Right!

The next reason is even deeper and harder to explain. I'm really not sure exactly why, but there's just something about human nature that desires something more when it's "bad" or "prohibited." When you're not supposed to have it. Adam and Eve had paradise — anything and everything they wanted from the garden — with the exception of a single fruit. But that "forbidden" fruit was enough to tempt them into risking and losing everything.

This deep biblical emotion seems hard-wired into us. We're naturally attracted to things that are a little bad ... a little scary ... that may get us in "trouble." Perhaps it's our spirit of defiance, a way to buck authority and express our human individuality. A way to give the middle finger to everyone telling you exactly what and how to think, how to behave, etc.

This is certainly NOT a learned emotion. Tell a three-year-old child that he can't go into the cookie jar and where do you find him the second your back is turned? THE COOKIE JAR!

It's as natural as breathing.

That's also why it's so powerful — it's deep and fundamental to human nature. When you speak to someone's tendency and craving for forbidden objects, actions and information — you speak to him on an incredibly deep level. You access thousands — if not millions — of years of human evolution. You hit him at his very core.

I know you've seen it before — the "banned from TV" videos, the "little black book" of Heidi Fleiss and direct response sales promotions that promise to reveal forbidden information which the "powers that be" don't want you to know.

You can multiply the power of the "forbidden" emotion by coupling it with powerful benefits and other strong emotions. Then not only does your prospect want what you're promising because it's forbidden, he also wants it because this object can help achieve his greedy desires, release his fear, end his frustration, assuage his anger and so much more!

Just think of one of Clayton's all-time biggest winners for Dr. Whitaker's *Health and Healing* with the headline, "FORBIDDEN CURES!" Not only was this information incredibly desirable because it was forbidden (it was being suppressed, withheld, limited by the Medical Establishment) ... it was also desirable because these cures credibly promised to end the prospect's suffering at the hands of disease ... obtain the amazing benefits he was looking for ... end frustration at dealing with doctors, surgeons and drug companies that didn't give a damn ... and much, much more.

One of the keys to using this emotion is to find something that has been suppressed by authorities — or to create a situation where the forbidden emotion will naturally arise. One of the best examples of this comes from a *Wall Street Underground* promotion. Here's an example of it:

This report was sent

out in the form you see it to major publications in the country, including the *Wall Street Journal*, *Investor's Business Daily* and *Barron's*. Each one refused to allow me to send this valuable report to you. They are afraid of the truth.

I am livid. It's outrageous. These so-called mainstream publications have been so utterly corrupted by their greed for advertising dollars that they have totally abandoned any pretense to being sources of objective information on the markets. They are simply lackeys of Wall Street, bought and paid for.

Any report that dares to suggest that maybe things aren't honky dory, that maybe — just maybe — these dot.com stocks (that they convinced the public to buy in massive quantities) might not be worth the paper they're printed on — must be SUPPRESSED. Censored. Totally black-balled.

This report you hold in your hands was censored by the Wall Street establishment. I'm talking about the people who bring in Wall Street experts like CNN, CNBC, *Barron's*, *The Wall Street Journal*, and *Investor's Business Daily*. These "experts" aren't neutral analysts; they're

salesman. They are paid salesman for the stocks they supposedly evaluate. Their companies make a profit in the stocks they're talking about. Talk about a conflict of interest!

This example is especially interesting because even from just reading it, I can tell how the situation was intentionally created to give the package a forbidden element. In all likelihood, the editor sent letters to the different mainstream authorities knowing full well that they would NOT allow him to publish anything or rent their lists for such a publication.

With this evidence, he could now go to his prospect and make the argument that this is something the "mainstream authorities" don't want you to know. It's brilliant!

Once you have such a situation in place, use the words that follow to help trigger the "forbidden" emotion and drive your prospect's curiosity and desire through the roof.

## **Forbidden** \_\_\_\_\_

**Anonymous** – "Why one place beats Switzerland hands-down as the best place to have an **anonymous** bank account ..."

**Banned** – "**BANNED BY THE FDA!** But I'll show you how to get nature's perfect stress eraser legally!"

**Behind-closed-doors** – "... a criminal fraud perpetrated on the American public, engineered **behind-closed-doors** by the fake food industry and the pharmaceutical industry."

**Behind-the-scenes** – "This is a **behind-the-scenes** look at what it takes to be a world-class copywriter – and I promise it's nothing like you've ever been shown before."

**Black balled** – "Any report which suggests ... that maybe – just maybe these dot-com stocks (that

they convinced the public to buy in massive quantities) might not be worth the paper they're printed on – must be **SUPPRESSED**. Censored. Totally **black balled**."

**Black Market** – "**Black Market Insurance Secrets**: How to use the sneaky tricks – that only con-artists know – to instantly slash your insurance costs by up to 90%."

**Blacklist** – "Normally, the *Weiss Corporate Earnings Blacklist* sells for \$79 – but it's yours **FREE** simple by dialing TOLL FREE 1-800-236-0407 NOW ..."

**Censored** – "The report you hold in your hands was **censored** by the Wall Street establishment."

**Confessions** – "**Confessions** of an Advertising Man"

**Controversial** – "The most **controversial** proposal regarding Social Security is to make eligibility for benefits depend upon financial need, rather than remain, as now, a statutory right."

**Decadent** – "Only you'll know that these **decadent** dishes have next to no fat in them."

**Don't want you to know** – "There are two things that Wall Street **doesn't want you to know**: (1) That this bubble stock market is about to burst and wipe out a large number of people ..."

**Everyone knows** – "... and doing some shockingly **PLEASURABLE** things that "**everyone knows**" can't be healthy!"

**Exposed** – "Hand picked investments that can make you up to **FOUR TIMES RICHER** as Washington's lies are **exposed!**"

**Flaw** – "Secret **Flaw** in the financial markets lets you make back every dime you lost over the last three years."

**Flies in the face** – "Amazing treatment **flies in the face** of medical convention ..."

**Forbidden** – "**Forbidden Foods** ... Like beef, pork, even sausage!"

**Hidden** – "The **hidden** bull market Wall Street hopes to keep under wraps."

**Hiding from you** – "That's yet another example of what Wall Street is desperately **hiding from you** ..."

**Hush hush** – "These strictly "**hush hush**" secrets have been kept from public view for over 30 years – and you absolutely won't find them in any book."

**Hushed-up** – "Fearless medical insiders blow the lid off ... **BIG, HIDDEN, RISKY, OUTDATED TREATMENTS AND HUNDREDS OF HUSHED-UP NEW CURES!**"

**Insider** – "Make no mistake: Wall Street **insiders** are preparing for another massive tech sell-off later this year ..."

**Illegal** – "The secret stock-picking strategy was actually **illegal** for over 40 years, but a recent Supreme Court decision has changed all that. Unfortunately, this decision was suppressed from the headlines."

**Illicit** – "You'll discover the **illicit** secret that the world's best lovers know and never reveal – a secret that can boost your testosterone, libido and performance to the moon."

**Keep quiet** – "Here's a little zinger that supplement makers would rather **keep quiet**."

**Medical Maverick** – "Open now and let a **Medical Maverick** show you how to ..."

**Never-before-revealed** – "... and do it naturally ... with astonishing **never-before-revealed** bodybuilding tactics that *trick* the most reluctant parts of your body into *fast spurts of lean, solid muscle* ..."

**No no** – "To the big drug companies, this is a serious '**no no**' that they will do ANYTHING to

prevent from happening.”

**Off limits** – “The answer is strictly **off limits** – for the simple reason that it would *devastate* the reputations of these crooked companies.”

**Outlawed** – “You can make obscene profits when the market tanks. But only if you know Wall Street’s secret strategy that was once **OUTLAWED** by Congress.”

**Provocative** – “The information you’re about to discover is that controversial ... that **provocative** ... and that dangerous to the vested interests who want to continue siphoning money from your accounts.”

**Scandalous** – “Forbidden foods like **scandalously** delicious desserts!”

**Secret** – “Amazing **secret** discovered by one-legged golfer adds 100 yards to your drives, eliminates hooks and slices, and slashes up to 10 strokes from your game ... literally overnight!

**Sinful** – “Rich, **sinful** taste treats that deliver all the flavor ...”

**Smuggled** – “This astonishingly secret compound was first **smuggled** into the U.S. in 1971. And even though it was recently legalized, almost nobody knows about or has access to it.”

**Sneaky** – “**Sneaky** little arthritis secrets.”

**Taboo** – “This controversial, little-known strategy is **taboo** for most conservative investors – and yet it yielded gains of up to 745% in 2003.”

**Tawdriest** – “A night on the town in the world’s **tawdriest** city ... smoking coffeehouses, peep shows, and live sex shows in Amsterdam.”

**Ugly Truth** – “The **ugly truth** that America’s most powerful corporate fat cats are hiding from you!”

**Under the radar** – “This new

threat is **flying under the radar** ...”

**Unlawful** – “This technique is so elite and effective, it’s almost **unlawful**.”

**Yet-to-be-revealed** – “Right now, there is still far too much corporate debt ... still too many **yet-to-be-revealed** accounting and earnings frauds ...”

## 7 When You're Sick and Tired of Being Sick and Tired ...

Frustration is most effective when a particular market becomes increasingly mature or sophisticated. Sophisticated prospects have heard certain claims over and over again and they are increasingly skeptical about their truthfulness. There's very little they accept at face value.

Frustration is also very related to the emotions of anger and powerlessness. How do I know this? Just imagine when you get angry about something. It often starts when you're frustrated about something, right? Maybe you get a parking ticket and it's so frustrating that a feeling of rage starts to well up in you. Even at times when somebody almost instantly explodes with anger, it's often because frustration has been building up inside for a long time and has not been soothed or released.

Frustration works incredibly well in the health market. Blockbuster campaigns, such as Dr. Douglass' *Real Health*, have been built largely around the prospect's innate frustration not only with the medical establishment but also with the media and even other health authorities — those promising miracle cures and solutions that don't work.

Just like the other negative emotions, your prospect will seek to move away from frustration and will do it more aggressively when he is presented with a solution that not only ends his frustration but also fulfills his desire for positive emotional and functional benefits.

To use it, you speak directly to your prospect's frustration. You show him that you sympathize and feel for his predicament. And then you tell him that you have the solution. Not only will you end his frustration, but you've given him ways to realize his dreams about

health, wealth or anything else!

Here's an example from the Dr. Douglass promotion:

It's all about selling us 'health' goods & services WHETHER OR NOT WE NEED THEM ...

Scaring us into buying drugs to prevent diseases (like 'high cholesterol') that don't exist ...

Bullying us into buying high-markup, high-carbohydrate, meatless mush ...

Hounding us to buy instruments of torture in the name of exercise ...

And when all this stuff finally does make you sick, they reply that you need even more ...

But it's high time you quit this can't-win game and DISCOVER THE REAL FACTS ...

See how the copy presents issues that are sure to tap into the reader's frustration? Then notice how it promises to take the prospect out of this frustrating situation and to a place where his life will be richer, happier and healthier. That's the process.

Why does it work so well?

More than ever, today's prospect is incredibly skeptical about claims. And not only is he skeptical, he's frustrated because ... he's not getting the results he's been promised ... he's wasted time, money, hope on something that hasn't worked ... he's probably added unpleasant disciplines or life changes that he secretly resents ... he really WISHES he could believe advertisers but doesn't want to get

burned again ... and more. This is ALL so frustrating!

While not always easy, tapping into your prospect's frustration is incredibly explosive. It's a way to go into a crowded marketplace, where everybody's saying the same thing, and yell out, "Hey, I understand what you're going through! I'm DIFFERENT." This telegraphs that you're not going to insult him with the same promise that everyone else is making over and over again.

So now you know the secret: Find out what's frustrating your prospect ... use these words and phrases to trigger that emotion ... position your product or service as the solution to his frustrations ... and then ask for the sale. That's all there is to it!

### **Frustration**

**Beating yourself up** – "Doesn't this easy new road to health make more sense than **BEATING YOURSELF UP FOR NOTHING?**"

**Boring** – "Trust me, this is not another of those **boring**, preachy, you-heard-it-all-before publications that send you to sleep after raking you over the coals ..."

**Chucked** – "This award-winning author almost **chucked** his writing for a job as a temp!"

**Complaints** – "As we get older, these **complaints** increasingly crop up to make our lives hell."

**Couldn't remember** – "Marty's divorce was so stressful, he **couldn't** even **remember** his client's NAMES!"

**Crazy** – "Please don't worry. This is not some **crazy** stuffing-envelopes-at-home offer."

**Deprivation** – "Say **NO** to punishing diets, pointless **deprivation** and frightening myths perpetrated by the government and



news media.”

**Downhill** – “Hey! It doesn’t have to be all **downhill** from here ...”

**Force-fed** – “Americans are being **force-fed** a diet of vegetables, water and fear.”

**Getting By** – “The Knack: the difference between **Getting By** and Getting Rich”

**Getting softer** – “Frustrated at how your body seems to be **getting softer** and more feminine no matter how hard you work out?”

**Get Worse** – “Block these rays and your eyes may **get worse!**”

**Grin and bear** – “Who assumed they had to **grin and bear** bum knees ...?”

**Gripping** – “What’s **gripping** your gut?”

**Gritting** – “Don’t just sit there **gritting** your teeth.”

**Grumble** – “You can keep your money on the sidelines and **grumble** about the puny 1% returns CDs and money market funds give you ...”

**Gulping** – “And every day, your entire family could be **gulping** down gallons of bacteria-killer ...”

**Had enough** – “**HAD ENOUGH?** Enough turkey burgers and sprouts?”

**Health-nag** – “Your own road to real health can be easier, cheaper and far more pleasant than any **health-nag** would ever predict.”

**Kicking yourself** – “If you don’t act on this exciting opportunity now, you’ll be **kicking yourself** for years to come!”

**Nazis** – “Forget the food **nazis** ... Almost everything you hear these days, is completely backward.”

**Never Again** – “If you’ve ever had to put up with shoddy treatment, shabby products or second-rate

service – Ken has two words for you: **NEVER AGAIN!**”

**Pointlessly** – “You’ll get the full details about all the **pointlessly** punishing myths and life-transforming breakthroughs mentioned above, plus hundreds more.”

**Punishing** – “ ... And **punishing** diets that *cause* the very conditions they claim to cure.”

**Purveyed** – “First we’ll get the confusing information **purveyed** by the “diet Nazis” out of your life.”

**Self-denial** – “They’re okay as a side dish, but don’t let vegetarians nag you into joining this unnatural exercise in **self-denial**.”

**Shook their heads** – “Doctors just **shook their heads** about poor old bed-ridden Burt Morrow.”

**Slaving** – “Looks like you have been **slaving** (over a hot stove) for hours ...”

**Stiff** – “Your joints begin deteriorating, growing **stiff** and achy.”

**Stressful** – “**STRESSFUL JOB?** Michael was losing it, but now he’s on top of the world.”

**Stubborn** – “Except for one **stubborn** holdout. Yours truly!”

**Stuck in the dark ages** – “When it comes to diabetes, most doctors are **stuck in the dark ages** ...”

**Take forever** – “They don’t erase the ultimate cause of arthritis, and they can **take forever** to start working.”

**Temporary fix** – “If you’re like most people, your first instinct is to look for external solutions when you want to make changes in your life. That approach may work fine as a **temporary fix** ...”

**Trouble** – “With all these expensive scopes, scans and gizmos ... why can’t they locate the **trouble?**”

**Tired** – “If you’re anything like me, you’re sick and **tired** of all the talking heads on Wall Street with no track record or success in the market.”

**Unpleasant** – “These **unpleasant** symptoms are NOT your fault. They’re the inevitable result of the lies you’ve been spoon fed by mainstream medicine.”

# 8 "Greed is good. Greed is RIGHT. Greed works. Greed in all of its forms ..."

Gordon Gecko's famous words hold true for marketers and copywriters more than ever. When it comes to selling, there's nothing more effective than tapping into the awesome power of human greed. We are born with a desire for more, and urge to not only survive but to thrive ... to gain and gain more than our neighbor, and more than we had yesterday.

In the investment market, your prospects obviously want more money, bigger gains, they want more security, they want more respect from their peers and colleagues and so much more. The more credible and believable you can make these promises of greed, the more they'll genuinely feel that emotion.

But greed isn't all about money.

Clayton and other top marketers prefer to look at greed in a broader sense — it's simply the desire for MORE of anything.

In the health market, your prospect's greed can be seen in his desire for more energy ... more nutrients ... more freedom in his joints or anything else. It's just the distinct feeling of not being satisfied and wanting more.

Take a second to think about all the different ways greed can manifest itself. When a person wants more taste and flavor in his food, it's a form of greed. When he wants more knowledge and education, that's greed too. The possibilities are endless.

Now here's the challenge: Every marketer and salesperson — and nearly ALL of the hundreds of advertising messages he sees everyday — are attempting to tap into his greed, his desire for more and more benefit. So more than any other emotion you stimulate, your attempts to tickle and cajole deep feelings of greed MUST

be accompanied by maximum credibility.

Do this properly and the greed you create will act like a ten-ton magnet that pulls him in with massive force. But ignore the need for credibility and it's like you turn the magnet around to the wrong side — the side that actively repels things. You actually push him away.

Greed is so versatile because you can couple it with any of the negative emotions for a strong push-pull effect. Your prospect will want to end frustration and gain benefit. He'll want to release fear and again gain the opposite benefit. He'll want to assuage his anger and gain benefit. He'll want to end his shame or humiliation and achieve the opposite benefit. I could go on forever!

Also remember that the more targeted you make your greed, the better. What do I mean by "targeted"? The more specific you can present the object of his greed ... the more you can nail exactly what your prospect lusts after ... the more effective your copy will be.

Here's an example:

## **Serious Growth Training — The Key To Explosive Growth**

If you want enormous strength, rock hard, tightly defined muscles, a massive chest, slender waist, powerful arms and legs, and the capacity to outperform all your peers by a tremendous margin, I can make it happen faster and easier than you ever imagined possible. But not necessarily without hard work.

The approach I will reveal to you requires no more time than you're currently spending, but it

does require you to use that time far differently.

Three or four months on the Serious Growth Training program and you'll be pulling 20%, 30%, even up to 70% more weight with no more effort than today. Stated more powerfully — if you're bench pressing 250 pounds today — we can show you how to get that up to 400 or better using Serious Growth methods.

Whatever form of weight, strength or development training you pursue — why should you be content with only 55 percent of the results your body is entitled to? Really.

I can go on and on, but I think you get the idea.

And here's a brief example from one of Clayton's successful financial mailings:

Plus, when you join my Undiscovered Stocks service, I also rush all this to you every month from now on ...

You get one NEW, undiscovered stock every 30 days: Each one will be either undiscovered or out of favor on Wall Street ... selling at a significant discount to its true value ... AND on the verge of major development that will trigger an impressive short-term increase in share price.

Each stock has passed

my tough fundamental screens with flying colors.

That's the kind of thorough research and analysis it takes to pick stocks that can double, triple, or even quadruple your money in short order!

Notice what master copywriters do. They get into the minds and hearts of their prospects and figure out what their prospects want more than anything else; then they find ways to promise the prospect exactly what he is looking for.

Then, to enhance this process, they throw in as much credibility and vivid imagery as possible. This reveals another insight about greed. People are much more likely to go after what they can see themselves experiencing in their mind's eye. That's why painting detailed, alluring, vivid mental pictures — indeed creating "cities of desire" as copywriting legend Gene Schwartz once said — is a sure-fire way to magnify the power and action capacity of your prospect's greed MANY times over!

In fact, here's an example of emotional and greed-driven copy from Gene himself:

Yes! In the next two minutes I'm going to show you how you can get up to 20 MORE HORSEPOWER from your car ... how you can save enough gas in a single year to drive A FULL THOUSAND MILES ... how you can eliminate most of the ignition knocks and pings that are driving you crazy right now ... how you can get battery-saving, sure-fire starting even in below-freezing weather — and do it without buying one single complicated gadget

— without paying a mechanic a penny!

SIMPLY BY CHANGING YOUR OLD SPARK PLUGS —WITHOUT PAYING ONE PENNY MORE THAN YOU'D PAY TODAY FOR ANY ORDINARY SET OF PLUGS.

Notice the word picture above isn't elaborate, but the use of specific details (such as knocks and pings) bring images to the reader's mind and enhance his experience of the desired benefits.

And now you know: Using the words below in conjunction with vivid, seductive mental imagery ... plus maximum credibility ... will kick your prospect's greed glands into high gear, to the point where he's ready to act.

## **Greed**

**300 times** — "Here's an amazing alternative that's **300 times** sweeter than sugar and helps to reduce your cholesterol, blood pressure, blood sugar, and more!"

**Abundant** — "Restore your long-term financial security and **abundant** retirement."

**Aggressive** — "And you could have more than **QUADRUPLED YOUR MONEY** in more **aggressive** investments that have surged as much as 307%!"

**All the money you want** — "Use my *Undiscovered Stocks* to make **all the money you want** — **RISK FREE!**"

**As far as the eye can see** — "Signed and sealed defense contracts virtually **GUARANTEE** soaring profits **as far as the eye can see!**"

**Astonishingly easy** — "It's an **astonishingly easy** way to use today's soaring oil and energy prices to go for some truly spectacular gains of up to 712%!"

**Bagging** — "Lucky them. **Bagging** 270% on that second half of their coffee calls in exactly one month!"

**Bargain** — "Wild, incredible **bargains** — even in a Bear Market!"

**Best bet** — "For my money, at a time like this, trading oil and energy stocks is the **best bet** in the entire Wall Street Casino!"

**Best of both worlds** — "You get the **best of both worlds** — rapid growth **AND** security."

**Best value** — "**BEST VALUE:** 2 Years, just \$1695 — **SAVE** \$1695 off the regular \$3390 price!"

**Big thing** — "From Japan: the next **Big thing** for healthy eyes!"

**Billion** — "Non-Japanese investors bought \$78.5 **Billion** worth of stock in Japanese companies."

**Bonanza** — "Better yet, you can turn the disaster into a personal profit **bonanza.**"

**Bonus** — "... but I made sure you also get a free **bonus.**"

**Buck** — "Travel bargains that get the most for your travel **BUCK!**"

**Buckets of profits** — "The market is NOT waiting to hand you **buckets of profits!**"

**Bumper crop** — "**PLUS** a **bumper crop** of great investments that are already spinning off profits of up to 307% — even in this bear market."

**Bundle** — "You'll make a **bundle** on the coming crash, or I'll refund 100% of your subscription!"

**BUY LOW** — "**PLUS:** Six undiscovered stocks **SET** to **SOAR:** Each one is a huge opportunity to **BUY LOW ...**"

**Buying frenzy** — "This is the kind of undiscovered gem that drives money managers into a **BUYING FRENZY!**"

**Cash in** — "Soaring oil prices, and the opportunity to **cash in**, will be with us for many years to come!"

**Cheap** — "Then he'll tell you about the astonishingly **cheap** natural substance shown to erase a lifetime

of arthritis in as little as two days ...”

**Choose** – “You get to **CHOOSE** how wealthy you’ll be!”

**Clean up** – “... and absolutely **CLEAN UP** as the next bull market gathers steam.”

**Commission-free** – “I show you where to buy these saving vehicles ... **commission-free.**”

**Compound** – “You’d literally **compound** your profit-making potential!”

**Cool** – “How would it feel to cash a check for a **cool** \$1.2 MILLION?”

**Cornucopia** – “I give you a **cornucopia** of other investment vehicles that are spinning off truly **ENORMOUS** profits in this bear market ...”

**Cream of the cream** – “Can you see why I say this **cream-of-the-cream** service could easily offset your losses from the falling dollar?”

**Crowing** – “I fully expect that we’ll soon be **crowing** about the money we’re making together ...”

**Cut** – “7 Ways to **Cut** Your Medical Expenses ...”

**Discounts** – “We’re able to wrangle unheard of **discounts** from financial service providers ...”

**Dirt cheap** – “Despite recent increases, oil is still **dirt cheap.**”

**Dividend** – “This company just approved its 239<sup>th</sup> consecutive **dividend** without a reduction!”

**Dollar** – “Make money from a falling **dollar.**”

**Dominate** – “These are just 2 of the 6 companies that will **dominate** the new Supernet.”

**Double** – “My office recorded **DOUBLE** the patients I was seeing just 2 weeks ago.”

**Double-digit gains** – “Just imagine the kind of profit-making power, these one-week, **double-digit gains**

can bring you.”

**Dramatic profits** – “Imagine how **dramatic** your **profits** will be!”

**Dwarf** – “Your gains will be more than enough to **DWARF** your membership fees in your very first trade!”

**Early-bird investors** – “The Internet can’t satisfy its need for speed without first making these 6 companies – and their **early-bird investors** – **RICH!**”

**Earn** – “Here’s how to **earn** 300% ... 400% ... even 600% on your money with hardly an ounce of risk!”

**Enormous** – “**TRULY ENORMOUS PROFIT OPPORTUNITIES:** The handful of little-known, seldom-used investments that can **DOUBLE ... TRIPLE ... even QUADRUPLE** when the shock waves of bank failures hit Wall Street!”

**Enrich** – “You can **enrich** your heirs or the U.S. Treasury. Your choice.”

**Entice** – “I’m going to **entice** you with an additional 5 Free Mind-Boosting Gifts ...”

**Exploding** – “Our profits are already **exploding** and the new bear market has only just begun!”

**Explosive** – “You’ll see **explosive** muscle growth in under six weeks – guaranteed.”

**Extra** – “**Extra** rich in dietary fiber, calcium and vitamin C!”

**Feast your eyes** – “**Feast your eyes** on these returns from 2001 to early 2003!”

**Filthy rich** – “Most people will be wiped out. But those who know the score will get **filthy rich.**”

**Formidable power** – “You’ll develop **formidable** leg **power** in far less time – often 60% less time – than it’s currently taking you to train your legs.”

**Fortune** – “Get ready to make a **fortune:** I’ll help you position your finances so that, when the stock market goes down, even a little, you can make more money in the coming six months than you’ve made in the last six years.”

**Free** – “Plus, the **FREE** video is yours to keep.”

**Freebies** – “Twelve big **FREEBIES** that banks offer to seniors who ask ...”

**Full** – “It delivers millions – actually, a **full** billion good guys to your intestines.”

**Gain** – “I was shocked at how fast I made such incredible **gains** ...”

**Generous** – “Dial toll free to accept this **generous** offer now ...”

**Gifts** – “... and \$1,281 in **FREE gifts** and savings!”

**Glut** – “A **glut** of new government securities **MUST** be issued to finance this \$1.5 trillion deficit.”

**Gold boom** – “Free Gift #7: **Gold Boom Bonanza!**”

**Golden touch** – “The **Golden touch** for getting the best of everything for less”

**Great value** – “**GREAT VALUE:** 1 Year, \$995 – Save \$995 off of the regular price.”

**Great results** – “I’ve seen and felt **great results!**”

**Greater returns** – “I’ll even tell you how to know when it’s time to trade up for even **greater returns.**”

**Greatest** – “You’ll find out how in your **FREE REPORT: *The Greatest Sex of Your Life***”

**Growth** – “This is our serious **growth** program, the most advanced investment vehicle in the world ...”

**Hand over fist** – “My clients raked in money **hand over fist!**”

**Have your cake and eat it too** – “You’ve searched high and low



for a way to **have your cake and eat it too**: To grow your wealth with safety.”

**High-return** – “**High-return** savings vehicles that bankers never tell you about ...”

**High yield** – “How to instantly spot the safest and highest yielding utilities.”

**Hit the lottery** – “But I finally **hit the lottery** on a recent foray into the jungles of Malaysia ...”

**Huge** – “You’re going to get both **huge** and powerful – I promise.”

**Inexpensive** – “I confess – I love **inexpensive** health solutions.”

**Ingenious strategies** – “Get **ingenious strategies** for profiting from currencies, as well as other new opportunities in China and elsewhere around the world.”

**Into your pocket** – “Let me put \$530.10 **Into YOUR Pocket RIGHT NOW!**”

**Irons in the fire** – “I’ve got more **irons in the fire** now than ever before!”

**Insanely beneficial** – “Agora Financial has unveiled some **insanely beneficial** services exclusively to charter reserve members ...”

**Investor’s dream** – “The conservative **investor’s dream**: solid gains with TONS of safety.”

**Jackpot** – “Use the rare hand you’ve been dealt to go for the **jackpot** of a lifetime!”

**Juggernaut** – “Meanwhile, Dell’s marketing **juggernaut** continues to fire on all cylinders in the new world of cheap PC’s ...”

**Jumped** – “And my best stocks **jumped** as much as 66% in a single quarter!”

**Keep everything** – “... if not, just cancel ... **keep everything** you’ve received ... and I’ll personally rush you a full refund!”

**Kicker** – “... and then add a powerful **kicker** with a unique investing strategy that could double your money.”

**King’s ransom** – “I give you a few simple strategies that can turn a little bit of money into a **king’s ransom**.”

**Knack** – “The **KNACK** for saving money, restoring lost wealth, and investing it better than ever before!”

**Leaped** – “My best 5 picks **leaped** an average of 234%.”

**Leapfrogging** – “**Skoda** is taking over its category and **leapfrogging** past its competitors.”

**Lifetime** – “You get a **lifetime** of live profit updates by telephone with me or my expert staff.”

**Light a fire** – “**Light a fire** under your portfolio with more speculative investments ...”

**Like crazy** – “My family and I have been multiplying our money **like crazy** in markets like this for more than 74 years.”

**Loophole** – “But, the good news is that these changes have also opened up huge new **loopholes** and other opportunities to pass on every dollar you’ve accumulated.”

**Long-term profits** – “Say hello to short AND **long-term profits!**”

**Luxurious** – “Pay the price of an ordinary hotel room – but stay in a **luxurious** health spa.”

**Make you** – “The SAFE MONEY INVESTOR SERVICE is guaranteed to save you – or **make you** – an extra \$5,000 in the next 12 months.”

**Massive** – “I see an utterly predictable, virtually unstoppable, and absolutely **massive** trend in front of me.”

**Maximize** – “**Maximize** your power and strength with a program that has worked for thousands of others just like you.”

**Maximum benefit** – “You get **maximum benefit** from the foods you eat ...”

**Maximum yields** – “... Prudent Investor’s Guide to **Maximum Yields** with Minimum Risk.”

**Mega-trend** – “You’ll make money now using this strategy – and you’ll make even more doing it over and over again as this long-term **mega-trend** continues to unfold!”

**Midas** – “PLUS, how avoiding these common blunders could make you richer than **Midas** in 2004 - 2005.

**Million** – “We turned a \$25,000 investment into \$1.1 **million!**”

**Monetary steroids** – “The major stock markets have been fueled by the largest dose of fiscal and **monetary steroids** ever ...”

**Money** – “In a perfect world, investment advisories would only make **money** when you do.”

**Money-making** – “You get free, 24/7 access to the SAFE MONEY WEBSITE, with **money-making** tools other sites charge up to \$420 a year for – FREE.”

**Money-saving** – “You get four ultra-powerful, money-making, **money-saving** tools, including *GET RICH WHEN STOCKS CRASH* – a \$79 value, FREE.”

**More** – “And you must be delighted with how much **more** money they can help you earn ...”

**Mountain/molehill** – “Once the lion’s share of your money is safe – and safely growing – you’re in position to turn a little **molehill** of cash into a **mountain** of money with the WEISS WINDFALL STRATEGY!”

**Much more** – “**Much more** in your FREE copy of *Make Room for Dessert*.”

**Multiply** – “And the best part? We **multiplied** our money by 255%!”

**Muscle-bound** – “I give you a

detailed introduction to these **muscle-bound** savings vehicles.”

**Nest egg** – “Heed it, and you’ll not only protect your **nest egg**, you’ll be positioned to rake in profits of up to 307%!”

**No purchase required** – “There’s **no purchase required** to claim these 5 FREE GIFTS ...”

**Not only** – “**Not only** will you enjoy richer, fuller taste – you’ll also be protecting your heart.”

**Oozing** – “Cheesy delight **oozing** with melted Monterey Jack takes only 12 minutes!”

**Optimal** – “For any brand, in any given market, there is an **optimal** investment.”

**Overwhelming advantage** – “Companies that invest in the best marketing will have an **overwhelming advantage** over those that invest in the best technology”

**Pay zero** – “**Pay zero** estate taxes, no matter how much money you have.”

**Payload** – “Probiotic Advantage can deliver its precious **payload** directly to the intestines unharmed!”

**Personal bull market** – “Declare you own **personal bull market** this year!”

**Pile up** – “Protect your wealth before it’s too late – and **pile up** as much as 4-to-1 profits as this startling story hits the headlines!”

**PLUS** – “**PLUS** how you can receive 15 Free *Health & Wealth* Special Reports reserved in your name!”

**Power** – “But just imagine the kind of profit-making **power** those kinds of one-week, double-digit gains could give you.”

**Premier** – “Glutathione has been called the body’s **premier** antioxidant and for good reason.”

**Priceless** – “The **priceless** gift of healthy eyes ...”

**Profit machine** – “This 63-year-old drilling service company is a **profit machine** ...”

**Profits** – “It’s a road paved with big, safe **profits** and tremendous opportunity ...”

**Prosper** – “Send for your free copy of *How to Prosper During the Hard Times Ahead*.”

**Pumps out** – “Rigorous tri-part technical system **pumps out** consistent, short-term options gains”

**Quadruple** – “Believe me: “**Quadruple** your money” profits are very, VERY possible.”

**Rake in** – “**Rake in** profits of up to 307% – even as interest rates rise.”

**Remarkable offer** – “A **Remarkable Offer** from Bloomberg: The world’s #1 source of investment intelligence”

**Reward** – “In less than 7 days you’ll start reaping the sensual **rewards** that come from greater sexual potency and stamina.”

**Rich** – “Heed my advice, and this crisis can make you **rich, rich ... RICH!**”

**Richer** – “Get **richer** in the BUST than you did in the BOOM!”

**Ritz-style luxury** – “**Ritz-style luxury** in Madrid for no more than the cost of a regular hotel room.”

**Save you** – “Consider all the money these tools will **save you**.”

**Screaming bargain** – “The membership fee of \$297 is a **screaming bargain** ...”

**SELL HIGH** – “The only way I know to consistently BUY LOW and **SELL HIGH**: Stay one step ahead of Wall Street.”

**Send No Money** – “P.P.S. **Send No Money**. This free offer is just that, Free!”

**Six-figure** – “Becoming a **six-figure** copywriter is much easier than you think – but only when you know the secrets.”

**Size** – “Reach upper limits of massive **SIZE**”

**Skyrocket** – “Vaalco Energy Inc. **skyrocketed** 54.26% in a single week.”

**Skyward** – “He rode coffee straight up in late ’04, when his recommend coffee call soared 156% **skyward** in 8 days!”

**Snapped up** – “... while at the same time, we **snapped up** great gold stocks that have soared 99%.”

**Snowball** – “Each of these megatrends is destined not only to continue, but to **snowball** in 2004 and beyond!”

**Soaring** – “Rising oil prices are sending stock prices **soaring!**”

**Spectacular gains** – “Use today’s soaring oil and energy prices to go for some truly **spectacular gains** ...”

**Spits cash** – “This company **spits cash** like a ballplayer spits tobacco juice ...”

**Staggering** – “Here’s another little-known start-up-company with the potential to hand you a **staggering** 204% profit!”

**Strength** – “You’ll develop raw, steel-bending **strength** ...”

**Substantially** – “... And help you grow **substantially** richer as these troubling events unfold.”

**Super** – “From Europe: A new **SUPER** Bilberry that solves this big problem – plus, it’s up to seven times as concentrated!”

**Super savings** – “*Vision Advantage Super Savings Certificate*”

**Surge** – “Five out of my six Gold Stock picks **surged** past the 400% marker in only 75 days.”

**Sweet, sumptuous** – “Sweet,

**Sumptuous**, Apple and blueberry pies, bursting with flavor!”

**Take full advantage** – “These two simple steps **take full advantage** of soaring energy prices.”

**Tap into** – “**Tap into** your pension plan early and pay no penalties whatsoever.”

**There’s more** – “But wait ... **THERE’S MORE**. If you call right now ...”

**Throw in** – “And I’m going to **throw in** 3 of America’s most objective, 100% conflict-of-interest-free Investment Guides – FREE!”

**Tip-top** – “Want to keep your eyes in **tip-top** shape?”

**Total return** – “Prudent **total return** investments that nobody’s talking about.”

**Treasury** – “A **treasury** of healthy cooking ideas from the world’s pickiest chefs!”

**Tremendous** – “Talk about **tremendous** savings!”

**Triple** – “**Triple**-your-money-gains by staying ONE STEP AHEAD OF WALL STREET!”

**Ultimate key** – “May we send you the **ultimate key** to improving everything in your life ... FREE?”

**Undiscovered** – “Let me introduce you to this **undiscovered** winner – FREE – in your complimentary copy of my *Beat-The-Street Portfolio*.”

**Unlock the door** – “**Unlock the door** to financial independence ...”

**Up the ante** – “You can CALL, or you can **UP THE ANTE** and use the rare hand you’ve been dealt.”

**Value** – “**BEST VALUE**: You get all of these money-making tools, plus two more bonuses ...”

**Wall Street’s elite** – “Until now, available ONLY to **Wall Street’s Elite** – Yours, FREE!”

**Wealth** – “And from now on, you’ll

grow your **wealth** faster.”

**Wellspring** – “Dr. Oakes has more than 25 years of experience in the field of healing, and a **wellspring** of background in quantum physics ...”

**Whopping** – “A **whopping** 52% discount, compared to its peers ...”

**Windfall** – “How investors are piling up **windfalls** of up to 929% even when stocks CRASH!”

**Winning** – “Who in their right mind would fold a **winning** hand like this?”

**Won’t cost you a dime** – “And they **won’t cost you a dime**. All six of them are yours FREE when you accept a risk-free trial membership ...”

**World’s most effective** – “The investment **world’s most effective** money-making tools ...”

**Worth their weight in gold** – “For starters, I want to send you six money-making, money-saving tools that are truly **worth their weight in gold**.”

**You get** – “**You get** specific and completely objective “buy,” “sell,” and “hold” investment guidance, painstakingly tailored for today’s economic realities.”

**Zoom** – “... these undervalued market sectors that are about to **zoom**.”

# 9 The Happiness of Health

While the good feeling that comes from health makes us happy, it can also be essentially defined as a part of natural greed for more benefit. That's why it's the perfect follow-up to the last chapter.

With that said, this emotion doesn't just stop with the desire for more, there's an exhilaration and sense of freedom that comes from good health. It's an energy that can fuel and empower all other areas of our life, and deep down we all know this. That's what makes health benefits so attractive.

Here's a good example of health copy from a Boardroom control:

**Phenomenal results are felt the moment patients take it:**

- Boosts blood flow to arteries *instantly* ...
- *Suddenly* strengthens heart pumping ...
- Makes plaque build-up *screech to a halt* ...
- The ultimate anti-aging herb for the heart!

Every cardiologist in America would be recommending this lifesaving heart tonic – and every American over 50 would be taking it. *If only they knew about it!*

So please, tell all your loved ones about Dr. Mark Stengler's breakthrough therapy using an all-but-ignored herb called *hawthorn*. Mainstream medicine barely knows it exists, but studies now confirm it's the superstar of heart treatments. When used according to Dr. Mark

Stengler's directions, this new herbal therapy can relieve or reverse:

- Angina ...
- Arrhythmia ...
- High blood pressure ...
- Even congestive heart failure.

All *without* the dangers of bypass surgery, angioplasty or prescription drugs! And ...

**It's the world's only known cure for the REAL CAUSE OF HEART ATTACKS ...**

Because it *instantly* boosts blood flow to the coronary arteries. These small vessels literally feed your heart muscle – and heart attacks happen when they're *blocked*. Other drugs and remedies can relieve some cause of this blockage, but *only* this herb solves the #1 problem immediately.

This also means that it's a *must* for loved ones recovering from heart attacks. None of the drugs they have been given can do what hawthorn does.

**And the healing can happen with blazing speed ...**

As Dr. Mark Stengler says, "*Most people begin feeling much better, almost from the first instant they take it.*" Oxygen floods

to the heart, giving an energy boost that doesn't quit. And since there are no adverse side effects. Dr. Mark Stengler observes ...

It's the one heart supplement everyone over 50 should consider ...

As safe as aspirin, yet much more effective – preventing blockages *before* they can give you a heart attack. See for yourself. Check out the proof starting on page 254 of the Natural Physician's Healing Therapies. Try the dosages he advises on page 255.

And now that you're heart's pumping better than ever, it's time to breath a big sigh of relief about ...

So many of the similar secrets you've learned about the other emotions will apply in this section. Your prospect will crave health benefits much more strongly if there's a fear or frustration or anger pushing him.

He'll believe you much more when there's strong credibility elements proving that these health benefits (and the enthusiastic happiness that comes from them) can be realistically achieved. Also, when vivid compelling imagery is presented that allows him to mentally experience and "try on" these benefits before taking the concrete action needed to make them happen.

*And* that's only the beginning of what this section promises! You'll also discover a very practical truth about using these health words. It's simple: Many of the words for health are action verbs that give your prospect a



very specific way of materializing the object of his desire.

Scanning through them reveals — first hand — that strong action verb choices are one of THE most important factors in triggering the emotional desire for better health.

To find the right word for your needs, get very clear on the health benefits your prospect will achieve with your product or service. Then scan down the list and jot down (or type out) the ones that jump out at you.

Since you'll have your benefits and product in mind, when you see a word that seems to fit, immediately create a sentence that uses it. Keep doing this. Writer's block will instantly vanish, and more and more benefits and possibilities will magically arise. Just go with it.

List out every amazing benefit and action you can promise that words from this section trigger. Don't limit or edit yourself — let it all flow out! Then, once you're done, you can go back and isolate the strongest, most compelling and "highest-believability" ones and expand on them in your copy.

As a writer that works predominately on the health market, (and closely examining everything Clayton does in the health market), I can't tell you what a life-saver these words are!

Before uncovering this goldmine, I'd often find myself using the same words over and over again ... "increase" ... "boost" ... etc. But that all quickly changed.

Now it doesn't have to be that way for you, either. By scanning through this section whenever you're presenting your health benefits, you'll stand face-to-face with many more specific and laser-focused words that communicate your benefits with more precision and emotion that you ever dreamed possible.

## ***Happiness & Health*** \_\_\_\_\_

**Amazing** – “There will be side-

effects. Truly **AMAZING** ones!”

**Antidote** – “(EDTA is the) **Antidote** for Homocysteine Poisoning.”

**Anti-aging** – “The ultimate **anti-aging** herb for the heart!”

**Astonishing power** – “The **astonishing power** of chelation therapy is now in your hands.”

**Balances** – “**Balances** healthier blood sugar levels and restores blood flow to cold, tingling painful arms, legs, fingers and toes ...”

**Banish the blues** – “**Banish the blues** forever, in as little as 3 days (or 3 hours!)”

**Beat fatigue** – “**Beat fatigue** and have the energy to do the things you love.”

**Beat the system** – “Meet the real people who are **beating the system**, then let me share the discoveries that cured their miseries ...”

**Beneficial** – “Plus, Probiotic Advantage contains the four most **beneficial** organisms – not just acidophilus.”

**Better clarity** – “Vision Advantage: See the difference with improved night vision, **better clarity** and less eye fatigue ...”

**Better nutrient absorption** – “What's the use in eating foods that are rich in Omega essential fats, Vitamin C, etc. if your body isn't (**better**) **absorbing the nutrients?**”

**Blast** – “The quickest, easiest, smartest way to **BLAST** your arteries clean”

**Boost** – “**Boost** your natural immunity with this delicious tropical fruit ...”

**Brain-boosting** – “Claim your 5 Free **BRAIN-BOOSTING** Gifts!”

**Breakthrough** – “With new, safe, affordable **breakthroughs** from anti-aging research such as ...”

**Breakneck speed** – “But if you restore it with the natural formula

he tells you about on page 337, your entire body responds with **breakneck speed.**”

**Burn** – “The human body simply couldn't **burn** fat without this simple nutrient.”

**Charge your energy banks** – “It'll **charge your energy banks** like nothing you've ever tried.”

**Claw** – “**Claw** toxins and plaque out of you body.”

**Cleaner** – “A **Cleaner** System: the longer that waste and everyday toxins are allowed to linger in your body, the worse it gets ...”

**Clears** – “Beats cholesterol-cutting drugs and even **clears** plaque-choked arteries!”

**Clear up** – “It can be used to totally **clear up** sinus infections, erase benign moles and even **clear up** periodontitis without surgery.”

**Conquering** – “Professor Waterman's team recently put this powerful tool to work **conquering** prostate cancer ...”

**Conserving** – “It's the single best nutrient for safely **conserving** and restoring crucial higher functions of the brain ...”

**Cracked the code** – “Dr. Ray Sahelian has **cracked the chemical code** that makes brains age ...”

**Crystal clear** – “I'll tell you how to supercharge your energy, boost your immune system, restore **crystal clear** mental functions and knock inches and pounds off your body ...”

**Cure sleeplessness** – “But now you can **cure sleeplessness** once and for all ...”

**Cured** – “Killer plagues **cured!**”

**Cutting** – “This simple vinegar formula stunned researchers by **cutting** people's insulin resistance nearly in half.”

**Cutting-edge** – “This **cutting-edge** enzyme therapy is shown to be over three times more effective against the

world's deadliest cancers."

**De-gunk** – "You'll also receive a complimentary copy of *DE-GUNK Your Arteries For Life*."

**Delicious** – "The **Delicious** Way to Better Health!"

**Disappears** – "Fatigue falls away, joint pain vanishes, morning stiffness **disappears** ..."

**Disease-proof** – "**Disease-proof** your body and add many good years to your life!"

**Dissolve** – "**Dissolve** unnecessary fear, anger, resentment, inner criticism, and judgment of self and others."

**Dramatic turnarounds** – "He's helping patients with severe flu make **dramatic turnarounds** in mere hours."

**Dream** – "A wonderful, tiny, inexpensive supplement that makes your whole digestive system work like a **dream**."

**Drug-free** – "Amazing **Drug-Free** Cholesterol Miracle!"

**Eagle-eyes** – "**EAGLE EYES**: The astonishing cure for cataracts and Macular Degeneration."

**Electrify** – "Revive and **electrify** nerve endings which were once deadened ..."

**Elixir** – "The **elixir** of youth. It's found in high levels in those who live to a ripe old age with little or no disease."

**End dysfunction** – "**End** erectile **dysfunction** with a cheap herb hardly ever sold for this purpose"

**Energized** – "You'll feel more **energized**, within the very first two minutes of starting!"

**Erased** – "Burn victims' blistering pain **erased** in 30 minutes!"

**Exhilarating** – "Exhausting? More like **exhilarating**!"

**Eye-enhancing** – "The 22 best **eye-enhancing** nutrients from around the

world."

**Feast** – "**Feast** on your favorite foods ... completely without guilt!"

**Feel great** – "Best of all, when you're regular and your gut is free of gas and discomfort ... you'll **feel great**!"

**Feel light** – "You'll **feel light**, upbeat and ready to take on every activity."

**Feel like a man** – "Learn how to safely reverse it and **feel like a man** again fast."

**Fighters** – "Two of nature's most potent free radical **fighters** ..."

**End pain** – "**Pain ended** with a \$3 wand ..."

**Feel new** – "So won't you let me give you the answers I've found – all proven, perfected and ready to make you **feel new** again – for FREE?"

**Fix this** – "**Fix this** weak link and watch your health soar."

**Fix a lifetime** – "**Fix a lifetime** of digestive problems ..."

**Freedom** – "... but imagine the sense of **freedom** and happiness a trouble-free digestive system would give you."

**Fully-charged** – "In order to be **fully-charged**, you need to have the right tools to extract the energy from foods ..."

**Floods** – "Oxygen **floods** to the heart, giving an energy boost that doesn't quit."

**Flush** – "**Flush** deadly plaque from your system!"

**Free to live** – "Getting control of your diabetes so you're **free to live** the way you want ..."

**Functions better** – "When your digestive system works the way it should, suddenly the rest of your body **functions better**."

**Glowing** – "I say: You'll soon be the **glowing** exception."

**Gone for good** – "Painful ulcers

**gone for good** after two years of drugs and supplements fail ..."

**Goners** – "When that oxygen gets released against germs, it "oxidizes" them. Poof, they're **goners**."

**Good guys** – "These 3 pounds of "**good guys**" are your digestive tract ..."

**Grow** – "**Grow** a brand-new trouble-free gut ..."

**Halt and reverse** – "That was before Dr. Mark Stengler switched her to his natural discovery proven to **halt and reverse** bone loss."

**Health-boosting** – "All three **health-boosting** reports, FREE!"

**Healthiest** – "Here's what life is like in the **healthiest** country in the world ..."

**Healthy** – "Quick and **healthy** low-fat cooking delivers all it promises."

**Hear the softest sounds** – "**Hear the softest sounds** ... clear across a crowded restaurant!"

**Heart health** – "Even if your **heart health** is fine, your brain may need CoQ10 even more."

**Homemade remedies** – "**Homemade remedies** that save you money ..."

**Hormone** – "Testosterone (the magic bullet for male health) is man's primary masculine **hormone** ..."

**Hush up** – "**Hush up** chronic tinnitus! See how Gary stopped the ringing in his ears on page 108."

**Inhibit** – "Compounds in this soy beverage don't simply prevent, but also **inhibit** growth and spread of existing tumors ..."

**Invisible army** – "Then it's time to repair all the damage to your '**invisible army**' of microbial buddies ..."

**Kicking like a mule** – "We started taking Advanced Artery Solution and now we're **kicking like a mule**."

**Knock inches and pounds off** – "I'll tell you how to supercharge your energy, boost your immune system,

and **knock inches and pounds off** your body ...”

**Knock out** – “**Knock out** fatigue without drugs!”

**Less eye fatigue** – “Vision Advantage: See the difference with improved night vision, better clarity and **less eye fatigue**.”

**Licked** – “These ingenious Japanese scientists finally **licked** the problem ...”

**Just one a day** – “Yes, it works, as long as you take **just one a day** before breakfast.”

**Life-affirming** – “And this is just one of hundreds of **life-affirming** natural breakthroughs that Dr. Mark Stengler will share in your FREE preview book.”

**Life-enriching** – “**Life-enriching** program boosts your body’s amazing power to heal itself.

**Life-saving** – “The most **life-saving** medical discovery of the last 100 years ...?”

**Live to 100** – “**Live to 100** (or more): I am a health-minded person and am always looking for natural ways to improve my health ...”

**Magic bullet** – “The **magic bullet** for more energy!”

**Make obsolete** – “No drug we’re aware of could match this effect, which could **make** bypass surgery **obsolete**.”

**Manhood** – “If you’re taking any cholesterol-cutting drugs ... protect your **manhood** and memory now!”

**Marvel** – “Botanical **marvel** leaves soy and black cohosh in the dust ...”

**Mind-boggling** – “Why wait decades for these **mind-boggling** breakthroughs to trickle down to your doctor ... when your health could be transformed within the next few minutes!”

**Mind-boosting** – “Send for your copy of Bottom Line’s **Mind-Boosting** Secrets.”

**Miracles** – “Yet these **miracles** are accomplished with one of the most COMMON SUBSTANCES ON EARTH ...”

**More muscular** – “I’m going to show you the single biggest factor in male aging, plus make you **more muscular**, quicker, and incredibly virile.”

**More vibrancy** – “**More Vibrancy**: The four probiotic organisms in Probiotic Advantage are exactly what your GI tract needs to break down the food you eat.”

**Natural powerhouse** – “I use one all-purpose **natural powerhouse** to keep me and my family safe from colds, viruses and infections.”

**Neutralize** – “Even helps **neutralize** the toxic effects of heavy metals like mercury.”

**No-side-effect** – “... containing all the non-invasive, **no-side-effect** techniques these “impossibly healthy” people have been using for FREE.”

**Nourishes** – “**Nourishes** and soothes creaky, inflamed, painful joints.”

**Nourishing** – “Transforming the mind almost instantly, by **nourishing** the brain ...”

**On top of the world** – “Stressful Job? Michael was losing it, but now he’s **on top of the world!**”

**Outlast** – “It’s already shown to **outlast** the ultra-costly clot-busting drugs, without dangerous side-effects.”

**Overhaul** – “But Dr. Sahelian will show you how to ‘**overhaul**’ them virtually overnight.”

**Peppy** – “Just ask Diane, who went from chronic fatigue to **PEPPY ALL DAY!**”

**Perk up** – “I’m sure you’ve noticed how a cooperative digestive system can really **perk up** the spirits.”

**Postponed indefinitely** – “The doctor said that I might need an angioplasty. But, (after EDTA

treatments) now the angioplasty has been **postponed indefinitely!**”

**Potent** – “... it’s vital you take a **potent** mineral supplement along with it.”

**Prime** – “**Prime** your brain for sex before bedtime. Fantastic FREE aphrodisiac!”

**Pumping better** – “And now that your heart’s **pumping better** than ever ...”

**Quell** – “I’ll show you how to mix it up and **quell** any sudden attack.”

**Radiant** – “Starting now, you can create **radiant** health, extraordinary wealth, and whatever you most desire!”

**Razor sharp** – “From Dull to **Razor Sharp** in 30 minutes!”

**Recover** – “My discovery is now proven to help stroke victims **recover** use of their limbs almost instantly, without drugs or surgery.”

**Reduce the desire** – “**Reduce the desire** for alcohol and tobacco ...”

**Refreshing** – “**Refreshing** and light, elegant gourmet salads to adorn your table”

**Rejuvenate** – “**Rejuvenates** brain cells that control learning, reasoning, coordination and memory ...”

**Relieve** – “Daisy’s depression isn’t just **relieved**, it’s gone!”

**Remedy** – “Free **remedy** for poor sleep”

**Remove** – “**Remove** years of waste products from your neurons with cutting-edge antioxidants”

**Renewed energy** – “... and many other secrets to **renewed energy**, more vitality, and better sleep”

**Renewed** – “I have a **renewed** sense of well-being and joy for living!”

**Replace** – “**Replace** fatigue with vibrant new energy.”

**Re-spark** – “**Re-spark** your sex drive ... with this red-hot herbal discovery!”



**Restock** – “**Restock** your supply of essential brain chemicals and phospholipids.”

**Restore** – “**Restore** lost memory with this remarkable Indian herb.”

**Reverse** – “Natural discovery even **reverses** Manic Depression & Schizophrenia”

**Rock-hard** – “How to think yourself **rock-hard** anytime!”

**Screech to a halt** – “Makes plaque buildup **screech to a halt** ...”

**Sculpting** – “... by eating like a HUMAN BEING and **sculpting** your body with real food like steak, eggs and plenty of butter.”

**See with the eyes of a child** – “What if you could **see with the eyes of a child** again?”

**Sexual vitality** – “... enjoy better health conditioning, energy, and **sexual vitality** than you’ve ever had in your life.”

**Shed** – “**SHED** 20 YEARS OF AGING in as little as 2 months!”

**Shrink** – “This one herb was all he needed to **shrink** them and end the pain.”

**Shrug-off** – “**Shrug-off** stress and fatigue with this little known mineral ...”

**Snap** – “Feel a foggy mind **snap** into focus IN JUST A FEW HOURS!”

**Solve** – “**Solve** your own digestive problems, once and for all”

**Sparkle** – “Her eyes will begin to **sparkle**. She’ll stand taller.”

**Speed-healed** – “Agonizing injuries **speed-healed** in just 2 minutes!”

**Sturdy** – “And grow **sturdy** new bone mass in a matter of months.”

**Supernatural** – “**Supernatural** protection from colds, flu, viruses & infections.”

**Supercharge** – “I’ll tell you how to **supercharge** your energy, boost your immune system ...”

**Super-Brains** – “Meet the famed natural doctor who’s turning ordinary people into **SUPER-BRAINS!**”

**Super-fit** – “This 47-year old **super-fit** MD will tell you ...”

**Surges** – “... heart pumps stronger, energy **surges**, blood pressure plummets ...”

**Surgery cancelled** – “Open heart **surgery cancelled!**”

**Symptoms reversed** – “Arthritis and Diabetes **symptoms reversed** ...”

**Thin for life** – “Helps you slim down and then keeps you **thin for life** ...”

**To kingdom come** – “Right now, however, we already possess an alternative that can blast all the diseases mentioned above and many more **to kingdom come**.”

**Tonic** – “Every cardiologist in America would be recommending this lifesaving heart **tonic** ...”

**Unclog** – “Clogged or narrow arteries? There is a natural way to **unclog** them.”

**Transform** – “Discover how to **transform** your own brainpower ...”

**Triggers** – “**Triggers** permanent joint repair for the rest of your life ...”

**Unlocked** – “Now we’ve **unlocked** your joints, the same secret can speed-heal your own bones, muscles and ligaments.”

**Unwrinkle** – “**Unwrinkle** your skin without drugs or surgery.”

**Upbeat** – “You’ll feel light, **upbeat** and ready to take on every activity!”

**Vanishes** – “Tumor **vanishes** virtually overnight!”

**Viagra** – “But Dr. Ray Sahelian’s program acts like **Viagra** for the brain ...”

**Vibrant** – “Replaces fatigue with deep reservoirs of **vibrant** new energy ...”

**Virile** – “I’m going to show you the single biggest factor in developing

sexual confidence – one that makes you harder, longer-lasting and incredibly **virile**.”

**Vitality** – “... and many other secrets to renewed energy, more **vitality**, and better sleep!”

**Well-being** – “Create an internal environment that supports harmonious loving relationships, rich abundance, and radiant **well-being** ...”

**Wonderful news** – “If you wished your digestive system worked smoother, I have **wonderful news** for you ...”

**Wonderfully heart-healthy** – “Here’s a dirty little secret no one’s telling you: Eggs are actually **wonderfully heart-healthy**.”

**Way Beyond** – “**Way Beyond** Gingko – Why it often doesn’t work and what **DOES!**”

**Whisks** – “... **whisks** unwanted wastes and toxins out of your system.”

**Wipes Out** – “Amazing cure in a can virtually **wipes out** Alzheimer’s!”

**Younger** – “Look **younger** and better. Save as much as 50% on your order if you respond within the next 10 days ...”

**Youthful** – “And better yet, your skin will develop a **youthful** glow that will have people thinking you’re ten or twenty years younger than you really are!”

**Zapped** – “Deadly viruses **zapped** in hours ...”



# 10 The Magical Feeling That Keeps Us Going ...

We could all use a little more hope in our lives, couldn't we? And it's the same with your prospect! We want so badly to believe that the future will be better, brighter and more fulfilling than our experience of today. Consequently, hope is always a strong emotional benefit.

Investors hope that they can find secure ways to protect and grow their money, even become rich. Health prospects hope they can find a doctor that really cares ... they hope there really is a natural solution to diseases like cancer and arthritis ... they hope they'll discover nutrients, treatments and therapies that allow them to heal naturally without drugs or surgery.

Ultimately, this positive emotion can be a fantastic call to action. If your sales copy effectively gives your prospect hope ... if you make the feeling of hope credible and believable ... if your editor or figurehead is someone that one can legitimately believe in ... your prospect will happily fork over his hard-earned dollars to experience more of this wonderful feeling.

Hope keeps him going, keeps him believing, makes it easier to stay positive and enthusiastic about things ... there's such an emotional benefit to hope. For so many people, there's little to be hopeful about — which makes your prospect crave it all the more.

Also, your testimonials are a place to communicate the feeling of hope. That's because dramatic cases of success — in people just like your prospect — gives him hope that he can make the same changes. Great testimonials can even become a lead for your entire promotion. Here's an example from Boardroom:

If Dr. Gary Null can do it for frail, old

Harry ...

You Should Be Easy!

Not long ago, Harry B. had chronic asthma ... agonizing arthritis ... a painfully enlarged prostate ... a precancerous colon ... a blocked artery ...

Yet Harry began training for a marathon and wound up looking more like 70 than 90 ...

His personal doctors took him off all his asthma inhalers and heart medications..

And he's not an exception — just one of over 11,214 study group participants!

Just another day at the office for Dr. Gary Null ...

The typical prospect for this promotion is in his or her late 40's, 50's or 60's — and not nearly in the condition that Harry was in. So by leading with this little account of his transformation, it's easy to see how hopeful this would make others looking to change their health and lives.

As far as I know, this is a pretty successful control for Boardroom. Such is the power of hope.

So when you're researching your prospect, think about what he's really hoping for. What does he desperately want to believe?

Given the right amount of proof, what's he eager to place his faith and trust in? These questions will give you powerful insights into your prospects deepest hopes and allow you to weave them into the structure and promises of your ad. Because

this is a “deeper” benefit, it will give your copy an added edge and pulling power over others that fail to tap into hope.

## Hope

**Angels** — “Our kids need **angels** like you ...”

**Attest** — “And participant after participant **attest** they lost unwanted weight, almost as a side effect.”

**Believing** — “*Breathing is believing!*”

**Bright future** — “With this report safely in your hands, a **bright** financial **future** is almost certain.”

**Create everything you need and desire** — “This precision frequency technology empowers you from the inside out to effortlessly **create everything you need and desire!**”

**Destiny** — “Even if a relative had Alzheimer's, your genes don't have to be your **destiny** anymore.”

**Easy** — “If Dr. Gary Null can do it for frail, old Harry ... You Should Be **Easy!**”

**Empowers** — “New, cutting-edge sound frequency technology **empowers** you from the inside out to effortlessly create everything you need and desire.”

**Every single one** — “Yet to the utter astonishment of the skeptics, out of all the thousands of participants who completed this program ... **every single one** of them got better!”

**Expectations** — “Honestly, my **expectations** were high. And even then, I was surprised and blown away by the results everyone witnessed.”

**Faith** — “**Faith** is one thing, actually *seeing* the results is another thing all together!”

**Fulfillment** – “This one benefit will give you more lasting **fulfillment** than you ever dreamed possible.”

**Full of life** – “And Lou’s so **full of life** these days, he dances 2 to 3 hours a day!”

**Help** – “We give you practical, nitty-gritty **help** you can use every day.”

**High hopes** – “I had **high hopes** when I uncovered this breakthrough, but the results have exceeded my fondest dreams.”

**Hope and pray** – “I **hope and pray** that you will find a place in your heart to help a child like Kelly, whose story I want to share with you.”

**Inspiration** – “And now, she’s a shining **inspiration** to anyone looking to reverse heart disease.”

**Magical golden keys** – “Synchronistic events in all areas of your life will provide **magical golden keys** that will open doors ...”

**Magic wand** – “A **magic wand** that you can easily make at home can correct this problem and eliminate the pain for good ...”

**Miracle** – “It would take a **miracle** of biblical proportions ... to make money in this kind of market. But that’s precisely what I’m offering you right now ...”

**New man** – “When quadruple bypass surgery failed ... Dr. Gary Null’s breakthrough made Lou a **new man!**”

**Overcame** – “How Irene **overcame** her arrhythmia with 2 easy lifestyle secrets.”

**Paradise** – “How to retire to **paradise** twice as rich and five times happier ...”

**Promise** – “Probiotic Advantage: my **promise** of quality to you.”

**Redirect** – “But if you want real and lasting changes, you have to **redirect** your energy to look deep within yourself ...”

**Rely** – “You’ll be able to **rely** on this product whenever times get tough.”

**Repair** – “**Repair** any damage to your core holding suffered in 2000 to 2002”

**Save your life** – “Will a dolphin **save your life?**”

**Stop** – “**Stop** a heart attack or stroke before it happens”

**Stop worrying** – “Want to **stop worrying** about unpredictable constipation that comes and goes?”

**Thanks to** – “**Thanks to** Dr. Gary Null, Lou’s chest pains vanished, his coronary arteries surged with blood again and ...”

**Thing of the past** – “Heart Surgery may be a **thing of the past!**”

**Trust** – “**Trust** me, this will be one of the best decisions you’ve ever made.”

**Undoing** – “Amazing breakthroughs for **undoing** depression.”

**Uplifting** – “I definitely noticed an **uplifting** of mood – my emotional pain was not as intense.”

**Watch those clouds roll away** – “Show your ‘Gloomy Gus’ the program and **watch those clouds roll away!**”

# 11 Sometimes Love is All You Need

Sadly, it was very difficult to find this small group of words that trigger the emotions of love and care, but it's the reality of our age. One of the things that Clayton has discovered is that today's prospects seem to be (generally) more motivated by the negative emotions than the positive ones. Maybe it's what we're used to seeing on the news, TV or newspapers, or some other reason. No matter what the cause, it's true.

But that doesn't make love any less powerful, provided the conditions are right. There will be times when you can tap into a parent's love for his children and this will be a powerful motivator for him to buy a supplement that makes him and his family healthier ... or a water filter that protects them from deadly toxins ... or a home security system that could save their lives ... the list goes on.

Also, this emotion is very powerful in fundraising. You can use it to tap into people's love for children ... the environment ... or anyone else in need. Love is very related to hope. We all hope to experience love on every level — family, friends, spiritually and more. For increased effectiveness, it's a great idea to use these words in connection with the ones you learned for hope.

One of the most powerful ways to use this emotion is in combination with fear. The threat of something happening to a loved one ... a helpless animal ... or any other innocent potential victim will put the feeling of love in jeopardy, and your prospect will want to take action in order to preserve and protect the object of his or her love. This means that you simply position your product or service as a way to do that — whether it's a financial newsletter that protects them from disaster, a shower filter that blocks out deadly chlorine, or a fundraising organization that saves the environment from Big Oil.

Here's a brief example:

Sandra was terrified at the prospect of surgery. "I was told I might lose 30 percent of my stomach!"

Instead, she started using these powerful secrets for digestive health. And now, she reports, "I am totally healthy. My endoscopy revealed no ulcers. I think that is remarkable!"

It sure is! So if you have a loved one suffering from ulcers, heartburn, colitis or any other kind of digestive trouble, why not check out the details on page 276 of your FREE-Preview copy of Bottom Line's POWER AGING?

Simple enough, right? Sell the fear ... tap into the love ... show how the fearful event or enemy threatens the object of your prospect's love ... and then make a powerful, credible argument that the BEST way for your prospect to show his love is to take action on your offer. Yep, follow these simple steps and you're on your way to marketing success, fame and fortune! (Only a slight exaggeration there.)

## Love/Care

**Adorable** – "These **adorable** little children were never given a fair chance."

**Caring** – "I know that you must be a **caring** person, otherwise you wouldn't still be reading this letter."

**Cherish** – "You'll be able to **cherish** the time you spend with your family, rather than worrying about your non-stop pain."

**Concern** – "If you're at all **concerned** with your health – and the health of your family – you won't give them chlorinated water."

**Compassion** – "If you feel even an ounce of **compassion** for these poor whales, you know you must take action now."

**Connection** – "When I make a **connection** with a girl like Kelly, I think about the other kids on the street who have been left behind."

**Dear** – "Here's how to protect all those who are **dear** to you."

**Empathy** – "**Empathy** is a beautiful thing – in life and in selling."

**Endear** – "This one secret will **endear**

your customers to you – for life!"

**Feel** – "If you **feel** deep down in your heart that this is the right thing to do, then what are you waiting for?"

**Fond** – "You're a good parent. You're **fond** of your children. You want the best for them. So why would you take a chance ..."

**God bless you** – "Had I not had your information, I could have sustained 40% to 50% losses. **God Bless You** and Yours!"

**Gratitude** – "Please accept my **gratitude** in advance for whatever you can send. We really need you!"

**In touch** – "This magical program will bring you **in touch** with feelings you never realized you had."

**In tune** – "Since using your program, we're much more **in tune** with each other emotionally. You saved our marriage!"

**Love** – "How can I reach out to them also? How can I touch them with **love**?"

**Loved ones** – "Make sure you and your **loved ones** always have sufficient income ..."

**Lover** – "Passion needs no partner. Invite the world to be your **lover** ..."

**Loving** – "Create an internal environment that supports harmonious **loving** relationships, rich abundance, and radiant well-being."

**Pamper** – "**Pamper** yourself and toxins flee!"

**Precious** – "Don't ignore this opportunity to shield your **precious** loved ones from danger."

**Reach out** – "How can I **reach out** to them also? How can I touch them with love?"

**Sweet** – "The **sweetest** thing you can ever do for your spouse is to show her the revealing facts on page 17."

**Sympathy** – "These investors have my **sympathy** – they never saw the scam coming until it was too late."

**Tenderness** – "This kind of **tenderness** is exactly what the world needs more of – and you can help spread it with a tax-deductible donation ..."

**Touch** – "How can I reach out to them also? How can I **touch** them with love?"

# 12 I'm So Excited, And I Just Can't Hide It ...

Passion is one of the most sought after emotions in the human experience. And it's used a little more often in mainstream sales promotions because passion and excitement are often the responses people have to a great product. That's where you'll see it most often — when marketers are showing how passionate and excited customers are about their products.

What makes this emotion so powerful? One of the primary reasons is that too many of us have little to get excited about each day. We're bored to death — bored with our jobs, cars, houses, clothes, friends, and life. So anything — and I mean *anything* — that gives us just a little more excitement, enthusiasm and zest is eagerly welcomed. Your job is to make that exciting thing your product or service — and to convince your prospect that his life will become more passionate and interesting the second he's got your product in his hands.

Here's an example of a testimonial that taps into passion:

### He Tried Almost 200 Remedies Without Results —

Then He Found Success  
With Flora Source!

"My problem has been bacterial overgrowth in the small intestines. I experience weakness, food allergies, bloating, immune system dysfunction, and sleep abnormalities. In sixteen years, I tried close to 200 remedies without success!

Flora Source has been the most beneficial product yet. I am eating things that formerly bothered me. My bloating has all

but disappeared. I thank you from the bottom of my heart!"

If you look closely, most of the very best testimonials have an element of passion to them. That's exactly what savvy marketers and copywriters like Clayton seek. In fact, he had an incredibly successful promotion that featured a passionate statement from a testimonial not too long ago. It was for a artery-enhancing product and the headline was, "*Heart Surgery May Be a Thing of the Past!*" It's very powerful when you get a customer making such an enthusiastic, authoritative declaration like this. And it's wise to always keep your eyes peeled for such a powerful possibility.

So how do you trigger it? First, dig deep in your testimonial file. This is why Clayton often requests and reads the entire file of testimonials, no matter how long. Because you never know when you'll find that gem that's passionate, believable and compelling to prospects reading the sales copy.

If your client has done a good job of compiling them (and has an excellent product), then you'll find all kinds of passionate statements that you can use as claims/benefits in your running text (which you can enhance by using the words below) ... feature the testimonials as believable statements of passion and excitement from third party sources ... and ultimately make the argument that your reader will experience this wonderfully passionate feeling the second your product is in his hands.

### Passion

**Absolutely love it** — "For a break, I'll walk over to the old Inn across the street for lunch ... grab a coffee at the local market ... or take a walk up Pinnacle Hill behind my house. I **absolutely love it!**"

**Amazing quality of life** — "The difference is in the **amazing quality of life!**"

**Beating a path** — "Find out why

sports heroes, film stars, and billionaires are **beating a path** to this legendary doctor's door."

**Blissful** — "You'll discover what it feels like to be peaceful and **blissful** on the inside."

**Breathtaking** — "Yes, even this life-threatening condition has been reversed with **breathtaking** speed ..."

**Cheer up** — "But **cheer up**, because despite what everyone tells you ... Antibiotics are not our most powerful weapon against infectious disease."

**Couldn't keep my hands off** — "Within a week, I **couldn't keep my hands off** my husband ... HE LOVED IT!"

**Crack open the champagne** — "... the difference between a so-so year and one to **crack open the champagne for.**"

**Delicious** — "**Delicious**, tangy, and on your table in under 25 minutes."

**Delight** — "... my fishing is at once an endless source of **delight** and an act of rebellion ..."

**Devoted** — "Youth Quest: an organization **devoted** to cutting edge technology."

**Ears perked up** — "But years later, my **ears perked up** when my sources reported ..."

**Eat what you want** — "From now on, **eat what you want** and travel wherever you please."

**Ecstasy** — "Cheesy **ecstasy**, only 22% calories from fat!"

**Enjoy** — "**Enjoy** your meat, beer, wine, and even cigars!"

**Enthusiasts** — "If you'd like to experience the rough and tumble thrills that turn so many energy stock traders into energy stock **enthusiasts** ... here's news you're going to LOVE!"

**Excited** — "That's why I'm more



**excited** than ever about this natural breakthrough from China ...”

**Fan for life** – “I have adopted your trading methods and I am a true **fan for life!**”

**Fulfillment** – “How to create the circumstances for true **fulfillment** and healing.”

**Gala** – “Two FREE members-only **gala** banquets each year.”

**Glad** – “I was **glad** when studies confirmed that this was WAY MORE than pie in the sky.”

**Glowing tribute** – “The GAO study is a **glowing tribute** to Weiss, according to *Barron's*.”

**Good and comfortable** – “Imagine felling that **good and comfortable** each and every day!”

**Grateful** – “The astonishing health miracle 1.5 million **grateful** patients swear by!”

**Happy** – “You see, all these **happy** human beings just happen to read *Alternatives* ...”

**Jubilant** – “In the words of one **jubilant** parent, this breakthrough “gave me my daughter back” ...”

**Jumping for joy** – “Why are thousands of “incurable” patients **jumping for joy?**”

**Laugh** – “They **laughed** when I sat down to the piano ... but when I started to play ...”

**Mad about** – “In Europe, people are absolutely **mad about** this product, buying it faster than it can be produced.”

**Madly attractive** – “Now! Become **madly attractive** to the opposite sex ... “

**Make love** – “The best ways to **make love** on an airplane ...”

**Maniac trader** – “Kevin Kerr, AKA the **Maniac Trader**. We dubbed him the **Maniac** because he tirelessly watches the commodities markets.”

**Medal of Honor** – “You deserve a **Medal of Honor** for protecting an older, self-supporting, divorced woman who isn’t very rich ...”

**Merrily** – “And he’s just one of a legion of old-timers, **merrily** running rings around youngsters ...”

**Mission** – “My **mission** is to make you far richer than you are now!”

**Most spectacular** – “The **most spectacular** cave diving anywhere!”

**Pleasure** – “This herbal discovery can give you and your partner **pleasure** galore.”

**Rave** – “Clients **rave** about the results they’re getting ...”

**Rejoice** – “My clients **rejoiced** when they saw gains of 456% in only 5 weeks!”

**Standing ovation** – “Readers give *Bloomberg Personal* a **standing ovation!**”

**State of the art** – “The Weiss War Room is my **state-of-the-art** investment analysis and trading center.”

**Thrilled** – “You bet I was **thrilled** when the President of Nicaragua personally thanked me for helping her to overcome osteoporosis.”

**Victory** – “Head of State thanks Dr. Williams for Osteoporosis **Victory!**”

**Wonderful** – “Thank you for a **wonderful** service at an affordable price!”

**World-renowned** – “Where to hear a **world-renowned** symphony in a classic concert hall for only \$2.”

# 13 The Astonishing Power of Powerlessness

We all feel powerless sometimes. And it's no fun. Nobody likes to feel that they're not in control of their lives or incapable of changing. But we DO feel this emotion, nevertheless.

Powerlessness is especially effective in the health market because getting and staying healthy is such a mystery to most people. For most, it feels totally outside their control and that's why so many people surrender their lives to doctors and drug companies.

This is also quite often the case in the investment market, but it's more dependent on the current trends and state of the market. When Clayton built Weiss up into the financial juggernaut, there was a wave of brokerage scandals, earnings scandals, wrecks and crashes that made investors feel frightened and powerless. And of course, he used these emotions to the fullest, motivating his prospects to act NOW and reclaim their power over their financial destiny.

You can also be sure that when your prospect feels powerless, he resents the hell out of it. So he'll naturally have anger and resentment for whatever it is that's causing him to feel powerless — whether it's drug companies, crooked brokers, uncaring doctors, lying Internet gurus, or anyone else. This sets up the perfect opportunity to create the enemy and get him even more likely to take action.

Here's an example:

Lung cancer? Everybody knows that it's usually a death sentence. TV's Peter Jennings died just a few months after announcing he had it.

But you won't hear that gloomy outlook from some very fortunate cancer

patients. They were treated with a startling new medical procedure that harnesses the cancer-killing power of your body's T-cells.

These warriors of your immune system usually ignore cancer. But researchers recently found a way to trick the T-cells into destroying deadly cancers. How? With a dose of the patient's own tumor cells!

In a groundbreaking study, 18 of 22 lung cancer patients had their immune systems successfully spurred into action to fight their cancers — with far fewer side effects than either chemotherapy or radiation. (For more on this amazing breakthrough, see page 306 of SUPER HEALING UNLIMITED.)

Why You Haven't Heard of this until now.

In medicine, news of breakthroughs travels as fast as a snail through mud.

Even after new treatments have been proven effective, they must slog through years of testing for "safety."

And when the testing is over, the snail often hits the brick wall of deeply entrenched ways of treating diseases that hospitals, drug companies and others make billions of

dollars providing.

That's why, although it may be in your best interest to learn about these little-known, unpublicized alternatives that could mean the difference between sickness and health for you or a loved one ...

... It's not always in the medical industry's best interests.

What else are you not hearing about when it comes to cancer prevention and treatment? Find out by sending for your FREE-Preview copy of SUPER HEALING UNLIMITED, where you'll also discover ...

Notice how the copy went from the feeling of powerlessness (inevitable death from lung cancer) ... to hope (breakthrough treatment) ... to the anger and frustration of the medical cover-up ... to the ultimate solution. This is something you can continually do to optimize your ability to weave all of the different emotions together in a powerful, natural sequence.

Also, you'll notice that many words could easily go into the fear section. The difference is that these words have more of an *inevitable* feeling to them; like there's no way out or nothing that can be done. As such, they cause your prospect to not only feel afraid but utterly powerless.

### **Powerlessness**

**Age-related** — "Age-related memory loss strikes everyone, and up until now you had few options."

**Agony** — "Don't just sit there and wring your hands while they suffer the agony of hip fracture..."

**All the King's** — "All the King's horses and

all the Kings men couldn't put the economy back together again."

**Bedridden** – "Doctors just shook their heads about Bert, **bedridden** with 4 tom disks ..."

**Bring to its knees** – "Washington is about to **bring** Wall Street to its **KNEES** ..."

**Continue to decline** – "The current supply of refined petroleum products will **continue to decline** in the foreseeable future!"

**Cry** – "I don't know whether to laugh or **cry** ..."

**Destabilizes** – "Every one of these attacks on oil supplies further **destabilizes** the global oil market ... and pushes oil prices higher."

**Dog on a leash** – "They want you to be like a **dog on a leash**. The minute the dog starts to think for themselves and do some exploring, the leash gets jerked back."

**Dwindling** – "Because ground oil supplies are rapidly **dwindling** ..."

**Falling for it** – "The saddest fact of all is the medical profession is **falling for it**, allowing itself to be manipulated into acting as an accessory to this crime."

**Floundering** – "Even as Winstar was **floundering**, Grubman never seemed to notice."

**Fool's game** – "It's a **fool's game**. A game nobody can win."

**Fried** – "You just know that for every high profile case like this, a thousand **SMALLER FISH** are getting **fried**."

**Full tilt** – "Oil refineries are already running at **FULL TILT**."

**Fundamental forces** – "Because the bankruptcy crisis is being driven by powerful **fundamental forces** that the authorities do not control."

**Getting old** – "Sorry Marge, you're **getting old** ..."

**Ground planes** – "But don't worry, the FAA has a back-up plan. Namely, to **ground planes** until the repairs are made."

**Helpless** – "You can stand by **helplessly** as they gut your savings ..."

**Homeless** – "You can't imagine how horrible life on the street is for a **homeless** kid ..."

**Impaired** – "They tested this compound on people with brain circulation so **impaired**, many were already suffering mini-strokes ..."

**Inevitable** – "Why these seven **inevitable** crises virtually **GUARANTEE** you'll be 50% **POORER** by next New Year's Day: Your only hope – take action **NOW!**"

**Locked-in** – "But they are largely oblivious to these **locked-in** trends, and the investments that will soar are selling cheap."

**Maxed-out** – "Oil transportation capacity is **maxed-out!**"

**Mental Decline** – "Loved ones need not suffer **mental decline!** NOT ANYMORE!"

**Naïve** – "These poor **naïve** souls trusted Saloman and Grubman."

**No additional supply** – "OPEC states 'THERE IS **NO ADDITIONAL SUPPLY**.'"

**Nothing** – "Oil Minister Chakib Khelil stated that the OPEC can do **nothing** regarding oil prices ..."

**Numb** – "If your feet get colder more easily, your head is probably growing **numb** too ..."

**Overpowering** – "And **overpowering** prostate cancer with Melatonin?"

**Paralyzed** – "And he was renowned for his work with "hopelessly" **paralyzed** children ..."

**Placed their faith** – "Thousands of men with prostate cancer **placed their faith** in this product ..."

**Pressured** – "I don't **EVER** want you to be **pressured** into having a bypass operation of ..."

**Punch-drunk prizefighter** – "The economic world was already staggering like a **punch-drunk prizefighter** ..."

**Resigned** – "For years, they quietly **resigned** themselves to miseries just like yours."

**Run out of juice** – "Your neurons **run out of juice** ... Yes! Just like a car battery."

**Sacrificed** – "Your retirement is being systematically **sacrificed** on the altar of economic expediency."

**Severe shortage** – "... the **shortage** of refined products is destined to become even more **severe** for years to come."

**Shut down** – "Russian oil giant, *Yukos*, **shut down** 60% of its oil production and prices surged."

**Side-effects** – "Now those **side-effects** are beginning to strike and the doctor has run out

of new drugs!"

**Sleepwalking** – "**Sleepwalking** toward bankruptcy!"

**Slump** – "Gary's sex life and career were in a **slump**."

**Spreading like wildfire** – "Look around you: it's already **spreading like wildfire**. We are also witnessing a surge in business failures."

**Surrender** – "You can **surrender** to those who have vowed to destroy your wealth ..."

**Throw in the towel** – "So frustrated ... you were tempted to **throw in the towel**."

**Trouble-making intestines** – "Do that and you can expect unpredictable stomach and **trouble-making intestines** every day."

**Uphill battle** – "Most investors are destined to fight an **uphill battle** just to stay even with where they are right now."

**Unexplained** – "I strongly recommend Probiotic Advantage if you have **unexplained** GI discomfort."

**Unstoppable** – "Please remember: This tidal wave of personal bankruptcies is absolutely **unstoppable**."

**Unsuspecting** – "Meanwhile, millions of **unsuspecting** investors, blissfully ignorant of how corrupt Washington's budget numbers are ..."

**Unwary** – "You are now the target of what will be the bloodiest slaughter of **unwary** investors ever."

**Unwitting** – "Enron's massive accounting fraud essentially killed the company and cost **unwitting** investors billions – up to 99.9% of their invested wealth."

**War** – "There won't be a **war** going on inside your body that makes you sit in a chair for an hour after dinner and wait for the Battle of the Belly to be over."

**Weak and tired** – "Too many meatless meals can leave your mind feeling **weak and tired** ..."

**When Pigs Fly** – "Gas prices will drop **when pigs fly!** ... So, unless pigs grow wings, you can pretty much count on gas prices soaring."

# 14 It's Time to Kick Back and Relax

While not the most popular emotion in sales copy, relaxation can be a very attractive emotional benefit. It all depends on your product or service. If you're selling vacation packages, travel services, anti-stress supplements, or anything similar — it can be effective to get your prospect to feel relaxed.

In fact, Bill Bonner's famous lead for *International Living* did a fantastic job of stimulating the feeling of relaxation — and in a very seductive way. Here it is:

You look out your window, past your gardener, who is busy pruning the lemon, cherry and fig trees ... amidst the splendor of gardenias, hibiscus, and hollycocks.

The sky is clear blue. The sea is a deeper blue, sparkling with sunlight.

A gentle breeze comes drifting in from the ocean, clean and refreshing as your maid brings you breakfast in bed.

For a moment, you think you have died and gone to heaven. But this paradise is real and affordable. In fact, it costs only half as much to live this dream lifestyle ... as it would to stay in your own home!

See how the feeling of relaxation pervades this famous lead? The desire to relax, especially when coupled with other benefits (like above), can be ultra-effective. This is particularly true when you're able to create such a pleasing and seductive image.

So don't be afraid to use the words below in your efforts to paint pleasing

pictures. They create a very attractive image in your prospect's mind and he associates this desirable feeling and image with your product or service. Of course, there are more words that trigger and enhance the feeling of relaxation, but these are some popular ones from many mainstream mailings.

## Relaxed

**Bliss** – “The **bliss** you'll experience when you bite into this decadent dessert is beyond comparison.”

**Calm** – “The real secret to being **calm** is simply having the right brain chemistry.”

**Chill out** – “Unfortunately, the situation in the Middle East is not going to **chill out** any time soon.”

**Cool** – “Imagine sitting back in your beach chair, cracking open a nice, **cool** beer and watching your bank account go up with each passing hour.”

**Charming ambience** – “These places – with **charming ambience** – are entirely unknown to tourists and not listed in any guidebook.”

**Dreaming** – “**Dreaming** of getting away for a writer's retreat?”

**Drift** – “Many are content to simply **drift** along, not caring where they end up ...”

**Ease** – “And the best part is, you'll do it with startling **ease** ...”

**Fantasize** – “Do you **fantasize** about exotic and luxurious places like the Costa Rican rain forest?”

**Gentle** – “Imagine the **gentle** breeze gliding across your face.”

**Imagine** – “**Imagine** how amazing you'll feel as the money starts to roll in.”

**Meditation** – “So now, what has taken her over thirty years to accomplish using **meditation** and many other modalities is available to you in one remarkable program ...”

**Oasis** – “Dr. Oakes has created

a magical **oasis** of healing and regeneration.”

**Paradise** – “But this **paradise** is real. And affordable.”

**Peace and quiet** – “I write from a little cottage, steps from my house, where I'm surrounded by **peace and quiet**.”

**Poise** – “Are you **poised** to get to the finish line first?”

**Refreshing** – “This **refreshing** beverage is just one of hundreds of amazing recipes you'll receive — FREE!”

**Serenity** – “With this new program, **serenity** is only minutes away.”

**Sit back** – “We make the picks — all you need to do is call your broker and then **sit back** and watch what happens.”

**Soothing** – “The **soothing** sounds of the CD will put you in an optimum state for sleep.”

**Sweet Spots** – “Mexico's most undervalued **sweet spots**. Here are the secret mountain hideaways ...”

**Tranquil** – “Where to find the most pristine and **tranquil** beach in Europe ...”



## When Your Prospect is Down in the Dumps, Do This ...

It's one of the most unpleasant of all human emotions. We avoid it whenever possible. And yet, sadness can play a powerful role in motivating your prospect to take action on your offer.

Sadness is not as commonly used as fear or anger, and there's a reason for that. Sadness and feelings of depression are less actionable. Think about it: When people feel sad, they're in a very low-energy state and just lay around moping and feeling sorry for themselves. They're not likely to quickly jump to action on something.

Now compare this to fear or anger. When someone is afraid (not so afraid that he feels paralyzed), this person will often act in a split second, without giving it much thought.

Or imagine this: There's somebody who doesn't have enough money to pay his or her bills. If this person is afraid of getting kicked out, he'll probably look very aggressively for things he can do to get the money and remove the cause of this fear. But if he's purely sad about not having enough money to pay, he probably won't do anything. He'll just feel down and depressed.

It is the same with anger. If somebody is angry about their child not getting a good education at his public school, he's very likely to actually do something about it. But not if he's sad or depressed.

So when DO you want to use this emotion? You can use it to create a strong contrast between the bleak state your prospect is currently in (or is at risk of being in) and the very positive place he'll find himself in once he sends for your product. This contrast makes your positive benefits seem that much more appealing and attractive.

Here's an example from a health package:

If you think it's tough losing 20 pounds, just imagine how desperate Fred felt. "Nobody wanted to hire me because of my size," he recalls. "Although I did get a job in a movie with Robert DeNiro ... I played JoJo the whale."

Audiences may have laughed, but there was nothing funny about it. Fred was 175 pounds overweight and it was literally crushing the life out of him. "I was months away from death," he says. "I had congestive heart failure. I was retaining water, vomiting blood ..."

"I couldn't lie down anymore because of water crushing my lungs ..."

"I tried every diet you could name, [but] I never could stick to it!"

Yet thanks to Dr. Gary Null, Fred's entire life turned around in a flash ...

**In 9 months, Fred lost 175 pounds without counting calories, carbs, or fat ...**

And as soon as you learn Fred's secret, you'll never have to "diet" again.

REALLY? Yes! You'll learn what Fred did, starting on page 170 of your FREE-Preview copy of *Bottom Line's POWER AGING*.

In this example, the transformation seems especially powerful and emotionally potent, because Fred went from such a sorry state to success. That's how it's so often used — and this sad-to-happy process is the crux of the many "before and after" testimonials that you see in all avenues of direct response.

Also, you can use sadness as a bridge to the more actionable negative emotions. When somebody is sad about something, they may not necessarily be aware of the cause. If you can show them what's creating their sadness, create an enemy out of this thing, and then arouse their anger and frustration for that enemy — look out! You'll be converting the less actionable emotion of sadness into the VERY actionable emotions of anger, frustration, revenge, and more, setting yourself up for an emotional windfall.

This is a very high level skill, something that guys like Clayton do almost unconsciously at this point. But it won't come easy at the start. You'll need to study winning promotions and get good at using the right words, at the right times. Of course, this chapter is the perfect launching pad!

### Sadness

**Bitter pill to swallow** — "I know that's a **bitter pill to swallow**. After all, you already saw the AVERAGE S&P 500 stock drop 9.3% in 2000 ..."

**Broken heart** — "On September 11, a handful of fanatic terrorists **broke America's heart**."

**Darkened** — "Depression **darkened** Sandy's life for 10 long years."

**Depressed** — "Dr. Mark Stengler has found that severely **depressed** people almost always have low levels of Compound S!"

**Devoured** — "Month after month, depression **devoured** her life."

**Died broke** — "Famous author

earned millions but **died broke.**”

**Down in the dumps** – “Daisy was so **down in the dumps**, she could barely drag herself through the day.”

**Fatal** – “But that’s only the beginning of the agony for this school of dolphins on this **fatal** morning in the Eastern Tropical Pacific Ocean.”

**Gloomy** – “Got a **Gloomy Gus** in your life? Do him the world’s biggest favor and show him the secret on page 134 ...”

**Grieve** – “... we continue to **grieve** for our fallen countrymen and women.”

**Loneliness** – “Overcoming **loneliness**. Don’t let it complicate your life.”

**Lost** – “When Michael **lost** his wife, the pain was more than he could bear.”

**Medical miseries** – “And let him show you how to shrug off your **medical miseries** in a matter of minutes ...”

**Make depression worse** – “Antidepressants that **make depression worse** when taken with St. John’s Wort”

**Never enough joy** – “One of Dr. Oakes clients, Isabelle, grew up in a family where there was never enough — never enough nurturing, never enough money, **never enough joy.**”

**Postpartum blues** – “**Postpartum blues** can be devastating. But guess what? Childbirth can deplete your supply of the brain nutrient Choline.”

**Took a nosedive** – “When her relationship went on the rocks, her emotions **took a nosedive.**”

**Tragedy** – “All the fundamental weaknesses that triggered the stock market **tragedy** ...”

**Tragic** – “So why have several hundred of these beautiful, graceful,

intelligent creatures been killed on this **tragic** morning?”

**Trapped** – “The terrified dolphins become **trapped** in the net and many are crushed alive in the ship’s power blocks.”

**Woes** – “Water Filter **Woes**: Most water filters aren’t worth the plastic they’re made of ...”

# 16 How to Make Your Prospect Feel Safe and Secure

Few copywriters ever consider the emotional need for security, and yet it's one of the single most crucial factors in the success of almost any promotion. In the financial arena, it's especially powerful and Clayton used it to take Martin Weiss from a small financial publisher to the #1 newsletter in the industry in the late 1990s and early 2000s.

How did he do this? By positioning Dr. Weiss as the #1 guardian of investor safety. His newsletter service was called the *Safe Money Report* and all of his premiums and features were centered around helping the investor to protect and insulate his wealth, and then rake in safe yet substantial profits.

At a time when so many investors were feeling uncertain, frightened and distrustful of Wall Street, the feeling of safety and security couldn't have been any more powerful. Clayton used many of the words below to harness this amazing emotion and leap ahead of his competitors.

So what makes the feeling of security so appealing? The primary reason is that security is the opposite of fear. In many ways, you could say that security is the antidote to fear because the more secure somebody feels, the less afraid they'll feel.

Fear is so often a dominant emotion in the health, investment and other markets — promising and proving that your product will deliver the emotional benefit of increased security is always, ALWAYS powerful.

There's another crucial reason to make security part of every single promotion you ever write: It's the emotion that RELIEVES RISK! As a successful copywriter and direct marketer, you already know that you need to relieve your prospect's feeling of risk. The most common and practical way to do this is through your guarantee. But the most overall effective way to do this is to trigger

the emotions of security in your close ... your guarantee ... your order form and everywhere else you can. If you do this right, your prospect will feel very safe about ordering. You're removing one of his chief barriers to action and thereby increasing chances of him actually responding.

Also, as you go through the list that follows, notice that many of the words in this section are used in proof/credibility copy. That's another crucial thing to realize about the emotion of security — namely, that the goal of those elements is to make your prospect feel *safe*. When he feels you're telling him the truth and that your product is legitimate, he'll feel secure and will be able to trust you. This is absolutely essential to him buying.

Here's an example:

His name is Stephen Leeb. Leeb is the author of the best-selling investment books, *Defying the Market*, *The Oil Factor*, and *The Coming Economic Collapse*. He was also the editor for 13 years of the largest financial investment newsletter in the world, *Personal Finance*. And has been repeatedly rated as the top market timer by the major U.S. rating services.

These services have repeatedly ranked him one of the best — even for periods spanning half a decade. This puts Leeb in a category all of his own. Few advisors are lucky enough to shine in the #1 spotlight for even a year. But Leeb has shone year after year. His predictions, his recommendations

and his insights have been spot on — again and again. It's probably why he is quoted almost monthly in prestigious publications from the *Wall Street Journal* to *Business Week* ... from *Forbes* to *USA Today*, and why he is asked to appear regularly on popular financial shows and channels like CNN, CNBC, Bloomberg and Fox News.

As you can see from this example, the writer is building the credibility of the editor. This causes the reader to trust and believe what he's saying as *true*. The end result is that the prospect feels safer and more secure in ordering. Without adequate creation of these feelings (as Clayton likes to call the "safety sale") — his skepticism and fear of risk will often be too significant to take action. It just won't feel right inside.

But when you USE these words and sentences, peppering them throughout your credibility sections ... your guarantee ... your close ... your order form and anywhere else they fit ... you can't help but remove your prospect's resistance and doubt about the benefits he'll receive.

So do yourself a favor and master these words — your response numbers will thank you for it!

## Security

**100%** — "A 100%, No-Strings-Attached, Four-Way Guarantee ..."

**#1** — "Our newsletter was ranked #1 by *Hulbert Financial Digest*."

**Accurate** — "Having the world's most accurate stock ratings is kind of like having X-ray vision."

**Again and again** — "Again and again, this simple strategy has spun off returns of up to 450% for savvy investors."

**Ancient** — "An ancient herbal blend

that traditional Chinese healers have relied upon for centuries for keeping their eyes sharp.”

**Awarded** – “We’ve been **awarded** the best investment advisory service in the U.S. for the last 20 years.”

**Backed** – “It’s safe, **backed** by decades of solid research, and boy is it ever cheap.”

**Back-tested** – “And then, as patterns began to emerge, I **back-tested** each one back as far as 1929.”

**Bankable** – “Over the years, I’ve demonstrated that my advice is **bankable**.”

**Battle-hardened** – “So I’m showing you an approach that is **battle-hardened** in every type of market for two decades.”

**Best-selling** – “He’s the author of four different **best-selling** books in the investment field.”

**Bulletproof** – “**Bulletproof** legal protection: Just \$12 per month!”

**Cancel anytime** – “PLUS, you can **cancel anytime** thereafter for a FULL REFUND on the unused portion of your subscription.”

**Candid** – “Are you using the best insulin preparation? Here’s a review of the leading insulins and a **candid** analysis of what they can and cannot do.”

**Carefully tested** – “I know they may sound impossible, but I’ve **carefully tested** them all.”

**Century-old** – “Soft-spoken analyst masters, then perfects this **Century-old** Timing System ...”

**Completely convinced** – “You must be **completely convinced** that this service will save you or make you at least \$5,000 in the next 12 months – or I’ll rush you a full refund!”

**Comprehensive** – “... ensuring that every senator on the Hill has documented proof of the abuses and a **comprehensive** outline of the solutions at their fingertips.”

**Conflict-of-interest-free** – “... one-hundred percent objective, **conflict-**

**of-interest-free** economic analysis, investment ratings and wealth-building advice carefully crafted to get you safely through this impending catastrophe ...”

**Confirmed** – “Researchers at the University of Wisconsin have now **confirmed** the incredible power of this discovery.”

**Correctly** – “Martin Weiss, Ph.D. – the analyst who **correctly** forecast ... The Great Tech Wreck of 2000 ... The Blue Chip Bust of 2001-2002 ... The Gold Stock Bonanza of 2002-2003 ...”

**Crash-proof** – “Your second bonus: *How to **Crash-Proof** Your Investment Portfolio ...*”

**Credentials** – “... and yet each has exactly the kind of **credentials** that turn Wall Street analysts, money managers and institutions GREEN with envy!”

**Crusade** – “... and urges investors to join him in a nationwide **crusade** to demand full and fair disclosure from public companies.”

**Dead-locked cinch** – “... exploding demand for oil and shrinking supplies are a **dead-locked cinch!**”

**Decades** – “For nearly two **decades**, I’ve been dispensing life-enriching health advice to nearly a million subscribers.”

**Demonstrate** – “May we **demonstrate** how much you can make your profits multiply up the profit ladder?”

**Fact** – “Then we examine everything that is known FOR A **FACT** about the best company’s stock.”

**Earned the respect** – “*Poets & Writers* have **earned the respect** and support of national and state arts agencies ...”

**Earn trust** – “You have to **earn** a person’s **trust** before you can earn his or her business ...”

**Ensure** – “The only way to **ENSURE** your place in *ENERGY WINDFALL TRADER* is to call ...”

**Exhaustive** – “Both have been

thoroughly proven in **exhaustive** University studies ...”

**Expert** – “You’ll be the **expert** in the use of each new treatment, and you’ll see exactly why it works, because I’ll fully brief you and your entire family in plain English ...”

**Extra protection** – “Your eyes get a dose of **extra protection** from UV rays ...”

**Evidence is overwhelming** – “**THE EVIDENCE IS SIMPLY OVERWHELMING** ... These are so impressive that I have come to regard them as among the best-kept secrets in medical science.”

**Fairer** – “What could be **fairer**? You risk nothing. You pay nothing.”

**Featured** – “Dr. Weiss has recently been **featured** in many other local and industry newspapers and periodicals from coast to coast ...”

**For any reason** – “All your money back. Any time. **For any reason.** Period.”

**Four-way** – “A 100%, No-Strings-Attached, **Four-Way** Guarantee”

**Fundamentals** – “The sum total of those companies’ revenues and earnings, cash and debt and other critical **fundamentals** gives us a graphic picture of how healthy (or sick) the economy and stock market really are.”

**Good-bye to risk** – “Say **good-bye to high risk!**”

**Guarantee** – “And **guaranteeing** that your life is filled with sex, love, and intimacy.”

**Guaranteed ... or it’s Free** – “Real Wealth is **Guaranteed** to save you or make you a minimum of \$5,000 ... **or it’s Free!**”

**Guard your money like a junkyard watchdog** – “You’ll get a wealth of tools that will **guard your money like a junkyard watchdog.**”

**Guardian** – “America’s #1 **Guardian** of investor safety since 1971.”

**Hang your hat on** – “... this is



proprietary advice you can **hang your hat on!**"

**Hardest-working** – "This is by far, the **hardest-working** money-saving tool any investor could have now."

**Haven** – "The world's up-and-coming tax **haven** is now yours ..."

**He's the man** – "When it comes to herbal formulas, **HE'S THE MAN.**"

**Honest** – "An **honest-to-God** shortcut to launching the longest drives ..."

**Indestructible** – "Buy cultural icons: They are **indestructible.**"

**Indisputable proof** – "He's mastered the art of overwhelming evidence – a technique of providing **indisputable proof** that your service or product can deliver its promise."

**Inflation-proof** – "**Inflation-proof** your government bonds ..."

**Insulate** – "Help me **insulate** my money and grow up to 1000% richer In The Great Stock Panic of 2002!"

**Ironclad** – "My **ironclad**, 100% satisfaction guarantee means you have absolutely nothing to lose."

**Island of sanity** – "An **island of sanity** in an insane market."

**Keep** – "And then you can **keep** everything you have received – FREE!"

**Leading** – "America's **leading** news organizations – and even the U.S. Congress – turn to Dr. Martin D. Weiss for 100% objective, conflict-of-interest-free analysis and advice!"

**Leading authority** – "The breakthrough medical report from Michael Cutler, M.D. – **leading authority** on better health and faster healing ..."

**Lifetime membership** – "Your savings in just ONE year will easily exceed the cost of the entire **lifetime membership.**"

**Lion's share** – "Put the **lion's share** of your money into a portfolio designed to safely deliver substantial returns WITHOUT exposing your

core holdings to risk ..."

**Longest-running** – "His weekly Options Hotline e-alert is one of the **longest-running** option advisory services available."

**Long-term** – "Restore your **long-term** financial security."

**Money-back** – "Plus, the fairest **Money-Back** Guarantee anywhere!"

**Minimum risk** – "Prudent investor's guide to maximum yields with **minimum risk.**"

**Must be delighted** – "You **must be delighted** with your profits, or simply call and cancel your subscription at any time in your first year for a FULL REFUND on your subscription."

**Never lost money** – "With a conservative portfolio that has **NEVER lost money** in any year for more than three decades ..."

**Nobel Prize pedigree** – "This solution is our only hope against tomorrow's plagues and it's also the only one with a **Nobel Prize pedigree.**"

**No-nonsense** – "You get all my **no-nonsense** investment recommendations."

**No-questions-asked** – "Simply return it ... there will be **no questions asked**, and no hassles."

**No-risk** – "It's yours free with a 2-year, **no-risk** trial subscription."

**No-Strings-Attached** – "A 100%, **No-Strings-Attached**, Four-Way Guarantee"

**Objective** – "This is your only independent, **objective** warning of the riskiest stocks and mutual funds that could torpedo your portfolio."

**Official** – "IT'S OFFICIAL: *SAFE MONEY REPORT* by Martin Weiss, Ph.D. is the #1 top performing newsletter for the period of March 2002 – February 2003"

**Outlines** – "Dr. Weiss **outlines** the abuses unsuspecting investors are suffering at the hands of trusted brokers."

**Painless** – "These secrets make

investing simple and **painless.**"

**Personally checked** – "You'll be secure in the knowledge that I've **personally checked** all these therapies for safety and effectiveness ..."

**Positive** – "We're so **positive** that *The Best of Diabetes Self-Management* will make a difference in your life ..."

**Preserved** – "I show you how you can make sure YOUR money isn't frozen and your invested wealth is **PRESERVED** as these events unfold ..."

**Prestigious** – "His name and insights are continuously mentioned in some of the most **prestigious** publications in the world."

**Privacy** – "Your copy will be shipped quickly in a discrete unmarked carton for maximum **privacy.**"

**Private** – "This remarkably **private** investment is easy!"

**Pro** – "Ever wish you could hire a **pro** to show you the ropes? Now you can!"

**Protecting** – "Thanks for **protecting** us! Most of our friends have lost their money."

**Protection** – "My Total **Protection** Package gives you everything you'll ever need to grow your wealth safely and without risk ..."

**Rated #1** – "**Rated #1** Top Performing Investment Newsletter for the Period of March 2002 to Feb 2003!"

**Rave reviews** – "**Rave Reviews** for Advanced Artery Solution!"

**Real-life** – "72 **Real-Life** Health Miracles from the People who LIVED Them!"

**Refund** – "If for any reason you are not satisfied with ... you can get a FULL **REFUND.**"

**Reliable figures** – "The most **reliable figures** show that vegetarians die younger ..."

**Reliably** – "You could have kept your serious money safe in conservative investments that **reliably** DOUBLED

YOUR WEALTH every six years ...”

**Remarkable reputation** – “I’ll tell you more about Dr. Oakes in a moment, but first let me tell you a true story that dramatically demonstrates how she built her **remarkable reputation.**”

**Research** – “I want to tempt you with 10 – yes 10 – FREE investment **research** reports plus a GIVEAWAY discount on the #1 investment advisory in America.”

**Respected** – “One of the nation’s most **respected** business magazines writes: Those who followed Dr. Weiss’ advice would have sidestepped the bursting of the equity bubble ...”

**Respect your privacy** – “We **respect your privacy.** We never share any of your information with anyone ...”

**Resounding** – “Now that clinical trials have proved him **resoundingly** right ...”

**Rescue** – “I created my **Rescue** Retirement Library to help you weather this storm with your wealth intact.”

**Right timing** – “With the **right timing**, an investor buying the right put options on Enron could have made up to 20 times more than investors who merely shorted the stock ...”

**Safe** – “**Safe Money Report** – the Uneasy Investor.”

**Safe alternative** – “... a **safe alternative** to an aspirin a day.”

**Safely** – “Together, we will keep your wealth **SAFELY** growing.”

**Safest** – “The **safest** country in the world ...”

**Safety** – “Yes. I’m a stickler for **safety.** My serious money is in savings vehicles.”

**Safety in numbers** – “Partly, it’s an issue of the fact that there’s **safety in numbers.**”

**Scrutinized** – “There are helpful charts and three of America’s most carefully **scrutinized** and influential

investment columns.”

**Secure** – “We’re safe and **secure**, the Weiss way!”

**Shield** – “Nature’s remarkable “**shield**” for your eyes ...”

**Slash and eliminate risk** – “I will help you **slash and eliminate risk** now.”

**Solid** – “My money is in **solid** investments with real, intrinsic value.”

**Sound** – “But in the *SAFE MONEY REPORT*, you get **sound**, conflict-of-interest-free money-making insights and advice you can hang your hat on!”

**Spot on** – “Of course, my analysis was **spot on** — AGAIN. And millions of unsuspecting investors got fleeced — AGAIN.”

**Staying the Course** – “By focusing on 4 key organizational building blocks, making sweeping changes, and **staying the course ...**”

**Stop worrying** – “**Stop worrying** about incredibly frightening cancer myths – right now!”

**Survival** – “Emotional **survival:** How to avoid feeling horrible ...”

**Take control** – “Or you can **TAKE CONTROL** of your investments – and get the guidance and advice that keeps your money safe and introduces you to investments that are already soaring 99% ...”

**Take the guesswork out** – “... when you can **take the guesswork** out of stock selection ...”

**Trust** – “You can **trust** these ratings. I never accept a dime from companies I rate.”

**Trustworthiness** – “For expertise, lucidity, thoroughness, and **trustworthiness**, you can’t beat the Dolans!”

**Ultra-low-risk** – “I introduce you to the **ultra-low-risk** vehicles and strategies that can give you ultimate peace of mind ...”

**Unambiguous** – “**Unambiguous**

signals for every *Real Wealth* investment ...”

**Unconditional** – “**Unconditional Money-Back Guarantee**”

**Unhedged** – “America’s #1 daily investment journal often turns to Dr. Weiss for clear, **unhedged** analysis of the day’s economic and investment events.”

**Will cost you nothing** – “If I don’t make you money, the full year of *Safe Money Report* **will cost you nothing**”

**Without further obligation** – “I want you to keep everything you’ve received from me **without cost or further obligation.**”

**Without losing sleep** – “Lock in your richer retirement **without losing sleep** at night!”

**Without risking a penny** – “You can learn this astonishing secret ... **without risking a penny.**”

**X-ray vision** – “Having access to these exclusive secrets is kind of like having **X-ray vision.**”

**Year after year** – “**Year after year**, these nutrients have worked for pain-ridden joint sufferers — giving them the freedom and mobility they’d always dreamed of!”

**Zero-risk** – “This guidance is yours **FREE** with your **zero-risk** trial subscription to *Emerging Growth*, the #1-rated investment advisory for the last 20 years.”

# 17 One of the World's Most Underrated Motivators ...

Shame is one of the lowest emotions human beings can experience. Very little in life feels as unpleasant as the experience of shame — and this makes it something most people try to avoid at all costs.

But this also makes shame extremely effective to use in your copy, because your prospect has such a powerful incentive and tendency to move away from it. If you can tap into the shame he feels (or has felt), and then offer him a way out — you've got massive potential for a winner on your hands.

You'll find shame quite often in the health market. So many patients have felt humiliated and shamed with the problems they've experienced ... men with the lack of potency or women with embarrassing symptoms of menopause ... and so much more. This shame is often magnified by the lack of compassion and empathy that the medical establishment displays for these conditions.

Here's an example:

Blindly following a mainstream doctor's orders cost me a fortune ... mutilated my body ... and nearly killed me.

When I became a physician, I trusted my doctors even more and continued to take my drugs without hesitation.

But I was not getting well. In fact, my bowel and intestinal problems got worse. So bad that doctors said my only cure was drastic colon surgery that left me wearing a diaper at night — and I was only 33 years old!

It was only later on in my life that

I discovered that thousands of other patients who had suffered from the same digestive disease had found a better way: They had cured themselves — using nothing more than a few simple dietary changes and a handful of all-natural supplements!

I was blown away: the years of living with pain ... pumping dangerous drugs in my body ... and the life-altering colon surgery that put me in a diaper at the age of 33 were completely unnecessary.

The emotional pattern in this example is very indicative of what you see (and can create yourself!) in promotions of your own. You present a shameful, humiliating experience with which your prospect can identify — and then you provide the solution that worked to relieve this shame and help him attain the health he's always dreamed of!

This also works in other markets. The feeling is such a strong attention grabber that copywriters like John Carlton have successfully used words like "humiliate" with unbelievable success in the golf market, of all places. Everyone wants to know how a fat, out-of-shape, old golfer consistently *humiliates* stronger, fitter, younger opponents.

As you study your prospect, look for places or situations where your prospect may feel ashamed or embarrassed. Maybe it's the fact that his kid is failing his math class ... or that his business might go under and his family will lose their house ... or his stocks will crater and the retirement he planned would be destroyed. You get the point.

Once you find the right situation use these words to trigger this feeling and then position your product or service as a way to release this miserable feeling.

Make your product the happy antidote. Done properly, this works like absolute gangbusters!

### Shame

**Abuse** — "Children living on the streets — the majority of whom are running from sexual, physical, and emotional **abuse**."

**Accusations** — "And Cendant has been slammed with **accusations** that it overstated its earnings by a mind-blowing \$100 million."

**Ashamed** — "I felt **ashamed** leaving his office — almost like I'd been violated."

**Background noise** — "Others have to put up with the constant, nagging **background noise** of an unhappy stomach."

**Bad press** — "St. John's Wort is suddenly getting **bad press**. Many are saying it does next to nothing ..."

**Bad rap** — "But that doesn't mean they deserve the **bad rap** they've been given."

**Bail you out** — "WARNING: If you think the FDIC will **bail you out** when your bank fails, think again!"

**Biggest losers** — "... plus the **biggest losers** in the new digital age."

**Blah sex life** — "BLAH SEX LIFE? This secret can even double your sex appeal!"

**Blunders** — "... PLUS, how avoiding these common **blunders** could make you richer than Midas in 2004-2005."

**Broke** — "No wonder huge companies are going **broke** left and right!"

**Broken** — "Depositors — most of whom never dreamed they'd be **broken** by a bank panic — lost MILLIONS!"

**Cardinal sins** — "The two '**cardinal sins**' that sentence you to lower profits than you deserve — and could cost you everything in the next 12 months."

**Castration** — "Men are not only



getting feminized, we're being subjected to a slow and potentially deadly chemical **castration**."

**Degraded** – "The street takes away their pride. They feel ashamed, manipulated, and **degraded**."

**Default** – "Mark my words: When corporations start **defaulting** en masse ..."

**Delinquent** – "More Americans are **delinquent** on credit card payments than at any other time in U.S. history."

**Desperate** – Millions of families will dump nearly everything in a last, **desperate** attempt to get their hands on cash."

**Embarrassingly** – "**Embarrassingly** simple secret instantly unleashes the explosive power hidden in your tee shots ..."

**Erectile Dysfunction** – "If you suffer from **erectile dysfunction**, it's most likely related to your level of testosterone."

**Feminize** – "The '**feminizing**' properties of these products is something most guys never consider."

**Fired** – "Alice felt so run-down every morning – she was about to get **FIRE**D."

**Gullible** – "Scores of big brokers, hundreds of money managers and millions of **gullible** stock market sheep come to you, hat in hand, **BEGGING** you to sell your stocks to them."

**Hall of Shame** – "Are YOUR stocks in this corporate **Hall of Shame**?"

**Hangover of the century** – "America will wake up in the morning from the **hangover of the century**. And it won't be from the champagne."

**Huge embarrassment** – "So it's a very convenient dumping ground for bad numbers that might otherwise be a **huge embarrassment** to a lot of people ..."

**Humiliation** – "... the **humiliation** of 'dowager's hump,' or the constant

fear of falling that haunts every older woman ..."

**Indignities** – "Don't let your loved ones suffer these painful **indignities** one more day."

**Inhumane** – "But perhaps you are wondering why all this **inhumane** brutality is still going on, because, after all, Congress passed the Marine Mammal Protection Act in 1972."

**Lab rat** – "You're not a **lab rat** for health fads or politically correct flag wavers."

**Laggards** – "We will scientifically pre-identify the **laggards** and then dump them."

**Lawsuits** – "Everything is about to be exposed: And this includes updates on corrupt broker practices and arbitration **lawsuits**."

**Losers** – "Prune **losers** from your portfolio before they hurt you."

**Lose your job** – "If this keeps up, you can **lose your job** ..."

**Mistake** – "Are you and your doctor making these **mistakes** with your multivitamin?"

**Mortality figures** – "And I am personally horrified to hear such phrases being used as 'body count,' 'kill quota,' and '**mortality figures**.'"

**No Clue** – "And **no** one on Wall Street even has a **clue**."

**Pathetic** – "I've never seen so many US corporations in anything like the pitiful, **pathetic**, dangerous shape they're in right now."

**Pointing the finger** – "I'm not **pointing the finger** at you. I'm saying that the problem is very, very common."

**Poking and prodding** – "Yet it's invisible to all those machines they've been **poking and prodding** you with."

**Potency problems** – "The fact is, in most men and women, sexual **potency problems** are psychological in nature

and can be treated with education or therapy."

**Problem** – "No-**problem** bowel movements, even if you're traveling."

**Resignations** – "This is the highest level of forced **resignations** we have seen!"

**Rotten apple** – "The '**rotten apple**' stocks that had a Weiss Investment Rating of 'E' were five times more likely to decline in value than the average stock awarded my best rating ..."

**Ruined financially** – "He left her for a younger woman, and in a contentious divorce, **ruined her financially**."

**Sentenced** – "And take back your life at any age – even if doctors **sentenced** you to life in a walker."

**Shakiest** – "25 'household name' corporations with the **shakiest** balance sheets and most vulnerable stocks."

**Shame** – "**Shame** on you, USDA! Bureaucrats cave in to food lobbies – AGAIN!"

**Shenanigans** – "And the fund has never been involved in any trading **shenanigans!**"

**Stuck holding the bag** – "And as both consumers and companies fail, who do you think is going to get **stuck holding the bag?**"

**Struggling** – "It wasn't long ago that I was **struggling** to earn a living ... jumping from one job I hated to another I hated more ..."

**Stumbles** – "Pathetic research geek accidentally **stumbles** upon secret that can make you millions!"

**Turn you into a woman** – "Modern politically correct medicine is trying to **turn you into a woman!**"



# 18 The Unparalleled Power of Surprise!

If you ever run an Internet search on emotions, you'll see that surprise is often considered one of the prime human emotions. It's natural for us to have our attention grabbed and captivated by anything surprising. This is what makes this emotion so powerful in sales copy.

Since such a big part of direct response success hinges upon grabbing your prospect's attention — your ability to surprise your prospect is often worth its weight in gold.

That's what makes these words so valuable!

Here's an example:

Amazing Discovery in Holy Land

Brings Artery Victims Back to Life

INSIDE: Let medicine's most acclaimed cure-hunter show you the shockingly covered-up truth about:

- Pain-Free Forever — In 5 Hours.

Predicted on "Star Trek" and now it's for real! Joints, backs, even damaged hearts healed at warp speed ... page 16

- Nobel Prize winner's "Hail Mary Cure" compliments any conventional cancer treatment and beats them all — then gets hushed up!

- The overnight obesity cure that giant food firms are covering up ... page 6.

So many of the most successful headlines in this industry have tapped into this feeling and that's where you'll get the most benefit from these words. But carefully inserted moments of surprise are valuable throughout your entire promotion. It's a great way to continually maximize your prospect's

attention and interest. Do this effectively and you'll keep him reading all the way to the order form.

Remember, one of the biggest frustrations people face on a daily basis is boredom. We work the same job, eat the same food, drive the same car, have the same conversations — and we're absolutely bored to tears.

That's the BAD news.

But the good news is that the feeling of surprise is — in many ways — the *perfect* antidote to boredom. Surprise makes life fun and interesting. Even if only for a split moment. And if you can surprise your prospect with an eye-opening headline and then keep surprising him with the amazing benefits, iron-clad proof and all the exciting possibilities that await him — you're on your way to creating a river of gold for yourself and your clients.

These words will get you started on mastering the art of surprise, a priceless skill for marketers in any industry.

## Surprise

**5,000 Year-Old Secret** — "The **5,000 Year-Old Secret** to healthy eyes ..."

**All over the world** — "At last, one convenient supplement that combines healthy vision breakthroughs from **ALL Over the World!**"

**Amazingly** — "... even more **amazingly**, she attracted — you guessed it — \$8 million."

**Astonishing** — "**Astonishing** vision breakthroughs from around the world"

**Baffles** — "An ancient herbal blend that **baffles** the medical experts!"

**Believe it or not** — "**BELIEVE IT OR NOT**, Ted and Barbara attest this can even *improve your vision.*"

**Blind spot** — "Vision Nutrient **Blind Spot!**"

**Blown away** — "Where's this doctor been all my life? I am **blown away!** It works!"

**Bowled over** — "And his wife is

**bowled over** that he's driving, helping her cook and clean and even doing the grocery shopping!"

**Breeze** — "Meals so simple to prepare, clean-up's a **breeze.**"

**Cinderella** — "To balance the budget, a **Cinderella** provision magically brings the full tax back to life on January 1, 2011."

**Dazzle** — "**Dazzle** them with Smoked Turkey Carbonara!"

**Discover** — "Surprisingly, I **discovered** the secret to great digestion in Japan"

**Discreetly** — The readers of this **discreetly** (one is almost tempted to say reluctantly) publicized newsweekly include presidents (of countries, banks, universities and Fortune 500 companies) ..."

**Dropped away suddenly** — "My fatigue **dropped away so suddenly**, I felt like I had shucked off a 50 pound backpack"

**Eye-opening** — "*Time* magazine turns to Martin Weiss for insights and **eye-opening** independent research on the legal mess surrounding medical malpractice insurance."

**Great stuff** — "This is **great stuff!** It's the only thing that helped!"

**Hidden** — "Embarrassingly simple secret instantly unleashes the explosive power **hidden** in your tee shots ..."

**Little-known** — "Why some patients are given favored status in hospitals ... almost **preferred treatment**. This **little-known** information could save your life."

**Jaw-dropping** — "The source of their **jaw-dropping** power is invisible to anyone watching them."

**Just a few hours** — "Many feel the first effects in **JUST A FEW HOURS ...**"

**Mind-blowing** — "I'm talking about **mind-blowing**, awe-inspiring changes that makes the seemingly impossible — possible!"

**Mind-boggling** – “World’s most **mind-boggling** benefits for pensioners ...”

**Miraculous** – “**Miraculous** estate-planning tool provides generous income for you, and all your loved ones ...”

**Mystery solved** – “**BACK PAIN MYSTERY SOLVED** and beat by a simple lactose pill!”

**Never dream** – “They’ll **never dream** it’s GOOD for them!”

**Phenomenon** – “This is a truly interrelated **phenomenon** – something that is operating at a level far beyond human logic and reasoning.”

**Preposterous** – “**Preposterous**, yes, but please give me 10 minutes of your day and I’ll explain how you could walk away a lot richer.”

**Rewriting all the books** – “It’s **rewriting all the books** about Cortisone and Arthritis.”

**Secret** – “Alarmingly powerful **secret** instantly boosts your response by 300% or MORE ...”

**Sensation** – “15 Minute Taste **Sensation**”

**Sensational** – “My **sensational** new book will give you an automatic, effortless, computer-like memory in as little as a week!”

**Sharper** – “The text looked **sharper**, almost like I had gotten new glasses.”

**Shocker** – “Your BORN AGAIN heart **shocker**: Every cell in your heart is replaced every 30 days.”

**Shocking** – “This is truly **shocking** news for anybody that’s been taking Glucosamine ...”

**Sneak preview** – “Plus, I’m convinced that’s just a **sneak preview** of the profits that lie ahead.”

**Staggering** – “**Staggering**, 453% gains were realized in only 5 weeks!”

**Startling** – “Full details about this **startlingly** easy breakthrough and how to use it may be found in Dr. Williams new LIFESAVING

LIBRARY OF ALTERNATIVES ...”

**Stunned** – “Ted’s a doctor himself, but even he was **stunned** by what happened to his vision ...”

**Stunning** – “**Stunning** research about a nutrient your eyes desperately need ...”

**Surprising** – “(And other **surprising** secrets you’re not supposed to know.)”

**Surprising link** – “The **surprising link** between blood sugar levels, sleep, and energy ...”

**Thrill** – “... But imagine his **thrill** when his eyesight suddenly got sharper and clearer.”

**Transformations** – “While Isabelle’s case IS extreme, witnessing astonishing **transformations** isn’t unusual for Dr. Oakes.”

**Turning point** – “Are you ready to powerfully transform your life? If so, this letter will be your **turning point** ...”

**Unbelievable** – “And the best part is, this **unbelievable** new breakthrough will cost you nothing.”

**Under the radar** – “We scour our worldwide network of insider contacts looking for **under-the-radar** investment opportunities ...”

**Unexpected benefits** – “**Unexpected benefits** of smooth digestion wait just around the corner ...”

**Unexpected turn of events** – “... whether you need long-term care years from now, or an **unexpected turn of events** puts you out of control tomorrow.”

**Utterly fascinating** – “Become not just smarter but, **utterly fascinating** to everyone you meet ...”

**Wonder** – “The Chinese **WONDER** for sharp vision!”

# 19 Don't Dilly Dally ... Time's a Wastin'!

Urgency is not something you'd typically think of as an emotion. But there's a distinct feeling to it. I've included it here in this book because it's a feeling you absolutely **MUST** know how to trigger for maximum response.

Most of the words and sentences you'll find in this chapter come from closing sections — because that's where the feeling of urgency is most crucial. The goal of your close is to get your prospect to feel like **NOW** is the moment to act. If he delays even a moment, he risks losing out on the opportunity of a lifetime.

Let's look at an example:

But as if this weren't reason enough to sign up for Outstanding Investments, consider this: The single most significant event in commodities investment history — Petrocalypse — is coming. It's inevitable. In fact, it has begun already, as I've just shown you ...

And if you aren't among the lucky informed few who are making huge sums of money on it (like members of my Outstanding Investments advisory), you'll be spending huge sums of money on its effects, I guarantee it.

So sign up for Outstanding Investments today, before "Petrocalypse Now" is splashed all over the headlines and everybody's scrambling to figure out a way to play it — or to simply avoid losing their shirts. Of course, the vast majority of "patriotic" American

investors won't make a cent on it, and they will actually lose big-time ...

But if you act now, you'll likely be able to afford not to work to supplement your retirement, to endure the inevitable real estate roller-coaster, to ride out the dollar's demise, to buy all the \$5-dollar-a-gallon gas you want — and maybe even to buy a Benz (or two) to burn it in.

Another thing to realize about these words is that you can use them to get your prospect ready for the close. This is what Clayton so often does. At the end of each sidebar, while he's selling the **FREE** premium, he'll start to communicate the urgency of taking action with lines like, "Send for your **FREE** copy of *WEISS CORPORATE EARNINGS BLACKLIST TODAY!*"

Used at the right moments in your body copy (other than the close), creating the feeling of urgency is one of the most powerful things you can do.

Why?

Because legitimate urgency communicates *importance!* Think of your daily life: When you meet somebody who moves with urgency — you get the distinct impression that they are doing something of value and high importance. On the other hand, somebody who moves very slowly appears to be unimportant. They've got nothing special to do and their time isn't all that valuable.

So go through the swipe file we provided — as well as your own — and see where the writers use words of urgency. You'll often find them used in the lead, at certain places in sidebars and body copy, and then liberally in the close.

### Urgency

**Act fast** — "Be smart and **act fast** while **THEY'RE FREE!** Mail card while supplies last! Hurry!"

**Act quickly** — "What's your body trying to tell you? **Act quickly** and use our most effective solutions."

**Before you forget** — "Don't wait — fill out the enclosed RSVP form and mail it in **before you forget.**"

**Before it's too late** — "SOMEBODY has to tell you **THE TRUTH** about how much trouble America's banks are really in **before it's too late!**"

**Crucial** — "It is absolutely **CRUCIAL** that you protect yourself now."

**Deadline** — "Here's what I need to do to activate your membership before the **deadline** ..."

**Decisively** — "But there's no time to dilly-dally. You're going to have to move **decisively.**"

**Don't delay** — "**Don't delay**, not even for a second."

**Don't dilly dally** — "Remember, these stocks aren't going to wait around for you. **Don't dilly dally** — send for your **FREE Beat-The-Street** Portfolio right away!"

**Don't hesitate** — "So please **don't hesitate.** Not even for a second"

**Don't wait** — "**DON'T WAIT!** E-mail delivery gets you the hottest investment tips 5 full days before everyone else."

**Early Bird** — "Your 3 free gifts are only offered for prompt "**early bird**" responses."

**Emergency** — "The dollar's decline is a national **emergency** ... this is also a personal **emergency** for you!"

**Fast** — "**FAST RESPONSE** BONUS: Yours **FREE** for responding within 10 days!"

**Fast-breaking** — "Urgent analysis and recommendations, whenever

**fast-breaking** events dictate.”

**Faster** – “For **faster** service, dial toll-free ... or fax this form ...”

**Finish line first** – “Are you poised to get to the **finish line first**?”

**First-come, first-served** – “Membership will be granted on a **first-come, first served** basis ONLY.”

**Flash alerts** – “You get an unlimited number of **Flash Alerts** by e-mail or first class mail – whichever you prefer.”

**Hot off the press** – “... My **hot-off-the-press** roadmap to safely growing the money you can’t afford to lose.”

**Hurry** – “But you must **hurry** to be one of the lucky first 80 guys.”

**If we hear from you** – “**If we hear from you** within the next 10 days ... “

**Instantly** – “5 Easy things you can do today – to **instantly** feel better.”

**Jammed** – “Now, if you’re **jammed** for time, a 10-minute scan will set you up for the day.”

**Join me now** – “**BEST VALUE** – **Join me now** to get my complete portfolio plus five MORE potent money-making tools ...”

**Let me hear from you** – “Please – if your financial security means anything to you – **let me hear from you** right away!”

**Lightning-fast** – “This **lightning-fast** response to the constantly changing investment landscape gives you the edge ...”

**Limited** – “Membership in ENERGY WINDFALL TRADER is strictly **limited** ... so there’s no time to delay.”

**Live Profit Updates** – “Privilege #2: **Live Profit Updates** by phone”

**Mail Now** – “Hurry! **Mail** free gift claim card **Now!**”

**Must** – “I **MUST** hear from you by close of business on Friday, 12/31.”

**Must have** – “Here’s updated **MUST HAVE** guidance for the best medicines, the best medical tools, the best foods, and the best emotional survival steps!”

**Now** – “I urge you: Send for your free copy of the Beat-The-Street Portfolio and your first edition of my UnDiscovered Stocks service **NOW!**”

**Priority** – “**Priority** Action-Gram.”

**Prompt response** – “Extra rewards for your **prompt response**”

**Quickly** – “Powerful, but simple exercise that **quickly** triggers sleepiness ...”

**Race** – “The **race** is on ... and today’s business climate is more competitive than ever.”

**Red-hot** – “Yes. These energy stocks **ARE red-hot!**”

**Respond** – “**Respond** TODAY and you’ll receive not two but THREE **FREE GIFTS!**”

**Right away** – “If your financial security means anything to you – let me hear from you **right away!**”

**Rip** – “So please ... **Rip** open the sealed envelope now.”

**Rush** – “Right off the bat, I’ll **rush** you a **FREE** copy of our proprietary communicator software.”

**Save time** – “**SAVE TIME!** Call TOLL-FREE 1-800-236-0407 and receive these two valuable **PHONE-IN** bonuses – **FREE!**”

**Seize** – “**Seize** the opportunity for windfall profits!”

**Sign up now** – “Just **sign up now**, and if in 6 months, you do not make back your full subscription fee and much, much, more ... you’ll get back a **FULL, 100% REFUND.**”

**Snap up** – “**Snap up** undervalued market sectors that are just about to zoom.”

**Still time** – “There is **still time** to protect what’s left ... and replace any money that you’ve lost!”

**Strictly limited** – “Once again! Membership in this *Inner Circle* is **strictly limited** and only the first hundred will be allowed entrance ...”

**Today** – “Send the reply card back **today.**”

**Tonight** – “Why not send for your copy of Great Sex **TONIGHT?**”

**Up-to-the-minute** – “We’re the investment world’s No. 1 source for **up-to-the-minute** stock prices.”

**Urge you** – “I **urge you:** Send for your free copy today!”

**Urgent alert** – “As you’re about to see in this **Urgent Alert**, your very lifestyle is in danger unless you take action immediately.”

**Very first** – “You’ll get results from the **very first** listening!”

**Watershed** – “This is a **watershed** moment for the economy, for the stock and bond markets and most importantly, for you!”

**While it’s still fresh on your mind** – “Go ahead – act now **while it’s still fresh on your mind.**”

**Within the next** – “Respond **within the next** 10 days, and my publisher will reward you with a **FREE** copy of my *VALUE INVESTING 101* – a \$29 value – **FREE!**”





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