

## This Million-Dollar Control Holds The Secret To Annihilating Your Prospect's Sales Resistance – Making It Easier Than Ever For You To Close The Sale ...

Want to fire up the persuasive power in your sales copy?

All you have to do is make friends with your prospect.

According to Dr. Robert Cialdini, author of *Influence: The Psychology of Persuasion*, the attraction, warmth, security and obligation of friendship can be brought to bear on the sales setting. And when you harness the power of "liking" in this way, your persuasive power is multiplied as the result.

Sounds simple, right?

Not so fast.

You have a huge obstacle to overcome first ... your prospect's dislike of you.

It's nothing personal. You just happen to be a copywriter ... a marketer ... a "salesman." Your prospect spent his day being bombarded by advertising messages, and his dinner was just interrupted by yet another telemarketer trying to sell him a timeshare.

"When you turn your spokesperson into your prospect's advocate and friend, it does more to break down sales resistance and build trust than any other marketing technique known to mankind."

He's on his guard. He doesn't like you, and he certainly doesn't trust you – not as far as he can throw you.

Unless you can overcome these feelings of dislike, selling products becomes an uphill battle.

Fortunately, there's an easy way to do it.

### Create a bond with your prospect – And his sales resistance will melt away ...

Clayton is masterful at loading his copy with elements that create an instant bond – a strong sense of liking – with his prospects.

And there's one strategy he's used over and over again to successfully gain his prospect's trust – and make huge bundles of money.

### THE REAL DEAL



"Clayton is the real deal. Not only is he one of the three best writers in the industry, he may be the single most successful copywriter in the world."

– Bob Bly,  
Copywriter and Author

In fact, when he used this method in his blockbuster control, *Forbidden Cures*, the package mailed tens of millions of pieces and brought in millions in sales.

What does he do?

He creates a common enemy.

Whether it's the no-good, greedy medical fat cats and drug company big shots reaping huge profits at the expense of your prospect's health ... or even the money-grubbing brokers or

crooked CEOs on Wall Street who are out to steal his money ... the enemy is dead-set on making life miserable for your prospect.

And your spokesperson knows exactly what your prospect is going through. He's been there himself. And he has the only viable solution to your prospect's situation.

When you turn your spokesperson into your prospect's advocate and friend, it does more to break down sales resistance and build trust than any other marketing technique known to mankind.

You can see this incredibly successful strategy in all its glory in Clayton's *Forbidden Cures* package. If you model this technique in your own sales copy, you'll be sure to have a winner.

What? You don't have a copy of *Forbidden Cures* lurking in your swipe file?

No problem. Clayton has included *Forbidden Cures* – along with 12 other killer promotions he wrote – in his new **Steal These Secrets, Volume 2** swipe file.

**Clayton doesn't only want to *tell* you  
how to write million-dollar promotions –  
he wants to *show* you ...**

First, he unveiled a dozen of his world-beating controls – all packed to the gills with red-hot headlines, compelling themes, and proven marketing strategies – in his **Steal These Secrets, Volume 1** swipe file.

Now, he's got a brand NEW collection of control-creaming promotions available for your personal swiping pleasure in **Steal These Secrets, Volume 2**.

These promotions mailed in the millions of pieces — hauling in hundreds of millions in sales for his understandably ecstatic clients and showering Clayton with millions in royalties.

And remember the *Forbidden Cures* package? Well, that little powerhouse helped launch the entire alternative health newsletter industry.

There are a lucky 13 promotions – 310 pages — in all. And each one is a guaranteed goldmine of marketing strategies and techniques that will ...

- Spark ideas for your own copy, unleashing the creative genius inside of you ...
- Banish writer's block, allowing you to write faster, work on more projects, and skyrocket your income ...
- Suggest solutions to problems in your own copy, boosting your promotion's response-getting power ...
- And help you assimilate the successful qualities and habits of winning promotions into your copy – creating an insatiable desire for your product and the irresistible impulse to order now.

### MORE THAN A GREAT COPYWRITER



“Clayton Makepeace is more than just a great copywriter. He’s the originator of response-boosting techniques that are used by many of the top pros.”

– Parris Lampropoulos,  
Million-Dollar Copywriter

Ready to look inside?

Along with the now-famous *Forbidden Cures* package, you’ll discover ...

- **The secret to making your control so bulletproof, it’s unbeatable – for years** – The vast majority of even the strongest controls for financial newsletters mail only for a few months at best, but Clayton’s promotion defied the odds. It mailed in the *millions* for *three long years!* The client got tens of thousands of new customers, Clayton made an obscene amount of royalties, and you get a proven winner to model your next control after.
- **How to capture your prospect’s feelings and propel him to action** – To bring new life to an aging promotion, Clayton carried dominant emotion marketing to a whole new level with this amazing cover. You need to see it to believe it! This strategy proved enormously successful in rejuvenating the package promotion and can breathe new life into your next promotion as well.
- **The unexpected source of words and phrases that can’t fail to grab your prospect’s attention** — The Scripture reference headline in this package was a huge attention-getter and helped make this package an incredible success – with 18 million pieces mailed in just one year. Clayton also loaded the package with

credibility factors that will work wonders in your copy to offset your prospect's skepticism and move him toward the sale.

- **The secret to selling an exclusive, high-ticket item** – Clayton's package promoting a Chairman's Roundtable membership – with a \$10,000 price tag – was extremely successful, triggering an avalanche of cash for the client in a very short period of time. Discover what techniques he used, apply them to your next big-ticket promotion and watch your sales soar.
- **The power of a creating a strong, common enemy** – In this package, Clayton goes after the one whipping boy you can pretty much assume folks are mad at: The U.S. Government. The adept way he portrays the enemy and – at the same time - sets up his spokesperson as the guy to trust can be modeled to boost credibility in your own copy.
- **One surprising failure** – Yes, you can have all your copy ducks in a row – an arresting headline ... bulletproof logic ... credibility out the whazoo ... and a compelling close – and still fail miserably. Check out this 2005 package that Clayton wrote – and discover the one thing you just can't get wrong in order for your promotion to succeed.
- **And much more!**

#### MASTER CLOSER IN PRINT



"I will pay Clayton Makepeace the highest compliment anyone can say about a copywriter. He is a Master Closer in Print.

"And you needn't take my word for this. Just get hold of one of his masterful sales pieces and see for yourself."

– Gary Bencivenga,  
Master Copywriter

## PLUS you can ramp up your headlines with Clayton's 206-Page Headline Swipe File ...



Do you ever find yourself racking your brain for just the right idea for a powerful headline – something that'll reach out and grab your prospect's attention and stop him in his tracks?

Then you're going to love this: A tickler file ... an idea generator containing 206 of the best headlines to come down the pike in the past decade.

But it's more than just the headlines.

The entire front page of each promotional package was scanned, so we captured the attention-grabbing deck copy, tantalizing bullets and riveting opening paragraphs as well ... all courtesy of some of the world's top copywriters.

These pages were lifted from promotions written by million-dollar writers and A-listers such as: Parris Lampropoulos, Carline Anglade-Cole, Jim Rutz, Kent Komae, and our very own Clayton, to name a few.

They are top-notch examples of headline, deck and lead copy that captured the attention of millions of prospects – and paved the way to billions in sales. As a source of ideas and inspiration for your own headlines and opening copy, they just can't be beat.

The **206-Page Headline Swipe File** will sell for \$99 in our online store. That's the bargain of the century, considering how difficult it is to lay your hands on many of these promotions. Unless you've been building your swipe file for the past ten or fifteen years, you're just not going to find them anywhere else.

### A MODERN MASTER OF DIRECT MARKETING



"I consider Clayton Makepeace one of the modern masters of direct marketing.

"He's so good he could sell ice to an Eskimo!"

– Kent Komae,  
A-Level Copywriter

But you don't have to pay \$99. In fact, you don't have to pay ANYTHING. The **206-Page Headline Swipe File** is yours FREE when you order **Steal These Secrets, Volume 2**.

## PLUS, you get the little-known, step-by-step system for turning your swipe file into a money-making machine!

So let's say you grab your copy of **Steal These Secrets, Volume 2** and the bonus Headline swipe file. You'll be sitting on a goldmine of winning marketing strategies and techniques that are perfectly capable of transforming your next promotion into a long-running control.

But you're going to need a systematic approach to mine your swipe file for all its worth, so not one response-lifting nugget is wasted.

Anthony Flores, the editor of *The Screaming Eagle* newsletter for Clayton's EasyWriters Club, has just the thing.

In his issue – "Swipe File Secrets of the RICH and FAMOUS" – he provides a step-by-step guide for turning the **Steal These Secrets, Volume 2** swipe file into gold for you.

You'll discover:

- ✓ **How you can break down a promotion like the Masters – and vastly improve its overall pulling power ... (page 2)**
- ✓ **The unique, 7-step system for organizing your swipe file and dramatically improving your ability to write control-creaming copy ... (page 3 )**
- ✓ **4 proven shortcuts for making your swiping process faster and easier ... (page 8 )**
- ✓ **3 quick and easy ways to build your swipe file – and it doesn't cost you a penny to get started ... (page 12 )**
- ✓ **And much, Much MORE!**



You'll accelerate your learning and write better copy faster than you ever thought possible.

Until now, you'd have to pony up the \$66 a month EasyWriters membership fee to get hold of this never-before-revealed process. But the "**Swipe File Secrets of the RICH and FAMOUS**" and its faithful companion, **The Ride-Along**, are yours FREE – just for ordering **Steal These Secrets, Volume 2**.

**Now for the icing on the cake ...**

**The blueprint for a multi-million dollar Internet campaign that'll take you from six-figure Copywriter to seven-figure Superstar!**

Writing for the Web is a huge – and growing – opportunity for copywriters. Whether it's the Mom and Pop shop on the corner or a long-established Fortune 500 company, more and more organizations are adding the Internet to their marketing strategy.

And they're desperate for skilled online copywriters.

If you can deliver the response and sales they're looking for online, you'll be in more demand than a water vender in the desert – and will be able to pretty much write your own ticket.

The good news is ... now you can.

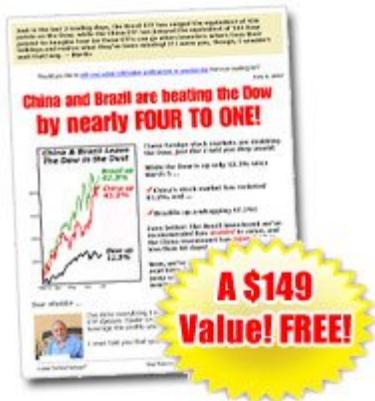
Clayton is letting you *inside* one of his most successful Internet campaigns ever – his **Global Megatrends E-mail Campaign**.

You'll be able to see for yourself the copy he created to generate more than \$25 million in online sales for one of his clients in just six months – and the client only had 140,000 names on his file!

This unprecedented swipe file contains the e-mails and landing pages Clayton used in his multi-phase strategy to draw prospects to a free, live online event ... invite them to watch a recording of the event after the fact ... and drive them to the landing page selling the high-end product.

This is powerful stuff.

Clayton has used this winning formula again and again with mind-blowing success. If you model your next web-based sales campaign after his example, you'll blow the roof off your client's business ... have more royalties coming in than you'll know what to do with ... and give your direct marketing career a massive shot of adrenaline.



You get ...

## A SURE-FIRE KEY TO SUCCESS!



“If there was ever such a thing as a born marketer, Clayton Makepeace is it. I can say without exaggeration that I have never failed to see him triple the revenues of any company he has ever worked for.

“Anyone who has found a way to benefit from Mr. Makepeace’s efforts, or tap his knowledge, has discovered a sure-fire key to success.”

– Brien Lundin,  
Financial Newsletter Publisher

His **Global Megatrends E-mail Campaign** swipe file is literally worth millions to you and your clients. But Clayton priced it at a modest \$149 – a bargain considering its incredible money-making power.

But if you order **Steal These Secrets, Volume 2**, you don't have to pay \$149 for this revolutionary swipe file. Clayton's **Global Megatrends E-Mail Campaign** swipe file will be yours – FREE!

Let's cut right to the chase.

- ✓ **Steal These Secrets, Volume 2** on CD-ROM – 13 packages – a \$197 value – Bursting with eyeball-grabbing headlines and opening copy ... mesmerizing themes ... and unbeatable marketing strategies that you can model in your own copy to obliterate your prospect’s sales resistance and leave him begging to buy ...
- ✓ **206-Page Headline Swipe File** – an additional \$99, FREE – A powerhouse of captivating headlines, fascinations, and lead copy from the biggest copywriting superstars of the past decade. Once you get a load of these proven winners, you’ll never be at a loss for effective ways to stop your prospect in his tracks ...

**206-Page Headline Swipe File**

**A \$511 Value!**

**Steal These Secrets Volume 2**

**Proven strategies and secrets for a price so low it'll shock your socks off ...**

**ORDER NOW!**

- ✓ **“Swipe File Secrets of the RICH and FAMOUS”** – an additional \$66, FREE – The little-known process for systematically organizing and using your swipe file that will dramatically increase your promotion’s pulling power ... improve your ability to write control-crushing sales copy ... and help you get the MOST out of your swipe file, quickly and easily ...
- ✓ Clayton’s **Global Megatrends E-Mail Campaign** swipe file – an additional \$149 value, FREE – This high-octane web-based sales campaign raked in over \$5 million in sales in just over a month – and more than \$25 million in only six months – for one of Clayton’s clients. The remarkably effective e-mails and landing pages are yours to model to your heart’s content in your next Internet campaign – for career-igniting sales results of your own ...

... an impressive \$511 total value ... for the incredibly low price of just \$197!

**You can always count on Clayton’s  
100%, no-risk guarantee ...**

So go ahead ... [click here](#) to claim your copy of **Steal These Secrets, Volume 2** and your three FREE bonus gifts.

Then, give yourself a year to test drive Clayton’s blockbuster strategies and techniques.

That’s right – a FULL YEAR.

Explore the marketing secrets, techniques and strategies that work like gangbusters for Clayton time and time again ... put them to work in your sales copy ... and actually get PAID for your efforts before you commit to keeping **Steal These Secrets, Volume 2**.

**You must be absolutely convinced that your sales copy is soaring to record-breaking highs, knocking off one control after another like ducks in a shooting gallery – or just return the CD to us within 12 months.**

**I'll quickly and cheerfully refund every penny you paid – no questions asked.**

You can't get much fairer than that!

## What are you waiting for?

The only thing standing between you and the success you deserve is a chain of bigger winners.

So now it's up to you.

You can, of course, continue down the agonizingly slow road of learning by trial and error, facing costly mistakes and setbacks, and taking years to discover the key to writing control-killing copy.

Or, you can start putting the winning strategies you'll find in Clayton's **Steal These Secrets, Volume 2** to work in your copy ...

- To inject your headlines with irresistible pulling power and entice your prospects to keep reading your sales message ...
- To create insatiable desire for your product by proving its benefits beyond the shadow of a doubt, and ...
- To structure your sales argument with bullet-proof logic, leaving your prospect with the conclusion that it would be dumb not to order ...

... and catapult your direct marketing career into orbit.

With Clayton's 100% money-back guarantee, there's absolutely no risk on your part. So when it comes right down to it, there's really only one rational thing to do ...

[Click here](#) to order now.

Sincerely Yours,

*Wendy Makepeace*

Wendy "The Redhead" Makepeace  
General Manager  
**THE TOTAL PACKAGE**

**YES!** I want to use the response-exploding secrets in Clayton's world-beating controls to ramp up the sales-generating power of my promotions ... get those bigger winners more often ... and light a fire under my career.



Please send me **Steal These Secrets, Volume 2** – a \$511 total value — at the amazingly low, price of only \$197.

... and don't forget to include my **FREE** copies of the **206-Page Headline Swipe File** ... "**The Swipe File Secrets of the RICH and FAMOUS**" ... and Clayton's **Global Megatrends E-Mail Campaign** swipe file.

I understand that I've got an entire year to explore **Steal These Secrets, Volume 2** and use the control-beating ideas I discover to take my copy to the next level. If I'm not absolutely **THRILLED** with the result, I can return it for a **FULL REFUND**.

**Click the button below to order now** and your CD-ROM will be rushed to you by First Class Mail within two business days. **PLUS**, a download link will be e-mailed to you immediately, so you can begin applying Clayton's secrets to your copy right away.

Or, if you prefer, have your credit card ready and call Martha in Customer Service at 1-800-827-0940 (US & Canada) or 1-828-456-9277 (International) between the hours of 8:30 AM and 4:30 PM EST, Monday through Friday.

**[ORDER NOW!](#)**