

Need some fast cash? Try this...

# The Amazing Money-Making Secret Of A Desperate Nerd From Ohio!

Dear Friend,

If you would like to make a lot of money very quickly, this is going to be the most exciting message you will ever read.

Here is why: my name is Gary Halbert and, some time ago, I was dead broke. My business was almost bankrupt and I couldn't even pay the rent. Actually, I wasn't just broke, I was *desperate*.

Then, one day, I came up with a "crazy idea" about how to write a certain kind of sales letter (it was not a chain letter) that would get people to send me money.

I was living in Ohio at the time and my friends laughed at the idea. They thought it was a big joke. They said I was a dreamer and that I had no "common sense." In fact, one guy said I was just a nerd and that my idea was so silly, he felt sorry for me.

Oh yeah? Well, I didn't care. I still thought I had a good idea and I typed up a few of my letters and started mailing them out. And guess what? People *did* start sending me money. And I used that money to mail more letters which brought in more money. And I used that to mail *even more* letters which brought in *even more* money...

And so on.

What's the bottom line? Simply this: before I was finished, that one simple letter pulled in...

## More Than 7,300,000 Replies

Think about it: more than *seven million* people wrote back to me and every one of those people sent a check (made out to my wife) or else cash I could put in my pocket. And what was I selling? Actually, it doesn't matter. You see, the magic was not in the product, *it was in the letter!*

Do you have something to sell? If so, you can use that "crazy idea" I used in my letter to create a letter of your own and sell almost anything you've got.

## Who Needs This Secret?

- Are you a salesman who needs more leads?
- Are you a housewife about to get a divorce who needs a simple way to make a lot of money?
- Do you have a furniture store, restaurant, car dealership, hot dog stand or some other kind of establishment you'd like to see swamped with customers?
- Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?
- Are you a marketing consultant who likes to keep up with new ideas and techniques so you can better serve your clients?
- Are you an M.D., a dentist, a chiropractor, an optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room

*bursting with new patients?*

- Do you have a house you'd like to sell? A *thousand* houses? A car? A boat?
- Do you have *anything* you'd like to sell? Consulting services? Products? *Yourself?*

If you answered "yes" to any of the above questions, you should try my "crazy idea." You can read all about it in my new book called...

## How To Make Maximum Money In Minimum Time!

Listen: many years ago, I thought I wanted to be a salesman. I got myself a job selling encyclopedias door-to-door and I kept at it until I was darn good. But there was a problem. You see, I could only knock on about 40 doors each evening. And therefore, no matter how hard I worked, there was a definite ceiling on my earning capacity.

And besides that, selling door-to-door is a *horrible* way to make a living!

So, I kept searching and searching until I came up with my "crazy letter idea" which is the first experience I ever had with what I call RCS or "Remote Control Selling."

RCS uses the secrets of something else I developed called "Killer Advertising" which almost *forces* people to buy *whatever* you are selling. And, what RCS lets you do is, sell *almost anything* without ever meeting your customers in person...or even talking to them *on the phone!*

These "remote control" selling secrets of "Killer Advertising" can be used by anyone. Even a housewife, a student, or someone who is unemployed. And, if you have a business (or you *want* to have a business), these secrets can generate so much cash-flow, you may actually have a hard time getting all the money to the bank. I'm not kidding. My "crazy letter idea," for example, brought in...

## More Than 20,000 Checks Per Day!

By the way, getting that many checks every day means you have to hire at least 30 full-time employees just to make your bank deposit. But anyway, my "crazy letter idea" isn't the only thing you'll learn when you read my book. No. *That's just Chapter One!* Here is a sample of what you will learn when you read the rest of the book:

- How to get a product to sell if you don't have one already, and how to get it for nothing! (see page 11)
- How to get as much money as you need to really get rolling...and get it without borrowing! (see page 19)
- How to get movie and TV stars to help you sell your products and services! (see page 21)



### About Gary Halbert

*Mr. Halbert teaches at money-making "boot-camps" all over the U.S. and hordes of people gladly pay \$5,000 to attend these 3-day sessions. He has helped hundreds of people make millions of dollars. Gary's fees are astronomical and his clients are often famous.*

*He has been paid as much as \$600,000 for just one of his money making ideas, and his clients have included Howard Ruff (the famous financial advisor), Ernest and Tova Borgnine, Robert G. Allen (author of Nothing Down), Geoff Scott of Dynasty, and many others of equal fame.*

*And best of all, you can learn many of Mr. Halbert's powerful money-making secrets by reading his book which is described in this announcement!*

- An amazing secret that can turn your local newspaper into your own personal goldmine. (see page 29)
- How to get the exact name and address of thousands of people who would love to send you money! (see page 37)
- What to write on a cheap little postcard that will make people *flood* you with cash! (see page 41)
- How to mail up to 100,000 letters per week at no cost whatsoever...*not even postage.* (see page 53)
- How to use "976" phone numbers to get people to *pay* to hear your sales pitch! (see page 57)
- How to use the Yellow Pages of your phone book in a secret way that will flush out huge wads of money! (see page 65)
- How to use cheap little classified ads to

make as much as \$10,000 per day! (see page 71)

- How to get yourself or your product featured on cable TV at no cost whatsoever! (see page 89)

There's more. A *lot* more. Including how, (if you're not married), to use RCS to find your dream lover, how to get the most valuable gift in the world absolutely free (I was once paid \$2,500 for one of these), how to avoid legal hassels and lawsuits from "human buzzards" who are jealous of your success, and so on.

OK, that's it for now. I'm running out of space here. But anyway, I hope I have given you enough information about my new book to make you decide to get it and read it right away. But please...

## POSTDATE YOUR CHECK OR MONEY ORDER FOR 30-DAYS AHEAD!

Look, the cost of my book is extremely low compared to what you get. However, even so, I don't want to deposit a single penny of your money until you read my book and find out for yourself how good it really is. Does that sound strange to you? I'm sorry if it does but no matter what...*I intend to treat you like I would like to be treated!*

In other words, I think you deserve to be able to read my book *before* you allow me to cash your money order or check.

Here's how to order. All you have to do is write your name and address and the words "**Maximum Money**" on a piece of paper and send it with your check or money order (postdated 30-days ahead) in the amount of \$19.95 plus \$3.00 postage and handling (total \$22.95) to:

**Everett & Lloyd, Inc.**

Dept. 208

**5701 Overseas Highway, Suite #4  
Marathon, FL 33050**

That's all there is to it. As soon as I receive your order, I will send the book to you immediately...

## BY FIRST CLASS MAIL!

You'll get the book right away and you'll have plenty of time to read it and check it out. Then, if you are not 100% satisfied, just return it to me and I'll send you back your *uncashed* check or money order with no questions asked.

Do you want *extra fast* service? If so, you can use one of your credit cards and order by phone and...*you still get 30-days to check out my book before I process your credit card charge!* The number is...

**(800) 327-0028**

By the way, checks and money orders should be made payable to Everett & Lloyd, and it is *not* a good idea to mail cash. Thank you.