

“Increase The Pulling Power Of Your Ads & Sales Letters By As Much As DOUBLE, With Advertising Magic Newsletter On Cassette!”



Brian Keith Voiles, Author
Advertising Magic

Here's your chance to get a charter subscription to Brian Keith Voiles' NEW newsletter, "Advertising Magic: Critiques, Resources & Techniques to Help Your Ads & Letters Make Money".

It's the only newsletter that shows you how to take mediocre ads and sales letters and turn them into kick-butt winners.

PLUS you'll learn more inside secrets that will help you produce exceptional results with your ads and sales letters... results like these:

“Since my letter was working profitably already, I felt that if I got an added 5% to 8% increase in response after integrating your ideas I'd be satisfied. So, using your ideas, I created a new letter. After 4 weeks my sales did not go up the 5% to 8% I hoped for. Brian, my sales doubled! And I blame it all on you. Your ideas are so simple, so easy to use, they're just plain amazing! I've never seen such persuasion power.”

-- **Burt Dubin, Burt Dubin Speaking Success System, Kingman, AZ**
Tel (520) 753-7531 Fax (520) 753-7554

“Brian took my rough draft display ad, and in less than 30 minutes he made that ad sing! How do I know? Because the response from the market is blowing me away! *My sales staff can barely keep up with the leads.* My clerical staff hardly passes them on before we get more. Mr. Caples, make room for Brian Keith Voiles!”

-- **Michael Jans, Michael Jans Marketing, Vancouver, WA**
Tel. (206) 694-5730 Fax (206) 694-8088

“After reading your Advertising Magic I wrote a full page ad. Although I thought I was a good copywriter, I learned more after reading Brian's book than I had in the past 7 years! But the proof is in the results... this ad has pulled 2 to 4 times its cost every time I've used it. It's by far the best ad I've ever written and I give the credit for it's success to Brian's course, and his brilliance!”

Robert Blackman, Diversified Enterprises, Norman, OK
Tel. (405) 360-9487 Fax (405) 360-9489

Dear Friend,

Would you like to get results like the above Advertising Magic owners have gotten?

Wouldn't you like to double your sales or response? Advertising Magic was your first step

in doing that. In fact, you've probably already started “digesting” my course, “Advertising Magic”. It's full of practical advice on creating your own hot ads and sales letters that work.

In fact, in the 2 ½ years I've been selling it, I haven't had a single customer want their money

back. All of my customers seem to love it... I certainly hope you do, too.

However, if there's been one missing element from Advertising Magic, it's been this:

An ongoing, month to month "coaching" session with me on what makes a good ad better, and what makes a good sales letter great!...

And the best way to teach you all this, is to bring you inside my office as I critique ads and sales letters of all types and kinds.

That's why I've decided to start the "**Advertising Magic Newsletter: Critiques, Resources & Techniques to Help Your Ads & Letters Make Money**".

With this newsletter you're going to get an insider's view of what happens when I do critiques of ads and sales letters. And, as usual, it's backed by a no-hassle, 100% money back guarantee:

You Get My 10 Times, 365-Day Guarantee Of Higher Profits And Complete Satisfaction.

The typical guarantee you get with most newsletters is very weak. At best, they allow you a refund only on your unused issues.

My guarantee covers every issue in your subscription. Listen to every issue, all the way down to the last word of the last issue. If at any time you aren't completely convinced that my newsletter is worth at least 10 times your investment, I want you to ask for your money back.

I'll write you a refund check for the entire amount on the spot, no questions asked. **And that's a promise!**

As you can see, I feel strongly about the value you should get from my newsletter. And probably 90% of my Ad Magic customers have asked me to come-out with some type of "critique" newsletter.

But rather than just taping a critique and

passing the tape along to you, I've decided to make it a high quality newsletter.

Here's how it will work:

I'm going to take a sales letter or ad each month, and mark it off into sections with a pen. Then I'll send you a printed copy of it along with my thorough critique on cassette.

As you listen to the cassette I'll walk you through each section in the ad or letter; and I'll dissect it word by word, line by line, and page by page.

If the person submitting the ad or letter tells me that it is not getting a good response, I'll go over in detail the probable reasons why it's failing... and I'll tell you what could be done to make it better.

If the ad or letter we're reviewing is already a money-maker, I walk you through it finding out why it's hot, and how it could be improved for even more response.

You get it?

It's really quite straight forward; and I currently don't know of any newsletter that is doing this same type of thing in the great detail that I go into when I do a critique.

Anyway... dozens of my customers have been practically begging me to produce this newsletter. I know it will be of great value to you.

But I want to give more than just "great" value to you.

I want to give you a "killer" newsletter that you look forward to getting each month – a newsletter that you just can't wait to study and absorb...

That's why I've decided to offer you more than a "listen-in" on a critique each month... take a look at some of the other topics that are being scheduled into upcoming newsletters:

- Each month there'll be a **Question & Answer** part on the tape. This is where you'll get to ask me any questions you have

about direct mail, advertising, marketing, a product idea you have... or anything!

Chances are, if you have a question about a topic, my other subscribers will have that same sort of question -- it'll be of benefit to all!

- You'll learn how to track the response to your ads and sales letters... you'll learn the simple "ma`n pa" way of doing it (which works perfectly well) along with the "high-tech" way.
- You'll learn how to put together a spreadsheet (on computer or on paper... your choice!) that helps you decide whether a direct marketing project, sales letter, or ad is going to be profitable for you or not
- Where to find trustworthy, reliable resources for using the Internet to test ads, headlines, sales letters, etc.
- Learn proven ways to get advertising space for pennies on the dollar. (*A close friend of mine regularly gets a \$7,000 full-page ad in a national trade publication for a paltry \$1,200!*)
- You'll hear interviews with other advertising and marketing experts, and what their latest research has uncovered regarding responsive advertising and sales letters... PLUS you'll be informed in advance when these experts will be interviewed so you can submit your questions for answer!
- Learn how to uncover and advertise to niche markets profitably!
- How to get mail-order merchant status, even if you've been turned down before!
- You'll get the "before" and "after" of each ad or letter (when available) for your permanent learning experience!
- You'll learn how the information uncovered during a critique can be applied to your business and how to easily adapt it.

- You'll learn which lists work for which offers... which magazines work for what products.
- You'll learn down and dirty ways to test your offer and headline before you spend money on costly mailings and ads.
- You'll learn what role design has in response generating ads and letters... and more... much, much more.

You can count on all this and more packed into all 11 issues (no December issue) of **"Advertising Magic: Critiques on Tape & Real Life Results Newsletter"**.

I want you to know that I will be putting my "all" into this so that you, my customer, my subscriber, will learn so much each and every month it will almost blow your mind!

This newsletter is for your benefit. It's not for me... it's for you.

Of course I'll make money on this -- but my point is that the time, research, and effort I put into this isn't going to be for me to "bellow on" and on about my personal life and my trials.

It's Purpose Is Solely For Your Profit-Boosting Benefit!

And there's another thing I promise you, your questions will get answered.

And if the question you ask won't apply to most of the other subscribers, then I'll *still* answer it -- except I'll call you personally to answer it.

Now, let me shift gears a minute here and say that I think it's probably obvious that I can't do this alone...

I need your help.

If you're doing any mailings or running any ads, I want you to be a part of this.

I'll critique your ad or sales letter (or both) at no charge (*a \$225 value*), and then we'll share how it can be improved with everyone else.

I also need you to call-in and fax over any questions you have about your advertising, mailings, postcard, etc... or most any other questions related to advertising and marketing.

And if you have a resource I need to know about and can share with the other subscribers, please don't be selfish -- SHARE!

- For example, let's say you found the perfect merchant account services for direct mail... call and share that information!
- Or maybe you know where to get 60 minute cassettes duplicated for 25¢ each (a steal of a deal) call me and let's help everyone out!
- Know of a dirt-cheap printer who does a quality job? Share it with me and I'll let everyone else know.

I think you get the idea. Basically, please share anything of value that has to do with running a business that does mailings, advertises, and wants to make and save money.

A charter subscription to "**Advertising Magic Newsletter: Critiques, Resources, & Techniques to Help Your Ads & Letters Make Money**" will give you a unique set of tools to make sure your ads and sales letters get powerful results. Plus, it's an exceptional value!

Most newsletters of this caliber will charge you anywhere from \$195 on up. (*I know of one newsletter that charges \$595 that doesn't deliver a 10th of what you'll get from your subscription to the Advertising Magic newsletter!*)

When I begin doing joint ventures to get more subscribers, the newsletter cost will be \$167 -- and well worth it! But if you are one of the first 100 to subscribe...

**You Get the Discounted
"Charter" Subscription Rate of
Only \$137 – a full \$30 OFF!**

Or, you can save even more by subscribing for **two years at just \$264** (*an additional \$10 savings*).

I think you'll agree, you'll make this much money and more just from the information you learn each month!

I'm totally confident that this subscription will be "the one" you look forward to each month, more than any other.

You'll devour the inside information I share with you as I go over ads and letters from people who are like you... and all the different products and services being sold.

Every little nook and cranny will be explored and uncovered in each and every ad or sales letter as it goes through my ruthless critique.

Here's How to Get at Least \$137 Worth of Powerful Bonuses - Absolutely FREE!

The premiere issue of "**Advertising Magic Newsletter**" will be published in May, 1997.

But if you subscribe within 10 days of the red stamped date on the enclosed "Request Form", I'll send you three "killer" bonuses that will more than pay for the price of your subscription – plus, they'll help kick your direct marketing profits into high gear right now.

KILLER BONUS #1

"**How To Find Mailing Lists That Can Make You Rich**" is a double audio tape set that is absolutely "killer"! On these two information packed tapes, you'll hear direct Marketing Expert and Registered List Broker Karen Anderson.

Karen will tell you what you can do not only to protect yourself from bad list-brokers but, also how to get the most "bang for your buck" with mailing lists. You'll learn:

- How to cash-in using the "SRDS (Standard Rate and Data Service) List Source" the same way the pro's do!
- **Where to find a "SRDS List Source" to use FREE!**
- Learn what each category in the SRDS really means.

- What specific questions to ask about each list so you don't get burned!
- How to save money by talking the language the brokers use.
- Learn the differences between list brokers, managers, owners and companies.
- Learn the right questions to ask to ensure your success!
- Learn exactly what a "Data Card" is and how to read one.
- How to ask for certain types of data cards and know if they are useful for your particular offer.
- **The right formula you should use to guarantee getting your list order approved by the list owner.**
- Learn the trade secrets some list brokers use to their advantage and how to not have them used against you.

You must listen to these tapes before you talk to any broker or commit yourself to purchase any list.

Doing so can save you thousands of dollars! And, when you've got your copy right and you select the proper mailing list, **the sky's the limit on how much money you can make!**

These tapes are a \$57 value ... yours FREE only if you subscribe within 10 days from the red stamped date. *(Sorry, no exceptions!)*

KILLER BONUS #2

Powerful headlines are absolutely crucial to maximizing your profits.

Since you only have a few seconds to seize your reader's attention and convince them to keep reading your ad or sales letter, you'd better be able to stop them in their tracks.

Hopefully you've learned a lot about headlines from me in Advertising Magic.

Now you can learn from the other great copywriting masters in **"The Master Headline Secrets"**.

This special report is chuck-full of great advice on creating and using headlines... advice from great copywriters like:

- Ted Nicholas
- Bob Serling
- Bob Bly
- Brad Petersen
- Harv Eker
- Dan Kennedy, and
- Me!

All of these great marketers and copy-writers have joined with me to create an exclusive report that's available only through this offer. Easily an \$87 value if sold separately ... yours FREE with your subscription.

Altogether, that's over \$144 worth in Bonus Items that will teach you crucial marketing and advertising techniques and strategies... yours FREE.

These bonuses more than pay for the cost of your subscription to Advertising Magic!

But remember, you must order within the next 10 days of the red stamped date on the enclosed "No-Risk Request Form" to get these "Killer" bonuses and the Charter Subscription Rate.

And remember, even if you ask for a refund on your subscription ... even if it's the very last day before your subscription runs out, these bonuses are yours to keep. And get this...

Even These Bonuses Are Guaranteed!

If You Aren't Utterly Convinced These Bonuses Will Bring You Tons Of Additional Profit, I'll Give You Your Entire Year's Subscription To The Newsletter For Free!

"Advertising Magic Newsletter: Critiques, Resources & Techniques to Help Your Ads & Letters Make Money" could change your entire life...

It Will Help You To Take Control Of How Profitable Your Business Can Be!

The next move is up to you.

I've shown you that the "**Advertising Magic Newsletter**" is as risk-free as an offer can come.

You and I both know that if you've read this far in the letter, you're seriously interested in improving your business and personal income.

All that's left to do now is take action.

If you're serious about wanting to learn how to take control of your business and shoot your profits through the roof with advertising that works, you owe it to yourself to take advantage of this risk-free offer.

It's easy to do. Right now, while it's fresh on your mind, pick up the phone and call **1-800-821-2895** and order your subscription using your Visa, MasterCard, or American Express.

Or fill out the enclosed "No-Risk Subscription Request Form" and mail it in now. You can also fax your subscription in, 24 hours a day, by calling 1-801-567-1180.

Don't wait. Your subscription is no more than a drop in the bucket compared to how much money it will make you... I guarantee it, 10 times over or your money back.

Listen... one simple idea that you hear, or one valuable resource could easily make you back or save you 10 times your money!

Every month you'll go on a "learning frenzy" as I reveal the latest proven direct marketing and advertising techniques for your business.

Heck, just being able to get answers from me and other top experts in marketing and advertising could bring you in more than 10 times what you paid for a subscription!

Surely the Q&A section of each issue is going to be worth it's weight in gold.

Don't you think you owe it to yourself to call right now and lock in your subscription to "**Advertising Magic Newsletter: Critiques,**

Resources & Techniques to Help Your Ads & Letters Make Money"?

That way you can get your business on the fast track to more sales and more profits as quickly as possible.

Don't be left out, call me directly to get your subscription going:

1 (800) 821-2895

Or complete the enclosed "No-Risk Subscription Request Form" and mail it to me:

Att: Subscriptions - Dept. 11
Brian Keith Publishing
8869 South 60 East
Sandy, UT 84070-2133

Warmly Yours For Advertising Success,



Brian Keith Voiles

P.S. By acting now, you can make your advertising and marketing efforts a lot more profitable right away. Even though the premiere issue of "**Advertising Magic Newsletter**" won't be published until May, the three "Killer" bonuses are ready to go right now, and the Charter Subscription rate expires in 10 days from the enclosed red stamped date.

As soon as your subscription is received, I'll rush your bonuses to you. That way you can start enjoying a jump in your income right away!

Don't wait though. These bonuses are only being offered during this charter subscription offer within ten days of the enclosed red stamped date. After that, they'll no longer be available for free...