



The Bucky Challenge

I will pay you \$23 if you don't see The Matrix for 30 days-- Offer ONLY valid until 10/23/05...

Here's the deal... **If you read Poker Without Cards from beginning to end and don't see The Matrix for 30 days, I will mail you \$23.** This is not a gag. There isn't an image of "The Matrix" in my book. I do reference the movie twice, but that's not this deal. The only trick is that by "The Matrix" I'm not talking about the movie The Matrix...

—I'm talking about seeing THE *MATRIX*, seeing a new REALITY! Usually this secret knowledge is abused to start cults or control the masses, but I explain how It works. If reading Poker Without Cards doesn't fundamentally alter the way you see the world I'll pay you \$23 for wasting your time.

- Do you want to break free from mass persuasion?** I have the right credentials to teach you:
- A) **Magician**--Magic Castle award winning magician; graduate of The Academy of Magical Arts' Junior Society, a real Hogwarts where Dai Vernon, David Copperfield & Lorenzo Clark tutored us kids
 - B) **Ad Executive**--Senior Vice President, Director of Brand Strategy for two large ad agencies
 - C) **Realist**--Tutored by Buckminster Fuller, Howard Bloom, Mike Caro, Jay Levinson & Dr. Hyatt
 - D) **Hustler/Salesman**--e.g., I sold over \$22k of pizza in 3 days at Bonnaroo Music & Art Festival '05



I suck at designing my own ad. My friend J.W. @ ARNOLD emailed: "ben: i sayeth this unto you: get thee to an art director. my head almost exploded with the *dizzying* array of font sizes and colors." I'm sorry this ad isn't better. I wasn't the guy that got paid to make the doughnuts at ad agencies. But this main message is so simple I'm making this ad...If you read Poker Without Cards and you think that I owe you \$23 I'm sending it to you, one question asked. **If you can say "yes" I will pay you \$23.**

I ask one question: Did poker without cards not work for you? You write me, "Yes, Poker without Cards didn't work for me and I read every word on every page." And I send you \$23. All you have to do is mail me a Self-Ad-dressed-Stamped-Envelope[SASE] and I will send you a money order for \$23. Please don't be an asshole.

Clearly Channeling just for profits SUCKS.

I trust you. I trust you don't come to me with the intention of scamming me. Please don't scam me. You're a decent person. You read Arthur Magazine--I'm a struggling author pulling a stunt I hope you talk about--more than that **I want you to read my book.**

- Its as easy as **1, 2, 3.**
- 1) You read the book— You see THE *MATRIX* and feel satisfied and tell a friend, or:
 - 2) You send me an email (email addy at book website: www.PokerWithoutCards.com) telling me you've finished the book and your not seeing THE *MATRIX*, your not seeing It
 - 3) 30 days later you send me a SASE and I send you a money order for \$23

Can't afford the book? **About 200,000 were downloaded for free**--ask them. But, I'm running out of cigarettes. So, now a download is \$3.23. Read it by 9/23 and if it doesn't work for you I will send you \$23. THIS IS A DIFFICULT BOOK. I transcribed the most powerful conversation I ever heard and put it in this book. To make the ideas more accessible, I added a glossary. I have done everything I know how to make these ideas as simple as possible and it is still a difficult book. If the word esoteric scares you please don't take my challenge. If the The Da Vinci Code is a thriller, Poker Without Cards is a consciousness fuck. **Buy from the independent store that gives you Arthur Magazine!**

Thank you for your consideration.

Sincerely,
Benjamin Garth Siddhartha Mack
Sorry for the fake sig--I made this ad in PowerPoint



Ben Mack
p.s. Thank you STICK And MOVE for buying me this space! Reader, Please know they didn't write this clunky ugly ad. They make really good ads. Really. Two ex-Crispin creatives, of course they do!
p.p.s. Special Thanks to Michael Meaney and b. e. hydromako of RINF.com for my first online feature article. Order my book and **you will sleep better tonight, guaranteed!** Now, PokerWithoutCards.com

“As a result of this book, Ben will never work in advertising again. If you read it, neither will you. May this clever virus infect the mediaspace before it's too late.”
Douglas Rushkoff
Coercion/Cyberia/Media Virus
Arthur Magazine Columnist

“Ben Mack, Since you don't have the guts to be a homosexual, I'm glad that you are pissing off your parents by writing.”
Kurt Vonnegut Jr.
Cat's Cradle/You should know other titles

“Poker Without Cards is a consciousness thriller, combining natural philosophy with storytelling—the effect is like taking acid, only you never come down.”
Robert Anton Wilson
The Illuminatus! Trilogy/TSOG/Prometheus Rising

“There are ideas in Poker Without Cards corporations don't want you to read... Read this book!”
Michael Bonanno
The Yes Men

“Most smart people realize that there is more going on than meets the eye. Poker Without Cards can help those people figure out why, and possibly more importantly, how to turn that into a benefit for themselves.”
James Curcio
(www.jamescurcio.net) Creative Director, author of "Join My Cult!"

“Poker Without Cards pulls the circus tent back on persuasion and marketing. If you ever wanted to meet The Great Oz, read this book. Reads like a modern-day 1984... the world has found a new Orwell”
Mark Joyner
Mind Control Marketing

“If you mix George Orwell, Noam Chomsky, and Larry Beinhart you'd read a voice like Ben Mack.”
Michael Meaney
Rinf.com Underground Gateway

“Benjamin, YOU'RE A FUCKING WIZARD!”
Sam Kinison
Comedian
Club NYC VIP room, 1989

Ad Men!
Tugging doubts? Trouble sleeping? Has pimping for the Man got you tossing in your sleep?

YOU NEED ETHIC-EZE!

FAST ACTING RELIEF FOR YOUR TROUBLED CONSCIENCE
Recommended by 4 out of 5 psychiatrists.

Bob Label of Portland, Oregon writes
“Feelings of remorse nearly ruined my career at Sasquatch & Sasquatch. But now I'm proud of the work I do. Ethic-Eze made shedding pounds of guilt almost effortless. Thank you.”

We paid for color. Get an ambulance. The art director (J.W.) who emailed me didn't even see this cheesy rainbow. I had more room so I typed these meaningless words.