

**His Killer Tool Box of Easy-to-Follow Techniques
Can Change Your Life DRAMATICALLY with a Huge
Influx of Cash to Your Bank Account...**

"Reclusive 'Copywriting Superstar' Who Despises Flying Uproots Self to Hop a Plane to Offer a RARE Opportunity for Some Face-to-Face, Hard Core Copywriting Lessons to a Few Decisive Folks."

**When You're Ready, You Need to Do WHATEVER IT TAKES
to Be a Part of This Unusual
(and Ridiculously AFFORDABLE) Opportunity!**

Hi there,

All the most successful marketers will tell you this. **The absolute fastest way to catapult yourself to the head of the pack is by learning from an established pro - hands-on, live and IN PERSON.**

Reading a dry marketing book won't give you clarification when something is confusing. Listening to passive audio drone on won't apply YOUR questions to YOUR business. And dreaming at night about how you WANT to make more money in your business ain't gonna cut it either.

We're all so darn busy, it's more normal than not to get distracted easily. Well that's a little more difficult to do when you're 6 feet away from a **marketing master respected by best of the best**.

Introducing the "Copywriter's Copywriter"

John Carlton, the "most ripped off veteran freelance copywriter online" (*and my personal mentor when I was ready to get REALLY GOOD*) has agreed to haul his cookies down to Redondo Beach, California to hold a **special one day seminar** sharing his hard-earned talents with you...AND giving you the opportunity to be in the HOT SEAT under his tough-as-nails scrutiny.

John virtually NEVER does this kind of event unless people travel to HIM and he has a close, personal relationship with the attendees (like members of his own Insider's Club). And he certainly would never agree to do it for the low, low price of admission he's doing this one for. (*More about that in a minute...*)

Here's How It Breaks Down...

The first part of the day John shows you what works in copy. And what doesn't. He explains WHY by deconstructing one of his famous ads right in front of you. If you pay close attention and follow his lead, you can start using his techniques to create successful ads too. AND you have the chance to ask him questions...but only *brief ones* for now. John will reveal...

The Major Three Reasons Most People's Ads Suck

1) USP Reality Check. Most biz owners haven't got a clue what they're really selling, and miscommunicate it to their prospects. John can shake you awake from your dream world into high definition clarity.

Result: For probably the first time, you'll finally understand how to position yourself in your market so you clearly stand out against your competition, and so you clearly become the "go to" guy, or "first choice" option.

2) Million dollar crash course in headline crafting. If your headline blows, you know it and I know it...they ain't reading a word further.

Result: No matter what you use for advertising - offline print, direct mail, radio/TV, pamphlets/brochures/on-site sales cards... or Web sites - you'll know how to instantly "hook" prospects and bring them in.

3) How to craft an offer using killer street-savvy salesmanship. Copywriting is called "salesmanship in print" for a very good reason - it is *selling* for you when you're not even there.

Result: Stop murdering your bottom line with mushy, ineffective salesmanship... and learn how to create a "sales funnel" that channels a huge flood of eager customers into your world, sells them efficiently and for maximum profit, and keeps them coming back for more.

But the real meat of the day happens AFTER John lays out the foundation of good versus poor copy. Once everyone is on the same page, then he is really ready to let the hammer down. (He is masterful at distilling seemingly-complex issues down to brass tacks). But before we go any further, I have to ask you this question...

Can You Handle the Truth?

Well, we'll soon see. The rest of the event John will put 3-5 lucky people through the raw, yet business-altering experience that is...

"THE John Carlton Hot Seat"

John co-invented the Hot Seat with Gary Halbert and Jay Abraham fifteen years ago, and perfected it over the course of giving over a thousand Hot Seats. Other guru's offer their own watered-down version of Hot Seats... but often miss the point: This is often uncomfortable learning, because being "nice" about critiques never helped anyone when money was on the line. Your biz is on the line here - and John pulls no punches.

(Believe me when I tell you, as one of his dedicated students there were many times when I wanted to run crying from the room after reading one of John's in-your-face emails - but he was never nasty for the sake of being mean. And, even though I hated to admit it, he was usually RIGHT).

See, I learned from John that the best marketers are vicious brutes when it comes to critiquing their own advertising. So they seek out the hard-core experts when they need to Hot Seat themselves - to become successful, you MUST get out of your comfort zone, confront the truth (no matter how shocking or hurtful) of your situation and your marketing efforts... and be willing to go through the transformation that happens when you are handed the

breakthrough ideas and roadmaps to success that ONLY an experienced, tested and proven expert like John provides.

A Memo To You About Hot Seats from John, Himself

"Hot Seats lay bare the process that the best copywriter/marketing consultants rely on to quickly identify problems... brainstorm solutions that are workably, doable with your current 'Bag of Tricks' skill set... and financially feasible (very important – an expensive, complex solution beyond your abilities won't do you any good).

"To nearly every marketer I've consulted with either on the phone or in person, this process is 'magic' – it goes on in my head, you can't see the process work, and you can't fathom how I instantly access 20 years of stored experience, zero in on already-proven solutions, and retrofit everything to fit your peculiar circumstances and situation.

"Watching Hot Seats in action will open your eyes to this secret process... so you can do it yourself. It's like taking care of your computer, in many ways – when you're clueless, you pay beaucoup bucks to experts who come out and use software and IT tools to cure ills, isolate and destroy viruses, and set up protection. If you never ask him what he's doing, it will remain a mystery. However, if you simply ask him to explain what he's doing, and watch him do it over and over with other people's computers... well, by God, you're going to finally understand that the 'magic' he performs isn't so mysterious after all. And even if you only pick up the fundamentals, you'll still be light years ahead of everyone else... able to fix most of your future problems, or at the very least have a damn good idea of what the problem is and you'll use your geek – when you have to bring one in – as a tool, rather than as a shaman performing tricks. This is priceless 'continuing education' for any marketer."

John Carlton

"Sign Me Up!"

Once you register for the event, you are eligible to APPLY to be under John's magnifying glass for an eye-popping session focused on your business, your marketing, and your copy.

You can figure out the math and realize there is no way John will be able to adequately give a huge room full of people their own "Hot Seat".

But that isn't the point. See, usually the most profound discoveries don't come from listening to John discuss YOUR business - but what you hear him say about somebody else's. (It's a fascinating phenomena I have witnessed over and over again. Don't know why it is so, but IT IS SO.)

A Word of Caution

This One Day Event is not for everyone...and if it is not for you, no worries. But you should know going into it knowing...

What This Event Is NOT

This Event is NOT a substitute for learning to write copy yourself. John will NOT write your copy for you - but he has a keen eye for quickly assessing how (and where) to make it better. And he won't hold back. But the writing is your job. (*Copywriting as a skill is covered in depth at the [Speed Copywriting Workshop](#) which begins the following day for a separate tuition fee*).

This Event is NOT for those who play it "safe, the faint of heart, or closed-minded. (John's business methods are bold and often unconventional. But they have been proven to WORK.)

This Event is NOT for whiners and complainers who aren't willing to try new ideas or those who have trouble making decisions and need constant handholding. (Like the say, the definition of insane is doing the same thing over and over again and expecting a different result).

So who is this Event for?

It's for anyone who is ready to STEP UP and finally get SERIOUS about their business. **John is sharing world-class insider stuff most marketers never learn.** Even many well-known "guru's" don't really understand these fundamentals, which is why top copywriters continue to pull down huge fees with the largest mailers in the world. (You'd think they'd figure it out, or take the time to learn the secrets. John says, they never do.)

The FASTEST WAY to catch on is to spend a day with a seasoned veteran who speaks from experience (**not theory**).

John admits, you may not walk out as a world-class copywriter... but you'll finally understand the "advanced" basics... which will take most entrepreneurs and small businesses 90% of the way to **maximum profit**.

(If you want the full 100%, I can't promise you that. For that, you'll have to pay John for private tutoring and dedicate yourself to mastering the hidden secrets of classic salesmanship like I did. But really... getting 90% of the way there is a pretty good return on investment, wouldn't you say?)

Only For Those Who Are READY...

Here are the steps you'll take:

- 1) Reserve your spot NOW by clicking [this link](#). You've heard the saying, "He who hesitates is lost." That's exactly right! Don't hesitate. There are only 100 seats available. And before you have even laid eyes on this letter, 22 seats have already been snapped up by some of John's and my inside folks. As soon as word gets out this event will be jam-packed and jelly-tight.
- 2) Immediately upon registering you will get a **reservation confirmation letter**. You will also get a **brief application to be in one of the Hot Seats**. Your job is to fill that out as quickly as possible. Be prepared to CONCISELY let John know why you believe YOU should be chosen for a Hot Seat. Attach your copy and send to the private email included in the confirmation letter. (DO NOT send this email to any other address or it may be deleted).

IMPORTANT: No one will be notified of Hot Seat status until the actual event on September 13 - so please don't even ask.

On September 13, just show up to the Redondo Beach, California location by 8 a.m. ready for a full day of action with these 3 mantras in your head:

- 1) I will not come with expectations;
- 2) I will keep an open mind;

3) I will listen attentively to ALL "Hot Seat" lessons.

So Now That You're READY

Here is how the pricing structure breaks down. Pay attention...

OPTION ONE:

- ❑ I am only attending the "**One Day John Carlton Live Event**" for \$997. Much like the lottery, I understand I have an opportunity to be a "Hot Seat" participant. However if I am not chosen I realize I will still get tremendous value from watching John's expertise in action.

[Click here](#) to order John Carlton's "Live One Day Event"

OPTION TWO (RECOMMENDED):

- ❑ I am ready to immerse myself in the marketing of my business by investing in BOTH John Carlton's "**Live One Day Event**" as well as Lorrie Morgan-Ferrero's 3 day, hands-on "**Speed Copywriting Workshop**" for just \$2,997 —~~that's a savings of \$497~~. Psst! Until July 31st you can get BOTH events for just \$2,497 which is a savings of \$997! But HURRY! Time is almost up!

[Click here](#) to order BOTH John Carlton's "Live One Day Event" AND Lorrie Morgan-Ferrero's "Speed Copywriting Workshop"

OPTION THREE:

- ❑ I am ALREADY attending Lorrie Morgan-Ferrero's "**Speed Copywriting Workshop**". And as a paid attendee I am eligible to upgrade and add John Carlton's "**Live One Day Event**" for the discount tuition rate of \$497.

[Click here](#) to UPGRADE to John Carlton's "Live One Day Event" if you are already attending Lorrie Morgan-Ferrero's "Speed Copywriting Workshop"

Is There a Guarantee?

Give the Event the old college try. If you aren't digging it by lunch time, let us know. Turn in any materials and we will issue you a **full refund, no problem**. What's the point of keeping your money hostage if you don't find value in what you're getting? Absolutely nothing. We don't want you to be unhappy so we stand behind the event with a full, money-back **GUARANTEE**.

Let's Wrap This Up

Honestly, there are only about a dozen copywriters alive working at John's level. And only half of them even pretend to be able to teach like John. (In fact only Dan Kennedy and Gary Halbert have similar track records of producing students that rush out and blow away previous income records).

As one of his students (and now colleague), I can tell you that John is one of the nicest and funniest copywriters in the game. I truly believe he is one of the most gifted writers in the "artist" sense of the word while doing his job as a marketer and copywriter which is to bring home the bacon.

More importantly though, John is also the hardest of the group to get personal help from. Hey, he enjoys his private time in Reno - and he's EARNED it. In the last six years, he's only offered 3 seminars himself (I attended 2 of them and they were jaw-dropping).

Any chance to learn at his feet is a very rare opportunity...and getting more rare.

See you there!

Warmly,

Lorrie Morgan-Ferrero

P.S. Sure you can read a book or listen to some audio if you want to take the slow, winding way. You will get there eventually. But learning from John in the same room is like taking a rocket ship through time to be a superior marketer. It truly is an event NOT to be missed!

Colleagues Rave and Clients Breathlessly Report Amazing Results That Changed Their Lives And Businesses Literally Overnight!

"John has created millions in profit for us. We pitted his ads and letters against big-city ad agencies, PR firms, and writers with lots of awards... and John slaughtered them all. He consistently hits 'home runs' for us -- a 20-to-1 return in profit in not unusual. He has saved our butts on several occasions."

- Robert Pierce, president, Tactical Response Solutions

"Latest results are fantastic! A huge bump, thanks to that one great idea you gave me. Thanks, John."

- Chris DiRe, software publisher

"I had a massive breakthrough reading your stuff, John. Over the last 14 days, what you taught me generated an extra \$20,979 in sales! Thanks again."

- Jeff Gardner, TX (Update: "After a full month, my take is now \$70,000! Note to self: Follow John's advice!")

"You know that new 'hook' you insisted I try in my sales pitch? It tripled response! This translates into several hundred thousand dollars in sales over the coming year. You are on my Christmas gift list for life, dude."

- Lisa Wagner, California

"I've written pieces that have pulled in millions of dollars. Yet, when I sit down to write copy, I pull out my swipe file of John Carlton's stuff, and study it like my life depended on it. He is one of the few true experts in advertising. Pure gold."

- Caleb O'Dowd, Florida

"My average order is 50% higher (and more) since I adopted your idea. I love your outlook, and your advice cracks me up while bringing in the results."

- Tom Venuto, NJ

"Carlton really pisses me off. I collect his ads whenever I can, as professional research on great copy. Trouble is, after reading his stuff, I end up buying what's he's selling. He is one amazing writer. Believe what he tells you."

- Jeff Paul, best-selling author and entrepreneurial guru

"John is the first guy I call when I have a marketing problem. His insights and marketing prowess are unparalleled among the working advertising experts I know... and I know them all. The money available, when you learn what insiders like John has to share, is just insane. In my book, there is John... and no one else is even close."

- Gary Halbert, The Gary Halbert Letter

"Dear John: Your strategies have made me hundreds of thousands of dollars. I consider your copywriting to be so influential on my success, that I've literally stalked your ads and sales letters, purchased countless products and services to get on lists... solely so I could collect (and study) the sales letters that you write. This practice has been like a real-world 'Harvard Business School' education for me. And I know dozens of millionaire business people and successful 'gurus' that quietly keep an eye on you, follow all that you do, and consider you a major influence on their success."

- Ben Cummings, Park Place Publishing, NY

"Thanks to your tips, I just doubled response on my website! I've never gotten 5 hot sales leads in one and a half hours before, such I just did this afternoon. This is getting really exciting, fast."

- Perry Marshall, Perry Marshall and Associates

"Phenomenal content. Of all the marketing, advertising and copywriting experts I pay attention to, John Carlton is by far the most articulate and passionate and knowledgeable (and funny). I get more value just from your hilarious, ballsy stories alone than from the serious efforts of most other gurus. Man, you've helped my advertising get wicked-good."

- Joe Polish, Piranha Marketing

"John fought hard to get us to mail his sales letter for our new book. He ruffled so many feathers pushing us past our creative 'comfort zone' that he got himself temporarily blacklisted... until, of course, his piece not only knocked off one of our top writers, but also mailed profitably for over 4 years to millions of names."

- Sindy Berner, Production Marketing Manager, Rodale Books, PA

"What I learned in an afternoon from John allowed me to earn more money than did my entire college education. I can't tell you how dramatically this has changed my life! My ads now cook and pull like crazy."

- James Curley, CA

"Just finished a 1,000 trial mailing with new copy using Carlton's concepts. Raked in \$22,000 the first week. It worked so good it was scary."

- Dr. John M. La Tourrette, OR

"Thanks to your course, my sales letters are now getting an extra 69% increase in response! And my print ads are suddenly stratospheric (and highly acclaimed). You are a friggin' international superstar."

- Steve King, London, UK

"I implemented your recommendations, and almost DOUBLED my conversion rate on my website! Awesome."

- Blair Gorman, New Zealand

"This guy turned our business around literally overnight. Just John's consulting abilities alone are worth his outrageous fee -- the fact you also get one of the best copywriters alive makes him the biggest bargain in business today. He throws himself into every aspect of a project... so when the ad runs and the phones start ringing, you're prepared to capture every dollar."

- Dr. Russell Horine, NuLife Clinics

"He's earned us a fortune. Killer copywriter, easily the most exciting and effective I've ever dealt with. He's utterly fearless in meeting challenges and creating successful ads in one of the toughest markets in the world."

- Dr. Michael O'Leary, president, OHP Golf, Inc.

"John Carlton is a copywriter I would hire, and there are damn few of those. Further, I would pay to be in a room to learn from him, and there are even fewer people on that list."

- Dan Kennedy, "The No B.S. Marketing Newsletter"

"I have 20 years of experience with B2B direct response -- I eat salesmen for lunch -- so I bristled at John's suggestion that I needed to rewrite my sales letter. Good thing I got over my rage... because listening to John allowed me to penetrate over 10% of a very competitive industry, and I'm still getting 2-3 calls a week. Thanks for pushing me so hard."

- Dan Page, CO

"Studying John Carlton's writing, and adapting it to Japanese culture, has allowed me to dominate an entire Asian market. It's just unbelievable what you can do when you learn what's in John's amazing bag of tricks."

- Markus Kuroda, Japan

"I went from making about \$500 a month from my website... to pulling down over \$2,000 each month. And it's all because of your advice on my copy. Nothing else changed."

- Fernando Cruz

"I made some critical changes to my ad copy after studying your Copywriting Sweatshop material. Result: The ad ran for \$2,150... and brought in a net profit of \$12,700. Not bad."

- Steve King, UK

"Heck, I even use the stuff you teach to date gorgeous women from Swedish online dating sites. Works like a charm."

- Krister Maxe, Sweden

"Who says crime doesn't pay? John let me steal one of his headlines for a seminar pitch... netting me a cool \$251,771 in just 3 days. If you want 'good' copy, you can go anywhere for advice. But if you want GREAT copy, you'd be nuts not to see what John offers. I don't know ANY decent copywriter who would be caught dead without John's materials close by."

- Craig Forte, Forte Communications, Inc.

"One line of copywriting advice you shared at a seminar I attended was the gold KEY that helped me launch my latest -- and most successful, to the tune of millions -- series of Internet marketing seminars. My ad crashed through the noise of a very crowded market and took me from zero to amazing profit, fast."

- Ken McCarthy, NY

"Thanks again for providing such a clear roadmap for success. I'm now faced with more opportunity than I've ever dreamed of, and more money than I've ever made. You gave me the impetus to act."

- John Patten

"I came to you to learn some tricks about writing killer ads... and I got more than I expected. The tricks are great... but the reason I'm now a fan for life is because you also forced me to change the way I look at money, people, risk, problems, and life. You are the complete package."

- Scott Palangi

"No B.S., John -- meeting you, and getting your advice, has been the most powerful business encounter of my life. I appreciate it."

- Paul Roberts

"In just 18 months, I've catapulted from a 'wet behind the ears' novice raking \$300 a job, to raking \$5,500-to-\$6,500 upfront per client... plus royalties! I'm now a top copywriter, working for the UK's biggest direct mailers, thanks to John's pure-gold advice. He is the ultimate 'shock and awe' marketing expert."

- Nick Wrathall, London

"Getting your material is like buying dollars for pennies. Your stuff is a proven 'can't lose' system for success, and I go to it first when I need a quick, proven solution to any problem."

- Peter Stone, copywriter

"The most recent ad you critiqued for me -- and I changed, according to your specific advice -- allowed me to triple my return-on-investment. It's the best response I've ever gotten from advertising. You've opened up a brave new world for me, and I'm grateful."

- Dr. Robert McDermott

"I'm on the third round of reading your material, and I must say it's just by far the best and most helpful I've ever seen. And I've been exposed to the best -- including Ted Nicholas, Dan Kennedy, Joe Sugarman, and Jay Abraham. None provided the quality of content that is so easy to learn, as you."

- Tony Zito, New Orleans

"Thanks to your critiques, my ad is a BIG winner right off the bat! It's pulling over 300% profits online, in a hotly competitive market. We're already on the way to seven figures, minimum."

- Matt Gallant, Vancouver

"I used Carlton's tactics in my advertising online, and profits went through the roof. That meant we could move into a bigger house, and I've kit it out with most amazing high-tech gear. I would not be here today without John's help."

- Chris Payne, UK

"You've made a huge difference in my life. Thanks."

- Bill Heid

"I have attached \$116.06 to the top of this letter -- the cost of the free newsletters you sent me as a bonus when I signed up for your stuff. I just got too much out of your advice to accept it free. What you wrote hit me hard, and helped me change the way I work. I just had to let you know you're making a huge difference."

- Lucas Jaten, Arizona

"Two months ago I had little hope of making it in this business. Now, after taking John's specific advice, I'm quitting my day job and doing this full time."

- April Morelock, Indiana

"My first letter using your advice drew in \$35,000 from a list of just 10,000. Thanks for taking the time to critique the letter of a 'little guy'."

- Eric Jensen, San Diego

"This is the exact information I wanted, but couldn't find anywhere else! You covered everything the other guru's neglect. I'm keeping your stuff close by."

- Wendy Baldwin

"A big thank you -- after absorbing your advice on ads, I sent out a letter and got a 26.5% response. Wow."
- Dwight Romey, Indiana

"John's online marketing and copywriting advice has helped me hit sales way over the million mark, starting from zero, in just 22 months. And that's by myself, from home, with no employees. John is not kidding when he says you are one good sales letter away from a million bucks."

- Tom Venuto, NJ

"The best book on copywriting and making money I've ever read, destined to become the 'How-To Bible' of great advertising writers and marketers of the future. Stop everything you're doing right now, and read it immediately."

- Scott Haines, professional copywriter (written for Jay Abraham, Robert Allen and Gary Halbert)

"I lifted your format and headline ideas for my own mailing, and not only earned back all the money I paid for your material... but the resulting sales letter is still bringing in hundreds of extra bucks each month in passive additional income. Anyone who hesitates to get your collected 'swipe files' is leaving a pile of cash on the table!"

- Kevin Donlin, Detroit

"I study Carlton's copy like a 14 year-old boy reads Playboy. Completely dazzled, entranced and full of desire. I've read hundreds of books on marketing and copywriting and make my living with it... so I know how to separate the wheat from the chaff in this business. Every time I think I've hit the nail on the head with my copy, I read one of John's letters and realize how much farther I could go. Ouch... it hurts to say that... but it's true."

- Michael Jans, President of Insurance Profit Systems, Inc.

"I don't think I'll ever be able to express adequately the total gratitude I have toward you for touching my life, giving me a massive helping hand, and showing the way! In just two days, your course has revolutionized my outlook on marketing and life. Thank you from the bottom of my heart."

- Michael Norman, Australia

"If you ever get a chance to hang out with a brilliant whacko like Carlton, jump on it. And hope some of his raw talent and marketing savvy rubs off. Until then, grab this course and learn from advertising's most potent secret weapon."

- Stan Dahl, DIB Consulting (Clients include NATO & Exxon)

"Great copywriters are proven because consumers vote with their money. That's why guys like John are so expensive, and so valuable. This is seriously important information for your business. There are only a handful of writers in John's league. I read this book as soon as I got my hands on it."

- Ken Glickman, Boardroom, Inc.

"Early in my career, I had the good fortune to discover John Carlton -- and he deserves much of the credit for my success as a freelancer. I hereby confess that many of the ideas behind the million-dollar controls I've written can be directly traced to what I learned or stole from John."

- David Deutsch, world-class freelancer with controls for Boardroom, Phillips Publishing and other major league mailers

"Carlton's course assaults you with page-after-page of surprising, fresh, rule-bending marketing secrets. He replaces conventional advertising theory with savvy, hard-learned, down-and-dirty, real-life techniques that will put your business into high gear right from the get-go. His simple techniques for recapturing lost customers, or turning excess inventory into new revenue, or boosting sales by 50% with a single line of ad copy will blow your mind. Get this course right away."

- Steve Barwick, Barwick Direct Marketing

"John Carlton is the best-kept marketing secret in America. Learn from the man who writes killer copy that most people only dream about being able to write."

- Rex Judd, "30 Minute Money System"

"My highlighter ran out 6 pages into Chapter 7! This course is going on my A+ shelf of resources I use every time I write a sales letter for my web sites."

- Yanik Silver, Surefire Marketing

"All I can is WOW! I used John's copywriting courses to get my first 4 clients ever... as a result, I've now been requested to write 9 ads for business owners, and I'll pocket 2,200 pounds (British sterling) for this while boosting my reputation and moving into the position of a top freelancer. Thanks."

- Adam Carroll, Liverpool, England

"Our investment education business went from \$50k a year in sales to over \$200k in six months, thanks to John Carlton (and a hot webmaster from Houston). Thanks to what I've learned, I'm quitting my cushy six-figure a year job to go full-time in this new business!"

- Daryl Thompson, TX

"Best course on copywriting I've ever listened to. Put me down to buy everything you have -- just charge my card and get it all to me right away. In fact, I like this course so much, I want to let everyone I do business with know about it, too. It's that good."

- Ron LeGrand, world-famous real estate & marketing guru,

"I've used many of your secrets and techniques in my copy, and find them to be like little psychic vacuum machines that suck money out of customers wallets like magic! For example: I added just one of your tactics to a promotion for a client, and sold \$65,000 more product compared to the same promo minus that trick. Over the next 12 months, this added up to \$726,000 more profit -- a huge difference, from just ONE little tactic! I could go on and on, but your ego is big enough as it is..."

- Jeff Paul, the guy behind the mega-successful informercial "How To Make A Fortune While Sitting In Your Kitchen In Your Underwear!"

"Your headline suggestion for one of my web sites boosted sales by 70%! This equals an extra \$3,000 every month... from one simple change. Thanks."

- Terry Dean, Internet Marketing Coach, New Castle, IN

"Amazing! My web site conversion rate has nearly doubled, just from what you've taught me. And guess what? Also following your advice, I tested a much higher price... and the conversion rate was not affected at all. That's free money without any extra work! You were right, John -- your course did pay for itself the very first time I used it. Thanks for everything."

- Michael Norman, UK

"John's input on my website increased my flow of sales leads by 50%. Also, his advice to trash my sales letter and start fresh (with very specific instructions on how to do it) DOUBLED my sales conversion rate! Those numbers add up... I tripled the throughput of my sales process, while my costs stayed about the same. John's material is not a luxury -- it's a no-brainer necessity."

- Perry Marshall, Perry S. Marshall & Associates

"First thing I did after getting your course was re-write a couple of sales letters. Two of the new letters using your methods DOUBLED response. At a case average of \$2,000, I don't have to explain the impact that is having on my bank account. Thanks!"

- Dr. Matt Welch

"Wow! You've managed to bring complex marketing down to its bare-bones essence. And, to use a cliché, you've explained it so simply that a child could do it."

- Ken Kerr, San Diego

"Just finished reading the Carlton interview for this month's Genius Network mailing. Friggin' awesome! I always read them cover to cover, and this is one of the best. For someone who is a serious student of copywriting, this is just great stuff. Thanks for the opportunity to learn so much printing your stuff."

- Dave Simon, printer for Joe Polish's Piranha Marketing

"If you enter the marketing jungle in search of riches and respect, just be sure you walk with this man at your side. John is a recognized master of the world's most effective, ultimate-street-fighter marketing techniques. Do it right, as he shows, and for every \$1 you put into your marketing machine, you can get \$2, \$3, even \$5 or more back. Once you own such a money machine, your life will be sweeter than anything you've known."

- Gary Bencivenga, Hall of Fame copywriter for Boardroom, Agora, Phillips, and Rodale.

"Using just ONE tip John gave us increased our mail response by 32%. This means an additional \$2,000 in profit for every 1m letters."

- Chris Rabalais, New Millennium Publications

"I've just landed a deal with a division of Agora, Inc., in Baltimore to write Web promotions. Your courses have given me the skills, and the confidence to be able to write for such a company. Thanks a million, John."

- Adam Carroll, GRAdvertising

"After reading your course, I edited my control mailing piece using your 'Action Verbs'. This killer strategy ALONE allowed me to buy a new car (for cash) after the first mailing!"

- Dr. G.E. Nielsen, Wisconsin

"Gee John, you're teaching people how to become more intelligent and achieve excellence in their lives. Isn't that kind of subversive or something? Thanks for another stimulating issue of the Rant."

- Ken McCarthy, Internet guru

"Your newsletter is awesome. You're better than Gary Halbert... and he's great!"

- Robert Smith, PR expert

"You stuff is making a gigantic difference in our lives right now. A single hook I learned from you made our postcard campaign worth 10 times the cost. A sales letter I wrote (after reading your course) boosted my wife's accounting business by \$2k a month, and took my own business from zero to \$2,000 per sales letter. Things are only getting better."

- Ben Settle, Utah

"I applied what I learned in John Carlton's course and just had a record sales week. Just wanted to say thanks."

- Kent Sayre