

**Inside: 10 Rules For Successful
Marketing in Financial Services**

The financial industry is one of the most difficult industries to create effective marketing in. This “Swipe File” and report will highlight why it is so difficult and provide you with proven ways to create successful marketing... all by studying the successes of the past.

The ULTIMATE Marketing Swipe File: 122 Winning Ads & Titles from Direct Response Geniuses

By: Mark Mersman



Are You Following *These Rules* for Success?

This swipe file contains some of the most effective marketing ever done on this planet. It contains marketing copy that has generated MILLIONS and MILLIONS of dollars in sales and it may be one of the most lucrative things anybody has ever given you (should you choose to use it correctly). Save this to your desktop. Print it out and keep it near you ANY time you are looking for inspiration when creating marketing. Why do I say this? Well...

I have a confession to make.

My name is Mark Mersman. I'm the Chief Marketing Officer at USA Financial... and I'm a **cheater**. But I cheat for the right reasons. I cheat so our advisors can win. Advisors just like you.

"If you're not cheating, you're not trying hard enough."

I always got a kick out of that quote, and I use it quite frequently (especially when I'm playing a friendly game of cards). But I cheat in an ethical way.... by studying the best practices of the world's most effective marketers. If you aren't doing the same, you're costing yourself a fortune. **You should be a cheater, too.** Let's face some facts... you are **NOT** in the financial services business. Yes... that may be how you get paid... but you are NOT in the financial services business.

You are in the MARKETING business... First and Foremost. Period. End of Story. If you don't embrace this fact, you don't stand a chance of achieving the levels of success you desire.

Why do virtually all broker-dealers, RIAs, and insurance firms not get this? They leave you out on an island to create your own marketing... and then once you finally do take the time to create something, they neuter any chance it has of being effective with their outrageous compliance restrictions! Sound familiar?

I'm not saying you shouldn't be compliant. In fact, I'm saying the EXACT opposite. **You MUST have compliant marketing in our industry** just as much as you MUST have **effective marketing**. The sad reality is that most advisors are missing the boat on this. Most insurance marketing organizations or mail houses don't know the first thing about what it takes to be compliant. And most broker-dealers or investment firms don't know the first thing about effective marketing. But guess what...

It is possible to have **effective AND compliant** marketing!

Why should you believe me? After all, I told you I'm a cheater...

Reason # 1 –

We own and operate an independent broker/dealer and two SEC Registered Investment Advisors. We have three attorneys and a team of individuals under our roof making sure we are compliant. Every piece of marketing we create for advisors MUST be compliant.

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Distributor

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Broker Dealer
Member FINRA/SIPC

ASSET MANAGEMENT
SEC Registered
Investment Advisor

PORTFORMULAS
Formulaic Trending
Money Manager

MEDIA
USA Financial
Syndicated Radio

PLUG-N-RUN
Cross-Platform
Marketing & Technology

Empowering Advisors & Investors

Reason # 2-

We've been doing direct response marketing for over 15 years. Since the year 2000, we've spent over \$12 million on printing and postage for direct response marketing specifically for financial advisors.

Let that sink in...

We've spent over \$12 Million on direct response marketing in the financial services marketplace since the year 2000.

We've sent over 40,000,000 pieces of mail over that time frame.

Let me restate that... That's FORTY MILLION pieces of mail.

EVERY single one of those pieces of mail was specifically designed to get a direct response from the consumer – the very consumer to whom you are trying to market your financial solutions.

Imagine how much you would learn if you sent more than 200,000 pieces of mail EVERY month focused on one thing – to get someone motivated to take action about a financial solution. **Imagine** how much of an advantage that would give you over just “guessing” what to mail.

This leads us to the first rule for success...

Rule # 1 - Energize your prospect.

You can do this by using one powerful word. Imagine making one small change to your direct mail piece or the copy on your website that will immediately get your prospect to take the action you desire.

How do you feel when I ask you to imagine this kind of success in your own business? You may feel energized and ready to start planning a new campaign or website tweak. If nothing else, you want to keep reading to see if this report is as good as I suggest.

Now imagine stirring that same level of excitement in your prospective clients... simply by putting their own imaginations to work.

What's the most persuasive word in your arsenal?

You guessed it... **Imagine.**

Why is it so persuasive? Because it taps into your customers' deepest desires, no matter what they are. How does it work? When you ask people to imagine something, it helps them engage their imaginations. Go

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figure, right? Until then, they were simply reading your words. By prompting them to imagine, you make it personal. Now they see themselves enjoying the benefits of whatever it is you are introducing.

And that is what it takes to get your prospects to move and take action. People are emotional creatures, and by tapping into the hopes and dreams they already hold dear, you trigger a deep desire for any product or solution that can give it to them.

Here is one sample ad that forces the reader to exercise their brain... and it's all because of one little word. (There are a lot of things wrong with this ad, but the message is undeniably compelling).



Rule # 2 – Engage your prospect.

I told you I was a cheater, right? I cheated to get you this far by “rephrasing” ad copy from over 80 years ago. The ad below was written by Max Sackheim. **This direct response ad raked in new customers for OVER FOUR DECADES!**



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Why was this ad so wildly successful?
It's the power of ONE word: "these."

Did you notice the title at the top of this Swipe File Report? "Are you following these rules for success?"

By itself, the word "these" is harmless. But if you couple it with something compelling that your audience is curious about... they can't help but read further to find out if they are making "those" mistakes or following "those" rules for success. Naturally, it begs the question... "what mistakes?" Or "what rules?"

There's a lot to learn from the successful copywriters of yesterday. When this particular ad stopped pulling well, he simply made subtle changes...



Rule # 3 – Remember that your prospects need help

We're in the financial services business, right? Do you know what those with a high net worth have on their night stands for reading material? It's not *People* magazine. They have books that will educate them. We are all in need of help. We all want to IMPROVE. And the only way to improve is to learn HOW TO improve (no matter what we need help in). The next ad I'll share is from a copywriter by the name of Eugene Schwartz. If there's a Mt. Rushmore of copywriters from yesteryear, he's on it.

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Rule # 4 – Incite curiosity

I know what you're thinking... you're probably saying to yourself... "None of these successful ads are from the financial services profession." Until now. The ad below is from the 1940's. It was written by Louis Engel. It is ultra-dense copy, and was one of the most successful financial services ads EVER written. This is the ad that led to the cataclysmic growth of Merrill Lynch, raking in well over 3 MILLION leads during its tenure. But why? The first is that it incites curiosity AND defines its niche in one headline.



Rule # 5 – Address Their Skepticism

This ad also did another thing VERY well. It addressed reader skepticism head-on. The subtitles are genius... "Some plain talk about a simple business that often sounds complicated" and "Why we are publishing this information."

Rule # 6 – Write to ONE Reader at a time

This rule is extremely important. Remember, exactly ONE reader will read your copy at a time. Many novice copywriters will try to write to their entire audience at once. Yes, you will have more than one reader at any given time... but always speak directly to the individual reader. Make no mistake, the most important part of any marketing piece is the headline. The job of the headline is to get the prospect to read the first sentence, which makes the first sentence the second most important part of any marketing piece. This is where you must remember rule # 6. Here's an example of a powerful first sentence that speaks to ONE reader at a time:

"I don't know how you feel about having a reliable and predictable income stream in retirement, but to me, that's what defines confidence in retirement."

It's honest. It's direct, and it is empathetic. You're not telling somebody how they should feel, but you tell them



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how the benefits of what you are about to talk about make YOU feel. This sets you apart from the competition immediately.

Rule # 7 – Ugly is better than pretty

Are there exceptions to this rule? Absolutely. But when it comes to direct response copywriting, there aren't many. If I had a nickel for every advisor who criticized the aesthetic beauty of our marketing, I'd be a rich man. Most advisors think they need a "pretty" postcard or wedding style invite. But if you look at the majority of the most successful direct response ads of all time, you'll notice one glaring thing --- they are UGLY. They could have been designed and laid out to be more aesthetically pleasing, and they surely could have had nice pretty pictures... after all, a picture is worth a thousand words, right? The trouble is that you don't control what words that picture paints! And in copywriting, you don't want to give up the control of the most powerful tool you have... WORDS. **Carefully chosen words!** Here are some examples of more successful ads... pay attention... if there are pictures, the pictures are used deliberately for only one reason -- to support the copy on the page.



They Laughed When I Sat Down At the Piano But When I Started to Play!

ARTHER had just played "The Storm" with such skill and grace. I do not think that any of his friends...
"What do you think of his playing?" called a voice from the crowd.
"We're in favor of it," came back the answer, and the crowd inclined with laughter.

Then I Started to Play
I played a tune which led to the piano. The laughter died on their lips as if by magic, I played through the first bars of Liszt's "Maze of the Labyrinth".

I played on and as I played I forgot the people around me. I forgot the hour, the place, the treacherous listeners. The little world I lived in seemed to fade--seemed to grow dim--seemed only the music was real. Only the music and the music as it changed as it brought me. Unlike an amateur I brought as it changed as it brought me.

A Complete Triumph!
As the last notes of the...
The first look served sympathy and I started in that very night to study the...
"I have never seen any other teacher," I replied. "And just a short while ago a teacher's play a piece."
"Quite your teacher," laughed Arthur, himself an accomplished pianist. "You've been working for years. I've seen it."
"I have been studying only a short while ago," I replied. "I had to keep it a secret so that I could surprise all you folks."
"Then I told them the whole story," I said. "I told them that I had studied with you for a year and that I had learned all of your secrets."
"That's a very interesting subject, isn't it?" they exclaimed.
"Certainly," I replied. "They have a new method that can teach you to play any instrument by rote in just a few months."

Send for Our Free Booklet and Demonstration Lesson
This booklet contains a complete course in playing any instrument by rote in just a few months. It is a complete course in playing any instrument by rote in just a few months. It is a complete course in playing any instrument by rote in just a few months.

How I Learned to Play Without a Teacher
And then I explained how for years I had...
"I mean just a short while ago," I continued. "I had to keep it a secret so that I could surprise all you folks."
"Then I told them the whole story," I said. "I told them that I had studied with you for a year and that I had learned all of your secrets."
"That's a very interesting subject, isn't it?" they exclaimed.
"Certainly," I replied. "They have a new method that can teach you to play any instrument by rote in just a few months."

Pick Your Instrument
Piano Organ Harmonica and any other instrument...
Piano Organ Harmonica and any other instrument...
Piano Organ Harmonica and any other instrument...

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How to create financial advertising that sells

by Ogilvy & Mather

Ogilvy & Mather has created over \$100 million worth of advertising for financial institutions...
Here are twelve of the things we have learned.

1. The most important decision is how to use the money.
This is the most important decision you will make. It affects the way you conduct your business, as well as the way you do advertising.

2. Build a bank of bank.
An advertisement likely will be better received by a bank of banks than by a single bank.

3. Offer a unique benefit and advertise it.
American Express is the only bank of banks that offers a unique benefit to its customers.

4. Don't be afraid to say "no."
The ability to say "no" is a key to success in advertising.

Notes on corporate advertising to financial institutions.
Few security analysts or institutional investors will take the time to read the offering circular of a company. Ogilvy & Mather's research with financial institutions has shown that the most important factor in a company's decision to invest is the quality of its management.

5. Make sure people who really want to buy your product are the ones who see your advertisement.
Financial institutions are not interested in general advertising. They are interested in advertising that speaks directly to their needs.

6. Offer a unique benefit and advertise it.
American Express is the only bank of banks that offers a unique benefit to its customers.

7. Don't be afraid to say "no."
The ability to say "no" is a key to success in advertising.

8. Find a unique product.
A distinctive and memorable visual symbol can give your advertising a strong identity.

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Financial client of Ogilvy & Mather
American Express Card American Express Travelers Cheques The Treasury Bank The Liberty Bank Merrill Lynch & Co., Inc. National Insurance

Fidelity Bank has \$90 million to lend by May 1
Fidelity Bank has \$90 million to lend by May 1. This is a significant increase in the bank's lending capacity.

Merrill Lynch is bullish on America.
Merrill Lynch is bullish on America. The firm's analysts are optimistic about the future of the U.S. economy.

Ogilvy & Mather
Ogilvy & Mather is a leading advertising agency. We help our clients create effective marketing campaigns.

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For people who are almost (but not quite) satisfied with their own cooking — and can't figure out what's missing.

- If your crêpes are delicious but too heavy, see page 263.
- The gourmet uses of kosher salt? See page 3 and page 22.
- If your cooked shrimp gets dry or rubbery when you keep it overnight, see page 136.
- If your fried eggplant tastes oilier than it should, see page 176.
- If you sauté chicken livers perfectly but they come out tough, see page 152.
- How to make bottled horseradish taste like the fresh kind. See page 211.
- How to keep sour cream from burning when you cook with it. See page 23.
- What to add to champagne paprika if you can't find the imported kind. See page 69.
- A substitute for domestic sauce that isn't perfect, but works. See page 97.

"Chef Louis' secrets are gems of purest common sense that put even the most intimidating foreign dishes within the reach of any intelligent person."

—SHEILA SPITZER, Food Editor, *Midland Magazine*

The Chef's Secret Cook Book

By Louis Sathany

Cook books, as a rule, give very little of the professional chef's "inside information." Tricks of preparation, little secrets about ingredients, that chef's touch that makes all the difference between something good and something special—these don't appear in the ordinary cook book.

"Unlike chefs who cling passionately to the trade secrets of the profession, Louis Sathany goes out of his way to share his secrets."

—JEAN HEWITT

The *Chef's Secret* is no ordinary book, and Louis Sathany (pronounced Zabharney) is no ordinary chef. He is the proprietor of the world-famous Bakery Restaurant in Chicago and certainly the most illustrious of a great tradition of Hungarian chefs now in America. Each recipe in *Chef Louis' book*—from appetizers to desserts—has a "chef's secret" attached. The secrets make the food more fun to cook, elegant to serve, wonderful to taste. Yet all the recipes are surprisingly simple—no exotic seasonings or special gadgets are involved, just careful selection of ingredients and the classic methods of basic cuisine. Only the results are exotic.

HAVE YOU BEEN BOILING EGGS IN THE WRONG POT? (and can it really matter? See page 19).

The professional secrets included add up to a quick but surprisingly thorough course in the Escoffier approach to food preparation, cooking and serving. How to make *paté en croûte* without having the dough burn while the meat cooks? See page 64. The 300 recipes cover just about everything from how to purchase, prepare, roast, carve and serve a suckling pig (page 73) to how to make sure your guests know the correct order for eating the radishes, butter and black bread that together make up one of the world's great gourmet appetizers (if the three elements are

peppered into the mouth in the wrong sequence, forget it. See page 25).

Do you know what's missing if your chicken soup doesn't really taste like chicken? (See page 39). How to keep an opened avocado green without covering it with lemon juice or anything else? (See page 7). What Chinese chefs cook together with their seafood to make it taste so good? (See page 29). The best way to roast a turkey? (Louis Sathany has tried them all, and the method he swears by is on page 107).

A humane way to kill a lobster? (See page 130). How to bread your meat or fish without the crumbs sticking to your fingers? (See page 125). How to keep hammy from smothering fresh mushrooms? (See page 159). Have you been serving your roast beef too soon after it comes out of the oven? (Read page 59 carefully).

If your biscuits aren't as flaky as you'd like, see page 231. If the meringue on your baked Alaska isn't stiff enough, see page 227. If your eggs benedict aren't what they should be, read page 145. The fast, easy way to make good napoleons starts with 4 pieces of cardboard (they don't show up in the final dish, see page 257). Your house doesn't have to smell like cabbage" while you're cooking Brussels sprouts—see page 171. Asparagus spears should be cut under water. (Why? See page 160). If your family wants traditional cornbread and you don't own a traditional heavy iron skillet, see page 232.

IF YOU HAVE TROUBLE SWIMMING ALL THE FAT OFF A POT OF SOUP, TRY ICE CUBES. See page 34.

Louis Sathany is probably the only world famous chef with a Ph.D. in psychology. That means he understands people as well as he understands food, and in this book he proves it. "We tested and double-tested every recipe," he says, "making ladies with very little or no experience to cook the dishes for us. We watched their techniques and their frustrations, noted the shortcomings of the recipes whose steps were not precisely explained, and then kept working on each recipe until it became easy and understandable."

If you find any recipe in this book that does not work for you, we'll give you your money back. \$8.95

Distributed to the trade by World Publishing Co., AT LEADING BOOKSTORES OR MAIL THIS COUPON

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
YOUR SIGNATURE _____

QUADRANGLE BOOKS, Dept. VJ
330 Madison Ave., New York, N.Y. 10017

Please send _____ copies of THE CHEF'S SECRET COOKBOOK at \$8.95 if I find the book suitable for any reason. I may return this order within 10 days and owe nothing. Otherwise you will bill me \$8.95 plus shipping.

SAVE. Check box and enclose \$8.95 per copy. Publisher then pays shipping.

CHARGE MY MASTER CHARGE.

4-DIGIT INTERMARK.

EXP. DATE _____ (Publisher will pay shipping.)



FOR NEW YORKERS WHO WOULD RATHER RIDE BIKES THAN SUBWAYS, BUSES, CABS OR CARS if somebody sensible would just tell them:

- What steps to take when the landlord doesn't like bikes.
- How long it would take you to bike to work (and which routes are approved as the quickest and most efficient).
- How to survive in Manhattan traffic (including which lane to use on those intimidating one-way avenues).
- How to make it difficult for even the most expert thief to steal your bike.
- HAVE YOU BEEN PEDALING WITH THE WRONG PART OF YOUR FOOT? SEE PAGE 19.
- Why the "experts" who keep telling you to raise your bicycle seat higher are giving you bad advice.
- The easy hand-signals that can keep you out of trouble with people who still drive cars.

The Bicyclists' Guide for Manhattan

Prepared by the Fund for the City of New York in cooperation with the Parks Council

\$4.50

Ride with this guide in your pocket or tool kit and Manhattan is yours. It contains special maps for bicyclists, special tours for bicyclists, tips on law for bicyclists, repairs and maintenance for bicyclists, and even typical travel time by bike maintenance for bicyclists, and even typical travel time by bike between important Manhattan locations at the recommended speed of 10 mph (Washington Square to Lincoln Center? 25 minutes).

It tells you how to lock your bike so the wheels can't be stolen... and across town... The traffic rules that bicyclists are required to obey... 5 things never to do if you find yourself heading for a pothole... When to leave your bike home... What parts of your bike have to be oiled, and how often... What to make sure of before you use gas stations for your tires... 5 ways to stop your bike if you don't trust your brakes (and when to be suspicious of them)... Maximum safe speed for leaving in the rain... Why a bike shop has to charge you more for patching a tire than for replacing it... Why "bicycle mirrors" are no help on a bike as a public bike rack that can be tax-deductible. The safest kind of chain and lock for a bike in Manhattan (and a simple test to make sure it's the real thing before you pay for it)... What to wear on a bike, and why... The one and only way to get your bike insured.

"IN MANHATTAN, FOR ANY DISTANCE UNDER 3 MILES, THE BICYCLE IS FASTER" (see page 1).

Also: Neighborhood maps and lists pinpointing Manhattan's 99 public bicycle racks and 40 bicycle shops (identifying shops that sell, repair, and clean bikes that repair)... **TOURS FOR THE MANHATTANITE LIBERATED BY A BIKE**, including a Greenwich Village tour that would be unthinkable any other way, an uptown art tour, a downtown art tour (East Village and SoHo), a Sunday Wall Street tour, an Ethnic Gourmet Tour for pedaling



and nibbling your way from Delancey Street to Chinatown via Little Italy... and (for the adventurous) a trip across the Brooklyn Bridge bike path and through the mystifying byways of Brooklyn.

- Published for the Fund for the City of New York by QUADRANGLE BOOKS**
A New York Times Company
- At the stores listed below:
- | | | |
|--|---|--|
| Barnes and Noble Bookstore
200 Fifth Avenue
New York, New York 10001 | Brooklyn Book Shop
122 8th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Bloomburg's
800 Broadway
New York, New York 10003 | High Street Bookshop Inc.
47 West 4th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Brentano's Inc.
400 Broadway
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Brentano's Inc.
20 University Place
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Columbia University Bookstore
290 Broadway
New York, New York 10007 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Dashley Book Shop
124 Fifth Avenue
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |
| Dashley Book Shop
475 Fifth Avenue
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| Dashley Book Shop
475 Fifth Avenue
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 | Marshall Book Shop
228 West 11th Street
New York, New York 10003 |

Rule # 8 – Don't be afraid to use checklists/numbers

In the financial services industry, this is a rule you will want to pay close attention to. The use of numbers and checklists in your headlines can be extremely powerful. Take a look at the ad below:

Seven Deadly Advertising Mistakes

Conclusions Based Upon 45 Years of Experience With Royal Advertising

Daily Advertising Mistake #1: No headline

Daily Advertising Mistake #2: No reason for the headline

Daily Advertising Mistake #3: No reason for the headline

Daily Advertising Mistake #4: No reason for the headline

Daily Advertising Mistake #5: No reason for the headline

Daily Advertising Mistake #6: No reason for the headline

Daily Advertising Mistake #7: No reason for the headline

Maxwell Sackheim & Co., Inc.

What makes this ad so compelling? The answer is simple. You are inclined to note to see if you are making any of the SEVEN mistakes mentioned. Think about the difference between these two "financial" ad titles:

Title One:
Financial Mistakes to Avoid

Title Two:
7 Hidden Mistakes to Avoid With Your Finances That Cost Many Baby Boomers Thousands

Notice a difference?

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Rule # 9 – Don't Start with a Blank Page

Most financial professionals are NOT good at writing copy. Writing compelling copy is not easy. The absolute BEST way to write copy that sells is to borrow from the best. That's the reason I've provided you with this SWIPE file. Keep it handy and with you as a reference so you are always able to leverage it the next time it is time for you to write your next newsletter, seminar, marketing piece, or newspaper article.

My goal with this was to help you so you could avoid the "deer in the headlights" feeling the next time you had to create unique content.

On the pages that follow, I'll share with you some of the most successful ads and headlines of all-time. Guard this list closely. Print it out. Store it in a safe place.

Rule # 10 – If You Can't Do It... Find Somebody Who Can.

If you are looking for a broker/dealer, FMO/IMO, RIA and/or money manager that can help you create compelling and turn-key marketing systems, we'd love to share with you more about what we do.

If you qualify, we'll gladly invite you up to spend a day with us to find out how we've blazed a path in the financial services industry unlike any other firm in existence... one that seeks to empower advisors with turn-key, compelling, and COMPLIANT marketing.

Call us today at 888.444.0125

Happy Marketing,

Mark R. Mersman

Chief Marketing Officer
USA Financial

P.S. To have a qualifying discussion and arrange/reserve for your visit to a Discovery Day, simply call to speak with one of our Business Development VPs at **888.444.0125 ext. 1**.

Discovery Day Notes:

As with everything at USA Financial, you will be treated with the professionalism you've earned. Your flights will be booked & paid compliments of USA Financial. You will stay at a Five-Star Preferred & Diamond Award Winning Hotel compliments of USA Financial. You will eat at a Top-Knife & Diners' Choice Award Winning Steakhouse compliments of USA Financial. You will be our guest in Grand Rapids, named Lonely Planet's Best in Travel 2014, #1 Destination. And most importantly, you will experience USA Financial from "Behind the Scenes" and get all "The Real Stuff."

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**100 of the Most Successful Advertising Headlines of All Time
(In No Particular Order)**

- 1. THE SECRET OF MAKING PEOPLE LIKE YOU**
- 2. A LITTLE MISTAKE THAT COST A FARMER \$3,000 A YEAR**
- 3. ADVICE TO WIVES WHOSE HUSBANDS DON'T SAVE MONEY — BY A WIFE**
- 4. THE CHILD WHO WON THE HEARTS OF ALL**
- 5. ARE YOU EVER TONGUE-TIED AT A PARTY?**
- 6. HOW A NEW DISCOVERY MADE A PLAIN GIRL BEAUTIFUL**
- 7. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE**
- 8. THE LAST 2 HOURS ARE THE LONGEST — AND THOSE ARE THE 2 HOURS YOU SAVE**
- 9. WHO ELSE WANTS A SCREEN STAR FIGURE?**
- 10. DO YOU MAKE THESE MISTAKES IN ENGLISH?**
- 11. WHY SOME FOODS “EXPLODE” IN YOUR STOMACH**
- 12. HANDS THAT LOOK LOVELIER IN 24 HOURS — OR YOUR MONEY BACK**
- 13. YOU CAN LAUGH AT MONEY WORRIES — IF YOU FOLLOW THIS SIMPLE PLAN**
- 14. WHY SOME PEOPLE ALMOST ALWAYS MAKE MONEY IN THE STOCK MARKET**
- 15. WHEN DOCTORS “FEEL ROTTEN” THIS IS WHAT THEY DO**
- 16. IT SEEMS INCREDIBLE THAT YOU CAN OFFER THESE SIGNED ORIGINAL ETCHINGS — FOR ONLY \$5 EACH**
- 17. FIVE FAMILIAR SKIN TROUBLES — WHICH DO YOU WANT TO OVERCOME?**
- 18. WHICH OF THESE \$2.50 TO \$5 BEST SELLERS DO YOU WANT — FOR ONLY \$1**

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EACH?

19. WHO EVER HEARD OF A WOMAN LOSING WEIGHT — AND ENJOYING 3 DELICIOUS MEALS AT THE SAME TIME?

20. HOW I IMPROVED MY MEMORY IN ONE EVENING

21. DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY

22. DOCTORS PROVE 2 OUT OF 3 WOMEN CAN HAVE MORE BEAUTIFUL SKIN IN 14 DAYS

23. HOW I MADE A FORTUNE WITH A “FOOL IDEA”

24. HOW OFTEN DO YOU HEAR YOURSELF SAYING: “NO, I HAVEN’T READ IT: I’VE BEEN MEANING TO!”

25. THOUSANDS HAVE THIS PRICELESS GIFT — BUT NEVER DISCOVER IT!

26. WHOSE FAULT WHEN CHILDREN DISOBEY?

27. HOW A “FOOL STUNT” MADE ME A STAR SALESMAN

28. HAVE YOU THESE SYMPTOMS OF NERVE EXHAUSTION?

29. GUARANTEED TO GO THROUGH ICE, MUD OR SNOW — OR WE PAY THE TOW!

30. HAVE YOU A “WORRY” STOCK?

31. HOW A NEW KIND OF CLAY IMPROVED MY COMPLEXION IN 30 MINUTES

32. 161 NEW WAYS TO A MAN’S HEART — IN THIS FASCINATING BOOK FOR COOKS

33. PROFITS THAT LIE HIDDEN IN YOUR FARM

34. IS THE LIFE OF A CHILD WORTH \$1 TO YOU?

35. EVERYWHERE WOMEN ARE RAVING ABOUT THIS AMAZING NEW SHAMPOO!

36. DO YOU DO ANY OF THESE TEN EMBARRASSING THINGS?

37. SIX TYPES OF INVESTORS — WHICH GROUP ARE YOU IN?

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38. HOW TO TAKE OUT STAINS...USE (PRODUCT NAME) AND FOLLOW THESE EASY DIRECTIONS

39. TODAY...ADD \$10,000 TO YOUR ESTATE — FOR THE PRICE OF A NEW HAT

40. DOES YOUR CHILD EVER EMBARRASS YOU?

41. IS YOUR HOME PICTURE-POOR?

42. HOW TO GIVE YOUR CHILDREN EXTRA IRON — THESE 3 DELICIOUS WAYS

43. TO PEOPLE WHO WANT TO WRITE — BUT CAN'T GET STARTED

44. THIS ALMOST-MAGICAL LAMP LIGHTS HIGHWAY TURNS BEFORE YOU MAKE THEM

45. THE CRIMES WE COMMIT AGAINST OUR STOMACHS

46. THE MAN WITH THE “GRASSHOPPER MIND”

47. THEY LAUGHED WHEN I SAT DOWN AT THE PIANO — BUT WHEN I STARTED TO PLAY!

48. THROW AWAY YOUR OARS!

49. HOW TO DO WONDERS WITH A LITTLE LAND!

50. WHO ELSE WANTS LIGHTER CAKE — IN HALF THE MIXING TIME?

51. LITTLE LEAKS THAT KEEP MEN POOR

52. PIERCED BY 301 NAILS....RETAINS FULL AIR PRESSURE

53. NO MORE BACKBREAKING GARDEN CHORES FOR ME — YET OURS IS NOW THE SHOW-PLACE OF THE NEIGHBORHOOD!

54. OFTEN A BRIDESMAID, NEVER A BRIDE

55. HOW MUCH IS “WORKER TENSION” COSTING YOUR COMPANY?

56. TO MEN WHO WANT TO QUIT WORK SOMEDAY

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57. HOW TO PLAN YOUR HOUSE TO SUIT YOURSELF
58. BUY NO DESK — UNTIL YOU’VE SEEN THIS SENSATION OF THE BUSINESS SHOW
59. CALL BACK THESE GREAT MOMENTS AT THE OPERA
60. “I LOST MY BULGES...AND SAVED MONEY, TOO”
61. WHY (BRAND NAME) BULBS GIVE MORE LIGHT THIS YEAR
62. RIGHT AND WRONG FARMING METHODS — AND LITTLE POINTERS THAT WILL INCREASE YOUR PROFITS
63. NEW CAKE-IMPROVER GETS YOU COMPLIMENTS GALORE!
64. IMAGINE ME...HOLDING AN AUDIENCE SPELLBOUND FOR 30 MINUTES
65. THIS IS MARIE ANTOINETTE — RIDING TO HER DEATH
66. DID YOU EVER SEE A “TELEGRAM” FROM YOUR HEART?
67. NOW ANY AUTO REPAIR JOB CAN BE “DUCK SOUP” FOR YOU
68. NEW SHAMPOO LEAVES YOUR HAIR SMOOTHER — EASIER TO MANAGE
69. IT’S A SHAME FOR YOU NOT TO MAKE GOOD MONEY — WHEN THESE MEN DO IT SO EASILY
70. YOU NEVER SAW SUCH LETTERS AS HARRY AND I GOT ABOUT OUR PEARS
71. THOUSANDS NOW PLAY WHO NEVER THOUGHT THEY COULD
72. GREAT NEW DISCOVERY KILLS KITCHEN ODORS QUICK! — MAKES INDOOR AIR “COUNTRY-FRESH”
73. MAKE THIS 1-MINUTE TEST — OF AN AMAZING NEW KIND OF SHAVING CREAM
74. ANNOUNCING...THE NEW EDITION OF THE ENCYCLOPEDIA THAT MAKES IT FUN TO LEARN THINGS
75. AGAIN SHE ORDERS... “A CHICKEN SALAD, PLEASE”



76. FOR THE WOMAN WHO IS OLDER THAN SHE LOOKS
77. WHERE YOU CAN GO IN A GOOD USED CAR
78. CHECK THE KIND OF BODY YOU WANT
79. “YOU KILL THAT STORY — OR I’LL RUN YOU OUT OF THE STATE!”
80. HERE’S A QUICK WAY TO BREAK UP A COLD
81. THERE’S ANOTHER WOMAN WAITING FOR EVERY MAN — AND SHE’S TOO SMART TO HAVE “MORNING MOUTH”
82. THIS PEN “BURPS” BEFORE IT DRINKS — BUT NEVER AFTERWARDS!
83. IF YOU WERE GIVEN \$200,000 TO SPEND — ISN’T THIS THE KIND OF (TYPE OF PRODUCT, BUT NOT BRAND NAME) YOU WOULD BUILD?
84. “LAST FRIDAY...WAS I SCARED!—MY BOSS ALMOST FIRED ME!”
85. 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO
86. SUPPOSE THIS HAPPENED ON YOUR WEDDING DAY!
87. DON’T LET ATHLETE’S FOOT “LAY YOU UP”
88. ARE THEY BEING PROMOTED RIGHT OVER YOUR HEAD?
89. ARE WE A NATION OF LOWBROWS?
90. A WONDERFUL TWO YEARS’ TRIP AT FULL PAY — BUT ONLY MEN WITH IMAGINATION CAN TAKE IT
91. WHAT EVERYBODY OUGHT TO KNOW...ABOUT THIS STOCK AND BOND BUSINESS
92. MONEY-SAVING BARGAINS FROM AMERICA’S DIAMOND DISCOUNT HOUSE
93. FORMER BARBER EARNS \$8,000 IN 4 MONTHS AS A REAL ESTATE SPECIALIST
94. FREE BOOK — TELLS YOU 12 SECRETS OF BETTER LAWN CARE

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95. GREATEST GOLD-MINE OF EASY “THINGS-TO-MAKE” EVER CRAMMED INTO ONE BIG BOOK

96. \$80,000 IN PRIZES! HELP US FIND THE NAME FOR THESE NEW KITCHENS

97. NOW! OWN FLORIDA LAND THIS EASY WAY...\$10 DOWN AND \$10 A MONTH

98. TAKE ANY 3 OF THESE KITCHEN APPLIANCES — FOR ONLY \$8.95 (VALUES UP TO \$15.45)

99. SAVE 20 CENTS ON TWO CANS OF CRANBERRY SAUCE — LIMITED OFFER

100. ONE PLACE SETTING FREE FOR EVERY THREE YOU BUY!

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Inspiration: More Compelling Ads For Your Swipe File

Famous Simon & Schuster author-lecturer-investment counselor Robert G. Allen says—

"Send me to any city in the United States. Take away my wallet. Give me \$100⁰⁰ for living expenses. And in 72 hours I'll buy an excellent piece of real estate using none of my own money."



LOS ANGELES TIMES CHALLENGES MY CLAIM
ON JANUARY 12, 1987, THEY FLEW ME TO SAN FRANCISCO. IN LESS THAN 57 HOURS, I PURCHASED SEVEN PROPERTIES (14 HOUSES, 3 CONDOS) WITHOUT CASH, CREDIT OR IDENTIFICATION.
LETTING YOU LEARN TO DO WHAT I DO!

THE SECRET TO EVERY ONE OF THESE PROPERTIES IS THAT I COULD GET THEM AT A DISCOUNT OFFERED TO INVESTORS.

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If you earn around \$30,000 or more, send for Lessons 1 and 2 of Successful Investing & Money Management, free. You'll quickly discover that:

It's easier than you think to make \$1,000,000

The secret is not earning more money (you're already earning enough) but managing your money more profitably in bad times and good. Read how investing as little as \$1,000 a year can make you a millionaire.



Who are you students—and how are they connected?

Who are you students—and how are they connected?

Who are you students—and how are they connected?

Who are you students—and how are they connected?

Who are you students—and how are they connected?

WHAT'S THIS WOMAN DOING?

By Robert Woodson, M.D.



HOW WE RESEARCH THESE SENSITIVE OPPORTUNITIES

HOW WE RESEARCH THESE SENSITIVE OPPORTUNITIES

HOW WE RESEARCH THESE SENSITIVE OPPORTUNITIES

HOW WE RESEARCH THESE SENSITIVE OPPORTUNITIES

HOW WE RESEARCH THESE SENSITIVE OPPORTUNITIES

This book could remove your fear of death forever

It could teach you for the first time in your existence how to be outrageously alive. Now. Not tomorrow. But now!



THE SECRET OF SAVING WEALTH

THE SECRET OF SAVING WEALTH

THE SECRET OF SAVING WEALTH

THE SECRET OF SAVING WEALTH

THE SECRET OF SAVING WEALTH

FROM 4 PACKS A DAY TO ZERO, IN 4 HOURS!

And he hasn't touched a cigarette again in 6 years!

This is just one case history out of many in a revolutionary new book published by the Reader's Digest Press!

This book does not promise you, of course, that YOU will be able to duplicate this speed.

But it does promise you this:

IF YOU READ NOTHING ELSE, READ THIS:

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2 Money Disasters That Could Strike on Saturday

(one of them could happen sooner!)

18 defensive investments and 6 complete investment plans that investment consultant Harry Browne believes will make money for you whether or not these disasters strike.

WHILE MILLIONS of Americans are watching the news coverage of the two money disasters that could strike on Saturday, you may not know what to do about it.

THE INVESTMENT PROGRAM—BASED UPON AMOUNT OF ASSETS

Assets of \$100,000 or less	Assets of \$100,000 to \$250,000	Assets of \$250,000 or more
18 Defensive Investments	18 Defensive Investments	18 Defensive Investments
6 Complete Investment Plans	6 Complete Investment Plans	6 Complete Investment Plans

WHILE MILLIONS of Americans are watching the news coverage of the two money disasters that could strike on Saturday, you may not know what to do about it. The two disasters are: 1) The possibility of a stock market crash, and 2) The possibility of a recession. Harry Browne's program is designed to protect your investment against both of these disasters.

Send, postpaid, Harry Browne's How You Can Profit from the Coming Disaster 1 for \$3.95, and will allow 2 weeks for delivery. If not pleased, I may return book within 30 days of delivery for full refund plus extra money to cover my return postage.

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ADDRESS _____
CITY _____ STATE _____ ZIP _____

RUSH SHIPMENT FIRST CLASS MAIL. Enclose \$2 extra if you prefer to have book shipped same day order is received, by first class mail.

How To Achieve Your Financial Goals—A Complete Guide To Success In All Areas of Your Life. This is the only book that gives you the secrets of success in all areas of your life. It is the only book that gives you the secrets of success in all areas of your life. It is the only book that gives you the secrets of success in all areas of your life.

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"How I raised myself from a failure at 29 to become a \$250 per day success!"



that's the amazing personal story FRANK BETTGER tells you clearly, simply, step by step in his great book "How I Raised Myself from Failure to Success in Selling." Says DALE CARNEGIE: "When I met Frank Bettger at 29, he was nearly down-and-out... Then something happened that raised him from defeat and despair. I know. I saw it happen. I saw him rise from a total failure to become one of the foremost salesmen in the nation."

How to Get Kicked Out!
How to Win Without Really Wanting It!
How to Get the Best Out of Your Men!
How to Get the Best Out of Your Women!
How to Get the Best Out of Your Children!
How to Get the Best Out of Your Business!

THE INVESTMENT PROGRAM—BASED UPON AMOUNT OF ASSETS

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THE INVESTMENT PROGRAM—BASED UPON AMOUNT OF ASSETS

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INVENTION WORKS AT SPEED OF SOUND! MAY MAKE OTHER DRAIN OPENERS OBSOLETE.

SAVE 30% ON AMAZING NEW DRAIN POWER

30% OFF

How to make successful television commercials

by Ogilvy & Mather

The techniques that work best on television

Merill Lynch is bullish on America.

Ogilvy & Mather has specialized in television advertising for over 20 years. They have developed a unique approach to television advertising that has made them one of the most successful advertising agencies in the world.

Merill Lynch is bullish on America. This is a sign of confidence in the future of the United States. Merrill Lynch is one of the leading investment firms in the world, and their bullishness on America is a reflection of their confidence in the American economy.