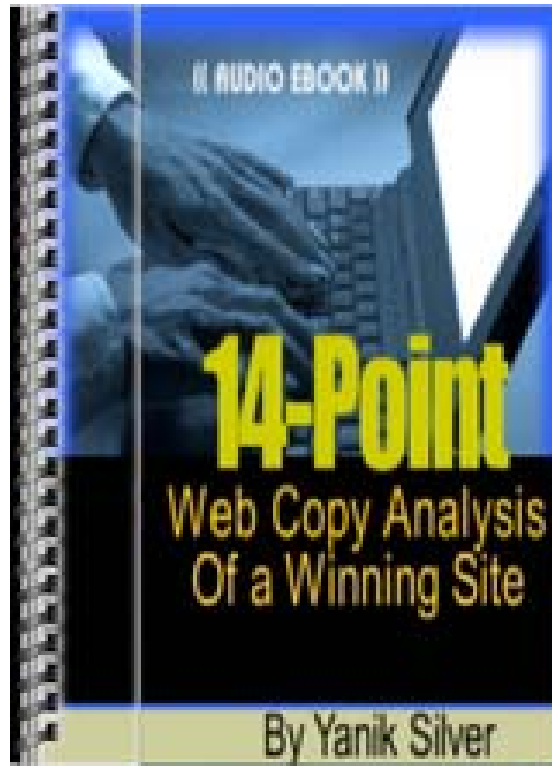


**((Audio Ebook))**



**By Yanik Silver**  
**Surefire Marketing**

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## **About Yanik Silver**

Just 29-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools including:

- [Instant Sales Letters](#)
- [Instant Internet Profits](#)
- [Mind Motivators](#)
- [Web Copy Secrets](#)
- [Instant Marketing Tool Box](#)
- [33 Days to Online Profits](#)
- [Million Dollar Emails](#)
- [Autoresponder Magic](#)

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses. **To see the newest products released [click here](#).**

When away from the office Yanik enjoys playing volleyball, ice hockey, skiing and working on his terrible golf game.

***(((Audio Ebook))) Introduction:***

Instead of using a typical “Internet marketing” sales letter, I wanted to let you behind the scenes of a letter that has nothing to do with making money. You’ll see how powerful this formula work in all situations. To illustrate this – I’ve used [Get Fit While You Sit](#) as an example. (You may want to pull up the whole letter so you can see how it all flows together.)

I’ve also provided you with audio commentary so you can listen to more in-depth information on each part of the formula and analysis of this winning sales letter. **(VERY IMPORTANT: You have to be connected online in order to listen to the audio commentary!)**

You’ll see a graphic like this – just click on the link below the headphones to listen.



[\*\*Click Here to Listen to the Audio for This section\*\*](#)

(Note: this link is not a clickable audio link)

Okay let’s jump right in...



**Get Fit While You Sit**  
Take the **shortcut** to **looking good** and **feeling great**  
with the world's easiest workout program!

[Order Now](#) | [Private Discussion Forum](#) | [Earn Money](#)

No time to exercise? No problem!

**"Introducing the amazing new workout program that's the laziest way to get in shape - works almost any place, anytime, anywhere... even while watching TV!"**

Whoever said 'no pain - no gain' obviously didn't know about this...

## Part I: Create Immediate Attention with a Powerful Headline



[\*\*Click Here to Listen to the Audio for This Section\*\*](#)

You can see I use a 'prehead' (this is the small headline above the main headline), a headline and a subhead. All 3 of these are powerful enough to be the main headline. Your headline's job is immediately get your prospect's attention and stop them dead in their tracks.

Headlines that have worked before can usually be reworked over and over. Human appeals are immutable. These next headlines I have compiled for you have all been successful in selling different products or services – you should be able to use these as brainstormers for your own powerful headline.

**“The Secret To Making People Like You”**

**“How To Win Friends And Influence People”**

**“ Do You Make These Mistakes In English?”**

**“ Hands That Look Lovelier in 24 Hours — Or Your Money Back”**

**“ Why Some People Almost Always Make Money In The Stock Market”**

**“When Doctors “Feel Rotten” This Is What They Do”**

**“How I Improved My Memory In One Evening”**

**“To People Who Want To Write — But Can’t Get Started”**

**“They Laughed When I Sat Down At The Piano — But When I Started To Play!”**

**“Throw Away Your Oars!”**

**“Thousands Now Play Who Never Thought They Could”**

**“Great New Discovery Kills Kitchen Odors Quick! — Makes Indoor Air Country Fresh”**

**“Discovered — Amazing Way To Grow Hair”**

**“How To Collect From Social Security At Any Age”**

**“The 5 Problems Everyone Has At The Dentist — And How (practice name) Solves Them”**

**“Corn Gone in 5 Days Or Money Back”**

**“How A Strange Accident Saved Me From Baldness”**

**“A Significant Breakthrough In The Fight Against The Effects Of Aging”**

**“Stop Dieting And Lose Weight”**

**\* \* \***

Dear friend,

If you'd like to finally get in shape, feel more energetic and look great without knocking yourself out at the gym, then this might be the most important letter you'll ever read.

2

## Part II: First Sentence



[Click Here to Listen to the Audi for This Section](#)

The job of your first sentence is to engage readers and get them to read the 2<sup>nd</sup> sentence. Then the 2<sup>nd</sup> sentence's job is to get people to read the 3<sup>rd</sup>. Etc, Etc. This formula illustrated here is one of the easiest to use to begin your sales letter:

**"If you'd like to finally <benefit #1>, <benefit #2> and <benefit #3> without <pain>, then this might be the most important letter you'll ever read."**

\* \* \*

**((Audio Ebook)) Sponsor:**

### [Web Copy Secrets](#)

**"Want Even More In-Depth Web Copywriting Analysis and to Learn How to Write Web Copy That Sells? This is Your Answer! 'Peel Away' Outrageously Profitable Websites, and Learn Their Inside Secrets You Can Use to Turn YOURS Into a Profit-Pushing Powerhouse That Rams Streams of Cash Into Your Bank Account TODAY!" [Click Here Now](#)**

My name is Jeff Ball. I'm an ACE certified personal trainer and fitness instructor for over 15 years. I'm not a professional ad writer. But what I had to share with you is so revolutionary and so exciting - I just had to sit down and tell you all about it. So please bear with me a little.

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Let me start by telling you I'm a highly sought after personal trainer who coaches some of the busiest professionals in and around the nation's capital.

Needless to say, that's where my big problem lies....

## Part III: Establish Credibility



[Click Here to Listen to the Audio for This Section](#)

This is a very important section because you need to establish your credibility. Why should someone believe you or listen to you? Don't have a good reason – wave goodbye to your visitor. Listen to the audio for detailed insight.

\* \* \*

Needless to say, that's where my big problem lies....

Trouble is, most of my clients are just too darned busy to get to the gym and meet with me. There just didn't seem to be any time to get their exercise in. And even worse, many of my clients travel a great deal and are on the road, it's nearly impossible to stick to their workout routine.

Sound at all familiar?

4

That's why I decided to do something about this. I wanted to create a simple, yet extremely effective, workout program that my clients could do anytime, any place, nearly anywhere.

Truthfully, I wasn't sure it was even possible but I went ahead anyway with my research. My fellow trainers all laughed when I told them about my idea. You should have heard them yucking it up at my expense.

## Part IV: Problem/Agitate/Solution



[Click Here to Listen to The Audio for This Section](#)

One of the best formulas (and one of the easiest) to use in your copy is to identify a problem, agitate the problem and then provide the solution. Or another way of thinking about this is to give people a headache and then provide them the aspirin.

Since people buy with their emotions and simply rationalize their decision – you need to get them feeling pain.

\* \* \*

But I knew there had to be a way - and I found it...

**Announcing the "Get Fit While You Sit"  
Workout Program**

5

Who said working out has to be HARD?

I've put together a proven program for you to get a complete workout in as little as 12 minutes a day. And the most remarkable part of the whole system is that you can be sitting at your desk, in traffic, in your hotel room or at home watching TV!

## Part V: Introducing the Product



**[Click Here to Listen to the Audio for This Section](#)**

Many people mistakenly skip over formally introducing the product. This is a perfect transition from the problem/agitate/solution formula – because you introduce your product as the solution. Be sure to listen to the audio for this to get a more thorough understanding.

\* \* \*

**((Audio Ebook)) Sponsor:**

**“Now In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service...Without Writing!” [Go Here](#)**

Are you sitting down while reading this? Good, try this...

### For Example, Let Me Give You A Simple Exercise You Can Do Right Now To Get Amazing Abs!

This exercise shows you immediately how simple, how incredibly easy, how incredibly effective my "**Get Fit While You Sit**" exercises are. When you get started with my workout program, to try at our risk, check page 15 right away. There you'll be shown the exact way to tighten and tone your abs without any of those silly "rockers" or "rollers" that don't really work!

Here's a simple exercise you can do while watching TV or sitting at your computer:

6

While seated straight up in your chair, forward of the seat back, place the hands softly behind your head. Slowly lift your left leg while lowering your right elbow "down and in" toward the inside of your left knee. Your goal is to touch your elbow slightly below the inside of your knee. Return to the starting position and repeat the same movement to the other side. After you have done one repetition for each side you may count one. Nothing more, completely simple and easy way to shape up your abs.

Easy, right?

Well, inside the complete "Get Fit While You Sit" workout program you'll get 36 simple, yet extremely effective exercises and stretches. All fully illustrated and explained so you can easily get started in just minutes.

## Part VI: Providing An Example



[Click Here to Listen to the Audio for This Section](#)

For many people seeing is believing and by giving an example of one of the exercises it illustrates how simple (and effective) these exercises are. Plus, it shows people that they really can do it while sitting at the computer since most people will be reading this starting at their computer screen. Be sure to click on the audio for more information.

### Which of These Trouble Spots Would Like to Get Rid Of While Sitting?

#### Women:

- Thin your thighs...
- Flatten your tummy...
- Slim down your hips... 7
- Tone up your arms...
- Firm up your butt and your entire body...

#### Men:

- Trim down your love handles and get rid of that 'spare tire'...
- Sculpt your chest...
- Get definition in your arms....
- Zap away any job stress and much more...

Of course, I know it sounds too easy and unbelievable...

I bet you're thinking "this can't really work" or "this is too good to be true" (heck, my wife Andie, didn't believe it either until I showed her the exercises). But walk through any health club and you'll see for yourself that 75% - 85% of the people are all SITTING!

## Part VII: What Readers Desire with Benefit-Driven Bullets



[Click Here to Listen to the Audio for This Section](#)

Benefits are the results your prospects are looking for. If you sell a book – people don't want to read the book they want the 'secrets' and information inside. You can incorporate benefits into your bullets (which are really "mini headlines") so use the same powerful words to build desire and stress benefits or how they can avoid pain.

Of course, I know it sounds too easy and unbelievable...

I bet you're thinking "this can't really work" or "this is too good to be true" (heck, my wife Andie, didn't believe it either until I showed her the exercises). But walk through any health club and you'll see for yourself that 75% - 85% of the people are all SITTING!

Yes, it's true! But even still, I don't expect you to take my word for it - so here's what a few of the first beta testers of "**Get Fit While You Sit**" had to say about its power and effectiveness:

"This is the easiest program I have followed so far and a week into it I am still doing it. And I have already begun to feel the benefits in my back and carriage."

**Mrs. S.J. Green**  
U.K.

"So far I have lost 5lbs in 2 weeks. I do a lot of sitting. I like the program because I can do it in the privacy of my home, where I am not embarrassed. I like the pictures also and that I can do it from a chair or in the bed. I can feel the progress with the weights."

**Laura Reil**  
Vermont USA

"After spending most of the last 30 years taking care of my children I really need to get back in shape. I'm in the process of changing my whole lifestyle (a step or two at a time of course) I'm interested in eating healthy, getting into a regular exercise routine to strengthen both muscles and heart. I can say the exercises are easy to fit into my schedule, not too difficult to do, and when I'm sitting watching TV I have no excuses for NOT doing the exercises."

**Miselle Barnes**  
California, USA



"I have had your program only a short time, but have already noticed a difference. I have used the program regularly, and hope to make it into a habit. The fact that I can do the exercise in the office makes it much easier to remain fit and get stronger."

**Dennis Waroway**  
Nevada

## Part VIII: Testimonials



[Click Here to Listen to the Audio for This Section](#)

One of your biggest problems on the Internet (or anywhere) is being believed. The best way to assure people you are not a scam artist or huckster is by providing testimonials. People love reading testimonials because they are much more powerful than anything you could ever say about yourself. Here's how I use testimonials to prove my points.

Also, everything you can do to make your testimonials more believable will help. For all the testimonials we use location. Some we have pictures and some others we have occupation and age. If I spent more time on this site I'd try and get all that information for each of our testimonials.

Check out how I use testimonials on this site [Instant Internet Profits](#)

\* \* \*

### "Okay Jeff - So What's The Cost For This Incredible Program?"

Let's do a quick comparison - last time I checked a NordicTrack would set you back over \$1,000.00. And almost everyone I know who bought one uses it as a clothes rack within a few weeks anyway. Or you could easily pay \$50 - \$75 bucks per month for a gym membership you'll probably go to a few times (that's over \$500.00 per year!).

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Or you could hire a personal trainer like myself to work with you. I currently charge a minimum of \$50.00 per hour for personal training. Normally, my clients work out 3x a week with me - so that's \$600.00 per month. This way, I figure at a bare bones minimum you're getting hundreds and hundreds of dollars worth of my expertise and training at your disposal inside the new program.

But I'm not going to charge you anywhere near that amount or even my minimum hourly rate. In fact, your total investment for the entire "Get Fit While You Sit" program is just \$29.95. That's less than one month's membership to any gym without the hassles. You'll never have to search for a parking space, wait for someone to get off the machine you want, change clothes, shower, etc. Plus, what gym have you ever heard of that gives you a lifetime guarantee? (That's right, I'll tell you about that in a moment.)

## Part IX: Building Value (Comparing Apples to Oranges)



[Click Here to Listen to the Audio for This Section](#)

In order to prove that your product or service is a great value you need to show it. Since this is not a moneymaking product I cannot show this is worth many times its investment because of all the dough you'll get back. So I show value by comparing the program to the cost of a NordicTrack, a gym membership or hiring Jeff directly for 3x/week. This way I can prove it's a great value.

\* \* \*

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### So what's the catch? Why am I practically giving this program away?

Well, it's really quite simple. Since you'll be downloading the manual directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win. But don't worry, downloading the manual is a snap, I'm no "techno whiz" and I had no problem. (The ebook works with both MAC or PC computers.)

## Part X: Reason Why



[Click Here to Listen to the Audio for This Section](#)

Explaining to people the reason why you are doing something is one of the most powerful persuaders you could ever incorporate into your sales letters. Listen to the audio commentary for more detailed information on why this is such a strong motivator.

\* \* \*

**((Audio Ebook)) Sponsor:**

### Million Dollar Ads, Letters and Web Pieces

**“Now You can team up with 23 of the most sought-after copywriters and marketing experts in the world. Each expert gives you a blow-by-blow account of precisely how they conceive and create winning ads, sales letters, and web marketing pieces.”**

## 4 FREE Bonuses For Ordering By Midnight Friday, July 25

Since I know it's 100% to your benefit to act right away, I want to sweeten the pot and give you every possible reason to say YES today! If you respond immediately, you'll also receive the following:

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### Free Bonus #1:

#### "Eat Fit While You Sit" Healthy Recipe ebook (\$19.95 value)

Of course eating right will help you get in shape quicker - that's why I've put together an exclusive assortment of 15 healthy and delicious recipes that complement our system.

Lose any unwanted weight and still fill your plate with these healthy and super easy to prepare recipes. Choose from:

- Grilled Tarragon Tuna with Mesclun Salad
- Chili-Rubbed Salmon with Black Bean Salsa
- Rigatoni with Tomatoes, White Beans and Zucchini and 12 more delicious recipes all inside.

### Free Bonus #2:

#### Access to the private "Get Fit While You Sit" discussion board hosted by yours truly, Jeff Ball (\$50.00 value)

Since most people can't afford my hourly personal training rate and I can only work with so many clients individually - I've put up a special "members only", private discussion board for "Get Fit While You Sit" users. It's the place where you can come and ask me your questions about fitness, getting in shape or your diet. Or, just meet and interact with fellow "Fit Sitters".

### Free Bonus #3:

#### 'Healthy Work' software package

If you work a lot on your computer you'll love this bonus. "Healthy Work" software will help stop you from getting sore eyes or aches and pains while using your computer. Once installed on your hard drive, Healthy Work gently reminds you to take periodic breaks with its fun little wizard cartoon. Both short and long breaks refresh mind and body and are proven to reduce fatigue and enhance productivity.

### Free Bonus #4:

#### 'Stress Busting' ebook

Like I said most of my clients are "super busy" - and that means S-T-R-E-S-S! I tracked down a great ebook that will help you reduce the stress in your life and increase the happiness. You'll want to read through this ebook anytime you feel overwhelmed and stressed out to get you centered again.

## Part XI: Create Greed Mentality or "Gotta Have it" With Bonus Pile On



[\*\*Click Here to Listen to the Audio for This Section\*\*](#)

I like to pile on the bonuses and really get people excited. Sometimes they buy the main product just because of the bonuses. Do I care? Nope! Your bonuses should be so good you could sell them on their own.

When creating bonuses for your own product – don't simply add something because you can. Make sure it adds value to the entire package. Think about the end result your product is meant to accomplish and see how your bonuses might be used to get you closer to their successful conclusion. Also, it's better if your bonuses are worth even more than your entire product (but not so much that it becomes completely ridiculous).

Definitely listen to the audio of this for more insight.

\* \* \*

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### **Advanced Copywriting Seminar-in-a-box**

**“Only 115 people were permitted to attend Dan Kennedy's recent, closed door, 2-day Seminar where he revealed ALL of his most prized, most powerful and most profitable copywriting techniques. Everything else was just "elementary school" before this.”**

And if all of that wasn't enough, here's something else...

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**You can't lose with our 100%, ironclad,  
"better-than-risk-free" money back guarantee**

I say "better-than-risk-free" because each of the 5 bonuses are yours to keep even in the unlikely event you decide to return the ebook:

I know these exercises are so different, so simple, so easy and so remarkable in their promised results, that I can't expect you to take my word for them. That's why, I ask you to see for yourself and try them entirely at my risk.

What I'm saying is, don't decide now if this product is for you. Just get it and try it out. If it doesn't do everything I say and more, if you don't feel more energetic, more fit and more in shape if it doesn't work for you, you have nothing to worry about because you can get every dime of your money back under our no-loopholes guarantee. No questions asked, no hard feelings and no hoops to jump through.

So you have nothing to lose and everything to gain.

Is that fair or what? Aren't you tiring of knocking yourself out trying to find time to get to the gym? If so, why not turn the time you spend at your desk, stuck in traffic and watching TV into quickly and easily getting yourself in shape - without risking a dime, today?

## Part XII: Unconditional Guarantee



[Click Here to Listen to the Audio for This Section](#)

The more risk-free you can make it for people to take action the better. There's no need to worry about offering a strong guarantee if you've got a good product. Look (and listen) to how I present it in this letter.

\* \* \*

[Just click here to get started right away.](#)

You'll get the revolutionary "Get Fit While You Sit" workout system. Complete with guidebook that illustrates all 36 simple exercises and stretches. The whole thing is completely downloadable on your computer so you can be trying it out in just a few moments.

Use these exercises in your home, in your office, even in your car, entirely at my risk by [clicking here](#).

Here's to you looking and feeling great,

13

*Jeff Ball,*  
ACE Certified personal trainer

## Part XIII: Make it Absolutely Clear How to Order



[Click Here to Listen to the Audio for This Section](#)

Here's where a lot of sales letters wimp out. Don't make people guess what you want them to do. Tell them "click here" to get started right away.

\* \* \*

**((Audio Ebook)) Sponsor:**

### [Web Copy Secrets](#)

**"Now you can join top Internet marketing minds on the planet, experts like Jonathan Mizel, Marlon Sanders, Joe Vitale, Yanik Silver and others, as they take you on a guided tour of their most profitable web sites. Each online pro painstakingly dissects their web site, section-by-section, highlight-by-highlight, and point-by-point for you so you can turn around and apply it to your own moneymaking web site." [Click Here for Details!](#)**

P.S. You'll be amazed at how simple and easy it is to start getting in shape with 'Get Fit While You Sit' system. Your entire workout program could be done in as little as 12 minutes, whenever you have a couple spare moments sitting at your desk, watching TV or even while sitting in traffic. In just moments you can get going with all 36 exercises and stretches...completely at my risk!

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[Click here to get started with the revolutionary "Get Fit While You Sit" program, no matter how out of shape you might be now!](#)

## Part XIV: The P.S.



[Click Here to Listen to the Audio for This Section](#)

Your P.S. is one of the most read sections of your letter. Many times I will take some of my 2<sup>nd</sup> or 3<sup>rd</sup> most powerful headlines and use them for P.S.s. This is your last chance to get people to whip out their wallets – don't miss it!

\* \* \*

*Additional Recommended  
Copywriting Resources to  
Skyrocket Your Online & Offline  
Profits*

**Instant Sales Letters**

**“In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service...Without Writing!”**

**Looking To Increase Your Business? Just Fill In A Few Blanks And *PRESTO*... You’ve Just Created A Powerful, Money-Making Sales Letter!**



**Web Copy Secrets**

**“'Peel Away' Outrageously Profitable Websites, and Learn Their Inside Secrets You Can Use to Turn YOURS Into a Profit-Pushing Powerhouse That Rams Streams of Cash Into Your Bank Account TODAY!”**



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**“Only 115 people were permitted to attend Dan Kennedy's recent, closed door, 2-day Seminar where he revealed ALL of his most prized, most powerful and most profitable copywriting techniques. Everything else was just "elementary school" before this.”**

## **Ad Magic**

**“Discover The Step-By-Step System For Writing Powerful Ads And Sales Letters That Sell! Advertising Magic Is A Complete System for Making Advertising That Works. And It’s So Simple, Anyone Can Do It!”**

## **Mind Motivators™**

**“Let Us Hand You These 21 Top-Secret Methods To Instantly (and Ethically) Persuade Prospects to Buy NOW and Start Influencing Customers to Keep Buying FOREVER ... No Matter What Business You’re In!”**

## **Million Dollar Ads, Letters and Web Pieces**

**“Now You can team up with 23 of the most sought-after copywriters and marketing experts in the world. Each expert gives you a blow-by-blow account of precisely how they conceive and create winning ads, sales letters, and web marketing pieces.”**

## **Magnetic Marketing**

**“Every small business owners needs this! Amazingly Powerful Advertising, Marketing, Direct Marketing, Customer / Client Attraction & Persuasion Strategies REVEALED! A complete business building package from millionaire-maker, Dan Kennedy...”**