

The Gary Halbert Letter



From:
North of Jewfish Creek

Dear Friend & Subscriber,

I have to hurry now.

I just got back from Gary Bencivenga's seminar in New York and I didn't want to write all the details about MY seminar until his was finished. He and I are not competitors and I didn't want anyone thinking they had to make a choice between going to my seminar or going to his.

He has never given a seminar like this before. Never will he ever again. He deserved his turn in the limelight and to shine in public. And boy...

Did He Ever Shine!

His seminar was only about copywriting. It was very straight forward and revealed exactly what you have to do to be a world-class copywriter for the world's biggest clients. What came through to me more than anything else, was the amount of work and discipline involved to be such a great copywriter. On average, it seems on each new project Gary Bencivenga would spend (over a period of 90-days) 40% of his time doing research, 40% of his time writing, and the remaining 20% on "polishing" his work. As near as I can calculate, that's an average of more than 748 hours of work on each new project.

He's retiring. I would be too. Even if I didn't have the money, I'd be forced to retire out of sheer exhaustion.

He and I are very different animals. He made his reputation on ability, talent, iron-clad discipline, and a monstrous amount of work.

On the other hand, I have concentrated more on strategy, marketing breakthroughs and "cheap tricks" which increase response and profits.

Yes, in the beginning, I did an enormous amount of study. I still study marketing because it fascinates me. But I don't study it like the crazed fiend I was at the beginning. I used to write copy during the day, study it in the evening, and dream about it at night.

That's a recipe for burn out. It was a price I felt needed to be paid and I was willing to pay it. There was no other choice. You see back then, there was no one like ME to teach me. If back then, I would have had ME to teach me, I could have...

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Shortened That Learning Curve By 95%!

Think of it like this: Let's say there is a bank vault with a 13-digit combination lock. That means, there are millions of possible combinations and only one of them will open the vault. Then, let's say I spend 10 years trying every single combination until I hit the right one. Then, suppose I write the correct combination on a piece of paper and give it to you. Maybe it's 6794302187656.

There it is. In less than 10 seconds, you have reaped the benefits of 10 years of my hard work. And that's rather what my June "Fusion" seminar is going to be like. In three days, myself, Mark Joyner, John Carlton, and Michel Fortin, are going to give you...

Answers That Took Us Collectively More Than 40 Years To Discover!

When I go to seminars, I am always somewhat mobbed by people who want to thank me, get my autograph, or take my photograph, and so on. At Bencivenga's seminar, one lady fought her way to get to me. She wanted to show me a letter I taught her how to write. The letter brought in over \$1,000,000... and... that same letter can be used over and over to sell hundreds of different products and services.

She gave me a copy of that letter and I will give you a copy when you attend my seminar in June.

I will also give you several other letters that, with minor modifications, can be used to make large profits in 90% of all selling situations.

There's a LOT more you're going to get at my "Fusion" seminar... but... before I tell you about all that, I'd like to pause and tell you right now about the logistics of the seminar.

First of all, I'm going to hold the seminar on **June 17, 18 and 19**. That's on a **Friday, Saturday and Sunday**. The seminar will start at 10:00 a.m. on Friday (that's because some people are coming in from overseas) and go till 5:00 p.m. On Saturday, we'll start at 9:00 a.m. until 5:00 p.m. And on Sunday, it will go from 9:00 a.m. to 12:00 noon or the latest, 1:00 p.m.

The seminar will be held at the **Marriott Miami Airport Hotel** on LeJeune Road in Miami. Don't bother to rent a car. Just grab a cab or catch the shuttle. The hotel is only about 10 minutes from the airport. You can either call the Marriott directly at **(305) 649-5000** and ask for reservations... or... you can call their toll-free number at **(800) 228-9290**. Be sure to tell them you're attending the **"Halbert Fusion Seminar"** to get the discounted room rate of \$109 per night. (Their original rate was \$169 per night but Theresa wrestled with them until they finally caved in with that \$109 rate.)

The cost to attend the seminar is **\$3,750** and you can bring as many other **guests** as you want, each at **half-price which is \$1,875**. By the way, since a requirement for attending my seminar is ordering and reading "The 12-Month Millionaire", you can deduct the price of that product (\$297) from the price you pay to attend my "Fusion" seminar. In other words, rather than the full **\$3,750, you only to have to pay \$3,453**.

The best way to pay the attendance fee for my seminar is by credit card and faxing your credit card details to us. You'll find instructions how to do that at the end of this letter. We were originally trying to use PayPal but it seems many times when someone orders something in excess of \$2,000 through PayPal, there are a lot of hassles involved.

Also, previously I asked anybody who was coming to my seminar to send me their telephone number so I could speak with them on a personal basis. I am now going to have to reverse that. I have so much work to do to get ready

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for my seminar, I simply don't have enough extra time to chat with people as I would like.

Anyway, back to more of what you are going to get at my "Fusion" seminar.

I told you John Carlton would be helping me. John is not only a world-class copywriter, he is also very ingenious. Often, when I myself am stumped for a creative solution to a problem, I just pick up the phone and call John. More often than not, he immediately rattles off a great solution to the problem that has been causing me so much grief. I'd rather have John at my side when people are asking me for answers than anyone else in the world.

Remember how I told you often you can take one letter and use a modification of that letter to sell hundreds of products? Well, John has used modifications of basically the same letter to sell over a hundred golf products and another hundred self-defense products.

John and I, along with Mark Joyner and Michel Fortin, intend to spend as much time as possible giving **INDIVIDUAL ATTENTION** to each member of the audience. That's possible because this is going to be a relatively small seminar... and... many of your basic questions will have already been answered by your having read "The 12-Month Millionaire" and all of my newsletters posted on my website.

Now let's talk about Mark Joyner and Michel Fortin. Why am I having these two guys help me with this seminar? The answer is very simple. You see, the Internet now has truly come of age. Personally, I tried to ignore the Internet as long as humanly possible. But now, that's like trying to ignore my need for oxygen. When you combine off-line effectiveness with on-line efficiency... what you get in a word is...

Fusion!

There are people using Internet marketing strategies which produce in excess of a million dollars in 24-hours. When you combine off-line effectiveness with on-line efficiency (if you do it the right way), it is possible to create marketing miracles, the likes of which the world has never seen. And, as far as I know, there is no one better qualified to teach you how to effectively market on the Internet than Mark Joyner and Michel Fortin.

Let me tell you a little bit about these two guys.

First, in addition to answering individual questions, Mark is going to be explaining:

- * The source of the "Nile Theory" of Internet marketing!
- * The "Integration Marketing" which you can use to pull money out of thin air!
- * How to design "truly viral" systems!
- * The "Copulation Rate Theory" of viral marketing!
- * Some very sobering information on exactly how and why affiliate and network marketing might... *destroy your business!*

Just for the record, Mark wrote an e-book called "Search Engine Tactics" which was downloaded over one million times by 1998, when he finally just stopped counting. Many credit Mark with writing the first e-book. But Mark corrects that by saying the first e-book was technically any book in

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electronic format, including Word documents. He will (quite rightfully however) accept the credit for popularizing the format and probably the term itself ("e-book") long before Stephen King.

Much of what Mark will reveal to you at this seminar...

Has Previously Only Been Revealed To His \$2,000 Per Hour Consulting Clients!

For example, the exact process used to make his last book a #1 best seller, beating out Rudy Guiliani's book titled "Leadership", which was being promoted by CNN every 30-minutes.

When Mark talks at our "Fusion" seminar, you'll probably see me furiously taking notes along with the rest of the attendees. Why? Because I expect to be learning as much from him at this seminar as the attendees will be learning!

Now let me tell you about Michel Fortin.

In the last few years, Michel Fortin was instrumental in selling several millions of dollars' worth of products and services for a wide variety of Internet clients who were promoting hundreds of different (and unrelated) products.

One of his recent successes is a sales letter he wrote for John Reese which produced a record breaking \$1.08 million in online sales within just 18 hours of its launch!

A curious fact about Michel is he was born with a minor physical disability and was emotionally abused by an alcoholic father (who is now institutionalized). As a result, Michel lived a secluded childhood in an attempt to avoid his father (and the rest of the world) because he had an overwhelming fear of rejection. When Michel discovered his unique ability to write persuasively, he first used his skills to write ads and sales letters that attracted qualified clients to him... and... not the other way around. That way, he no longer had to fear rejection. The people who wanted to work with him were approaching him... and not... vice versa.

Michel Fortin became the top sales producer for a Fortune 500 company. In the last decade alone, he generated over \$35 million in sales for clients all over the globe. Clients in Canada, Australia, Europe, China, Russia and the United States.

He has written for, or helped out on, the sales copy with the likes of:

Yanik Silver

John Reese

Simon Grabowski

Stephen Pierce

Kirt Christensen

Jay Abraham

Ted Ciuba

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Frank Kern

Terry Dean

Shawn Casey, Esq.

Jason Potash

Dr. Neil Shearing

Nitro Marketing

Mark Joyner

Miguel Alvarez

Bill Hammond, Esq.

Jeff Mulligan

Michael Kimble

What's more important (as far as my seminar is concerned) is Michel is known for his remarkable teaching ability. He's a former college teacher in Marketing, Personal Selling, Sales Management, Marketing Management, eCommerce, and Internet Marketing.

Michel and his articles have appeared in over 500 publications, including Internet.com, Home Business Magazine, Web Promote, Wealth Building Magazine, Office.com, Marketing Power! and others.

On the personal side, Michel currently lives in Ottawa with his beautiful wife, Rhonda, and teenage daughter, Megan. He is also a musician and the drummer in a local band.

And last but not least, we're going to make all that "killer information" you read in "The 12-Month Millionaire" come alive for you. There are 44 chapters in "The 12-Month Millionaire" and each of them contain multi-million dollar secrets. I'm not going to list them all here since you should have just read the book. But I do want to make a few comments about **Vince James** (the author) who will also be at my "Fusion" seminar.

Vince is the only person in the world (besides myself) who has actually followed a few pieces of advice I have given to hundreds of clients. All the rest of the people I've given these suggestions to considered them "silly" and too unimportant to bother with. They thought what I was telling them couldn't possibly be true. That reaction has been so universal, most of the time I don't even bother giving the advice any more. Well, I am going to reveal, once again, those few secrets at my June "Fusion" seminar. This time, I intend to have Vince James on stage with me to HELP ME HAMMER HOME the value of this advice.

Remember how I told you Gary Bencivenga's seminar was attended by the largest mailers on earth? Even those mailers will not follow these few pieces of advice. And they don't know it but...

**It Has Cost Them
Hundreds Of Millions Of Dollars!**

These are a few of the CRUCIAL secrets Vince James learned from me which enabled him (and remember, he's just one guy) to generate over \$100 million

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in sales.

You know what's funny? Vince didn't get in touch with me because my advice helped him generate that \$100 million in sales. No, he got in touch with me because his *failure to listen* to one other piece of advice (which even he thought was "silly") *caused him to lose more than \$48 million in a single day.*


It's all going to be explained in lurid, graphic detail to you at my "Fusion" seminar next month.

As I said, it's going to be a relatively small seminar where my small "band" of money-making maniacs and I are going to do our best to teach you...

**Everything You Need To Know
To Be A Success At Both
Online And Offline Marketing!**

And remember... we are also keeping this seminar relatively small so we can...

**Give Each Attendee
As Much Personal Attention
As Humanly Possible!**

	Sincerely,
	
	Gary C. Halbert

P.S. Because I didn't want to write this letter until Gary Bencivenga's seminar was over, it means we really have to hustle. Therefore, if you are going to attend my "Fusion" seminar, please don't wait until the last minute to sign up. After all, it's just a few weeks away. We (the speakers) and my Trusty Assistant, Theresa, are literally giving our hearts and souls to make this seminar an event that will forever change your life in a very positive way!

Therefore, we would greatly appreciate it if you would let us know **immediately** if you will be attending and if you would register as soon as possible.

Thank you for your attention.

*** * * How To Sign Up For The Seminar * * ***

The *quickest and safest* way to pay by credit card is through fax. All you have to do is write or type out the following information and **fax** it to us at **(352) 861-1665**. That's a dedicated fax line and it's on 24/7. Here's what we need:

- 1) Your name as it appears on your credit card

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- 2) The address where your credit card company sends you their bills
- 3) Your Visa, MasterCard or American Express credit card number
- 4) The expiration date
- 5) The "security code" which are the last 3-digits on the back of your Visa or MasterCard in the signature panel... or... the 4-digits on the front of your American Express above your credit card number

That's all there is to it.

Peace.

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