

# The Gary Halbert Letter

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## An Open Letter To Anyone Who Wants To Hire Gary Halbert To Create A Piece Of “Killer” Advertising...

By Sam Markowitz

If you have ever thought about hiring Gary Halbert, this is going to be a very interesting piece of material for you to read.

First of all, my name is Sam Markowitz and, because I helped Gary when he was having his vision problems, he affectionately referred to me in a recent newsletter as his seeing-eye Jew. I have been living and working with Gary for seven straight months now and, it has been an EYE-OPENING education. I'm originally from Brooklyn, New York and, before I came to work with Gary, I thought I knew some pretty sharp people.

But Gary (especially when it comes to advertising) is on an entirely different level. I've worked with him side by side as he created many different promotions as different from one another as day is to night.

For example, one promotion was written to help some Orlando area real estate people sell raw land. There's really nothing unique about this land and, as Gary says, "dirt is dirt". However, by the time you finish reading this ad you may be wondering why anyone would want to live anywhere else. Far removed from real estate is an ad he wrote about a training course created by a Mexican wrestler who always wears a mask when he competes. Then there's the one he did for a software product that plays music which helps you sleep. And I could go on and on.

The subjects Gary writes about are as diverse as humanly possible. I've collected some of the recent ads he's worked on and I'd like to share some of them with you:

### **Here's one for a stress-reliever:**

**“Are you stressed out and don't know why?”**

# **“Scientists Discover The Invisible Cause of Stress and Fatigue...And...How to Get Rid of It The Fastest Way Possible”**

Dear Friend,

Is your energy level very low? Does it seem like you have to drag yourself through the day?

Is it hard for you to get a good night's sleep? Are you tired... even... right after you wake up?

Do you feel depressed and just plain “blue” much of the time? Do you have high blood pressure, indigestion, ulcers, rapid heartbeat, muscle tension or headaches?

Are you irritable much of the time? Do you suffer from muscle tension or mood swings? Do you have what's known as free-floating anxiety?

## **These Are All Signs You Are Suffering From Stress!**

There are many other symptoms. In fact, there are too many to list. The truth is, stress makes almost all health problems worse... and... it's the “stand alone cause” of much human suffering and misery.

That's the bad news.

However, the good news is that in this letter you will learn...

## **How To Get Back The Energy And Peace Of Mind... Stolen From You... By Electronic Pollution!**

Electronic pollution?

Could that be the cause of many of your problems? Yes, indeed. In fact, if you have a cell phone, TV, microwave-oven, a computer... or... any other electronic appliance... the chances are very good that EMF radiation coming from these devices is having a very negative effect on your brain, body and nervous system.

Etc...

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**Here's one for a relationship book:**

## **“How Almost Any Man Can Get Non-Stop Sex... While... He Is**

# Waiting To Meet His Dream Lover!”

If you are a man who would like to start getting non-stop sex, this will be the most exciting message you will ever read.

Here is why: A certain Mr. Corey Wayne has written a curious book called **“How To Be A 3% Man: Winning the Heart of the Woman of Your Dreams.”** This book is all about how to find your dream lover and then, capture her heart forever.

But wait. Although he believes your goal should be to meet and win the heart of the woman of your dreams... he also... says it is not fair for him to judge what it is you want. He says maybe you just want a date for the weekend. Maybe you want a girlfriend. Maybe you want to date multiple women. Maybe you want to get married. Maybe you want to put the passion back into your marriage or relationship. Or, maybe...

**You Just Want To Get Laid,  
Over And Over!**

Etc...

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**Here’s one for a cosmetic cream:**

**“Don’t let your skin suffocate any longer!**

## **“Russian Scientists Discover Simple Secret To Younger, Healthier, Beautiful Skin!”**

Lucy Addison  
Health Writer

**Dateline Miami:** Did you know as you get older, less and less oxygen is absorbed by your skin?

It’s true. And imagine for a moment being deprived of oxygen. Without oxygen your lungs can’t breathe... your heart can’t beat... your brain can’t think... and your muscles can’t move.

Likewise, when your skin doesn’t get enough oxygen, it cries for help! Your pores enlarge to get a breath. Your skin breaks out to flush out harmful particles. Free radicals are created in your skin causing damage. Collagen and elastin, the fibers that hold your skin together, break down. And you wrinkle and age!

And guess what? Nearly every cream, oil and mineral-based makeup sits on your skin and suffocates it by blocking oxygen! And most make-ups also contain alcohol-based preservatives that decrease oxygen from entering your skin!

**All This Damages Your Skin!**

It's upsetting enough that oxygen absorption decreases with age... but most cosmetics make it worse by blocking whatever oxygen is trying to get into your skin! This combination rapidly makes your skin break out, irritate, wrinkle and age.

But now, for the first time, there is good news!

There's an almost secret anti-aging cosmetic on the market previously made available only by plastic surgeons. It is the first silica-gel based foundation to contain the patented and exclusive Lycogel Complex with LYCD (live yeast cell derivative). And in plain English, this is...

### **An Oxygen Magnet!**

That's right. Instead of blocking oxygen... it attracts oxygen to the skin!

Etc...

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### **Here's one is for a travel newsletter:**

**“And you can fly to many other destinations...first class... for the price of coach!**

## **“How To Fly To Hawaii For Free!”**

From: XXX  
Monterey, California  
Friday, November 3<sup>rd</sup>, 10:27 a.m.

Dear Friend,

Listen: in the next few days, I am (with your permission) going to send you a **free** copy of an exciting report titled:

### **How To Fly To Hawaii For Free!**

That's right. I uncovered an airline 'loophole' that lets you fly first class... for free... to the hot sandy beaches of Hawaii!

In fact, the airline will actually pay you \$138.29... to fly to Hawaii!

And this 'Hula Loophole' also lets you fly to California for free!

Wow! It's amazing and it's true. You can do this on three airlines. It's simple and easy as pie. And you'll discover exactly how in your free report!

But first, let me briefly tell you who I am:

Most people call me XXX but, my real name is XXX. Perhaps you've read about me in the New York Times, Wall Street Journal, Chicago Tribune, Newsweek, Conde Nast Traveler, and USA Today... and perhaps you've seen me on CNN, MSNBC, or Fox News.

Since 1992 I helped tens of thousands of people around the world get free and deeply discounted airline upgrades... often flying first class for the price of coach! That's why I've earned the title XXX.

I worked with the worlds most knowledgeable travel consultants. And I consult regularly with the New York Times, Wall Street Journal, Conde Nast Traveler, CNN, MSNBC, and Fox News.

My customers include CEOs, executives, Hollywood stars, pro-athletes, and regular luxury travelers. And they all rave about the airline deals I share with them!

Etc...

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**Here's one for a diet product:**

**"Thank you for accepting these beauty tips as my gift to you..."**

# **“Free Report Reveals Little Known Secrets Overweight Women Use To Look 15 Pounds Slimmer Than They Really Are!”**

**“Use these diet secrets, fashion tips and make-up tricks to lose weight, feel sexier and be *MORE* confident in your appearance then you've been in years...**

Dear Friend,

In the next 24 hours, I am, with your permission, going to send you a free report with many little known styling, make-up and diet secrets you can use to look as much as 15 pounds lighter then you really are.

For example, in this report, you will discover...

- **Three useful tips pear-shaped women use to balance their bodies, look thinner, and feel more attractive!**
- **Four useful tips apple-shaped women use to balance their bodies, look thinner, and feel more attractive!**

- **Seven secret tactics overweight actresses use to fake a slimmer, sexier body! These tricks are especially good for those emergency situations when you just *have* to look your best... in a hurry!**
  - 25 rules for dressing thinner! Follow these dress codes and colour schemes and look as much as 10 to 15 pounds lighter... without losing a single ounce of fat!
  - **Eight hair styling tips that can take pounds off the appearance of your face!**
  - Five make-up tricks for hiding a double chin; tightening puffy cheeks... and... reducing the appearance of a large nose, a flabby neck or chubby hands!
  - **Six model tips for looking thinner and less bloated than you really are!**
  - Ten showbiz techniques for faking beautiful long, sexy legs!
  - **Three rules you must follow if you want to look great in a swimsuit... no matter what your size!**
  - How to retrain your taste buds so you never have to eat an unhealthy meal again!
  - Etc...
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**Here's one for a Visa card:**

**“And the remarkable thing is... absolutely anyone... can get one!**

**“New Visa Card Let's You Buy Almost  
Anything In The World...Even  
If...Your Credit is Terrible And You  
Can't Get A Bank Account”**

Dear Friend,

If you need a major credit card... and... you can't get one... this is going to be the most important message you will ever read.

Here is why...

Life is difficult here in the United States if you can't get a Visa or MasterCard. It's almost impossible to rent a car, get a good hotel room, make plane reservations, buy something over the Internet or by phone and hundreds of simple, ordinary everyday things.

But not something new has happened and now absolutely everyone in America can have a genuine... *for real*... Visa card!

This is a Visa card you can get even if...

- Your credit is terrible!
- You don't have a job!
- You don't have a bank account!
- You just got divorced!
- You can't cash checks!
- You just filed bankruptcy!

And, even if you have been turned down for a Visa card in the past!

Here's the deal.

This is not a free card. It will cost you \$40 to get one of these new Visa cards. Plus, it will cost you \$4.95 per month to keep your Visa card active.

Etc...

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**Here's one for an investment information kit:**

## **“Do The Rich Get Better Investment Advice Than People Who Are Not So Rich?”**

Arguably, the answer is definitely “yes”.

Plus, the rich don't pay as much for the advice they get.

Let me explain: I want to tell you about a man named XXX who lives in Orlando. Investment savvy seems to be in his genes. His father was an Investment advisor and so was his grandfather. Mr. XXX, it's fair to say, is obsessed with investments. He'll go to any length necessary to provide sound investment information to his clients.

Let's say, for example, that everything Mr. XXX reads indicates there is going to be a really huge harvest of corn in a particular year. While almost everyone else will accept that as a “given”, he wants *even more* assurance. And to get that extra assurance, sometimes he will travel to one or more of the major corn producing regions and take a few “field trips” right there into several corn fields. Mr. XXX will examine ears of corn at random to see whether or not the corn cobs are full of mature, healthy corn kernels.

Etc...

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**Here's another diet ad Gary did:**

**“A California doctor reveals...**

# **“How To Burn Off Body Fat Hour-By-Hour!”**

Dear Friend,

My name is Dr. XXX. Before I go on, I want you to know that my office is located here in XXX. Also, if you need to call me after you read this message, my number is 000-000-0000. Anyway, here is what I am writing to tell you...

## **The Big Drug Companies Are Cheating Everyone In America Who Is Trying To Lose Weight!**

They do this in two different ways. First of all, they sell us millions and millions of dollars worth of prescription drugs that are worthless. Not only that, many of these drugs are very dangerous. The second way they cheat us is, they try to keep us from finding out about safe, cheap ways to lose weight... without... using prescription drugs.

But don't worry. After years of research, I have discovered five “secret” ingredients that (when used together) can help you blast of fat like never before. I paid (out of my own pocket) a certified pharmacist a lot of money to mix these five ingredients together and make them into one powerful, safe diet pill. This pill, in my opinion has the best fat-fighting formula in the entire world. This pill is safe. My family uses it. My friends use it. My patients use it. The people who work for me use it. And...of course...

**I Use It Myself!**

Etc...

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**Here's one for a colon-cleanse:**

***“It's all-natural, safe and simple... and...requires  
very little effort on your part... plus... it works!”***

# **“How To (At Least) Double Your Energy Levels — *Guaranteed!*”**



**“If you feel tired, sleepy, fatigued or just plain exhausted and worn-out more often than you’d like... and... you’ve got 5 minutes a day... I’ll show you a guaranteed way to enhance your energy that will have you tackling your days with a renewed sense of zest and enthusiasm you have not felt in years... if ever...”**

**“And this is not some over-hyped, potential-dangerous ‘energy’ formula that leaves you nervous, jittery and causes your energy to ‘crash’ after a couple of hours... leaving you even more tired than before you took it....”**

**“No, in fact, this doctor-designed and endorsed method for raising your energy *quickly* and *permanently* is probably something you (1) either know very little about, or (2) have never given much consideration... yet... it works on almost everyone who tries it. Please keep reading for full details...”**

From:  
Dr. XXX  
Hollywood, Florida  
Tuesday, 3:18 p.m.  
August 22, 2006

Dear Friend,

Did you know doctors say that “low energy” or “tiredness” is the #1 most common complaint they hear from patients who come in to visit them?

It’s true.

It has certainly been my experience during the 37 years I have practiced medicine. And it makes sense. The accelerated pace of life over that last 50 years (not to mention the last decade or two), has caused people to push themselves to their limits. The daily stressors have multiplied ten to fifty-fold or more.

For example: Let’s take a quick look at how life in the 1950’s compares to today:

In the 50’s there were no cell phones. In fact, many people still didn’t even have a telephone. And a long-distance call—to or from someone—was an “event” that was talked about for days, if not weeks. There were no personal computers. Actually, there were almost no computers at all. Just giants like the ENIAC, which weighed 30 tons and was roughly 8 feet by 3 feet by 100 feet.

Etc...

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**Here’s the one for the ‘sleeping software’ I mentioned earlier:**

“Now, revealed at last!

# **“The Amazing 10-Minute Secret Used Religiously By The Most Overworked People In The World... To Have Better Sleep, All-Day Energy, And Supercharged Brainpower!”**

- Rich Armstrong  
Health researcher and writer

Dear Friend,

If you are interested in having more restful sleep, all-day energy, and supercharged brainpower, than this will be the most exciting letter you will ever read.

Here is why:

There is a man in London named XXX. I don't know if I'm right but, I think you may want to call him after reading this letter. If so, his phone number is 000-000-0000. And if you'd like to meet him in person, his office is located at ENTER ADDRESS HERE.

You see, XXX has made an accidental discovery in London that can change the life of any man or woman here in the U.S. I know, because I and hundreds of other Americans are living proof.

**Let me tell you my brief story and how your life can change because of it.**

Ever since I can remember, I was not getting a good night's sleep. I have been having trouble falling asleep, and staying asleep. I tried medicating myself with Nyquil, Ambien, and other drugs. These things helped a little bit, but not enough, and their side effects (drowsiness, nausea, even hallucinations, etc...) certainly outweighed any benefits. I knew there had to be a better solution.

I also always felt tired throughout the day. I became a junkie on caffeine, pop soda, candy bars, and energy drinks and, they gave me an energy boost but it was always very short-lived. Before I could blink an eye... I would crash and feel even more tired than I was before taking all that junk! And on top of it all it made me gain weight, raised my blood pressure, gave me the jitters and made me irritable. Again, I knew there had to be a better answer.

Etc...

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**Here's one for a real estate course:**

# "Jacksonville Man Discovers Strange New Way For The 'Little Guy' To Get Rich In Real Estate!"

Dear friend,

If you are interested in making *very serious* money in real estate (starting without money or good credit) this will be the most important message you will ever read.

Here's why:

There's a guy in Jacksonville, Florida who (sometime ago) was desperate to make a better life for himself and his family. He was a "shade tree" mechanic and it was almost impossible for him to make enough money just to pay his rent, electric and water bills... and... buy enough groceries to put food on the table. He would work 10 or 12 hours a day (sometimes 7 days a week) out in the "killer" Florida sun and, as he says, "*I just kept getting behinder and behinder*".

So, he started looking for a one man business that he could work right from his living room.

Etc...

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**Here's one for a golf video:**

**“How Does An 84 Year Old Woman With Extreme Arthritis, A Fractured Knee... And... A Torn Rotator Cuff Humiliate Young, Expert Golfers By Hitting Every Tee Shot Out Of Sight Straight Down The Fairway?”**

Dear Friend,

My name is XXX and, I think you may want to call me as soon as you read this letter. If so, my number is (000) 000-0000.

Maybe you'll even want to visit me. In case you do, I'm located at 123 Elm Street in Massillon, Ohio. That's right across the street from the Public Library and two blocks south of the Massillon Police Station.

Anyway, here's why I'm writing:

As it says at the top of this letter, we've got an 84-year-old woman here in town that can *crush* a golf ball like you've never seen. What's amazing is, not only is she 84, she's also got a bad knee, a torn rotator cuff and extreme arthritis!

And, guess what else?

She's got several "golf buddies" who also hit the ball further and straighter than they should be able to.

You see, one guy is a 28 year old muscle-bound bodybuilder who can barely lift his hand over his shoulder. Not only that, he's got ACL in his left knee.

ACL stands for "Anterior Cruciate Ligament." It's the ligament that connects your thigh bones to the skin-bone...and... when it goes bad... it unravels like a braided rope. It's extremely painful. Yet, this muscle-bound body builder (with a little help from his 84 year old friend) can...

**Drive A Golf Ball 377 Yards Straight As An Arrow!**

Etc...

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**Here's a FOREX promotion:**

*"You won't believe how much money is involved!"*

# **"Do You Have What It Takes To Be A Day Trader In The Hottest Financial Market In The World?"**

Dear Friend,

This message is going to make a lot of people very nervous.

Why? Simply because this message is going to jump-start the greed glands of almost everyone who reads it.

Not only that, it is going to tap into that pocket of ice-cold fear that lies hidden in the soul of nearly every person who walks the earth! Greed and fear. That's what pure investing is all about.

Are you ready?

Ok then, let's roll:

I'm going to start by telling you 7 facts about the FOREX market. As you may already know, FOREX is the acronym for "The Foreign Exchange Market."

This market concerns itself with the buying and selling of the currencies of just about every country on earth. This market is BIG! So big, in fact, it's hard to wrap your mind around the size of it.

Listen to *this*. The FOREX has an average daily volume of...

**Almost Two TRILLION Dollars Per Day!**

Etc...

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**Here's one for an astrology reading:**

## **“Joe Somebody, Here Is An Easy-To-Read Map Of Your Future, Day-By-Day!”**

Dear Joe,

I have noticed that you were born on June 9<sup>th</sup>, 1939 and, if this is correct, I have something very important and time-sensitive to share with you.

You see, not only am I a numerologist, I am also a highly-respected astrologer. And I happen to know... that... because of your particular birth date... there are things about to happen to you in the near future (as soon as a few days from now)... you absolutely must know about!

These things are so important for you to know that I would like, with your permission of course, to do a very personal reading for you that I rarely do for other people. I will send you the reading in an easy-to-read report called:

**What You Must Know About Your Near-Future  
If You Were Born On June 9<sup>th</sup>, 1939!**

Etc...

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**Here's another diet ad Gary did:**

**“Test results are amazing!**

## **“Scientists In India Discover Tiny Plant That Kills Hunger In People Who Are Overweight!”**

Leslie Addison  
Health Writer

**Dateline Chicago:** If you need to lose weight, this may be the most important message you will ever read.

Here is why:

There is an unusual plant that grows wild in the Kolli Hills of Tamil Nadu, in South India. It is called XXX. It's actually a form of vegetable. And until recently, nobody paid any attention to this strange little plant. It is a member of the cactus family and, it's rather ugly.

But now, this ugly little thing is considered to be one of the most valuable plants in the world!

Why? There are actually three reasons. First of all, this plant is edible and, when you eat it...

**It Kills Hunger!**

Etc...

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**Here's one for an energy drink:**

## **“Researchers In FDA Certified Lab Discover How To Triple Your Energy!”**

From:  
XXX  
Camp Verde, Arizona  
Thursday, 2:11 p.m.  
December 07, 2006

Dear Friend,

My name is XXX and, I think you may want to call me after reading this letter. If so, my number is 000-000-0000. And if you'd like to visit me, my office is located at 123 Elm Street in Massillon, Ohio. That's right across the street from the Public Library and two blocks south of the Massillon Police Station.

You see, if you feel tired more often than you'd like and... you want more energy all throughout the day... this may be the most important letter you will ever read.

Here is why:

There is an unusual man who lived in the 17<sup>th</sup> century named Athanasius Kircher. He was born in 1601 and died in 1680. He was an Archeologist, Mathematician, Biologist, Physicist, Vulcanologist, and Egyptologist. And many people consider him ...

## **The Last Person Alive To Know Everything There Is To Know In The World!**

Listen: If you walked into Harvard's library in 1638, you could have read every book they had. There were only 400 of them. At a pace of one book a week, you would have read 50 books a year and, finished all 400 books in eight years. Today, there are 15 million books in that library.

The world is very different now. Some experts estimate the world's knowledge now doubles every 2 to 3 years. We live in a society where the daily newspaper can be so big we cannot read it all before the next day's issue comes out. When we turn on the TV, we have hundreds of cable and satellite channels to choose from. And every time we blink we get a new email!

Etc...

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### **Here's one for a business opportunity:**

**"I've got to get this off my chest before I explode!"**

## **"How To Make People Stand In Line And Beg You To Take Their Money!"**

From the kitchen of Rich Armstrong  
Business Opportunity Reporter  
October 16, 2006, 12:14 a.m.

Dear Friend,

I've got to get this off my chest before I explode! I advise you stop whatever else you're doing, find a quiet place, and carefully read this shocking and urgent message.

I just came home from dinner with my best friend Frank. There's something I've been meaning to tell him for months. But I couldn't, not until I knew it was for real. And now I know. I have proof. And so I stopped him at dinner in mid-conversation and said:

*"Frank, I've discovered the biggest, yet most unknown money-making secret in America. It's the easiest way to make fast money for the rest of your life - guaranteed."*

Listen closely.

You probably know that you can buy almost anything on a bargain these days. I do all the time.

Perhaps like me, you've shopped at a local Target, Costco, BJ's, or Sam's Club. Such stores have tens of millions of customers who spend billions and billions of dollars.

It makes sense. If you could pay less for something, why pay more?

Well, I want you to imagine something. Imagine a 30,000 square foot warehouse. It's completely unmarked. There's no neon sign outside, it's not painted and, if you drove by you wouldn't take notice of it.

Etc...

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**Here's the one for the Mexican wrestler's fighting course:**

# **The Amazing Fighting Secret Of A Very Deadly Mexican Who Doesn't Want *Anybody* To Ever See His Face!**

Dear friend,

If you're interested in discovering how to disarm and defeat an attacker... then... this is going to be the most *important* and *exciting* message you will ever read.

Why? Because, for the first time EVER, one of Mexico's legendary fighters has decided to publicly reveal his most powerful fighting techniques to a very small select group of people.

These people will be taken by the hand and skilfully shown not one, not two, but often a number of different techniques anybody (young or old) could use to stop a violent attack on today's unpredictable streets.

What's more, these strategies are so simple, you will easily be able to learn them in double quick time, even if you have never been involved in a real fight or attack before in your life!

I've seen these strategies in action, I've used them myself, and I tell you with all honesty, they are...

**The Most Effective Self-Defence  
Techniques I've Ever Seen!**

Etc...

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**Here's one to drive people to a life-insurance seminar:**



“Maybe you can do it too!

## **“How Wealthy Senior Citizens Buy Life Insurance...At No Cost Whatsoever...And...Make A Substantial Profit From It...While...They Are Still Alive!”**

Dear friend,

How much life insurance would you have...if...you didn't have to pay anything to get it...and...you could make a substantial profit from it while you are still alive?

I bet you would want all you could get. Isn't that true?

Well, listen: If you are 70 to 89 years old, medically insurable and have a net worth of at least \$4,000,000, there is something very important you should know. Also, it's something life insurance companies do not want you to know about.

You probably already know life insurance companies are about the richest companies on earth. Perhaps you don't know why. Believe it or not, life insurance companies...

**Never Pay Out A Dime  
On 81% OF The Policies They Sell!**

Etc...

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**Here's one for an anti-aging clinic:**

**“Warning: Don't read this unless you are already rich!**

## **“How Almost Any Man In America (Who Has Enough Money) Can...Stay Young...Stay Healthy...And...Have A Powerful Sex Drive Right Up Until The Day He Dies!**

Dear friend,

I hope you are not reading this page unless you have quite a bit of money. I'm serious. You see, you are going to want...really want...the scientific breakthrough described on this page...and...if you can't afford it, you are probably going to be sick to your stomach.

On the other hand, if you are a man who is financially secure...and...you would like to stay young...perhaps even reverse the aging process...and...stay healthy...and have a powerful sex drive...no matter what your age... then this is going to be the most exciting message you will ever read.

Here is why: A study has been reported in the New England Journal of Medicine that reveals the biggest breakthrough (for men) in anti-aging medicine recorded in history.

This study was conducted on a group of overweight men between the ages of 61 and 80. These men did not change their diet, exercise or smoking habits. In fact, they didn't do anything different. Nothing whatsoever...except...they received a small, totally painless injection every day. At the end of this study, on average, they lost 14% (without exercise or diet) of their body fat and gained 8.8% in lean muscle. In general, the subjects of this study reversed these parameters of aging...

**By 10 To 20 Years!**

Etc...

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And remember the Orlando real estate promotion I mentioned in the beginning of this letter? Let me reproduce this one for you in its entirety:

**“It Is Also The Best Place To Invest!**

**“How Far Do You Have To Travel To Get To  
The Best Place on Earth For A Human Being To Live?”**

By: XXX

Would you like to know the exact location of the best place on earth where a person can live?

If so, this will be the most interesting message you will ever read.

Here is why: My name is XXX and I have been traveling the world doing research to find the very best place for a human being to live. And, guess what? I believe I have the answer!

The first thing I had to do was figure out what country was the best for a person to live in. So, I did research on over 78 different countries. I actually visited a lot of them, including Canada, Mexico, Guatemala, Costa Rica, Bahamas, Virgin Islands and the United Kingdom.

All that research took more than seven years but it was worth it. It was worth it because I discovered a country that is so good to live in that most people in the world just wouldn't be able to believe it. This country has the world's best weather, friendly, warm-hearted people, almost complete freedom, very little poverty, endless opportunities, an extremely high standard of living, a very

low crime rate, the world's best artists and musicians, many Pulitzer prize winning authors, deserts, mountains, beautiful beaches, lush forests, boundless wild life, fantastic medical care, state-of-the-art law enforcement, space age technology and... and... and...

### **97% Of The People Speak English!**

Can you guess the name of this country? I hope so because, it's the **United States of America!**

Now, hold on. If you live here...and...you do not agree the U.S. is the very best place to live... it can only mean one thing: It means **you live in the wrong part of the country.**

If you live in the right part of the country, you will be living quite literally in heaven on earth. So, what is the best part of this country for you to live? I'm glad you asked. Listen: to know the best place to live, you first have to know the best **state** in which to live. Well, the very best state in which to live is...

### **Florida!**

There are a lot of reasons for this. First, it is a **clean** state. The skies are clear, the water is pure and there are very few factories or industry that cause pollution. In fact, except for the Everglades, the state of Florida is almost pollution free.

Secondly, the state is drop-dead beautiful. Drive along the coastline (there are two of them) or fly over the inland part of the state and you will see natural beauty at its very best.

The weather. Holy cow! The weather is heaven. Live here and you'll never again have to dig your car out of the snow. Not only that, you can throw away half your clothes. You have no need for all those sweaters and overcoats or gloves or scarves. In truth, most days in Florida come with T-shirt weather.

Florida is the state Americans dream of. More people move to Florida from other states than any place else. According to the Census Bureau the number of people moving to Florida outnumbers those who leave by a yearly average of...

**190,894!**

This arguably makes Florida the best place in the world to invest in real estate. For the most part, property in Florida is still quite affordable. Not only that, property values in Florida have gone up **every year** for the last 47 years!

But, if you are interested in living and/or investing in Florida property I wouldn't wait too long if I were you. With almost 3000 new people per day pouring into this state, you can't expect these great real estate bargains to last forever.

Anyway, our work is not done. We've identified the best country and the best state in which to live... but... all parts of Florida are **not** created equal. And, of course, picking the best place to live is subjective. So, all I can do is give you my opinion on this subject.

But, you know what? I bet a lot of people reading this message will agree with me!

Let's find out. The first thing is... I **don't** want to live in a big city. However, I **do** want to live **near** a big city. Big cities simply have a lot of sophisticated activities to offer that you can't find anywhere else. Huge libraries, and galleries, multiple movie theaters, zoos, amusement parks, 5 star restaurants, Broadway and off Broadway plays, amusement parks and so on.

I want to have access to all this without having to live right smackd in the middle of the turmoil. In other words, I want to live close to what I call an "anchor" city. Choosing your anchor city is a very important decision and Florida gives you a lot of truly excellent choices.

However, the best-of-the-best (in my opinion) is Orlando. There are so many reasons for this choice I can't write about all of them. If I did it would fill up this newspaper. But, anyway, at least I can give you a small glimpse of this wonderful city.

Let's start with the world-famous theme parks. Orlando has Disney World, Universal Studios, Sea World, Six Flags, Busch Gardens, the famous Cirque Du Soleil, the Orlando Science Center, Cypress Gardens, Gatorland, and so many others that you can explore them for years.

Let me tell you about two attractions of which you may not know about. The first is Pleasure Island. It is for **adults** only. It is a great spot for nightlife and it is

located right next to Downtown Disney. This island features a number of diverse nightclubs and elegant eateries to fill your night with excitement. You can also catch live music and, this is the place to be on New Years Eve!

On the other end of the spectrum there is the Holy Land Experience. Go there and you will enter a biblical world of wonders. You'll see films and presentations that bring the holy land to life. This is especially true when you walk amidst the recreated Holy Land architecture. You must also visit the Scriptorium with its vast archive of biblical books and materials.

There's much more but, I think you get the idea. And know this: Orlando is much more than theme parks. For example, the shopping is so good in Orlando people say it turns **husbands** into shoppers!

There are world-class theaters, 5-star restaurants, world-class doctors and state-of-the-art medical facilities. And, the climate? I think that unless you are an Eskimo, you will like the climate in and near Orlando **a lot better than the climate where you live now!**

OK, now we've got our country, our state and our anchor city. So, it's time we zeroed in on the specific location which, in my opinion, is the very best place a person can live.

To begin with it's near Orlando. It's 30 minutes from downtown and less than 10 minutes from the Florida turnpike. It is only minutes away from a world-class Golf and Tennis Resort with restaurants, a state-of-the-art fitness center and a wide range of other activities.

This location is convenient to "everyday" shopping... and...it is "horse-friendly" with a community riding trail.

Here, in the low-density development, you'll find a great selection of 1-to-5 acre estate lots priced from the low \$100,000's. You can choose either a wooden, conservation location or, if you prefer, a waterfront lot.

There is an abundance of beautiful lush open spaces and it's all gated for privacy and security.

There are deed restrictions to protect your property values, central water, paved roads and underground utilities.

Special owner financing is available and everyone qualifies. Plus, you can use the builder of your choice!

With forests of pine trees, large old oak trees, rolling meadows, Florida's captivating birds and spectacular sunsets, this rather "secret location" offers a Country Estate Lifestyle for a select few.

Does this sound like a place where you would like to live? If you could see it, I believe you would fall in love.

And, guess what? You can see it free! It's true. If you are seriously interested, I will pay your travel and hotel expenses from anywhere in the world to come visit this paradise. And, there's no obligation whatsoever.

But first, you need to know more about this magic location. So, I'll tell you what: If you will call my answering service, I will send you a complete information package that will tell you everything you need to know. I hope you are interested. If so, call...

**1-800-000-0000**

As soon as you are connected, just give the young lady who answers your name and address and the information kit will be sent to you immediately by first-class mail.

Thank you for reading this message.

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Well, that's a pretty broad spectrum of advertising, wouldn't you agree?

Anyway, if you have been contemplating hiring Gary, now would be an excellent time to do it. Why? The answer is simple. He has developed a breakthrough technique for making almost all forms of direct response advertising much more profitable! This technique is what Gary calls a "multiplier". So far as I can tell it has never been used by anyone besides Gary. I strongly suspect that everybody in marketing will know about this new technique of Gary's within one or two years. But, as always, it will be the people who jumped in to take advantage of this before anyone else, who will reap the biggest benefits.

If you are seriously considering hiring Gary I suggest you read his newsletter in the envelope titled "Modesty Personified" and then email Gary as soon as possible. Perhaps I'm wrong but, I think this pitch I have written for Gary's services will bring in a flood of new clients.

Sincerely,

Sam Markowitz

P.S. Here's the link to Modesty Personified: [Click Here](#)

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