

From The Desk Of Glenn Livingston, Ph.D.

Tuesday, 9:17 AM

Dear Friend,

There is an overwhelming abundance of online marketing information available today. For many people it can be quite confusing to navigate the plethora of gurus, courses and products, trying to separate the wheat from the chaff.

As one of my valued customers you probably know I have personally endorsed *very* few people and products. If it's something I wouldn't use myself, I refuse to endorse it.

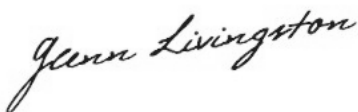
Today I have the pleasure of introducing you to one of the very few marketers I *do* endorse – Dan Gallupoo, aka Doberman Dan. He not only mentored with the late, great copywriter Gary Halbert for a year and a half, Gary actually shared Dan's house in Costa Rica for about three months.

I'm a subscriber to *The Doberman Dan Letter* and find a LOT of value in each issue. Every month Dan opens my eyes to new ways of making money... and all kinds of highly effective techniques I can implement to maximize my profits from my *existing* marketing programs and customer base.

In fact, when I was first introduced to Doberman Dan I was shocked to discover I was missing out on approximately 50% of my potential sales. I'm now testing this new (for me) technique as we speak and I'm expecting BIG increases in my bottom line.

Please read the enclosed letter to discover how Doberman Dan can help you make more money, too.

Sincerely,

A handwritten signature in cursive script that reads "Glenn Livingston". The signature is written in black ink and is positioned at the bottom of the letter, below the word "Sincerely,".

Dollar bill attached here

Printed on white 11x17 paper folded to 8.5x11 booklet stapled in the center.

Dear Friend,

As you can see, I've attached a dollar bill to the top of this letter.

Why have I done this? Actually, I'm pretty sure you already know the answer...

1. Although the late, great copywriter Gary Halbert usually gets credit for this dollar bill "grabber" technique, it was actually first used in the early 1900's by Robert Collier in a very successful charity fund raising letter. It's a proven way to capture your prospect's attention.
2. And... since what I have to share with you is about making a lot of money, I thought the dollar bill was an appropriate "eye catcher."

Here's why I'm writing you today: Because you're one of Glenn Livingston's valued customers...

I Want To Send You 3 FREE Gifts!

They are going to give you an instant money-making education the likes of which you've probably never seen before.

But before I tell you how to claim your 3 FREE gifts, I want you to ask yourself a very important question:

Are you seriously ready to double or triple your income... almost overnight?

I certainly hope so because the gifts I'm going to give you reveal a rather unique way to increase the size of your business and, quite possibly, triple your before tax profits.

But believe me, you better be ready because...

this is something that will make customers flood into your business like never before.

Here's what it's all about and why I'm going to send you these 3 gifts:

My name is Dan Gallapoo... but I'm better known as "Doberman Dan." I'm a direct response copywriter, serial entrepreneur... or as I like to say, a...

"Kitchen Table Entrepreneur!"

A few of the businesses started on my kitchen table with nothing but a yellow note pad and pen have grown into mini empires, supporting me in style for decades.

In fact, a couple years ago I was offered a cool million bucks for one of them.

I started that little business as a temporary "side business" to help pay the rent when I was in between copywriting clients.

After only 5 months, sales went from a modest \$1,500 per month to...

\$89,181.05
A Month!

Not bad for a little business started on my kitchen table with nothing but my brain, a yellow pad, pen, \$200... and a little chutzpah.

As a copywriter, I've worked in a lot of different markets. My work has appeared in...

- *Entrepreneur...*
- *Penthouse...*
- *MuscleMag International...*
- *National Association of Professional Martial Artists (NAPMA)...*
- *Flex...*
- *Success...*
- *The International Health, Racquet & Sportsclub Association Trade Magazine (IHRSA)...*
- *Muscle & Fitness...*

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- *Men's Edge...*
- *IronMan...*
- *Black Belt Magazine...*
- *Muscular Development...*
- *Reps!*
- *Exercise For Men Only...*
- *Natural Bodybuilding & Fitness...*
- *Martial Arts Professional Magazine...*
- *Small Business Opportunities...*
- *Home Business Magazine...*
- *The National Enquirer...*
- *Weekly World News...*
- And a whole bunch of mainstream newspapers.

It's very likely you've never heard of me. I keep a pretty low profile. (Ted Thomas, the successful real estate investing mogul and direct mail multi-millionaire, jokingly calls me a "direct marketing recluse.")

Except for being a featured speaker at a couple of seminars put on by the legendary copywriter Gary Halbert, I've never tried to promote myself, self-aggrandize and do all that chest-beating nonsense necessary to be a player in the overcrowded guru market.

Here's What Prompted Me To Write You Today...

A few months ago I needed emergency surgery to remove a cancerous tumor in my throat. It was growing rapidly and had almost totally engulfed my vocal nerve.

Bottom line:

I Would Never Be Able To Speak Again!

Based on the suggestion of a cancer survivor friend, I went to see one more surgeon at *Moffit Cancer Center* in Tampa Florida.

The surgeon assured me he would do everything possible

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to save my vocal nerve. To make a long story short... he did.

I didn't take this mini-miracle for granted. I realized I'd been given a second chance... so I decided to ditch the "direct marketing recluse" lifestyle and...

Share My Decades Of Direct Marketing Experience With Other Like-Minded People!

Interestingly enough, almost within minutes of making that decision, I was contacted out of the blue by a well-known Internet Marketer and business coach. (Funny how the universe works that way, huh?)

Internet marketing "boy wonder", Terry Dean, grilled me relentlessly over several days about **all my best secrets for making a lot of money very quickly.**

I believe it was one of the very best, most passionate, hard-hitting interviews I've ever done.

Terry was so hungry to mine my "gold nuggets" of marketing experience, it felt like he hooked up a gigantic vacuum cleaner to my brain, turned it on high and sucked out all my very best money-making secrets.

And that is the first gift I'd like to give you...

Gift #1 Doberman Dan's Remote Control Selling Secrets -- A \$297.00 Value!

This 2-part interview contains far more unique moneymaking secrets than space allows me to tell you about in this letter.

However, just to give you a mere glimpse of what's on these recordings, here's a small sampling of the secrets you'll discover... in just the first 33 minutes:

- The most common mistake made by 99% of Internet marketers... and it's costing them a fortune! (There's a 99% chance you are making it, too.)
- **What a bunch of dead mail order guys can teach you about out-selling your competition online...**

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- The jealously guarded secret of the most successful marketers in the world. (Master *this* and you'll be so far ahead of your competition, they don't even have a prayer of catching up.)
- **Even though J.P. Morgan predicted a 19% increase in e-commerce in 2011, the Internet still only accounted for 8% of all commerce in 2010. Discover how to tap into the other 92% to double, triple... or even quadruple your business in the next 11 months... or less!**
- Two little-known ways to find responsive customers already spending money on products you sell... and how you can reach them quickly and inexpensively.
- **A secret resource to help you find the name, address and e-mail of every man, woman and child, ready and waiting with cash in hand, to spend money with you.**
- Add an extra ZERO to your monthly sales figures with *this* little-known secret.
- **How to lose money on your advertising... and *still* make a fortune!**
- My "secret weapon" for finding buyers (not just online freebie seekers) already spending money in your market... and how to "flip" them to spending their money exclusively with you!
- **This secret acronym will bring you the most "in heat" prospects and customers... the ones who'll spend the most money with you... time and time again!**
- My "counter intuitive" secret to finding the hottest multi-buyers who will spend more money than your regular customers... and will be the most receptive to your upsells & cross-sells.
- **How to get highly confidential insider intelligence on your competitors. Discover exactly how many customers they're getting each month... and how much these new customers are spending. You'll also discover what copy, hooks and offers have been most successful for them.**

(And YES, this jealously guarded "underground"

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secret is legal AND ethical!)

- If you're making money with *this* type of advertising, you're severely limiting your business growth... and cheating yourself out of MILLIONS! (Only 1 out of 1,000 entrepreneurs understands this multi-million dollar secret.)
- **How to make sure your ads are only seen by proven BUYERS... not tire-kickers and "lookie-loos" who only waste your valuable time and money.**
- If you're not getting *this* from your customers and prospects, you're probably leaving HALF of your potential sales on the table every month. (Most Internet marketers are losing an absolute fortune... and are completely clueless about it.)

What I reveal on these two interviews are the hardcore "down in the trenches", bootstrap, street-level marketing secrets I've relied on since 1995 to start wildly profitable businesses... and dramatically boost sales and profits from existing businesses.

This is my "go to" stuff... the secrets I use when there is no margin for error and I...

**Absolutely, Positively
HAVE To Make Money...
As Quickly As Possible!**

This info has saved my bacon more than a few times... when the "wolf was at the door" and I needed money FAST.

You see, I'm not some armchair expert who only runs a successful business in his distant memory.

I discovered all this "in the trenches"... in the heat of actual battle... when I *had* to make money or I wouldn't be able to put food on the table.

In other words, this ain't ivory tower theory. It's been permanently imprinted in my neural pathways by doing it... time and time again. And I know that I know... that I KNOW... it flat out works like crazy!

But that's not all I'm gonna reveal to you...

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You see, when I mentored for a year and a half with the world-famous copywriter/marketer Gary Halbert, he showed me how to put my already successful marketing techniques on STEROIDS!

It was like dowsing a raging fire with 10,000 gallons of rocket fuel!

**My Income Shot Up So Fast...
It Literally Scared Me!**

And *that* is just a small sample of what you're going to discover on this two-part interview.

But that's only one of the three gifts I'm going to send you. I've got two other equally valuable gifts sitting here on my desk reserved just for you...

**Gift #2
*Million Dollar Marketing
ROI Prediction Tools*
-- A \$197.00 Value!**

You're also going to get two of my most valuable software tools I use almost daily to...

1. Evaluate the potential profitability of new business and project ideas...
2. Discover which marketing campaigns have the highest chance of success... and...
3. Quickly and easily reveal the best possible prices for your products and services. (Now there's no more "guess work" about what you should charge.)

I've never offered these highly valuable tools for sale anywhere. If the *Million Dollar Marketing ROI Prediction Tools* were for sale, they'd go for at least \$197.00... maybe more.

But I'm going to Priority Mail you a brand new set of my *Million Dollar Marketing ROI Prediction Tools* absolutely FREE... just as soon as I get your OK.

But that's not all you're going to get...

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Gift #3
***How To Get The Highest Possible
ROI From Your Marketing Dollars!***
Virtual Mentoring Videos...
-- A \$197.00 Value!

I'm not going to just give you Gift #2, my two most valuable marketing & research tools, and then leave you to figure them out all by your little lonesome.

You're also going to get two brand new videos of me walking you step-by-step through my unique process of using the *Million Dollar Marketing ROI Prediction Tools*.

You get to look over my shoulder as I use these tools to "ferret out" highly profitable niches, marketing campaigns, projects... even entire businesses.

You'll immediately know where to invest your marketing and advertising dollars for...

**The Highest Possible
Return On Investment!**

It's like having me personally mentor you one-on-one in my home office. These videos are brand spankin' new and I've never offered them for sale anywhere. And you're going to get a set of these videos FREE as my gift to you.

I'm going to send you all three of the gifts I just described. When you add it all up, that's...

**A Total Value
Of \$691.00!**

I have a set of these three valuable gifts sitting on my desk, reserved just for you. And with your permission, I'm going to ship them to you immediately by Priority Mail.

What's the catch? The answer is simple:

**It's A Bribe...
A Shameless Bribe!**

I'll give you everything I just told you about... and I'll send it immediately in a nice big red, white and blue Priority Mail package... when you take advantage of a trial subscription to my new paper & ink newsletter...

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The Doberman Dan Letter!

I've been writing a free blog for several years at DobermanDan.com... but I do not share my most effective hard-core money-making secrets there.

See, I don't want my most effective secrets indexed by Google for all the world to see. I only want to reveal *that* to like-minded doers who "get it", understand its value and will take action.

So now, all my very best and most effective secrets are reserved exclusively for subscribers to my new hard copy newsletter, *The Doberman Dan Letter*.

Each issue is like having money-making opportunities practically knock on your door. All you have to do is answer.

I'm pouring my heart and soul into my newsletter... and sharing everything I've discovered about success in business and life in my 17 years as a direct response & Internet entrepreneur.

And that includes all the embarrassing stuff I'd rather *not* share... and have never revealed before.

Even though I'd rather not, I'll endure all the embarrassment, criticism and ridicule I'll be subjected to by revealing this stuff.

You see, I know my most private and humbling experiences are going to be the most life-changing... and in some cases, life-saving lessons for you.

You're going to get a very personal look into my daily life... and an almost "real time" education about what's working right NOW in direct response and Internet marketing.

I'm going to let you look over my shoulder as I implement these secrets and techniques in my own businesses, clients' businesses... and my various new projects and businesses.

You'll get to see...

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The "Behind The Scenes" Results Of Everything!

Base hits, grand slam home runs... and the disappointing and embarrassing strikeouts... I'm going to reveal it all to you... right as it's happening.

I don't think you're ever going to get a more "open book" look into a top-level marketer's thought process and actions.

If you own a business (any kind of business)... or you're someone who'd simply like to make a lot of money very, very fast...

Just One Idea From One Issue Could Make You *Millions!*

Here's just a small sample of what I'm going to reveal in *The Doberman Dan Letter*:

- 3 very simple-to-implement techniques that can very easily boost your sales by 200%... and therefore your net by 400%!
- **Most businesses have at least three very large "holes" hemorrhaging money like a stuck pig. Here's how to quickly stop the bleeding and immediately boost your bottom line profit.**
- Want to beat your current control? Use these three little "tweaks" to pump up response and get that puppy bringing in sales and profits like never before. (It takes all of 10 minutes!)
- **What I did to take a little "kitchen table" business from a \$1,500/month "side venture"... to a \$90,000/month cash cow! It only required a few hours a week to keep it raking in money hand over fist. (More importantly, you'll discover all the major "boo-boos" that cost me millions.)**
- You're going broke FAST... and you don't even know it. (Even if you're worth MILLIONS.) Here's what you must do right now to preserve your wealth.

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- **What to do when you don't know what to do. (Confusion and "overwhelm" will never again "hamstring" you and keep you from making progress.)**
- How to get orders from people who have already decided not to order.
- **How to get full-page ads in high-circulation magazines... for FREE! (Almost none of the Internet marketers are on to this secret yet.)**

But let me warn you:

These letters are raw. I don't pull any punches... and nobody has ever accused me of being politically correct.

I simply don't have time for chaff. These letters are all wheat. They contain the most intense personal stuff I've ever revealed.

It took me a long time to make up my mind to publish and release them... but no one has ever accused me of playing it too safe.

There's simply no doubt about it... this is the newsletter for people who want to learn the real secrets of low-cost, high profit direct response & online marketing.

Every month I'll give you unique insider info and strategies you will never read in any other publication in the entire world.

Things like...

- An arsenal of salesman's tricks most copywriters don't even know exist.
- **How to use a simple 15 word pay-per-click ad to bring in \$37 for every dollar you invest.**
- How to create "instant credibility" that practically forces people to believe your claims.
- **Are you seriously ready to double or triple your income almost overnight? Do *this* and you very well could double your sales in only 30 days! (But believe you me, you better be ready... because this is one secret that will make people flood into your business.)**

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- An unusual technique to discover what your customers really want. (If you don't know the answer to *this*, you're allowing an enormous amount of money -- that should be yours -- to flow into someone else's pocket.)
- **How to make your backend sales 1000 times more profitable than your initial sales... and how to take advantage of it right now.**
- How to write your copy so it "talks the talk" your most skeptical prospects need to hear before they buy.

That's a "sneak peek" at just a handful of the many exciting lessons I'm going to dole out to you every month in *The Doberman Dan Letter*.

The Doberman Dan Letter is the "must-have" insider newsletter for...

- Online marketers...
- **Offline direct response marketers...**
- Sales professionals...
- **Mail order or catalog business owners...**
- Copywriters...
- **Direct mailers...**
- List brokers...
- **Any kind of consultant...**
- Advertising agencies...
- **Brick & mortar business owners...**
- Professionals...
- **Service business owners...**
- Any business owner that needs more customers and higher profits...

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- **Or anybody who has a sincere desire to make a lot of money quickly...**

I want you to SEE FOR YOURSELF the value of this rare opportunity... and experience FIRST HAND the quantum leaps in income and growth you can achieve as soon as you discover the missing pieces to your own "success puzzle."

A very important part of my backstory... and how I discovered the missing pieces to my personal success puzzle was the time I spent mentoring and working with copywriting legend, Gary Halbert.

Gary used to say he would only share his highest of high-level hard-won secrets with a handful of people he felt were truly ready for it... and would only use them for good, never evil.

And before he would reveal these secrets, you would have to strip down to your swim trunks and wade out into the ocean with him until you were neck deep in the water. (That was to make sure you weren't wearing a "wire.")

Well, after living and working with the man... and completely gaining his trust... I did exactly that. And just like he promised...

**"Sir Gary of Halbert"
Revealed All His Highest-Level
"Player" Secrets To Me!**

That was one of the most important moments of my entire life.

Now I have to admit... I didn't totally understand a lot of the things he revealed that day. But I hung onto his every word like a drowning man hangs onto a lifesaver.

I carefully filed those secrets away in the deepest recesses of my brain... because I knew, one day they would make sense... and might possibly...

Save My Life!

Literally.

(I know that sounds "over the top" and overly dramatic, but I swear to you it's the honest to God's truth.)

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See, back then I hadn't yet had enough life experience... and wasn't making enough income for a lot of those secrets to apply to me.

But just a couple short years later, they became very relevant... and came to life for me in ways I never could have imagined.

If Gary had never shared those secrets with me, I honestly don't know where I'd be today.

I'm sure I wouldn't have the freedom, happiness, preparedness for whatever the future may bring... and dare I say, the wealth I have now.

And now that I've lived and breathed these "Halbert players-only secrets", I'm going to share many of them with you.

Secrets like...

- How to protect your financial future now for pennies... instead of paying thousands (or millions) down the road.
- **Secrets about my personal lifestyle (and a few very unusual items in my home) that are absolutely CRUCIAL if you want to accumulate, and more importantly, keep your wealth. (Not even ½ of 1% of successful entrepreneurs understand *this*.)**
- What drug dealers, the mafia and other assorted "criminal scum" can teach you about making, keeping and multiplying your money. (I'm sad to say, in just a few more years, people not privy to *this* are going to lose most of their wealth, savings, 401K's, IRA's, etc. practically overnight.)
- **Is it true after personally making TENS of MILLIONS of dollars, Gary Halbert died broke? To the best of my knowledge... yes. And it's absolutely crucial you understand why... so you can avoid the same fate.**
- Got a successful online promotion? Here's how to put it in front of MILLIONS of qualified prospects and buyers who would normally never see it. (This "old school" technique was the jealously guarded secret used by the mail order marketers "back in the day"

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to quickly ramp up and make millions!)

- **Want a quick and easy secret to give you an extra 5% to 10% mental "edge" when writing copy? Eat *this* 45 to 60 minutes before you start writing. (This is a **BIG secret of the A-list million-dollar copywriters... but nobody ever talks about it outside of their secret inner sanctum.**)**
- The most important "master key" to making really serious money. (It's the most important success ingredient all the "experts" in the "think and grow rich" movement have deliberately kept from you.)

That's just a little peek behind the curtain at some of the secrets I'm going to reveal in *The Doberman Dan Letter*.

I could literally go on for days about all the insider secrets, tricks, techniques... and crucial life and business lessons for staying sane in an insane world I picked up from Gary Halbert.

You're going to get the hardest of hard-core stuff I learned at the feet of the master... and have since experienced for myself (multiple times) from the school of hard knocks.

To be brutally frank with you, some of the really deep success secrets may take you so far down the rabbit hole...

You May Be Downright FRIGHTENED By Them!

I honestly don't care. *The Doberman Dan Letter* is for players only... or people smart enough (and gutsy enough) who want to become players. This is big boy/girl information. No wimps, whiners or "wanna-bees" allowed.

Mentoring with Gary Halbert was a big part of my marketing/copywriting education... but it isn't the only unique advantage I've had in figuring out all this persuasion and "real world" psychology stuff.

My 12 years as an inner city street cop and detective gave me a down and dirty street-level education in human nature... and a practically instant ability to read people like a book. And *that* is almost...

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An Unfair Advantage For Any Marketer!

Who do you think best understands real-world psychology in day-to-day interactions with regular old every day human beings?

A PhD ("Piled Higher and Deeper") spouting airy-fairy theories from his ivory tower, far removed from the real world? A guy regurgitating stuff he only THINKS he knows because he read it in books from other PhD's who spouted theories from THEIR ivory towers?

Or a high school educated 12-year veteran inner city cop who discovered successful persuasion tactics by using them every day in life and death situations?

If my income (and life) depended on it, that's a no-brainer. The street-savvy cop would be the only logical choice.

And I'm going to pass those street savvy persuasion secrets (that have literally saved my life) on to you every single month.

The Doberman Dan Letter is very personal and from my heart. It's me talking one-on-one with you as your mentor, sincerely interested in your success and happiness.

Every issue is like we're sitting around at the end of the day on my deck by the pool, watching the sunset, enjoying a beer or two... hanging out while I share my most profitable (and hard-earned) lessons with you.

Each monthly issue is jam packed with hands-on, practical and immediately actionable ways to make big money from all the new trends developing all around us.

If You've Not Yet Started In Business But Plan To...

The Doberman Dan Letter will show you the easiest and fastest way to get started and be in profit as quickly as possible. You'll be able to avoid all the mistakes that held me back for nine long years and kept me from making the big money I wanted.

But let me be painfully honest with you if you're not yet in business:

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I'm not going to sugar-coat things and paint a picture of being a direct response/Internet entrepreneur as a life on "Easy Street." Anybody telling you that is flat out lying to you.

Some of my entrepreneurial experiences will show you it can get pretty scary at times. If it does scare you away, consider it a favor. The entrepreneurial game is no place for wimps, whiners, the easily scared and timid.

If it doesn't scare you off, it's going to help you avoid a lot of the pitfalls and mistakes most entrepreneurs have to learn the hard way.

And it'll help you anticipate and successfully deal with the pitfalls and mistakes that simply cannot be avoided.

The Doberman Dan Letter isn't some beginner's how-to-start-a-direct-marketing/Internet-business guide. It's a no-holds-barred "go for the jugular" business and life success guide.

I'm still in the game... battling all the daily challenges of running multiple direct response and online businesses... constantly finding new and better ways to get more customers... and always dealing with Google and their incessant changes.

Every issue of *The Doberman Dan Letter* is based on my own expensive experience... usually learned the hard way. You may not always agree with all of it... but you can be sure I didn't swipe it out of some book, polish it up and pass it off to you as some B.S. miracle solution for all your business problems.

These are real-time marketing lessons pulled from what's working right now in my own businesses and those of clients and subscribers.

***"It's All About
The Benjamins, Baby!"***

You'll usually get a small dose of my personal success philosophy in each issue... but I realize you can't make your mortgage payment or buy groceries with philosophy. My job is to show you how to make more money than you ever imagined possible... faster than you ever thought possible.

Bottom line:

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***The Doberman Dan Letter* Is About Making A LOT Of Money!**

As much as your greedy little heart desires... as quickly as possible. And doing it in such a way so you can engineer any kind of lifestyle you desire.

Look, for reasons I don't totally understand, some people have this weird, self-sabotaging opposition to prosperity. If the idea of making a lot of money and getting wealthy offends you, please... do us *both* a big favor and do NOT subscribe.

Growing up in a lower middle class family in Barberton, Ohio, I understand this "anti-prosperity" mindset. It was an anchor around my neck for decades.

I beat my head against this "poverty brick wall" time after time for years until I was finally able to "change the channel" in my head to a prosperity mindset.

And to be completely transparent with you, I have to constantly be on guard to keep from reverting back to that old poverty way of thinking.

You see, I never had any advantages when I decided to become an entrepreneur. I never went to college, I didn't have any money and I had a lifetime indoctrination of poverty and lack thinking ingrained into my brain.

I'm not a slick, fancy-talking, Armani suit-wearing business man.

I'm a down in the dirt, shirt-sleeves-rolled-up "whatever it takes" marketing guy who knows what it means to have to make his copy work right now... or the rent won't get paid and there won't be enough in the checking account to put food on the table.

The Doberman Dan Letter cuts through all the hype and B.S. that so often is spouted as "expert" marketing advice... and reveals only...

The Very Best Marketing "Gold Nuggets" And "Gems!"

Every month I reveal the secrets and techniques proven to work like crazy for making cashola faster than you ever imagined.

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I leave chasing fads and following the herd to the "false prophet" marketing gurus and their blind and deluded disciples.

While those poor suckers are off chasing fantasies (and losing lots of time and money) *my* subscribers are getting unheard of results... like...

**511% To 2,107%
Return On Investment!**

And mining massive piles of "hidden gold" month after month that had been laying dormant in their businesses. And, if you're open-minded and motivated...

I'm Willing To Teach You, Too!

Everything I've just described is only a tiny glimpse of what I bring to the table each and every month in *The Doberman Dan Letter*.

But know this:

If you still believe some magical and mystical "money chant" is going to make you rich and save you from the coming economic challenges... *The Doberman Dan Letter* is definitely not for you.

**So Who Exactly
Does Qualify?**

The more years I spend on this earth, the more I find myself aggravated and drained by middle-of-the-road, can't-make-up-their-minds, afraid-to-take-a-risk losers who are basically paralyzed with fear... and never even attempt to live their lives with any semblance of gusto.

I understand this mindset. Heck, I was surrounded by it most of my life.

But I can no longer afford to be anywhere near it. It just pisses me off and sucks the life out of me.

On the other hand... I'm greatly exhilarated by the action-oriented, "let's-roll-up-our-sleeves-and-get-the-job-done" optimistic, positive thinking, forward-moving players.

The people who understand everything in life is a gamble... and an ongoing experience best savored, enjoyed

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and shared with other like-minded players.

These are the people I want to spend my time with.

And I think I've finally found the ideal way to create a high-powered "magnet" to attract them from all corners of the globe and gather them around me like...

A Modern Day Marketing Camelot!

If you're finally ready to dramatically increase your income and join the ranks of the truly prosperous...

...and aren't afraid to do some work to guarantee you won't be one of the sad souls ambushed, sucker punched and side-lined by the coming economic changes...

You Simply Must Subscribe Right Away!

If you've assumed I've already shared everything I have to share on my blog at DobermanDan.com, you couldn't be more mistaken. I've hardly even scratched the surface.

All my most effective, tested and proven business-building and money-making lessons are now reserved exclusively for subscribers to *The Doberman Dan Letter*.

Take me up on this offer here and now and you will become a cherished member of the most elite group of people in the world... namely... my inner circle of "players." I'm going to treat you like my extended family... because I really do care about your success and happiness.

And since I want you to have every possible advantage to help you reach your goals as quickly as possible... you'll also get...

A Teleconference With Me... Every Single Month!

I'll answer questions, evaluate your ideas and reveal results of any new tests I've done that are working well... so you can swipe them for your own personal gain.

If you live outside the US and don't want to make an international call, you can participate via a live online simulcast.

But wait, there's more. You also get...

(Please go to the next page...)

Personal One-On-One Phone Time With Me!

As often as I can, I'll set aside several hours of open call-in time. You'll get to talk with me one-on-one about any marketing, copywriting or business questions that have been perplexing you. Chances are, I've already faced the same challenge and know exactly what to do to conquer it and keep you moving forward toward your goal.

If you take full advantage of the monthly newsletter, tele-conferences and open call-in days, this "Marketing Camelot" can be your master key to quantum leaps in income and plateau-busting "A-HA" moments.

My consulting fee is now \$2,000.00 per hour... and you're getting more than an hour of my time with the tele-conference and open call-in days. That's...

More Than A \$2,000.00 Value You'll Get Every Month!

If you're truly serious about making a lot of money, your 3 free gifts, my monthly newsletter, the tele-conferences and open call-in days can be your own personal "passport to prosperity."

Let's Recap:

When you try a subscription to *The Doberman Dan Letter*, I'll send you the following three FREE gifts immediately via Priority Mail:

- 1. *Doberman Dan's Remote Control Selling Secrets* – A two-part interview on CD (\$297.00 value!)**
- 2. *Million Dollar Marketing ROI Prediction Tools* (\$197.00 value!)**
- 3. *How To Get The Highest Possible ROI From Your Marketing Dollars!* Two "virtual mentoring" videos with me. (\$197.00 value!)**

That's a total value of...

\$691.00 Of Response-Boosting Money-Making Goodies!

I've got a set of these 3 gifts with your name on it

(Please go to the next page...)

and I'll send them immediately when you say "YES" to a trial subscription to *The Doberman Dan Letter* within the next 7 days.

A subscription to *The Doberman Dan Letter*... and all the valuable benefits that go with it... is only \$49.97/month. (\$59.97/month outside of North America.) That works out to be a ridiculously low investment of only...

\$1.66 A Day!

Heck, I've seen homeless people spend twice that much on their daily coffee and cigarettes, for crying out loud!

There's simply NO excuse whatsoever for not getting in on this. It's within everybody's budget.

In the unlikely event you decide I'm not your cup of tea, you can cancel your subscription at any time... and you can keep all three free gifts as my way of saying "thanks" for trying the newsletter.

Here's what you need to do right now:

**Call me toll-free:
1-800-290-2817**

I'll reserve your subscription to *The Doberman Dan Letter* and the 3 free gifts I've set aside for you.

Or, if you prefer, you can subscribe online:

www.KillerNewsLetter.com

Or use the enclosed ***Risk Free Reply Certificate*** to mail or fax your subscription reservation.

As soon as I receive your subscription, I'll Priority Mail the current issue and all 3 of your FREE gifts immediately.

And, no, you don't have forever to make up your mind.

Right now, none of these free gifts are available for sale anywhere.

At any price.

And I will only release all this material to people

(Please go to the next page...)

(like you) who become subscribers **within the next 7 days ONLY.**

Once this limited-time subscription offer expires these three bonuses are going bye-bye. And most likely they will never be offered again.

So take advantage of this unprecedented opportunity and reserve your subscriber spot right now.

**Call me toll-free:
1-800-290-2817**

Or subscribe online:

www.KillerNewsLetter.com

You can also use the enclosed ***Risk Free Reply Certificate*** to mail or fax your subscription reservation.

I'm looking forward to personally welcoming you into my "Marketing Camelot" extended family.

Sincerely,



Doberman Dan

P.S. Look, you can deny it if you want, recite delusional "money chants" and *hope* for the best... but the economy has changed the way money is moving. And I don't think it's ever going back to how it was just a few years ago.

We're at a precarious time when what works and what doesn't work has changed dramatically.

Nowadays, you have to be totally in tune and up to date with the changes in buyer motivations and spending habits.

If you don't know how to strategically react to these constant changes...

...In your advertising copy...

...Customer acquisition programs...

(Please go to the next page...)

...“Reason to buy” presentations...

...And customer retention programs...

...You’re going to lose out on at least HALF of your potential sales and income.

Maybe more.

Or worse, you may not even be in business next year.

The choice is yours.

If you want to swing for the fences and hit the big home runs in 2012 and beyond, you need to know the most advanced and cutting edge strategies, techniques, tactics, tricks, secrets and successful sales models that are working right now.

A few years ago you probably could have coasted along without all these secrets and strategies and done OK.

Not anymore...

**Your Survival
Depends On It!**

You need *The Doberman Dan Letter* every single month to stay in the loop about these powerful marketing models and strategies you won’t get from any other newsletter on the planet.

So what are you waiting for?

Let me hear from you today!

**Call me toll-free:
1-800-290-2817**

Or reserve your 3 gifts online:

www.KillerNewsLetter.com

You can also use the enclosed ***Risk Free Reply Certificate*** to mail or fax your subscription reservation.

I’m looking forward to welcoming you as a new knight or knightette at the round table in my exclusive little “Marketing Camelot!”

Lift letter printed on 5.5x8.5 yellow paper,
2-sided and folded in half.

“Helped Build My Business To Over 5.5 Million In Annual Sales!”

“I just want to say thanks a million... *literally!* Your newsletter has helped me build my online auto parts business to over 5.5 million in annual sales!”

I hate to admit this to you, but I was skeptical that your newsletter would work for my industry. But after hearing so many great things about you, it was kind of a no-brainer to at least give it a shot, especially for the price you were asking. After reading your newsletter and watching your bonus videos, **I believe any industry can take your easy and powerful strategies and apply them to their businesses.**

I can't wait to hear about any new courses or trainings you come out with in the future. I can't get enough of your kick ass ideas. **You are definitely an outside-the-box thinker, and your information isn't the same old tired crap that I find in other information “guru” products I've bought in the past.** It's a breath of fresh air to learn from someone out there applying the strategies they are teaching, and not someone who's just a talking head out to take my money. I can tell you really care about your customers.

I'm not sure if you plan on sharing this testimonial, you do have my permission. But if this is being read by anyone on the fence about signing up for Dan's newsletter, **don't think about it another second, sign up now.** This letter is WAY undervalued at the price Dan charges, and I can't imagine anyone not being able to make **at LEAST 10 times the amount it costs each month** just by applying one strategy out of each newsletter.”

Brian Hanson - Jacksonville Beach, Florida

**Call us toll-free to subscribe:
1-800-290-2817**

Please read this...

Still undecided about this
generous offer?

Here's What People Are Saying About Doberman Dan...

"He's Got My Seal Of Approval!"

"I lived with Dan for 43 days when he had an apartment in Costa Rica. He's a good professional copywriter and he learned some things in Costa Rica that hardly any other copywriter knows about. He's got my seal of approval."

Gary Halbert - Described as the best and highest paid copywriter in the world. Gary wrote the enormously successful "Coat of Arms" direct mail sales letter, mailed over 600 million times.

"His Writing Is Compelling, Convincing And Lively... And Always Works!"

"Dan Gallapoo has been writing direct mail promotions for my company for over ten years. We keep using him to sell our books, fitness products and magazine subscriptions over and over because his writing is compelling, convincing and lively and always works!"

Robert Kennedy - Publisher of *MuscleMag International*, *Oxygen*, *American Curves*, *Maximum Fitness*, *Reps!...* and the uber-successful "Eat Clean" book series.

"A Great Copywriter!"

"I first met Dan when he was a salesman. Now he's a million dollar income copywriter."

Dan Kennedy - Marketing Guru to the gurus and publisher of the *No B.S. Marketing Letter*

"I Now Only Work Part-Time... But Make More Than A Doctor!"

"Before I met Dan, my business was ebbing out a meager income and my wife was telling me, I better get a real job. Yikes! You see my wife is a doctor and it was embarrassing to me that she made so much money and I was struggling in my business.

Dan's advice and expertise made my business and income expand rapidly. Dan knows marketing like no one else, and

(Please go to the next page...)

his sales copy always has that 'Doberman Dan Magic' and never fails to close my prospects. My wife now is quite happy I didn't get a real job, because I now make more than her (but work half the time).

Thanks Dan!"

Paul Becker - TrulyHuge.com

**"400% To 500% Returns On
Our Advertising Investments!"**

"Dan's marketing advice and copywriting are fantastic! He gave us a barrage of highly effective ideas I had never thought of before to market our services and products. It has been enormously successful for us.

His ad for one of our courses consistently brings in 400% to 500% returns on our advertising investments. I highly recommend that anyone in any business use Dan's services."

William C. Parsons - Nine Lives Defense System, Dayton, OH

"Worth 10 Times The Price!"

"Your newsletter is easily worth ten times the price. I love it and I'm going to be able to make at least an additional \$100,000.00 over time using your stuff. And that, Dan, is a conservative figure. I HATE to tell you what I really think it'll be worth to me.

Thanks again for the newsletter. I just hope there are some smart people out there taking advantage of this newsletter. If not, hey that's just more money for ME."

Dr. Carney - Temecula, CA

"Top Shelf!"

"First impression of your first newsletter: Far beyond professional, top shelf, & it's about time!"

Georg Marvin - Fort Mill, SC

"Solid And Actionable Marketing Ideas"

"I just read your Premier Issue of *The Doberman Letter*.

It was fantastic to finally get some solid and actionable marketing ideas from someone that is an old-school direct marketer.

(Please go to the next page...)

I'm tired of buying 'marketing advice' from so-called 'Gurus' who have never seen the inside of an envelope.

I plan to implement your 'Investment Strategy' approach immediately. I can't wait to receive the next issue of The Letter." **Robert Berman** - Toronto, Ontario, CANADA

**"The Real Secrets
Behind Making Money!"**

I was lucky enough to get a sneak peek at the Premier issue of your newsletter.

Knowing you, I expected it to be good, but I wasn't prepared for it to be THIS good.

You've given away actionable steps that almost anybody could use to generate income immediately.

It's excellent to see somebody revealing the real secrets behind making money.

Looking forward to the next issue.

David Raybould, Million Dollar Copywriter - United Kingdom

"TOO Good For Public Consumption!"

"I discovered Doberman Dan years ago when he only had 13 blog posts up on his site. I remember spending half a shift at my corporate job reading all of them.

You can't find those original 13 posts anymore, because Dan took them down. Why? Because he realized they were TOO good for public consumption.

When Dan became the 'reluctant guru' he was smart enough to keep his best secrets behind closed doors. And that's why you need to subscribe to his newsletter, cause the good stuff ain't free."

Colin Y.J. Chung - Marketing Strategist & Copywriter

**"A Fail-Proof System For
Generating Cash On Demand!"**

"This is a fantastic blueprint right here in your first issue. For less than the price a movie for two, you can learn a fail-proof system for generating cash on demand.

(Please go to the next page...)

Dan, you have created an incredible tool here for all serious entrepreneurs to use. And it is a steal at this price!

Thanks again - looking forward to more of them."

Troy White - troysblog.com

"A Bargain At Ten Times The Price!"

"Jammed with valuable insights, bare-knuckled advice, and in-depth how-to instructions, this newsletter would be a bargain at ten times the price. I know that sounds like hype, but it's just the plain truth.

If you can't take the advice in the very first issue and make THOUSANDS of dollars, you need to give up on the entrepreneur thing, and resign yourself to wearing a paper hat for a living.

Stop wasting your time on 'internet guru schemes' - and start reading and applying the Doberman Dan Letter."

Ray Edwards- Copywriter, Author, Speaker
RayEdwards.com

"The Real Deal!"

"Dan Gallapoo is the real deal. His copy has made piles of money for others and for himself. He didn't just study the immortal copywriter and marketing great Gary Halbert, he was literally Gary's apprentice in the truest sense of the word. Now he passes on to us Gary's great wisdom and experience enhanced by his own.

David Deutsch - A-list copywriter for Boardroom and many other multi-million dollar direct mailers.
DavidLDeutsch.com

"Can Help Lots Of Folks Achieve Success!"

"Dan, I just read an issue of your newsletter. I appreciate what you are doing helping spread the lessons you learned from Gary Halbert through this medium. It can help lots of folks achieve success."

Sam Markowitz- Copyriter and Gary Halbert's last apprentice

(Please go to the next page...)

“A Must-Have Newsletter For Every Serious Student Of Direct Marketing”

“I’ve been a big fan of Doberman Dan’s work for the past few years. Not just because he’s a great writer either (I often wish I could write as well as Dan does)... but because he’s a grizzled veteran of classic direct response marketing. And he knows how to ring the register when it counts.

I just finished reading the premier issue of The Doberman Dan Letter, and it’s a fitting beginning to what I expect will be a must-have newsletter for every serious student of direct marketing.

Because in the first issue, Dan details a complete (proven) strategy for making a whole bunch of fungolas fast.

The best part: He tells you who to approach, what to say, and even how to structure the deal. This isn’t some partial strategy with an upsell at the end -- it’s the entire strategy, A-Z, swipe letter included!

If you’re sitting on the fence about whether or not to subscribe to Dan’s newsletter – I’d encourage you to go for it. Just try out one issue and see for yourself how valuable it is. After getting your first issue, I’m convinced that you’ll be convinced.”

Ryan Healy - “The Most Referred Direct Response Copywriter on the Internet”
RyanHealy.com

“Blown Away By How Much Raw Value Is Packed Inside!”

“I just read your premiere Doberman Dan newsletter and was blown away by how much raw value is packed inside, even a brain dead goo-roo fanboy could profit from these secrets you are revealing!”

Ben Settle
BenSettle.com

“A Step-By-Step Blueprint To Make A Small Fortune!”

“Doberman Dan’s new print newsletter is a MUST. In the first issue alone he reveals a step-by-step blueprint for anyone with an ounce of direct marketing blood in their veins to make a small fortune ... and ... do it in a

(Please go to the next page...)

simpler, easier way than trying to follow the latest "internet marketing scheme" of the month. Don't walk, run over and sign up for the head dog's newsletter -- its got serious bite!"

Caleb Osborne

CalebOsborneConsulting.com

"It Landed Me A Lucrative Joint Venture!"

"So I just sat down and finished reading the first issue of the Doberman Dan Letter.

I wonder why Dan didn't do this sooner? He's been holding out! But truthfully Dan actually delivered SEVERAL money making ideas in this issue. In fact I'm gonna use one right now to land a JV deal with someone I've been working on for a while. Thanks Dan!"

Mike D. - Internet Marketing Guy For Non Internet Marketing Businesses

cyberspacetoyourplace.com

"It's Easy To See Why Dan Is A Marketing Maven..."

"He's stood shoulder-to-shoulder with the legendary Gary Halbert for many years, soaking up like a sponge every morsel of direct response wisdom the master had to offer. If you're smart, you'll devour the secrets Dan is sharing in his new monthly newsletter. He offers you a priceless education that's inspired by a lineage of marketing genius that is as rare in the world today as hen's teeth."

Caleb O'Dowd - Copywriter, Marketer, and Protégé of the late Gary Halbert

You Shocked Me!

"I received my Bonuses yesterday... You shocked me!

You have sky rocketed to the top of the list as 'The Guy Who Best Walks His Talk'!

Incredible... in 15 years of joining lists, newsletters and sales groups, no individual or small business has done or matched you generosity and effort.

Big kudos to you!"

Paul Gouthro - Ontario, Canada

(Please go to the next page...)

**“Funniest Yet Practical
Newsletters I’ve Ever Read!”**

“Dan, I just read your newsletter and I gotta say... KILLER! Super impressed at how easy it was to digest. It’s one of the funniest yet practical newsletters I’ve ever read. You can quote me on that.”

Dustin Mathews

Author of *How to Get Rich Working For FREE* and *Secrets of the Real Estate Millionaires*, Dustin also publishes the most widely read offline newsletter for speakers and promoters.

DustinMathews.com
speakingempire.com

“I Feel Like An 8 Year-Old On Christmas!”

“I would like to thank you for your newsletter. It is extremely informative and well written. I feel like an 8 year-old on Christmas every time I get it in the mail. I just rip it open and start reading. As a young man (23 years old) I feel extremely fortunate to have found you (and the Halbert Newsletter Archives) and I really want to express all my appreciation for the effort you put into your newsletter and blog. Thanks again.”

Robert Werbrouck

Fenton, MI

“It Will Make You Rich And Famous!”

“Hi Dan. Nice work on the newsletter, keep it up. I know it’s a big chore but it will make you rich and famous.”

Ted Thomas

TedThomas.com

Best-selling author and publisher and is known as America’s Tax Lien Certificate and Tax Deed Authority. Featured in *Forbes*, *Fast Company*, *Entrepreneur*, *NBC*, *ABC*, *CBS News*, *USA Today*, *Los Angeles Times*, *The Wall Street Journal* and *Investors Business Daily*.

**“Required Reading For Anyone Serious
About Winning Big In Direct Response!”**

“Do you know the name ‘Gary Halbert’?”

Of all of the copywriting gurus of history, he’s the one I

(Please go to the next page...)

learned most from. In fact, in the olden days, the late GH wrote a very expensive newsletter called *The Gary Halbert Letter*. His newsletters were far too expensive for this young copywriter, but the agency I worked for subscribed. I kept them in a binder and treated them like diamond rings. They were truly more valuable to me than any of my "at the time" possessions!

Well... Gary may have left us but Dan Gallapoo (aka Doberman Dan) – who lived with and learned from Gary for an amazing year-and-a-half – has taken up the mantle to keep Gary's legacy (and hard-won knowledge) alive.

In *The Doberman Dan Letter* you'll find not only Gary's closely guarded marketing secrets revealed, but wisdom from Doberman Dan himself – somewhat a clone of the old Great, or as close to a clone as you can get.

In this digital age it's nice to get a real newsletter in the mail. I'm a tough customer but Dan is living up to the legend. His content is required reading for anyone who is serious about winning big in direct response. And who also wants to learn kick ass Halbert-style copywriting, handed down."

Chris Marlow
ChrisMarlow.com

"I'm Declaring You The World's Foremost Bodybuilding Copywriter!"

"I just read the premier Doberman Dan Letter and it just proves I am right in declaring you the WORLDS'S FOREMOST BODYBUILDING COPYWRITER. No joke. It is always an exciting time when you release some new vintage Doberman Dan informational materials."

Dennis Weis
www.dennisbweis.com

Author of four critically acclaimed best-selling books: *Mass!*, *Raw Muscle*, *Anabolic Muscle Mass: The Secrets of Anabolic Reinforcement Without Steroids...* and his newest book, *Huge & Freaky Muscle Mass and Strength Secrets*.

Dennis has also published hundreds of feature-length articles in *IronMan*, *MuscleMag International*, *Muscle & Fitness*, *Flex*, *Reps*, *Natural Bodybuilding & Fitness*, *Exercise For Men Only...* and almost every mainstream bodybuilding/physique magazine throughout the United States and Europe.

Call us toll-free to reserve your subscription: 1-800-290-2817

“Super Impressed With The Value I’ve Gotten!”

“GREAT JOB on the newsletter. I devoured all the issues PRONTO! Great stuff in there... seriously. I am already super-impressed with the value I've gotten. And it's kinda fun to have a good old "paper & ink" newsletter in my hands -- reminds me of the Halbert days. I am loving the newsletter!”

Brian Keith Voiles – Million dollar+ copywriter

“Helped Me Start An \$87,000/Year Business In Only One Month!”

"It's hard to articulate how valuable Dan's skill set really is for small businesses and private entrepreneurs.

Dan is a master of his craft, both in copywriting and direct marketing. His coaching allowed me to start an \$87,000/year supplement company within only 1 month.

Since the inception of his newsletter I've applied a number of Dan's marketing strategies in my own consulting business that have allowed me to charge ridiculous fees and dominate my market.

Chris Stella

www.stellaconsultingus.com

“1 Idea + 15 Minutes = \$3,000.00!”

“1 Doberman Dan idea + 15 minutes to implement it = \$3000 in new customer sales in one week.”

Chris Ashenden

www.AthleticGreens.com

“Fun To Read With Great Content!”

“I just finished reading this months newsletter. Your writing totally reminds me of Halbert. Wonderful! Fun to read with great content.”

Craig Simpson

www.simpson-direct.com

Direct mail expert that has coordinated 100's of millions of direct mail sent for some of the biggest mailers in the country.

Call us toll-free to reserve your subscription: 1-800-290-2817

"I DOUBLED My Income!"

"Thank you for all the advice, guidelines, coaching, faith, referrals and countless other things you've done to help me in my career. I DOUBLED my income this year!"

Colin Chung

www.colincopy.com

"My Income Is Up THREE-Fold!"

"I've been along for the ride since issue #1 and enjoyed every minute of it. My income is up about three-fold over last year and that's no small part due to the advice in the *Doberman Dan Letter*. Keep it up. People are listening."

Rob Gramer

www.robgramer.com

Copywriter for "heavy hitter" direct response marketing companies/direct mailers in the health and financial markets.

"A Virtual Mentor..."

"I'm just a few months from accomplishing my goal as a full-time direct response copywriter! I'm closing a deal to write exclusively a division of [name withheld at request], one of the biggest direct marketers in the world.

I just wanted to THANK YOU for all of your support. I consider you a virtual mentor and appreciate everything you have shared in your blog and newsletter."

Ryan McGrath

www.theryanmcgrath.com

"Doberman Dan Duped Me!"

"I opened the envelope and found a dollar bill letter inside. It explained how Doberman Dan was starting an offline newsletter subscription about Direct Marketing... and how now was the time to get on board because Dan has some great things for us.

Boy was I completely duped! Because, I thought I was going to be getting a nice 'Chardonnay' newsletter... but what I got was a 'Dom Pérignon' newsletter.

You see, Dan has already produced 204 pages of hard-hitting, immediately actionable content, in just the first

Call us toll-free to reserve your subscription: 1-800-290-2817

10 months of his newsletter. That's a great feat! Here's why:

It took Gary Halbert 14 years or so to write 1155 pages of newsletter content. In only 10 months, Dan has already produced 18% of what Gary Halbert produced during the first 14 years of his newsletter.

Also, Dan has given his 'Marketing Camelot' 9 different business models you can use to get up and going (and making money) in no time flat.

Dan has also recorded more than 22 hours of excellent, actionable, and more importantly, needed information. Plus, we get unexpected online tutorials with associated downloadable material and one-on-one personal call-in days to get expert advice to build our business and increase our income.

Dan has stuffed this newsletter subscription chocked-full of immediately actionable material. And for me personally, Dan has even given me at least an extra \$2,000 of cold-hard cash. Yes! He has personally stuffed my pockets with a bunch of 'Franklin's' and 'Grant's.'

For just \$1.66 a day I feel like I've chosen a big winner in the 'Penny Stock' market.

Dan, I appreciate what you're doing. You not only tell us what to do, but you show us how to do it. I'm grateful from the bottom of my heart."

Kevin Clinton
Merced, California

**"It Comes From Real Experience
Building Real Businesses!"**

"I've been a subscriber to Doberman Dan's newsletter since the beginning. Dan is a very sharp marketer who was a Gary Halbert protégé. What I really love about Dan's newsletter is it comes from real experience from building real businesses. Unfortunately as you'll see in my reviews of other newsletters, this isn't always the case. But Dan always has a real world story from the trenches to share... something that always resonates with me on a personal level. His stories grab you because you know they just happened and are fresh, or they are from a real world experience.

There's been a few times while reading his newsletter that

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he's actually compelled me to rethink something I was doing within my own business and evaluate it. This is possible because Dan actually runs real businesses. It's also possible because Dan hasn't always succeeded, he's failed a lot which is great, because it means he actually had the balls to try a bunch of stuff that did fail, which I love.

Not only that, he's one of the few print newsletters where you not only get an in-depth marketing education in each issue, but you also get to be part of a Q & A live phone call every month which if you take advantage of it, you'll easily pay for your membership and feel good about the money you spend.

I highly recommend Dan's print newsletter. If you only buy one print newsletter from my review today, I recommend this one."

Ricky Breslin
www.RickyBreslin.com

"I Will Treasure And Refer To It Over And Over Again!"

I can't remember the last time I wrote a letter like this one. However, after receiving the package for the Doberman Dan letter... and... after reading the first three issues... I've felt compelled to say...

Thank you!

From what I've read so far, I think your newsletter will be one of a handful of marketing products I will treasure and refer to over and over again.

The explanation you gave of Gary Halbert's technique in the first issue of your newsletter clarified a few points I was unsure about. That was priceless in and of itself.

Second, I'd like to thank you for sharing some very personal details about your life. That was a gutsy thing to do. I applaud you for it.

The important thing is, sharing those kinds of realities... the challenges, fights, hopes, dreams, heart sinking losses and euphoric wins... is an inspiration.

Anyway, I'm glad to know you and I wish you the best with the newsletter and everything else.

John Angelache
www.johnangelcopywriting.com

Call us toll-free to reserve your subscription: 1-800-290-2817

Creame paper, printed full color.

RISK-FREE REPLY CERTIFICATE



Yes, Dan! Please Send Me Your 3 Just-Released Money-Making Gifts Worth \$691.00... Absolutely FREE!

YES! Please reserve my subscription immediately to *The Doberman Dan Letter!*

I understand I get your info-packed money-making monthly newsletter, (and other cool unexpected surprises) and phone consulting days with you every month. I get all this for the low monthly investment of only \$49.97. (\$59.97 outside North America.) As a new subscriber you'll also rush me these **3 never-before-released BONUS gifts... a \$691.00 value:**

■ **FREE GIFT #1:**

Doberman Dan's Remote Control Selling Secrets. This 2-part interview reveals several unique ways to increase the size of your business and, quite possibly, TRIPLE your before tax profits. These secrets will make customers FLOOD into your business like never before. (A \$297.00 value!)

■ **FREE GIFT #2:**

Million Dollar Marketing ROI Prediction Tools - You get two of my most valuable

tools I use every day to...

- Determine the potential profitability of new business and project ideas...
- Discover which marketing campaigns have the highest chances of success... and...
- Quickly and easily reveal the best possible prices for your products and services. Now there's no more pricing "guess work." (A \$197.00 value!)

■ **FREE GIFT #3:**

How To Get The Highest Possible ROI From Your Marketing Dollars! These two videos walk you step-by-step through using my *Million Dollar Marketing ROI Prediction Tools*. You'll discover how to "ferret out" profitable niches, marketing campaigns and entirely new businesses. There will be no more confusion about where to invest your advertising dollars for the highest possible return on investment. (A \$197.00 value!)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

E-mail Address: _____ Day-time phone: _____

MY METHOD OF PAYMENT:

Charge my: American Express Visa MasterCard Discover

Credit Card# Exp. Date: _____ / _____
(month / year)

CCV#: _____ Signature _____
(3 #'s on back of card/4 #'s on front of Amex) (for credit card authorization)

ACT TODAY! 4 EASY WAYS TO SUBSCRIBE:

- 1.) For **Priority Processing Call Toll-Free, 24 Hours/day: 1-800-290-2817**
(Or 352-547-4182 if calling from outside North America)
- 2.) Mail this completed certificate to the address listed below.
- 3.) Fax this completed certificate toll-free to: **1-866-226-6122** (24 Hours a day)
- 4.) Online: <http://www.KillerNewsLetter.com>

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